

QEP Marketing Committee Meeting Minutes  
 Friday September 28, 2012 at 11:00am  
 In S-262D with video conferencing

Whitney Rhyne	Present	Myra Walters	Present
Amber McCown	Absent	Pat Newell	Present
Catherine Bergerson	Absent	Shannon Parfitt	Absent
David Hoffman	Present	Thomas Rath	Absent
Kathy Clark	Present	William Shuluk	Absent
Lauren Willison	Present		

**Communication Channels**

-Weekly Recap

Whitney started the meeting by speaking about a few different communication channels currently available. The Weekly Recap – a weekly email distributed to the Lee Campus SLS 1515 classes about upcoming events. The Weekly Recap uses colorful graphics and photos to highlight the past week’s activities and gives a glimpse of future upcoming events. Pat Newell asked if a hard copy was distributed to students. Whitney replied that it is only an electronic creation and in addition to being emailed to all SLS 1515 students, faculty, and Peer Architects on Lee campus, it’s uploaded on FYE’s social media sites. Kathy suggested the name “First Year Community Recap”. The group talked about how the weekly recap is a tool to show how FYE is larger than the SLS 1515 class and works to connect all students to the larger FYE community.

-The First Year Experience Monthly Update

Whitney introduced the First Year Experience update and showed the first one from September as an example. The idea of the FYE monthly update is to keep the Edison community informed about the QEP/FYE and to encourage new faculty to teach the course.

Kathy asked that Whitney send examples of the communication to Kathy and Linda.

-Distribution channels

The group discussed the current distribution channels. Whitney noted that the FYE update was distributed from the postmaster at Edison email account but individuals would have to click a link in order to view the document. Whitney had asked Marketing to include the document in the body of the email so that the intended recipients could view the material without clicking a link. Myra noted that she enjoyed receiving the colorful update in her mailbox. It was noted that lots of faculty are not on Outlook. Lauren mentioned that Catherine uses Magnet Mail to distribute mass emails so that may be something to look into as well.

-Content

The group discussed what would be beneficial to add to the FYE update. The group discussed the benefits of sharing each professor's unique class activities, having a tip of the week, and highlighting what students are gaining from the class.

**Updates:**

First Year Experience Club

FYE had a table at the Club Rush and Whitney was pleasantly surprised by the number of students asking how they could join. Whitney also received several emails to the [fye@edison.edu](mailto:fye@edison.edu) email account from students wanting to join. The group talked about the benefits of this type of club, how it will be another venue where students can connect with each other, and how it can raise the significance of branching out and finding a support group.

Social Media

Whitney mentioned the social media outlets in which students are able to connect with the FYE Office. FYE's social media outlets include: Facebook, Twitter, Blogger, and Pinterest.



**Below are three ongoing concerns/challenges for this committee**

1. What are some ways we can recruit new SLS 1515 professors?

Myra highlighted the need for a list of full time and adjunct faculty and talked about using different techniques to recruit full time vs. adjunct professors. Myra mentioned that full time professors need to make it part of their course load and asked what the incentives are for the faculty member to teach the class. Myra noted that adjuncts will not drive to campus to teach one class section. Myra talked about the extra workload associated with teaching the class. While David stated it's not a lot of extra work because both the syllabus and curriculum is already set up. Pat mentioned most professors teach because they love what they do. Additionally she mentioned highlighting students and using testimonials about how the class is benefiting students would work well. Kathy noted some highlights of the class for example the usefulness of the Peer Architects, how the class is refreshing because it's fun and not so content driven, it's got a different structure, lots of speakers, and it's not designed for

everyone to teach. Professor Hoffman noted that his Dean is in support of him teaching SLS 1515 and noted how it's helpful to recruit students to take his class and then enter into the business program.

Myra noted a topic she learned from the FYE conference that passionate faculty can get the program started but that the issue is keeping the program going and sustaining the original energy.

Some tangible ideas to recruit faculty to teach SLS 1515 include:

- Inviting faculty to come and observe a class session
- Meeting with prospective faculty members and encouraging them to complete the TLC modules
- Having a brown bag session to talk to interested faculty members
- Having a raffle to give prizes to faculty who are completing the QEP TLC modules
- Using full time staff with Master's Degree
- Sending out a special invite to certain faculty and staff to invite them to teach the course

2. How should we sell the class to FTIC students?

The group's conversation on this topic lead more towards recruitment ideas which involved: reaching out to dual enrollment students, high school students who think they do not have an opportunity to attend college, engaging in civic activities, speaking at the guidance counselor event in December, highlighting the support and the opportunity to succeed.

3. How can we continue to remind and inform all Edison faculty and staff about the QEP/FYE

This question was discussed while covering the First Year Experience update and recruiting more faculty to teach. The topic will also be tabled for the next meeting.

Minutes submitted by Whitney Rhyne