REAL Council

Minutes

Jan. 27, 2010, 3:30 p.m., Student Center 130

Attendees: Denise Martinez, Darla Doty, Art Low, Holly Lamb, Frank Ewell, Melissa Becker, Liza Benedict, Marilyn Robitaille
By Phone: Kim Rynearson, Cody Lapierre

Handouts:
• Agenda

Discussion:
1. Updates
   • Campus Conversations on Distinction (initiated by Drs. Peer and Dottavio) – to be held in the small theater
     • Feb. 9 11-12: Denise, Art, Gilbert
     • Feb. 9 3-4: Denise, Mark, Benni
     • Feb. 17 2-3: Denise, Melissa, Benni
     • Feb. 17 4-5: Denise, Art, Darla
     • Note that all REAL Council members are more than welcome to join for any of the sessions.
     • We will discuss what will/could happen at the visit and push awareness of the QEP
     • Website: www.tarleton.edu/real
     • Email: real@tarleton.edu
     • Banners are up!
     • Darla hosted a Keeping It REAL table at RecFest.
       • ¼ sheet flier developed; will post on sharepoint
       • Darla set up a trifold display for Keeping It REAL if anyone would like to borrow it for an event.
       • “Keeping It REAL” is on the marquis on Harbin by the stadium

2. Items from last meeting
   • Study Away subcommittee – developed guidelines; emailed with minutes.

3. Chalk and Wire update
   • Spring pilots need training
   • CITDE is populating the sections right now and contacting the pilot instructors individually

4. Discussion of marketing –
   • QEP Powerpoint on website – Denise – under construction
   • Involve the Poo – Holly talked to their faculty advisor; she met with Poo yesterday
   • Cheerleaders – Darla talked to Critter; they will develop some cheers and help spread the word
• SGA – Gilbert and James were not available, but will be meeting with SGA on Friday along with Kelli Styron to discuss SACS and QEP
• Fraternities and Sororities – Johnny was not available
• Info on the stadium parking lot marquis – Darla spoke to Susan Burton; Keeping It REAL is on the marquis; this will be running periodically for at least this semester.
• JTAC masthead – Liza has spoken with Jim Looby who is contacting the student editor with the inquiry
• 10-11 catalog and student planner – Denise/Liza – artwork is under Liza’s group and will be incorporated
• Screensavers/backgrounds – optional for faculty/staff; want to put in all computer labs and library – Denise will be calling a meeting of the appropriate group
• Make a promotional YouTube video – Denise asked Gay about coms/pr courses – it’s not done early in the semester; Melissa will talk to Paige Worrell about her course
• Faculty and staff
  • Emails to department heads asking them to promote it with their faculty – Liza and Denise developed; committee reviewed; Denise will distribute.
  • Promote again in Academic Council and ask the Deans to encourage the department heads to encourage the faculty
• Job fair – March 3 – Darla will get a table
• Print posters – Johnny, Art, and Liza – poster subcommittee (Liza on point); can adjust artwork as necessary to optimize ink consumption
  • Send about 10 to Waco and 20 to Fort Worth
• Put info, logo, links etc on our social media – Liza
• Marketing at A&M Central Texas will be discussed with Tracy Teaff

5. Other – Fort Worth campus
• Awareness is spottier there than in other locations; schedule some visits and SACS/QEP sessions with them (Denise, Kelli, Karen)

6. Adjourn – 4:15 pm