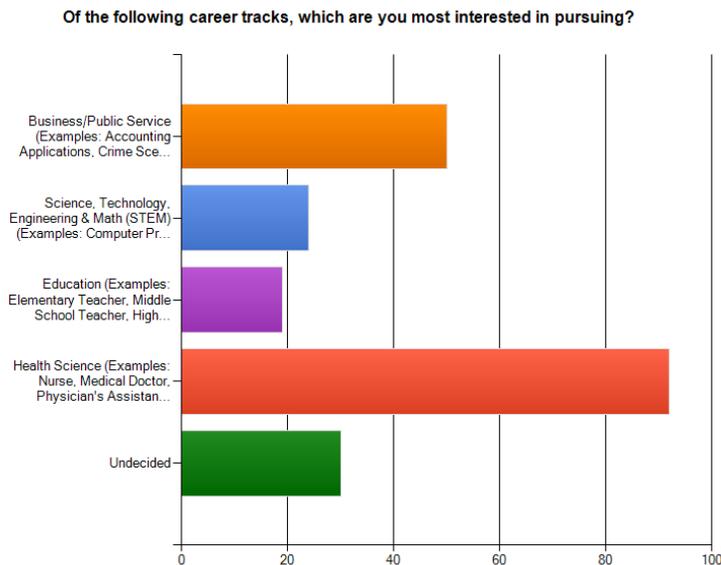


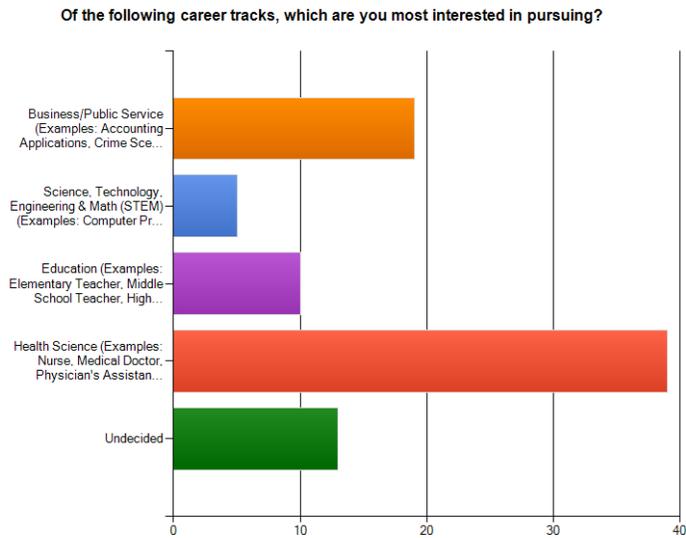
QEP Marketing Meeting Minutes
February 15, 2013 at 10:00am in S-262D

Whitney Rhyne	Present	Kathy Clark	Present
Amber McCown	Present	Linda Johnsen	Present
Brooke Roughgarden	Absent	Myra Walters	Present
Catherine Bergerson	Present	Rita Rubin	Present
Christy Gilfert	Present	Thomas Rath	Present
David Hoffman	Present		

Whitney started the meeting by reviewing last meeting’s minutes; no corrections or edits were recommended. Whitney provided follow up information and shared the results of a survey that Dr. DeLuca sent college-wide to all SLS 1515 students inquiring about their career interest. The first graph below depicts the survey responses from the fall 2012 population. Health Sciences was the area of highest interest followed by Business, Undecided Students, STEM and Education.



The 2nd graph shows the survey responses for students in SLS 1515 for the spring 2013 term. Again the highest interest was in Health Science, Business, Undecided, and then Education, and STEM.



The group asked about the current mix of Cornerstone Experience professors. The group listed that Professor Granta teaches Social Science, Dr. Clark teaches Economics, Professor Wrobbles teaches Education, Tom Buckingham is staff, Dr. Tawil has taught in Education, Professor Nisson teaches in Criminal Justice, Dr. Gubitti teaches in Developmental Math, Professor Campbell is a Library faculty, and Professor Dye teaches in Education. Many areas are represented by current faculty but not in the Health Science area.

Dr. Rath mentioned the need for top level awareness, and the group identified specific challenges that the Health Sciences area faces in regards to staffing. Some areas that are different and may provide challenges include staffing patterns, adjuncts, and teaching load.

Some ideas for marketing the course to faculty were to show what happens in the class, to show how the class is making a difference, and to have the QEP as a standing item on the department meeting's agenda. The group discussed the need for a consistent message via either a video or PowerPoint.

The group inquired about the number of Cornerstone classes projected to run and the number of trained faculty. The group discussed right now there is no shortage of faculty to teach the class, there are more trained and qualified potential faculty than there are class sections. The group talked about last fall's enrollment and how students wait until the last minute to sign up for classes.

The group talked about marketing the QEP trainings and discussed how this is helpful for their portfolios. The group inquired about the breakdown of faculty who have completed all 10 modules by division. Professor Clark shared that when she provided the QEP module breakdown

numbers to her faculty they were interested in how many they have completed, and they were interested in completing more. Professor Walters mentioned that her area adopted a corner of the Cornerstone Experience class and that faculty were interested in attending the QEP modules that focused on their particular corner. Dr. Rath talked about the availability and modalities of the trainings. The group talked about benefits such as adding the trainings to faculty portfolios and college services. There was a comment that some faculty may be unfamiliar and have a fear of Canvas.

The group talked about marketing the training to those individuals who do not have plans to teach the course. For example, how have the modules helped faculty or staff in performing or supporting their primary job roles? Myra shared that in her department meeting faculty share ways they are using the training or new ideas they have learned and implemented. The group suggested offering training sessions geared towards staff in February.

The group discussed making new marketing videos and mentioned several ideas.

- A student video blog
- A class blog
- The idea of “paying it forward” and having a contest for the best Cornerstone Experience video
- You have the opportunity to.... (Students could show what they learn and do in the course) General student testimonial
- Peer Architect testimonial (I took this class and now I’m a Peer Architect)

Dr. Hoffman mentioned trying to get positive stories about Edison in the news via press releases and articles.

Minutes submitted by Whitney Rhyne