Quality Enhancement Plan (QEP) Planning Committee  
Friday, September 26, 2008—1:00-3:00 p.m.


Visits to University Meetings
- Questions about budget at many meetings, which is expected
- Chelsea and Rose gave a presentation to Student Senate on Thursday, 9/25
- Presentations to individual classes were discussed, but it was decided to be too much
- Scholars Town Hall meeting in two weeks (undergrad outreach)
- Academic Advising Council meeting—budget a big question
- Craig and Rose—University Life last week
- Faculty Senate presentation went well; resulted in mention in Mason Gazette

Soliciting Feedback on Proposals
- Prompts/things to think about that we should pose to website visitors who are interested in providing topic feedback:
  - What excites you about this topic/proposal? Could you see yourself getting involved?
  - How could your department or academic unit be involved in this?
  - How do you see this topic enhancing student learning?
  - Do you see this topic proposal as a way to push Mason forward? In what way(s)?
  - What else would you like to share with the committee about this topic?
- Simple prompts—not too many
  - Have a few of these questions as prompts, making it clear that they do not all need to be answered
  - We’ll hold off on calling people’s attention to SACS’ questions until January when we are flushing out our topics
- Create a blog for each topic
  - People could comment and see the other feedback
  - Would encourage interaction among people who are commenting
  - Each group will monitor the blog about their topic
    - Make a commitment to check in a minimum of twice per week to field any questions that might come up about that particular topic or proposal
    - We’ll want to summarize what the major themes of comments are to the committee
  - We will expect more student feedback with this method; we expect more faculty involvement through email
  - As we get new proposals and post them to our website, we will create a new blog for that proposal topic
  - We will make sure that there’s an easy link between all of the proposals and that people can feel free to access any of the blogs from one blog (Rick Reo will help us with that!)
- All of the topics that we receive should get added onto something that is already formatted
  - We shouldn’t screen for criteria now
  - Take in all ideas and post to get feedback—even if they are missing sections
    - We can fill in those gaps later
    - Right now we want as many ideas and as much feedback as we can get
- We should make sure that the format of proposals is consistent before we post, so that people know where to find things in terms of sections
• We should create a general QEP blog—eHarmony QEP or QEP Café or Passenger’s Lounge or Topic Development
  o People could express interest toward certain topics and form groups with each other

Community Forum Planning
• An alternate way for people to get involved in this process if they don’t want to contact us through any other avenues (email, blog, phone, etc.)
• There will be a creative exercise and a discussion
• Have it in Dewberry with round tables—workshop format
  o Faculty and students will not commit to more than one hour
  o Discuss with your table—have them hand in something at the end
• Forums open to faculty, students, and staff
• **First forum:** By the last week of October at each of the campuses (when advertising, remind folks to go to website to review proposals)
  o First 10 minutes: an abbreviated version of our talking points and general info
    ▪ Background info: Strategic Plan, mission, institutional data
  o Open-ended questions:
    ▪ What’s going on re: student learning at Mason that excites you?
    ▪ What would you like to see at Mason re: student learning that is not currently happening?
  o Open-ended forum, one on each campus
    ▪ Prince William campus—try to get Occoquan Building, room 110 (Rick Davis has volunteered if in the morning)
      ♦ Use PW files to inform faculty
• **Second forum:** in February on the Fairfax campus
  o This will be a big campus event!
  o Focus is on narrowing in on a topic
  o Round table discussions/activity
  o Advertise community forum as a workshop
    ▪ Have an idea? Come to our community forum...
    ▪ Opportunity for networking
  o Have people go to breakout rooms that are devoted to each topic
    ▪ We will be able to tell where the interest lies based on peoples’ foot traffic
  o Online survey going on at the same time
• What role do already established proposals play?
• Don’t need to buy an ad in the *Broadside*
  o Do table tents and flyers on bulletin boards
  o Distribute flyers through campus mail (to faculty AND to students)
  o Bookmarks for library to put in books when they are checked out (this would target faculty)
  o Get the QEP on receipts from the food court
  o Marcelle—electronic banner in JC (a week before forum in Fairfax)
• Have kiosks in the Johnson Center or in George’s—2 committee members at each?
  o Have table tents for Randall’s (?) at Prince William—Tim Born and volunteer?
  o One lunch at George’s with a back table—Rick Davis and volunteers?

Discussion about our Wishlist
• Banner for Facebook—Chelsea and Shannon
• We will create banners once we know our topic
• Logo, slogan, buttons, mascots, and banners once we know our topic
• Have a brief broadcast on GMU-TV
  o Short clips, videos, telecast
• Careful with marketing to external communities; we want to think carefully about timing of marketing → perhaps it is better when our implementation is about to start?
• Market through Admissions and Orientation so that incoming students know about QEP
  o Could bring people to Mason
  o Don’t do this until we have something tangible to share with them
• Get QEP buttons on the CUE and shuttle buses (like Mason Votes)
• Add table tents to wishlist
  o Have flags
• Get the QEP on the sign on Braddock Road

To-do List...
• Changes for website:
  o Fix the language for proposals and feedback on the website
    ▪ New proposals due November 7th
    ▪ Begin collating comments on November 25th
    ▪ Have top three topics by December 5th meeting
  o Put a proposal template online to encourage people to create each of the sections
• Follow up with Rick and Tim about days they are free to do table tents during mid-October
• University Life information booth set up outside fall convocation on Wednesday, 10/1
  o Talk to Mecca Marsh in Student Centers about poster for Wednesday, 10/1
• Ask Peter to direct people to website—set up a poster
• Send emails to department chairs with meetings in late October asking them to send a request to their faculty to visit our website
• Have another meeting date on December 8th from 3:00-5:00 p.m. as a backup (Rick Davis will facilitate)
• Budget on next agenda