QEP

- QEP as new opportunity

- Our focus:
  Creative Real World Problem Solving skills

QEP

- Faculty Support

- Assessment

QEP

- Faculty Support

- Assessment
QEP

- Faculty Support

- Assessment
  - Dawn Frazier

Questions? Comments? Gripes?

wesolveit@columbusstate.edu

izumi_makiko@columbusstate.edu
Adverting and Marketing Update

Fall 2015
University Relations
With Naarjie Multimedia

Goals

- Support undergraduate recruitment
- Continue spreading awareness of CSU
- Use "first-choice" and show excitement
- Use resources wisely by targeting wisely
  - Keep a presence in Columbus
  - Hit key areas in Atlanta

COLUMBUS STATE UNIVERSITY

Discover why more and more students are making Columbus State University their first choice.

ColumbusState.edu
My first choice.

Now offering 8-week classes on post.
Of the institutions listed below, which ones would you select as having a strong overall reputation? (pick up to three)

- Albany State University
- Armstrong State University
- Clayton State University
- Columbus State University
- Fort Valley State University
- Georgia College and State University
- Georgia Southern University
- Georgia Southwestern State University
- Kennesaw State University
- Middle Georgia State University
- Savannah State University
- University of North Georgia
- University of West Georgia
- Valdosta State University

What factors do you think most impact a university's reputation? (pick up to three)

- Location
- Reputation
- Qualities
- Class Size
- Employment
- Quality of Faculty
- Quality of Curriculum
- Quality of Athletics
- Quality of Student Life
- Quality of Housing
- Quality of Dining
- Financial Aid
- Cost of Tuition
- Safey

Thank You!