



QEP Marketing Committee Meeting

Friday October 10th at 10:00am in I-122 TLC, M-201, O-118, A-110

Whitney Rhyne	Present	Linda Johnsen	Absent
Christy Gilfert	Present	Myra Walters	Present
Jessica Clark	Absent	Sue Buntic	Present
Kathy Clark	Present	Thomas Rath	Present
Kristin Corkhill	Absent	Valerie Miller	Present

The committee began by discussing the suggested addition of the ALS Ice Bucket Challenge video to the monthly update. The group gave positive comments and enjoyed watching the video in the monthly update. The group discussed having a video perhaps every month as part of the First Year Experience Community Update. Whitney mentioned getting small parts of the Critical Thinking in Career lecture series presentation to compile a short video to feature.

FYE website

The suggested edits to the website from the last meeting were implemented. The meaning behind the new school and Cornerstone logo colors are now listed on the FYE webpage as well as the Student Life and Critical Thinking in Career lecture series flyers to enhance the Events and Activities webpage. The group continued the discussion regarding the Awards and Recognition page. Sue Buntic suggested having a student of the month. The group agreed to feature a Scholar of the Month from each campus and to feature one Peer Architect of the month. The group discussed the criteria and process and agreed to solicit recommends from faculty for both the Scholar of the Month and Peer Architect of the Month Awards. Whitney will create a template and send to the committee for suggestions before sending to all faculty. The committee will review the submissions and identify a winner each month. Sue also mentioned featuring winners for the year at the end of the year Student Life Awards ceremony.

FYE Spirit Day

The group talked about a date for the FYE Spirit Day and event when they could partner with Student Life. Sue Buntic mentioned a Superhero BBQ on Saturday Nov. 22nd; however not many students are on-campus on Saturdays. Sue then suggested the Health Fair on November 20th from 11:00am – 2:00pm. The group agreed that would be a good partner event. Christy Gilfert reported back on the record-setting idea and stated several categories in which we could choose from (fun, academic, community) with examples such as “most people standing on one foot”, “most diapers donated”, etc. The group suggested having a student’s select the record setting idea.

Annual Review Summary Year 2

The group discussed the Annual Review Summary for Year 2. Whitney mentioned the summary will not be finished until November at the earliest. The committee discussed give-always and prizes for those that read the report. Valerie has already secured several gifts.

Promotional Items

The committee discussed needed promotional items. The group identified past promotional items including T-shirts, notebooks, mouse pads, stickers, signage 8x10, vinyl banner signs, trifold brochures, postcards, and buttons. The group narrowed down the list and did not think the trifold brochures, postcards, or buttons were needed. The committee mentioned pens, lanyards, and table covers as promotional items that might be nice additions. Kathy and Whitney will meet with Teresa to discuss the promotional items.

Possible future features events and activities

The committee discussed upcoming events below that may be nice to feature in the monthly update.

- Dr. Allbritten Critical Thinking in Careers Lecture (Oct. 13th)
- Mad Scientist Day Volunteer Day (Oct. 11th)
- Breast Cancer Walk (Oct. 18th)
- Dr. Christian Parenti Event – (Nov. 6th)

Meetings submitted by Whitney Rhyne