



River Parishes Community College
Start Here Go ANYWHERE !

QEP Promotion Plan 2008-2009

RPCC

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RPCC QEP Promotion Plan

2008-09

This promotional plan will:

- Provide continued focus on promotional objectives for the QEP Leadership Team.
- Promote unified message delivery regarding RPCC's QEP.
- Establish a timeline for QEP promotional efforts.
- Communicate the QEP Leadership Team's strategies for promoting the QEP.

I. Target Audiences

- A. Students
- B. Faculty
- C. Staff
- D. College Community

II. Promotions to Reach Target Audiences

- A. Unique RPCC QEP Logo and Slogan
 - 1. Audience(s): College Community
- B. RPCC Website
 - 1. Audience(s): Faculty/Staff/Students
- C. QEP Logo Fliers/Posters
 - 1. Audience(s): Students
- D. Blackboard Student Information Pages: Announcements
 - 1. Audience(s): Students
- E. RPCC Campus Email
 - 1. Audience(s): Faculty/Staff/Students
- F. Desktop Backgrounds on RPCC Computers

1. Audience(s): Faculty/Staff/Students
 - G. LCD Displays in Buildings B and E Hallways
 1. Audience(s): Faculty/Staff/Students
 - H. Banners on Campus
 1. Audience(s): Faculty/Staff/Students
 - I. Special Events
 1. RPCC Community Fair and 10th Anniversary
 - a) (Audience(s): College Community)
 2. Professional Development Workshops
 - a) (Audience(s): Faculty/Staff)
 - J. Incentives for Participating in Assessment Activities
 1. Tee-Shirts featuring QEP Logo with Slogan (Audience(s): Students)
 2. Ink Pens and Pencils featuring QEP Logo with Slogan (Audience(s): Students)
 3. Calendar/Planners (Audience(s): Students)
 4. Flash Drives featuring QEP Logo with Slogan (Audience(s): Students)
 5. iPod (Audience(s): Students)
 6. Other: TBD on an as-needed basis
 - K. Additional Internal Communication Groups and Organizations
 1. QEP Leadership Team
 2. Faculty Assembly
- III. Message(s) to be Delivered**
- A. The Quality Enhancement Plan (QEP) Topic
 1. "Improving Student Information Literacy Skills"

B. Slogan and Information Literacy Definition

1. "Knowledge Is Power"
2. "Information Literacy is the ability to responsibly and effectively locate, evaluate, and use information"

C. Benefits of RPCC QEP and Information Literacy

1. The QEP will enhance student learning.
2. Information Literacy skills are important in all disciplines.
3. Information Literacy promotes critical thinking skills, technology skills, and responsible use of information.
4. A successful QEP will ensure continued SACS accreditation.

QEP Promotion Plan: Timeline (2008 – 2009)

PROMOTIONAL ACTIVITY	PERSON (S) RESPONSIBLE	TARGET DATE	STATUS	COMMENTS
Create a unique QEP logo and slogan.	QEP Leadership Team	Fall 2008	Complete	Committee meetings, focus groups, and faculty/student input were involved.
Communication of QEP status, activities, and promotional plans to faculty/staff/students.	QEP Leadership Co-Chairs	Fall 2008 and Spring 2009	Complete	Faculty were briefed on the promotional plans and their involvement during the faculty in-service meetings (Fall 2008 and January 2009), as well as in campus emails sent out to all faculty/staff. Students were sent emails via Blackboard, as well as, having access to announcements and posts regarding the QEP in the RPCC Student Information Pages course

				site.
Campus Student Computer Desktop Backgrounds	QEP Leadership Team and RPCC IT Department	January 2009	Complete	New desktop background images featuring the QEP logo/slogan were loaded onto all student computers on campus, and the image was made available for download onto faculty/staff computers.
Fliers / Handouts (2-sided) / Posters	QEP Leadership Team and Faculty	January 2009	Complete (Spring 2008) and Ongoing	Fliers were professionally printed and distributed by faculty during the first week of Spring 2009 classes. Posters were also mounted around campus that week.
Web Page Logo/Promo	QEP Co-Chairs	January 2009	Complete	The QEP logo image is on the RPCC home page and links to the QEP web page.
Running Promo on LCD flat-panel displays in halls	QEP Co-Chairs and RPCC IT Department	January 2009	Complete	The QEP images and information created for the QEP 2-sided fliers are now in the image rotation displayed to hallway traffic.
Tee-Shirts	QEP Leadership Team	February - April 2009	Planned	Will be used as student incentives for participating in the SAILS assessment tests.
Banners (large plastic)	QEP Leadership Team	February - April 2009	Planned	Will promote QEP awareness and "brand the QEP with the logo/slogan.
Ink Pens / Pencils	QEP Leadership Team	February - April 2009	Planned	Will promote QEP awareness and "brand the QEP with the logo/slogan.
Flash Drives	QEP Leadership Team	February - April 2009	Planned	Will be used as student incentives for participating in the SAILS assessment tests.

iPod	QEP Leadership Team	February - April 2009	Planned	Will be used as student incentives for participating in the SAILS assessment tests.
Professional Development	Academic Affairs	January - August 2009	Ongoing	Faculty attended a workshop on student learning during the spring 2009 in-service meetings and more workshops are planned for the fall.
Community Fair Event	Director of Public Information and the QEP Leadership Team	April 21, 2009	Planned	QEP promotional activities will be scheduled during this event.