

QEP Marketing Meeting Minutes

January 25th, 2013 at 10:00am in S-262D with Video Conferencing

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

Whitney started the meeting by reviewing various communication outreaches from last semester. She noted that on Lee campus during the fall semester the FYE office sent out 16 *Weekly Recap's* to 451 students for a total of 7,216 emails. The FYE office also communicates heavily through social media. The FYE has posted 82 pins on Pinterest. Most of these were original content. The FYE office has created 31 original blog posts and had over 250 page views. This blog is directly linked through Edison's FYE webpage.

The group discussed the monthly *First Year Experience Community Update*. This monthly publication highlights SLS 1515 faculty members, and has sections featuring either an SLS student or a Peer Architect. This publication also features pictures and narratives about the FYE office and events. The group liked the content that is included in the publication. Dr. Gilfert mentioned that student testimonials resonate with other students and that this could be a good recruitment tool for the Admissions office as well. Whitney stated that currently the monthly publication goes out to all faculty and staff and asked the group if they thought it should be sent to the students in SLS 1515 as well. The group agreed that this would be a good idea. The group talked about the distribution of the publication stating that since faculty and staff can view the document directly in their email without opening any links, this is the best method of distribution. Linda mentioned they printed a few to have around the office on Collier campus. The Lee FYE does this also. There are always copies of the publication at the front desk.

The group talked about sending weekly emails to the SLS 1515 classes on each campus. Collier campus has *FYE FYI* that Linda sends out every Monday. The email is colorful and contains fun pictures as well as information about that week's upcoming events. Lee campus has the *Weekly Update* which is similar in content and sent out every Sunday afternoon. Tricia Adams a Peer Architect on Charlotte campus, sends out email updates to the SLS 1515 classes about campus events and Crystal a Peer Architect on Hendry Glades, sends emails to her class about events.

One item that came out of focus groups from last spring term was that students wanted to know more about events via Facebook. Currently there is Edison FYE page where Lee campus and college wide information is shared as well as a FYE at ESC Collier page. Both the Lee and Collier campuses are holding a Facebook contest to see to which class can "like" the FYE Facebook page the most.

The group talked about a possible parent newsletter. The newsletter would include information about important dates, supporting your student, and various campus events. Dr. Rath mentioned having students invite their parents to sign up for the newsletter as a means of getting parents to subscribe.

The group discussed communication about SLS 1515 to students at Orientation. One idea was to have Peer Architects on each campus introduce the course and the FYE program to new students. As noted earlier by Dr. Gilfert, students will often respond to other students better than fulltime staff. Rita mentioned that when she speaks to students who are in or have taken SLS 1515, 9 out of 10 stated that the class is valuable and helpful.

Whitney mentioned the FYE webpage and that currently there are workshops and event flyers on the Events and Activities page for Charlotte, Hendry/Glades, and Lee. Getting flyers placed on the website takes some planning ahead and it may take a week's lead time before IT is able to get a flyer posted the website. Producing workshop publications for the entire month or for the entire semester is useful for advertising purposes.

The group talked about recruiting faculty from across different discipline areas. Whitney will try to get the career interest survey results that are sent to the SLS 1515 classes each semester. The survey is used to gauge the career interests of students who are in their first semester. Dr. Rath mentioned the recruiting of faculty from across disciplines would be something the Deans could help with.

Dr. Rath announced that the Cornerstone Experience class will be making news in *Fortune* magazine. Professor Granata had the CEO from Papa John's as a guest speaker. The article in *Fortune* magazine will talk about the critical thinking component of the course.

Minutes submitted by Whitney Rhyne