

Nova Southeastern University
NSU QEP Marketing Meeting Minutes
January 12, 2017
9:00 AM – 10:00 AM
Department of Institutional Effectiveness Conference Room
Suite 3434

In attendance: Barbara Packer-Muti, Dana Mills, Kevin Dvorak, Nick Pascucci, Joycelyn Vogt, Maria Mercedes Lardizabal, Ron Ryan, Samantha Hull, Eddie Jitraphai, Jonathon May, Maria Lemme, Mark Schuknecht, Jackie Lytle

I. Discussion Items

a. QEP Marketing

i. Marketing Video

1. How do we market it?

- a. Barbara, Kevin, and Dana will speak directly with faculty
- b. Video placed on website
- c. Sharktube – Mark
- d. Facebook/Instagram – Dr. Eddie
- e. Shark Byte/Shark Fin – Dr. Eddie
- f. Town Halls video – Mark
- g. Website – Dr. Eddie (Marcia)
- h. Mass Email – late March
- i. Blackboard – Barbara will talk to iZone
- j. Video on QEP Website - Nick

ii. Banners/Posters

- 1. Order as soon as possible
- 2. Need requisition form from Nick/BPM
 - a. Need work order from facilities to post
- 3. February through April 7th

a. Locations:

- i. UC
- ii. Mary McKay Hill
- iii. College of Law
- iv. Design Library Banner
- v. UC – North/East Entrances
- vi. HPD auditorium
- vii. Commons Residence Hall

b. Need approval:

- i. Library – Jim Hutchins
- ii. Horvitz – Jackie Travisano
- iii. Parker – Ada Kristy (special size needed)

c. Easels needed: HPD, UPP, Horvitz, OC, Griffen Road

iii. Marquee – place logo

1. Dr. Eddie
 - b. HPD & Regional Campuses Student Affairs Monthly Meetings
 - i. Barbara, Kevin, and Dana will attend
 - c. Shark Preview Conflicts
 - i. April 4-7 Weekend
 1. Barbara will speak with Shari
 - d. Sea Thursday
 - i. Dr. Eddie has reserved table on March 23 from 11:30 – 1:00 PM
 1. Writing Fellows will be at the table
- II. Next Meeting: will take place on a Thursday morning at 9 AM
 - a. TBD