



QEP Marketing Committee Meeting Minutes

Friday March 13, 2015

10:00am- 11:00am, I-122, M-201, E-105, A-111

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

QEP Year Two Summary Annual Report

The committee asked about the distribution of the QEP Year Two Summary Annual Report. Whitney stated that Dr. DeLuca sent the publication to all faculty and some administrations on Feb. 3rd, 2015. The QEP Year One Summary Report did not include Summer success data and, therefore, was prepared and distributed at the fall convocation. The QEP Year Two Summary Report does include the Summer term success data and therefore could not be completed by the start of the Fall semester. Dr. DeLuca intends to get the QEP Year Three Summary Report out to the college community at the beginning of the Fall semester as we did for the QEP Year One Summary Report. Professor Walters asked for 15 copies of the publication to share at her department meeting.

Find it on FYE

The committee started by discussing the implementation of the “Find It on FYE” activity in the March FYE monthly update. Whitney shared that representatives from each campus responded, the individuals who responded did an excellent job finding the correct answers. Valerie talked to several employees who stated to complete the “Find it on FYE” activity; they actually needed to review the entire QEP Year Two Summary Report. This was the goal of the activity; unfortunately, the thoroughness of the questions may have been too time-consuming for many individuals to complete. The committee suggested moving the “Find it on FYE” activity up and making it stand out, perhaps using bold font. The committee also felt three questions are plenty for the activity. The committee agreed to award prizes to a representative from each campus for a total of three awards winners for the month of March. Whitney will email each winner and copy Valerie on the email for the distribution of prizes.

April FYE Community Update

Whitney mentioned that the April FYE Community Update will feature Cornerstone faculty Scott VanSelow, who as of Spring 2015, is now a full-time Cornerstone faculty, he previously taught for the School of Business and Technology. Valerie mentioned that one individual she talked to stated they only read the first page of the update. The questions for the next “Find it on FYE” activity will include answers from the 2nd page of the monthly update.

Communication of campus events

At the last marketing meeting, the committee talked about the FYE events and activities web page. Whitney stated it had been reorganized and cleaned up with a drop down boxes for each campus. However; there is still a multitude of flyers regarding campus events. The group recognized that the Student Life calendar was comprehensive and recommended streamlining of flyers posted on the FYE

events and activities web page to provide one flyer for students to view which would list all campus activities.

Whitney noted that the current weekly email sent by New Student Programs informing students of on-campus events was cumbersome. Whitney stated for students to view what events are happening on Monday, a student would need to look at three or four different flyers to find this information. Whitney denoted that Peer Architect are even having trouble providing accurate campus announcements at the start of class. Whitney asked Aaron to work on improving the New Student Programs weekly email to provide complete campus events information on one page/flyer as opposed to spreading this information out over multiple pages/flyers.

For the month of March, Student Life is going green and directing students to the FSW app. in order to stay up-to-date regarding campus events. Jessica stated that Student Life will print several big poster to hang around campus with QR codes on the posters directing students to the FSW app. Tom asked if the app. could was compatible with PC's, Tom was supportive of the app. and stated the benefits of directing students to the web that will have the most current information. Aaron looked at the app. and said the events only loaded up to Monday 3/16th.

End of Year Luncheon for Cornerstone Award Winners

Whitney started the discussion about the end of year luncheon for the Cornerstone Awards winners. Stating we would invite all Cornerstone Awards winner from each campus to the Thomas Edison campus for a college-wide event. The committee suggested inviting Dr. Allbritten and Dr. Wright. Valerie suggested inviting the News press and trying to get students featured in the local newspaper. Tom suggested working with the Foundation Office to invite donors. He stated that donors could see the positive impact their contributions have in changing our student's lives. Tom suggested inviting high school guidance counselors; Whitney mentioned that each year the Admissions Office host a great event

for the high school guidance counselors from our feeder schools. Whitney noted that in 2013, she and Dr. DeLuca spoke at the event regarding the Cornerstone Experience course. Whitney stated that she did not know if anyone from Academic Affairs was invited to present to counselors regarding the Cornerstone Experience class at the admissions event this year. Aaron Hack stated that he spoke about the Cornerstone class at this event.

Selection of February Cornerstone Award Winners

The committee read through the Cornerstone Scholars and Peer Architect nominations for the month of February and selected winners from each campus as well as the Peer Architect of the Month. Whitney will reach out to the winners for a picture to be featured on the website. Whitney will provide award certificates and FSW swag bags supplied by Student Life to the nominating faculty member to present in class.

Whitney will send the nomination link to the QEP Marketing Committee with the meeting minutes to review and provide feedback for a more structured selection process for implementation in the 2015-2016 academic year.

Minutes submitted by Whitney Rhyne