



QEP Committee Meeting
Friday, January 28, 2022 | 10:00 a.m.
AGENDA

Membership:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Jessica Alston | <input checked="" type="checkbox"/> Robert Reno |
| <input type="checkbox"/> Kristin Corkhill | <input checked="" type="checkbox"/> Kaitlin Dudley (ex-officio) |
| <input checked="" type="checkbox"/> Tyreece Echols | <input checked="" type="checkbox"/> Caroline Frick (ex-officio) |
| <input checked="" type="checkbox"/> Arthur Evans | <input type="checkbox"/> Britnee Shandor (ex-officio) |
| <input checked="" type="checkbox"/> Jean Jones | |
| <input checked="" type="checkbox"/> Kelly Pollard | |

I. Call to Order

Kelly Pollard called the meeting to order at 10:07 AM.
Kelly called for an introduction of members to welcome those who are new to the committee.

II. Approval of Meeting Minutes

Kelly called for a motion to approve the October meeting minutes. Robert “Bob” Reno approved; Jean Jones seconded. All were in favor.

III. Refining & Finalizing Outcomes

Kaitlin Dudley informed the group that this meeting will be used to continue the discussion of outcomes, specifically asking for input regarding these outcomes.

Institutional Effectiveness (IE) will work to complete the QEP outcomes based on input and research from the committee, and the department will present the outcomes for final approval at the February meeting.

Members were asked to share their literature review findings with the group.

IV. Literature Review Discussion

Name	Topic
Kelly Pollard	Enrollment & Student Engagement
Tyreece Echols	Advising
Bob Reno	Internal Communication
Jean Jones	Advising, Enrollment
Kristin Corkhill	Internal Communication



Kelly began with his discussion of enrollment and student engagement. He spoke of the emphasis in research on knowing your student population and understanding their motivators.

Tyreece Echols continued with her discussion of advising, specifically addressing the importance of reimagining advising post-pandemic. She stated marketing to the students directly, mainly through social media inbox messaging, has shown some success at other institutions.

Jean discussed student advising with faculty advisors instead of Student Affairs advisors. Kelly commented that the Student Affairs department is working with Academic Affairs to connect the dots on academic planning. Tyreece provided input by stating that her previous technical college, Southern Crescent, had four (4) designated advisors that are experts for their specific schools. For example, Tyreece advised all medical program students.

Arthur Evans added that there is concern for students who may be slipping through the cracks in regard to transferrable credits. This demonstrates a need for accurate academic and graduation planning.

Lastly, Bob provided his literature review input. Overall, his research demonstrated that many are not satisfied with the internal communication within their workplace. He added that there have been studies that demonstrate the most successful ways for communication based on target audience:

- Peer to peer: Social media communication
- Student and faculty: Prefer email for information, or content info face-to-face

Tyreece posed the question, “Do students need different types of communication from Student Affairs and faculty?” Is there a difference in student response to different needs?

Jessica Alston informed the group that Financial Aid, for example, sends text messages through Campus Logic to students.

Kelly informed the group that the College’s new software, TargetX, will be launching on Tuesday, February 1, 2022.

V. Next Meeting

Friday, February 25th | 10:00 a.m.

- Outcomes Finalized
- Brainstorming QEP “Theme”

VI. Adjournment

Kelly Pollard adjourned at 11:06 AM.