Quality Enhancement Plan (QEP) Planning Committee
Tuesday, September 7, 2010 – 10:00-12:00 p.m.

Present: Kathy Alligood, LaNitra Berger, Rachel Bergman, Tim Born, Matt Cronin, Rick Davis, Kim Eby, Craig Gibson, Susan Hirsch, Shannon Jacobsen, Brian Mark, Leah Matthews, Rose Pascarell, Sharon Pitt, Lynne Schrum, Padhu Seshaiyer, Amy Snyder, Cathy Tompkins, Bethany Usher, Terry Zawacki, and Ying Zhou

Updates
• Undergraduate research is one of President Merten’s four goals for the year ahead, and he is interested in having an apprentice
• We are in the process of identifying lead evaluators for our on-site review team
• We have asked Veronique Tran (University of Houston) to review our draft document
• Our goal is to have the final text for our QEP to Creative Services by the end of the semester and to have published copies by February 1st
• We’ll be gathering feedback from the Mason community in October and early-November
  o We’ll have another rollout to prepare for the site visit in January

Brainstorming about Outreach
• In addition to the Faculty Senate, who else do we need to reach out to?
• Questions about how much our draft will be able to change by October
  o We should ask folks if there is anything we have left out, where they fit into the plan, or how they can see themselves becoming involved
• We need to be thinking about new faculty, staff, and students in our outreach efforts
  o New faculty and GTAs were all informed of the QEP at various orientations in August
• We’ll want to maintain channels for feedback in case particular activities in our QEP are not working as expected down the road
• We should all share updates and feedback from our departments at our committee meetings
• How to reach out to units that serve small numbers of undergraduates?
• Questions about the site visit and whether the team will visit our other campuses

Possible Meetings/Events for Raising Awareness & Gathering Feedback
• UAP student focus group
• Department Chairs
• College and department meetings
  o CVPA Townhalls are approaching – Rachel will give us the dates!
• University Life
• Staff Senate
• Student Senate
• Provost Student Advisory Council – includes undergraduate and graduate reps from all campuses (contact Todd Rose)
• Student organizations – we could give them something in writing rather than make a presentation
• Family Weekend
• Midnight Madness
• Patriot Leaders (formerly Orientation Leaders)
• Operational meetings on the Prince William and Arlington campuses
• Mason Ambassadors in the Office of Admissions – they will be incorporating the QEP into their presentations to prospective and new students

Additional Methods for Raising Awareness & Gathering Feedback
• Ask for student and faculty perspectives on the QEP through the Broadside (a poll?)
• Work with GMU-TV to film a few vignettes showcasing students and faculty
  o Sharon and Rick will talk with Richard and start brainstorming about this in December to prepare for our January/early-February rollout
• Create low-tech videos with faculty and UAP students to convey energy on Connect2Mason and the QEP Café
  o This would help capture a nice sense of immediacy and engage students in the outreach
  o Student Media or students in classes could do this as a project
  o We could guide these videos by providing Student Media with human resources
• The QEP Café could be devoted to positive feedback about where folks see themselves in the plan, while email could be devoted to concerns
  o We will use the QEP Café to collect all feedback
• We could share flyers and information about the QEP with faculty so that they can share it with their students
• Create a QEP listserv?
  o We will have an OSCAR listserv in place next fall
• Articles in the Gazette and Broadside
• Take advantage of Connect2Mason in October and January (contact Kevin)
• We could put our questions on the napkin holders in Southside and the JC
  o We’ll do this with our visual identity in the spring and also utilize food receipts
• Post messages, links, visual identity, and tagline on myMason portal and Blackboard log-in page
  o We could create a module around the QEP that would go on Bb courses and the myMason Portal
• We could encourage faculty to use the first few minutes of class to share about the QEP and think about how it might dovetail into what they are teaching their students
  o We can create PowerPoint slides and share on the QEP website
• Mid-October is Midnight Madness, and Patriot Leaders may be willing to integrate the QEP into some of the programs
  o This would be less about feedback and more about raising awareness

Departmental Survey Update from Leah
• How many of the student learning outcomes actually include references to student scholarship and how does that align with our SLO pyramid?
• Examined the student learning outcomes of 72 undergraduate programs
• Student scholarship outcomes tended to fall within the top or the bottom of the SLO pyramid
• Departments with student scholarship learning outcomes (top level) tended to give very positive answers on the survey
• Some departments clearly give thought to setting rigorous expectations for undergraduate students
• This study and the data that is currently in WEAVE will be useful for benchmarking and baseline purposes