



QEP Marketing Committee Meeting

Friday November 14th, 2014 at 10:00am in I-122 TLC, G-109, O-118, A-110

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

Fall 2014 Cornerstone Fundraiser – Unicef’s Eliminate Project

The committee began by discussing the Fall 2014 Cornerstone Fundraiser. Whitney provided an exciting update that Cornerstone students raised over \$2,500 for Unicef’s Eliminate Project. Whitney denoted the hard work of the Peer Architects in the campaign and thanked the New Student Programs team. Whitney also noted the contributions of the Office of Student Life who is funding the pizza parties for the classes that raised \$200 or more and the whipped cream for the pies. Whitney also thanked Sue Buntic for her help with facilitating the “pie-ings”. Below is a list featuring the Cornerstone classes that have raised \$100 or more.

\$100 Level

- Professor Day, PA Erin (Charlotte)
- Professor Walters, PA Ines (Lee)
- Professor Towers, PA Bryan (Lee)
- Professor Olson, PA Ines (Lee)
- Professor Staple, PA Kaylee (Lee)
- Professor Rhyne, PA Jennifer (Lee)
- Professor Rhyne, PA Barbara (Collier)
- Professor Rhyne, PA Tania (Collier)
- Professor Harvey, PA Brandon (Collier)

\$200 Level

- Professor Davis, PA Grace (Collier)
- Professor Olson, PA Maribel (Lee)
- Professor Costello, PA Bryan (Lee)

\$300 Level

- Professor Schultz, PA Jennifer (Lee)

Whitney mentioned that the success of the fundraising campaign over the last two Fall semester has captured the attention of Dr. Wright, who would like the Cornerstone students to work with United Way in the future. The Foundation Office has been in contact and would like Cornerstone students to volunteer with a local business owner Mr. Bienko. The committee had several questions and concerns regarding the volunteer opportunities with Mr. Bienko's business. Dr. Clark, Sue Buntic, and Whitney Rhyne will discuss the possibilities further. Whitney provided links to the promo videos that have been produced, thus far, for the Cornerstone Fundraising initiative. Professor Walters provided high praise for the quality of the videos produced.

- Introduction Video <https://www.youtube.com/watch?v=P1b4oCT-Quk>
- Nov. 3rd Update Video <https://www.youtube.com/watch?v=xo6F6i7BaEY>

FYE Community Update

Whitney noted the addition of a screen-reader friendly format to the November FYE Community Update. After the October FYE Community Update was sent out Whitney meet with Angie Hartsell, who had concerns about the accessibility of the update to blind students. She suggested having a link to a screen-reader friendly version and providing closed captioning on the YouTube videos. We successfully implemented the screen-reader, and we are working on the closed captioning.

The group reviewed the proposed future faculty features listed below. Dr. Clark liked the addition of Dr. Tom Rath who represents the School of Business and Technology. Sue Buntic asked about featuring adjunct faculty and Whitney described a goal of the QEP to have a specific percentage of Cornerstone sections be taught by full-time faculty and staff. Featuring full-time faculty shows college-wide support and participation as well as perhaps even encouraging faculty from the represented discipline to become interested in teaching Cornerstone course.

- December - Salmon, G. (District)
- January – Schultz, M. (Lee)
- February – Rath, T. (District)
- March – Ottoman, T. (Collier)
- April - Vanselow, S. (Lee)

Critical Thinking in Careers Video

The committee was fond of the idea of having video clips from the past Critical Thinking in Careers Lecture Series. The videos could be used for students who were unable to attend the lecture and as brief video clips hosted on the FYE Student Resources webpage. Whitney mentioned she already captured video from Dr. Alford and Dr. Collins. She will continue to reach out the specific faculty and administrators to feature through the web series. Below is a link to a draft of the first video.

https://www.youtube.com/watch?v=_jrtQtxT0UE&feature=youtu.be

Whitney commented on the great video that Studio FSW produced highlighting the Cornerstone Experience. Jessica noted that a few more edits will be completed before the video is complete.

Honors Cornerstone Feature

The committee agreed that having an Honors Cornerstone Feature highlighting the special / unique activities of each honors section. Whitney reached out to each honors faculty for a photo, video, or statement regarding their honors section.

Cornerstone Scholar and Peer Architect of the Month Award

The committee reviewed the nominations for the Cornerstone Scholar of the Month and Peer Architect of the month awards. After discussion, the committee decided the awards would be presented to the following students.

October

Cornerstone Scholar of the Month

Charlotte: Cheryl Caldwell

Collier: Juliemar Valenti

Thomas Edison (Lee): Emily Casey

Peer Architect of the Month: Courtney Fletcher

November

Cornerstone Scholar of the Month

Charlotte: Jerri Thompson

Collier: Joshua Wege

Thomas Edison (Lee): Dina Allen

Peer Architect of the Month: Jennifer Venier

The group mentioned the need for a rubric to standardize the award selection process. Whitney will work to create the rubrics and sent to the group for review and comment.

FYE Website Updates

Below is a list of changes that have been made to the FYE webpages since the last Marketing meeting.

- New photos on Cornerstone page

- Introduction of new awards on the Awards page
- Moved exemplary work to Student Resources page
- Updated Lee campus name to Thomas Edison (Lee) Campus on Faculty page

FYE Spirit Day

The group suggested that we did not have enough time to pull together an FYE Spirit Day this semester and plans to have the event in Fall 2015. Student Life will start to work on their Fall programming in January.

Spring Meeting Dates

The group likes Fridays at 10:00am and mentioned that keeping the QEP Marketing meeting aligned with department meetings dates works well.

For the Good of the Group

Linda Johnsen noted that on the Collier campus Cornerstone students collected 421 cans for Student Life's Operation Turkey. Linda will share a photo of a can structure that the Peer Architects created spelling out FYE. Jessica mentioned working Jennifer Young to highlight the Collier campus activity.

Sue Buntic passed out flyers for the Transfer and Wellness Fair next week on the Thomas Edison (Lee) Campus and the Super Hero Picnic that all students, faculty, and staff are invited to attend.

Minutes submitted by Whitney Rhyne
11/16/2014