



**QEP Marketing Committee Meeting**

**Friday September 12<sup>th</sup> at 10:00am in I-122 TLC, G-109, O-118, A-110**

Whitney Rhyne	Present	Kristin Corkhill	Absent
Christy Gilfert	Present	Linda Johnsen	Present
David Hoffman	Absent	Myra Walters	Present
Jessica Clark	Absent	Tom Rath	Absent
Kathy Clark	Present	Valerie Miller	Present

**Monthly FYE Community Update**

The committee started by discussing the Monthly FYE Community Update. The group noted the implementation of the new faculty feature questions, which were suggested by the committee last year. Valerie stated she liked the questions, and stated it was short and sweet. Professor Walters was the first faculty to be featured using the questions and stated that it was a positive experience.

**Exciting Class Activities**

Whitney highlighted several new and interesting class activities that faculty are implementing in their classes this fall that could be featured in the monthly update. Professor Ottman's class which is a linked course between SLS 1515, BSC 1010, and BSC 1010L made tie dye t-shirts. Professor Ottman also hosted several biology speakers from Rookery Bay and opened the event up to all SLS 1515 classes on the Collier campus. Professor Davis is bringing in several psychology focused guest speakers to her honors SLS 1515 class. Dr. DeLuca's honor class has a supplemental read and one of the chapters features the Immokalee area. Professor Rhyne's class completed the ALS Ice Bucket Challenge and challenged all the other Honors SLS 1515 classes to complete the challenge. The committee was excited to hear about all the class activities and though in addition to featuring them in the monthly update that a video of the Ice Bucket Challenge may be neat to include.

**FYE Spirit Day**

Valerie suggested having a presence at college events specifically the Health Fair coming up towards the end of September, she also mentioned having poster boards around campus perhaps in the café and other places that people congregate. The committee liked and supported both ideas. Another great idea was to have an FYE spirit day. The group talked about partnering with another department such as Student Life to have a big event with student activities, as well as prizes, posters, and promo items. Christy mentioned trying to break or set a record at the event. Christy will do research regarding a record to break or set.

## **Upcoming Programming**

The group discussed interesting upcoming programming to include a Critical Thinking Series Lecture – and the first presenter will be President Allbritten on Oct. 13<sup>th</sup>. The series will feature individuals from different disciplines speaking about how they engage in critical thinking in their daily work and industry.

This year Dr. Christian Parenti will be our keynote speaker for the 3<sup>rd</sup> Annual Cornerstone Critical Thinking Event scheduled for Nov. 6<sup>th</sup>. Dr. Parenti is an investigative reporter, author, and documentary maker. His most popular works are his books *The Freedom* and *Tropic of Chaos* along with his documentary “The Fixer.” Here is a link to his website:

<http://www.christianparenti.com/>

Other events we may want to feature in the FYE monthly update is the Beach Clean Up on 9/20 and volunteering at the Imaginarium on 10/11.

## **Future Faculty Features**

Whitney provided a list containing our faculty features to date and the group entered into discussion regarding which faculty to feature next. The group mentioned the need to feature the new full-time faculty and selected Wanda Day as the next faculty member to reach out to. Myra suggested featuring Whitney in her new role. The group decided on featuring Wanda Day representing Charlotte campus in October, Heather Olson representing Lee in November, and Garnett Salmon, who has district responsibilities as the Registrar for December.

## **Annual Review Summary Year 2**

Whitney mentioned that QEP Assessment and Marketing hope to get the Annual Review Summary for Year 2 developed and distributed during the month of October. Last year the guide was passed out at Convocation and then later email out to all faculty and staff by Dr. DeLuca. The group discussed developing a quiz with prizes to encourage individuals to read the publication and learn more about our QEP and our student’s first year experience. Professor Walters will look into the policies regarding soliciting prizes with our endowment office.

## **Website Updates**

Several of the First Year Experience webpage’s have been updated. The Faculty page is updated with all the new SLS 1515 faculty, and there is an additional section to include full-time faculty whose primary discipline is not SLS 1515. The Cornerstone Experience webpage has been updated with new FSW GPS examples. The Peer Architect webpage has been updated.

Several webpage’s need to be thoughtfully developed further or modified. The Awards & Recognition page featured college-wide class involvement awards from the last two years. Whitney does not believe this information will be tracked any longer and asked the committee for suggestions and ideas regarding

this class. The group entered into discussion regarding the Events & Activities page. Dr. Clark stated the page is not comprehensive and that students use the web calendar to view events. Whitney suggested making the page more comprehensive by adding Student Life, Career Services, and other events to the webpage. The Student Resources webpage is new and currently has campus resources maps for each campus. Whitney suggested expanding this page by adding more exemplary class work.

Dr. Clark, asked about getting the meaning of the new FSW colors on the FYE webpage. Whitney will work with Jessica to get the website updated.

### **Promo Items**

The committee discussed the need for new promo items with the transition of the college's name and logo. Past promo items included: T-shirts, mouse pads, signage, notebooks, trifold brochures, and buttons. Dr. Clark and Whitney will meet with Teresa Morgenstern to discuss funding options.

The group discussed inviting Dr. Duke DiPofi, Professor Wanda Day, and Thomas Carr to join the committee.

Minutes submitted by Whitney Rhyne