



**QEP Marketing Meeting Minutes
Friday February 7, 2015**

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

The meeting began by viewing the QEP Year Two Summary Report; which was sent to faculty by Dr. DeLuca through email on 2/3/2015. The group identified that the report was not sent to staff members. The committee suggested sending a visually appealing email containing the year two publication to the entire college community. The committee wanted to encourage everyone to read the publication by providing prizes for individuals who answer trivia questions. The committee decided that five questions would be ideal and suggested the questions below.

- How many faculty, staff, and administrator serve on QEP committees?
- Provide a featured employee’s comment and ask the question, “....”?
- What year did the QEP achieve full implementation, where all FTIC students are required to take SLS 1515 Cornerstone Experience?
- List one way to support the QEP.
- Where can you find us on social media?

Valerie has secured prizes from the foundation office. Myra will look into getting movie tickets and FSW hats and gear from the Student Life Office, and Valerie will work to get Dunkin Donuts gift cards from Auxiliary Services.

The committee discussed the next features for the First Year Experience Community Update. In March, we will feature Professor Ottoman (Collier Campus) to discuss her experience with the linked Biology and Cornerstone Experience courses. In April, we will feature Professor VanSelow (Thomas Edison (Lee) Campus), Professor VanSelow transitioned from the School of Business and Technology and now teaches Cornerstone full-time. Whitney mentioned the re-organization of FYE Community Updates. The FYE Updates are now on the top of the FYE QEP page and arranged by Academic Year.

Whitney highlighted the addition of critical thinking videos to the student resource tab on the FYE website. The videos are a good resource for students who would not be able to make the presentations or for faculty to use in the classroom. Whitney met with select speakers after their presentation to interview and video the facilitators. The selected Fall video features are listed below. The videos can be found at <http://www.fsw.edu/fye/studentresources>.

- Dr. Wright – Social Science
- Dr. Collins – Health Professions
- Dr. Alford – The Arts
- Professor Vector – Nursing

The committee identified Jenneine, Joe, and Mary as speakers to feature via video from the Spring speaker series. The committee suggested highlighting speaker on a more personal level, for example, showing Dr. Alford playing the drums. Tom mentioned organizing the videos based on meta majors and linking them to the specific academic school.

Whitney presented the addition of the Career Resource videos to the FYE Student Resource web page. The group liked the career videos, and Myra was excited for the use of the video in the online Cornerstone Experience course.

Whitney showed the changes made to the FYE Events and Activities web page in order to organize the page. There is now a drop down box for event flyers for each campus as well as for college-wide events. The committee commented that the page looks cleaner and well organized. The group commented on the redundancy of the flyers posted on the web page. The committee identified that the Student Life calendar is inclusive and list all campus events. The committee recommends getting rid of redundant flyers and using the Student Life calendar in order to streamline the marketing of campus events. This process will ensure that publications on the FYE web page are in compliance with marketing standards and policies. Currently, several flyers posted by New Student Programs do not meet FSW marketing standards and policies. Student Life sends their event calendars to Whitney each month for posting to the FYE web page.

The group looked at the photos for the Spring 2015, Cornerstone Photo Contest. 39 classes submitted photos for the contest. The pictures have received over 2,000 likes in less than a week's time. The video featuring the photos can be found at <http://fswfye.blogspot.com/>.

The group reviewed the January nominations for the Cornerstone Scholar of the Month and the Peer Architect of the Month Awards. The group discussed the nominations and identified Brittany Barney as the Cornerstone Scholar of the Month representing the Thomas Edison (Lee) campus, Ashley Norman representing the Collier campus and Kaylee Charles for Peer Architect of the Month. The group discussed inviting all the award winners for an end of the year luncheon. Whitney will work on a budget for this event.

Minutes submitted by Whitney Rhyne