



## QEP Marketing Minutes

August 29<sup>th</sup> at 11:00 am with Video Conferencing

Whitney Rhyne	Present	Kathy Clark	Absent
Amber McCown	Absent	Linda Johnsen	Present
Brooke Roughgarden	Absent	Myra Walters	Absent
Catherine Bergerson	Present	Rita Rubin	Present
Christy Gilfert	Present	Sarah Dugas	Present
David Hoffman	Absent	Thomas Rath	Present

Whitney began the meeting by thanking everyone for participating on this committee for the Academic year 2013-2014 and then had each committee member introduce themselves.

Whitney shared with the group that on August 14<sup>th</sup> FYE was featured in the *Charlotte Sun Newspaper* and passed around the article for everyone to read. The article is attached. Catherine mentioned how every parent of a graduating senior in our service area should receive a copy of this article.

### QEP Convocation Guide

The group discussed Dr. Wright's support of the QEP. Tom summarized a few of Dr. Wright's main points regarding the QEP when Dr. Wright addressed faculty at the start of term meeting. Whitney informed the group the Dr. Wright wants to highlight the QEP at Convocation with a printed publication. Dr. DeLuca, Professor Trogan (members of the QEP Assessment Committee), and Whitney have been working on a document that would be about 10 pages in length and have specific pages relating to Critical Thinking, Success Strategies, Peer Architects, Campus Engagement, Professional Development, QEP Committee

Membership for the 2012-2013 academic year, and ways to support the QEP. Some additional ideas suggested by the group are: highlighting the advance of the implementation timeline due to legislation changes regarding developmental education, individual roles at the college and how these roles relate to the QEP, campus contacts, and a call to action regarding those qualified to teach. The group also discussed the challenges of keeping track of completion of individual TLC modules. A rough draft of the guide will be included in today's meeting minutes for suggestions and review.

### **FYE Monthly Newsletters**

The discussion turned then to FYE Monthly Update. Whitney mentioned the September issue will feature our new lead faculty on Collier campus, Professor Newhouse, QEP Summer initiatives, a photo from the college-wide Peer Architect training, and photos from events held on each campus this summer. Linda mentioned adding a blurb about FYE and ways it supports students. The group talked about this publication's readership. Whitney stated the publication is made available via email to all faculty, staff, students in the Cornerstone Experience course, and to any parents who attended a Parent & Family Informational Session and who opted to receive additional information from the FYE office.

### **FYE Website**

The meeting continued with talk about a couple of updates made to the FYE website, updated Peer Architect page, addition of each campus's social media links on the Contact Us page, and the FYE New Feed that links directly to a blog which is updated weekly. Whitney asked for suggested updates to the website and Dr. Gilfert mentioned the Cornerstone faculty webpage. With an ever growing/changing adjunct faculty, Whitney noted the challenges of keeping webpages current and up to date. The suggestion was made to have available an updated SLS faculty list rather than the photo and advice/quote currently available; however, Catherine noted how it's nice for students to be able to see their professor before the first day of class.

## **FYE Video Series**

The committee turned its attention to the use of videos to communicate with students and noted that over the last academic year both Collier campus and Lee campus provided videos featuring the FYE office. The group discussed the current QEP video which is on the FYE website and noted the long duration of the video and that it is not very student friendly. Whitney noted a goal to produce a video every week and to create several videos which can be used college wide. Whitney mentioned yet another goal was to produce technology videos that will be helpful for students for example, how to upload an assignment to Canvas, etc. The group discussed using some of the planned and currently available videos in a variety of other capacities such as recruitment efforts, at New Student Orientation, and looping on monitors while students wait in lines. The group discussed front loading a positive message to students regarding the SLS 1515 class, for example, “that you have the opportunity to take this course,” and, “this course will make you a better candidate for your selective admissions program.”

## **Copyright QEP Materials**

The group talked about copyrighting any published work of the QEP. Dr. Clark and Professor Hoffman will be the driving force behind this initiative. The discussion centered on copyright for the academic writing and intellectual property and a trademark for the logo design.

## **Proposed Meeting Time Change**

Whitney noted the absence of Dr. Clark, Professor Hoffman, and Professor Walters due to scheduling conflicts with classes and asked the group about moving the meeting time to the afternoon. All group members present were open to the proposed change; Dr. Gilfert noted the potential time conflicts with the scheduled Enrollment Management meeting that occurs on Thursday afternoon as well.

Minutes submitted by Whitney Rhyne