



### QEP Marketing Committee Meeting

January 31<sup>st</sup>, 2014 at 10:00am in S-262D and G-109

Whitney Rhyne	Present	Linda Johnsen	Absent
Christy Gilfert	Absent	Myra Walters	Present
David Hoffman	Absent	Sarah Dugas	Absent
Kathy Clark	Present	Thomas Rath	Absent
		Valerie Miller	Present

Whitney started the meeting by introducing the new updates to the FYE Website. They are listed below:

- Link on main homepage
- Addition of colorful flyers on events and activities page
- Peer Architect page – added student testimonials
- Cornerstone Faculty page – link to page listing all faculty who are teaching during the current semester

The group entered into conversation regarding the Cornerstone Faculty webpage. It was decided that it would be best to list every faculty member, their primary role/discipline, and email address. The group decided that faculty would be asked to email their photo to Whitney to be posted on the website. Valerie will cross reference the SLS faculty list with the list of employees who are exempt from having their information posted on the website. Valerie mentioned this should be done early so students can see their professors when they register for class.

Whitney stated that Studio Edison State is still working on the requested changes to the Cornerstone Logo. The group reiterated that they would like to keep it similar to the current logo, and offered suggestions such as: adding the wheel image to replace the torch, changing the Cornerstone Experience text to purple, and perhaps changing the blue box to purple.

The group reviewed the February Monthly Update that is scheduled to go out on Monday. The group identified a few changes to make to the current update and suggested adding an area about “What’s Coming Up” providing a link to see all the photos from specific events (i.e. Service Saturday), and perhaps adding a photo tab on the webpage. Whitney mentioned that all the event photos are posted on our Facebook page. The group is interested to see some metrics regarding student’s engagement with our website and social media outlets. The group stated the importance of featuring Dr. Wright and suggested featuring him at the start of each year. Whitney asked for suggestions for left column feature stories for the monthly updates. The group stated that people really want to see the students and suggested student testimonials and reviews (perhaps like Amazon with a star rating). The group identified Duke DiPofi as a suggested feature for the March update. The committee also discussed creating a template of featured faculty questions. Suggested questions for the template are listed below:

- What do you enjoy most about teaching the class?
- Why did you choose to teach SLS 1515?
- How did the course change you?
- Have you taught this before at any other institution(s)?

Whitney asked the group to think about ideas for testimonials, etc. for the *Year 2: Annual Review Summary*. Dr. Clark mentioned capturing the students in the focus groups at the end of the year. Dr. Clark and Whitney both stated they would go help facilitate a focus group on another campus.

Minutes submitted by Whitney Rhyne