



**QEP Marketing Meeting Agenda**

**Friday April 10<sup>th</sup>, 2015**

**Lee: I-122, Collier: M-201, CHA: E-105, H/G: A-111**

Whitney Rhyne	Present	Linda Johnsen	Present
Kathy Clark	Present	Valerie Miller	Present
Jessica Clark	Absent	Thomas Rath	Absent
Kristin Corkhill	Present	Myra Walters	Present
Christy Gilfert	Absent	Kristi Rickman	Present
Aaron Hack	Present	Tom Carr	Present

**Find it on FYE Activity**

This month, we saw an increase in the response rate of the Find It on FYE activity included in the FYE Community Update. Whitney noted that the activity was only emailed to faculty and staff for the month of March, but was emailed to all Cornerstone students as well for the month of April. Valerie reported that we still have five \$20 prizes of Bucs Cash and two FSW Umbrellas. The committee drew names from a bowl to select the winners representing each FSW location. Whitney and Val. will work to contact the winners and distribute the prizes.

**New Student Programs weekly announcement**

Whitney followed up in regards to a conversation at the last QEP Marketing meeting regarding the New Student Programs weekly announcements. Linda did a great job of streamlining the Collier weekly announcement to showcase all campus events on one flyer. Tom stated that he uses the same template on the Charlotte campus and that all events are listed on one flyer.

Dr. Clark asked about Student Life’s monthly calendar. Student Life now is promoting the use of the FSW app for information regarding student events and printing poster-size calendars on Lee campus to advertise events. Dr. Clark asked about the other

campuses. Kristi stated that she shared the calendar template with the other campuses. Whitney stated that a few of your Cornerstone classes on Collier received a Student Life calendar of events, a few of her Peer Architects are highly involved in Student Government and did an excellent job making themselves aware of all campus events. Dr. Clark asked Aaron if the Peer Architect were aware of the FSW app., and he stated they were. Dr. Clark and Whitney have never observed a Peer Architect introducing the app. to their Cornerstone classes. The committee suggested that more communication about the app. was needed. Whitney suggested making a short video introducing the app. Whitney proposed posting the video to the FYE web page and emailing it to students during the 2<sup>nd</sup> or 3<sup>rd</sup> week of classes during the Fall semester.

### **March Cornerstone Awards Selection**

The committee reviewed the nominated students for the Cornerstone Scholar of the Month and Peer Architect of the Month for March 2015. Three students were nominated previously. The committee selected one Cornerstone Scholar of the Month for each campus and one Peer Architect of the Month to receive the March 2015 Cornerstone Awards.

### **Cornerstone Awards Luncheon**

Whitney announced that the Cornerstone Award Luncheon will be held on Thursday May 7<sup>th</sup>, 2015 on the Thomas Edison (Lee) campus. The luncheon will be held in building U room 102. The Office of Student Life is sponsoring the event and will provide funding for food. The student awards that will be presented are:

- Cornerstone Scholars of the Month
- Peer Architects of the Month
- Student of Recognition (one per Cornerstone Instructor)
- Cornerstone Scholars of the Year
- Peer Architect of the Year
- Peer Architect Recognition

Aaron, Linda, and Tom all agreed that inviting all the Peer Architect's college-wide to the luncheon and presenting each Peer Architect with a service award would be great. Linda stated that her Peer Architect's would get a kick out of it and that it is an excellent idea. Whitney inquired about the communication and asked who should send Pa's the luncheon invitation. Tom stated either way work for him but that it might be special coming from the QEP Committee.

### **Video footage / features**

Whitney asked about having videos created for the Cornerstone Awards Luncheon. She recommended having the Peer Architects capture short video clips with students before and after their Cornerstone classes. Asking questions like, what was your favorite part of the Cornerstone Experience class? What did you like most about your First Year

Experience at FSW? And, to describe the Cornerstone course in one word. Linda liked the idea and stated that during Peer Architect interviews they ask a question about the student's experience in their Cornerstone Experience course. Linda said she received excellent comments regarding the SLS class that would be great to capture on video. Linda is in support of the idea and said she thinks the Peer Architects would have fun with it. Dr. Clark stated this video could be great for New Student Orientation as well.

### **Additional Suggestions for the Cornerstone Awards Luncheon**

The committee entered into a conversation regarding some further suggestions for the Cornerstone Awards Luncheon. Several of the suggestions are listed below.

- Assigned seating – mixed table groupings
- Décor from the Foundation Office, Office of Student Life
- College Leadership - Dr. Allbritten or Dr. Peel
- Agenda / Program

Minutes submitted by Whitney Rhyne