Quality Enhancement Plan (QEP) Planning Committee
Friday, April 3, 2009 – 1:00-3:00 p.m.


Cultivating Global Perspectives
- **Revisions to executive summary**
  o Under #1 of Engaging Others: replace “dialogue” with “communicate and engage with”
  o Under #2 of Engaging Others: remove “diverse cultures”
- **Revisions to white paper**
  o Page 4, #1a should read: “Develop in our student body…”

Fostering a Culture of Student Scholarship
- **Revisions to executive summary**
  o Second paragraph, second sentence should read “A self-comparison between seniors in the 2003 and 2006 cohorts revealed that…”
- **Revisions to white paper**
  o Page 6: Confusion with the last sentence of the second paragraph
    ▪ Replace with: “In addition, students develop frustration with the difficulties of obtaining immediate or unambiguous results as part of the scholarship process.”
  o Page 8: Delete third bullet—it isn’t possible to add questions to the NSSE and BCSSE surveys
- **Goal of this topic**: to explain what scholarly activity is to students and to see the relationship between foundational work and problem solving

Social Innovators & Social Entrepreneurs
- **Revisions to executive summary**
  o Second sentence in the fourth chunk of text should read: “…we propose an increase in curricular and co-curricular activities that apply the knowledge and skills they are learning to the pressing social challenges of our time.”
- **No revisions to white paper**
- **Questions about the use of research in social entrepreneurship**
  o Social entrepreneurship comes out of the research that gets done—they are integrated
- **Concerns that this white paper blurs the lines between the three topics**
  o Paragraph summaries on the survey help show the distinction between topics

Topic Selection Survey
- **With the exception of the Global summary (see Kathy and Marty’s changes), we’ll move forward with the paragraphs on the front page as is**
  o This is what most people will read and they show each of the topics as separate
- **Concerns about students being locked out of the survey if they use a computer in a computer lab which has already been used to complete the survey**
  o Would students be taking the survey from a computer lab → probably not…
• We will not distribute hard copies of the survey unless someone sends an email request to qep@gmu.edu
• Keep the answer choices in alphabetical order, but use full titles throughout for consistency
• Keep first demographic question for page logic and move other questions to the end
  o Update: Unable to do this because of Survey Monkey’s page logic feature. We wouldn’t be able to “re-track” this to the appropriate categories at the end unless we created three separate surveys...
• Put links below each of the summary paragraphs to the appropriate executive summaries and white papers
  o Update: Unable to do this because of the number of characters/words that are permitted for each page...
• Add University Life as a choice in the unit membership question for faculty/staff

Publicity Possibilities
• Special outreach to Deans and Department Chairs
  o Send a message to the following people (after the ALL-UNIV announcement goes out!) for them to pass along: heads of units, Associate Deans, Department Chairs, Associate Directors, senior staff (Sandy Hubler and VPs), Academic Affairs, and Housing & Residence Life
• Special note to Zack Golden for him to forward through the Student Government listserv and to other presidents of student organizations
• Chelsea is helping to write an article for the Broadside
• Advertise about the survey through:
  o eFiles next week
  o The login page on Blackboard?
  o Table tents in Southside?
  o Receipts in the JC food court (Kara will let us know how to do this!)
  o Banners on Facebook
  o An update to our QEP group on Facebook
  o QEP kiosks in the JC?
  o A PSA on WGMU (Mason’s radio station)
    ▪ Could use audio from our GMU-TV PSA
    ▪ Email Richard Wood about using the audio for the radio and about loading the videos onto YouTube
• We should all be sure to talk about the QEP survey at meetings

ALL-UNIV Announcement
• Catchy subject to go along with our QEP posters: “What’s Your QEP?”
• Take out the first sentence thanking people for their interest and replace with one that explains what the QEP is
• Second sentence: “Based on input and feedback from the university community last semester…”
  o Have links and titles follow this sentence?
• Third sentence/chunk of text: “We are asking all members of the university community to…”
  o Make “Your responses to this anonymous survey…” part of the above paragraph
• Below the link to the survey, add text about where to send questions and concerns and how to request a paper copy of the survey
M&M Duty

- Tim will take M&M’s to PW campus to put on the tables during lunch
- Lynne will take 75 bags to the CEHD meeting on Monday
- Kara will take 50 bags to University Life staff meeting on Wednesday (pick up on Tuesday)