

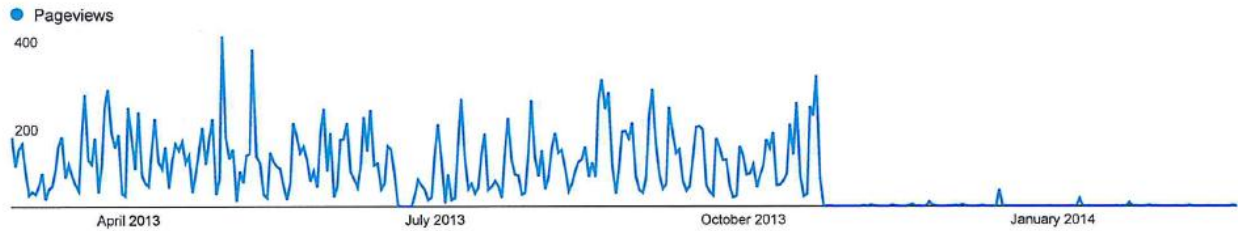


**QEP Marketing Meeting Meetings
Friday March 14th 2014 at 10:00am**

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

Website Statistics

Whitney started the meeting by sharing FYE website statistics. The data spans a one year duration from Feb. 25th, 2013 to Feb. 25th, 2014. During the year there were 25,204 Pageviews, 14,814 unique Pageviews. On high traffic days, there were close to 400 Pageviews to the FYE website. A chart highlighting Pageviews for the year is below. The three most visited webpages in order are: the FYE Home (index), Events and Activities (workshop), and the Cornerstone page. The groups inquired about how many of the Pageviews were from internal or external visitors. The complete Google Analytics report is attached.



Social Media Statistics

The committee then entered into conversation regarding social media. Whitney shared the following statistics below. Linda and Whitney shared information on ways they engage students using social media and shared information pertaining to this semester's Cornerstone Experience Facebook contest.



FYE Marketing

Academic Year 2013- 2014

The First Year Experience (FYE) office has a threefold communication plan reaching students through three primary venues: emails, social media, and on-campus local distribution networks. In addition to marketing efforts to students, the FYE office has developed strategic marketing efforts to faculty, staff, and administrators through the First Year Experience Community Update. The First Year Experience Community Update is sent college-wide to all personnel. This monthly update highlights a Cornerstone faculty member, students, and auxiliary FYE programming on each campus.

Lee Campus



Email

23 Weekly Updates, a fun and brightly colored document containing photos and graphics sent to all Lee campus SLS 1515 students weekly, accounting for 16,515 emails



YouTube

The FYE office has produced and published 13 videos which have received 1,384 views.



Blogger

The FYE office has created 32 original blog posts this academic year and has over 3,300 page views. The blog is directly linked through Edison's FYE webpage through the FYE News Feed tab.



Pinterest

The FYE office has posted 193 pins on Pinterest, 38 pins during this academic year. The majority of pins are original content.



Facebook

929 friends

Fall 2013: 508 Photos Posted
73 Status Updates
393 Likes/Comments
27 Photo Albums Created

Collier Campus



21 FYE FYI weekly announcements accounting for 5,908 emails.



Facebook

289 Friends

Fall 2013: 190 Photos Posted
32 Status Updates
162 Likes/Comments

Charlotte Campus



Facebook

68 Friends

Fall 2013: 150 Photos Posted
26 Status Updates
40 Likes/Comments
8 Photo Albums Created

FYE Community Update: Template Questionnaire

Last meeting the group discussed the length of faculty features for the monthly FYE Community Update. The group recommended providing several questions for faculty to complete, with the idea this would better captivate the target audience. Whitney distributed the template questionnaire for the committee to review. The group liked the template and suggested adding a maximum word count and adding a statement that their content may be edited due to space constraints.

Focus Group Facilitators

Previously, the group discussed helping conduct Cornerstone Experience focus groups at the end of the spring semester to capture meaningful content that would be useful in future marketing campaigns and publications. Whitney asked the committee members who would be interested in helping to lead Cornerstone Experience focus groups this spring. Myra, Kathy, Sara, Valerie, Tom, and Whitney all are willing to help conduct Cornerstone Experience focus groups.

Minutes submitted by Whitney Rhyne