

Nova Southeastern University
NSU QEP Marketing Meeting Minutes
March 3, 2017
9:00 AM – 10:00 AM
Department of Institutional Effectiveness Conference Room
Suite 3434

In attendance: Barbara Packer-Muti, Nick Pascucci, Marcia Perez-Del Valle, Mercedes Lardizabal, Eddie Jitraphai, Samantha Hull, Mark Schuknecht, Kevin Dvorak, Dana Mills

- I. Discussion Items
 - a. SACS Visit
 - i. April 4-7
 - ii. Last marketing meeting before SACS visit
 - b. Ground Banners & Posters
 - i. All ground banners and posters should be up/placed soon
 - 1. Jocelyn has confirmed posters are up at regional campuses
 - 2. Dr. Eddie provided a list of poster/banner locations
 - a. 24x36 on foam board
 - i. HPD = 2
 - ii. Don Taft UC = 2
 - iii. Oceanographic Center = 1
 - iv. Griffin Rd Bldg = 1
 - v. UPP = 2
 - vi. East Campus = 1
 - vii. Horvitz = 1
 - viii. Residence Halls = 4
 - ix. Student Affairs Building (SAB), in 104 = 1 (added today)
 - x. Athletics Building = 1 (added today)
 - xi. East Campus = 1 (added today)
 - b. PDF—24x36 and 11x17:
 - i. Regional campuses
 - c. 11x17 printed at Copy Center:
 - i. Residence halls, each floor = 60
 - ii. SAB bulletin board = 1
 - d. 22x28
 - i. Library = 1 lamination only
 - e. 20x30
 - i. Parker Building = 1 lamination only mounted on foam board and 10 of 8.5x11 sheets.
 - f. Outdoor ground banners 3' x 4'
 - i. East entrance UC = 1
 - ii. North entrance UC = 1

- iii. In front of Horvitz = 1
- iv. In front of College of Law = 1
- v. In front of Maltz Bldg = 1
- vi. In front of Terry Bldg = 1
- vii. HPD any by the clinic = 1
- viii. By the parking garage and Carl DeSantis Bldg = 1
- ix. By Student Affair Bldg = 1

- c. Faculty meetings
 - i. Barbara, Dana, and Kevin have been meeting with faculty, staff at regional campuses, & academic advisors
 - 1. Future meetings: DOSA/COUS staff, President's 64 students, Pan SGA, Undergraduate SGA, and Admissions Ambassadors
- d. Student Town Hall Meeting
 - i. QEP was discussed
- e. QEP Marketing Video
 - i. 27 monitors connected to SharkTube system that are playing the video
 - 1. Additional areas:
 - a. Pharmacy – 2 monitors
 - b. One Stop Shop HPD – 1 monitor
 - c. OC Video wall – 1 monitor
 - d. Dental Clinic Waiting Room – 1 monitor
 - ii. Total = 32 monitors playing QEP Marketing Video
- f. New infographic – Kevin
 - i. Will send to Marcia, Eddie, & Mercedes
 - 1. Will add to SharkFins and SharkBytes
 - 2. Marquee Display: 1080 x 432 pixel – 1
 - 3. NSU Journey Wall
 - a. Video on 2x2 displays
 - b. On Sway, third vertical screen
 - ii. Will have a targeted/boosted Facebook post
 - 1. Barbara will follow-up with Jason Fitch and Mark Croquet to place infographics
- g. Email blast to students & faculty – Marcia
 - i. March 20
- h. Sea Thursday Table
 - i. March 23
 - ii. Will incorporate engaging activity for students
 - iii. Giving away pens
- i. Roll-up Banner

- i. Will order one with Kevin's new infographic
 - ii. Can take to events/meetings
- j. QEP Website
 - i. Marcia will put in request to add video
- k. Marketing Presentation during SACS Visit
 - i. Marcia will create short presentation with marketing plan and results