



QEP Marketing Committee Meeting Minutes
 October 24th at 1:30pm in S-262D with Video Conferencing

| | | | |
|---------------------|---------|----------------|---------|
| Whitney Rhyne | Present | Linda Johnsen | Absent |
| Catherine Bergerson | Absent | Myra Walters | Present |
| Christy Gilfert | Absent | Rita Rubin | Absent |
| David Hoffman | Absent | Thomas Rath | Absent |
| Kathy Clark | Present | Valerie Miller | Present |
| Laura Antczak | Absent | | |

Copyright Update

Whitney began the meeting with introductions; the group was excited to welcome Valerie to the committee. Dr. Clark gave an update from Mark Loupe’s presentation from the QEP Advisory meeting regarding copyright and trademark possibilities. Dr. Clark recapped that a copyright will cost about \$700 for one piece of work, perhaps a book, which could include rubrics, etc. A trademark would cost \$2,800 and would cover the logo.

The group discussed the need to update the logo with the pending change of the college’s name, color, and logo. The group liked the diamond shape and suggested possible updates to be included:

- Myra suggested changing the blue “Relevancy” square to purple.
- Dr. Clark noted that the various colors represent something specific.
- Valerie suggested playing with the lettering FSW to replace the torch in the middle.
- Whitney mentioned changing the text “Cornerstone Experience” to purple to match.

Whitney will reach out to Studio Edison State for revised logo designs.

QEP Annual Review Summary: Year 1

The group talked about the Annual Review document and noted some disappointment that Dr. Allbritten did not mention it during his speech. The group suggested having a departmental or individual contest where participants would need to find information that is in the guide to answer questions. The group noted prizes such as food and movie tickets.

Dr. Clark mentioned that along with Dr. DeLuca she presented the document to the Board and that they were complimentary and it was well received.

FYE Community Monthly Update

Whitney noted that next FYE Community Update for November will be distributed next week. She reviewed the past featured faculty, and proposed choices for future featured faculty for the remainder of the academic year.

| 2012-2013 | |
|------------------|-------------------------|
| Month | Professor |
| September, 2012 | Gubitti, R. |
| October, 2012 | Hoffman, D. |
| November, 2012 | Nisson, M. |
| December, 2012 | Tawil, M. |
| January, 2013 | Clark, K. - Collier |
| February, 2013 | Dye, J. - Charlotte |
| March, 2013 | Campbell, C. |
| April, 2013 | DeLuca, E. - District |
| 2013-2014 | |
| Month | Professor |
| September, 2013 | Newhouse, K. - Collier |
| October, 2014 | Holley, W. - Lee |
| November, 2013 | Vaughan, M. - Charlotte |
| December, 2013 | Coughlin, K. - District |
| January, 2014 | Davis, J.- Collier |
| February, 2014 | Wright, D. - District |
| March, 2014 | Goehring, B. - H/G |
| April, 2014 | DeLuca, E. - District |

One page flyer advertising SLS 1515 & FYE for Academic Advising

With the change of SB 1720, Whitney noted that for the Spring and Summer terms there will be a large population of students who will be exempt from testing and who will not be required to take SLS 1515. In light of this, one promotional idea from another QEP committee was to have a one page flyer ready and available for students. The group reviewed the flyer and had positive remarks.

Valerie shared a story regarding why she choose to join this committee. She was at Walgreens and interacted with an Edison student. She asked the student about their experience. The student had lots of unsolicited positive advice regarding the Cornerstone

Experience class. The student remarked that they had met friends and learned how to best navigate the bookstore.

The group discussed that much of the success of students getting enrolled into SLS 1515 would be due to their Advisor. Whitney noted that Dr. DeLuca has actually recently spoke at an Advisor meeting and that many of the Advisors on Lee campus teach the course. Whitney also noted that Dean Lewis on Collier campus is in full support of the class, deeming it as mandatory for FTIC students.

SLS 1515 Video

Whitney will also work on a short video featuring Cornerstone Experience for New Student Orientation. The group discussed the importance of highlighting a variety of ages, lots of pictures/footage of students smiling and working in groups, and highlighting the Peer Architects as another asset of the course.

The group also discussed how this course is filling a void that Edison had for years, building a real sense of community and providing a shared large group experiences. Whitney denoted that one purpose of a common reading assignment is to give students a shared experience as a starting point for conversation, the course fulfills a similar need allowing students to discuss similar course content and shared experiences as it related to their Professor and Peer Architect. Whitney noted that she is now at the point of turning students away from Service Saturday activities because more students want to volunteer than the organization can use.

Minutes submitted by Whitney Rhyne