



QEP Marketing Committee Meeting

Friday September 11 at 10:00am

Whitney Rhyne	Present	Myra Walters	Present
Christy Gilfert	Present	Thomas Buckingham	Present
Kathy Clark	Present	Thomas Rath	Present
Kristi Rickman	Present	Valerie Miller	Present
Kristin Corkhill	Absent		

Cornerstone Awards

The Committee started by reviewing and discussing the Cornerstone Awards Luncheon last April. Committee members remarked that it was great, and they liked that faculty could nominate a student of their choice to receive an award. The committee identified a timeline for the Cornerstone Awards submission and selection process this semester. The committee proposed sending out nomination information to faculty on 9/23 and having the submission due date of 10/7 to compile the results for the committee to review at the next meeting. The committee discussed the submission form and debated about adding several checkboxes with attributes. Several committee members liked that faculty could nominate students based on what stands out to them.

FYE Community Update

The committee discussed possible faculty to feature in the upcoming FYE Community Update. Whitney already reached out to Dawn Kulpanowski for the September update and was planning to reach out to Denis DiSarro for the October update. The committee suggested Kristie Ward, Alisa Callahan, and Joseph van Gaalen.

Multi-Media

This academic year, videos will be included as part of the Weekly Update. The first video received over 300 views. All Peer Architects have access to a shared Flickr account for sharing of photos across all FYE on all campuses with students. New Videos are uploaded to our YouTube and Vimeo pages. Videos include short 60 second faculty remarks, 30 second Peer Architect features, videos with various success tips (Time

management and Using your professors office hours), as well as videos featuring different campus resources (Writing Center, Financial Aid, Library, Honors)

FYE Webpage

This summer several changes were made to the FYE web page they are listed below.

- New photos featuring current students & rotating photo headers
- Summary of past college-wide Cornerstone initiatives (fundraising & photo contest)
- Awards and Recognition page featuring our Cornerstone Scholars of the month
- Student Resources – more campus resources and success videos
- Peer Architects – feature of previous PA teams, videos of Peer Architects (work in progress: updating the Peer Architect feature page)
- Faculty – video feature for 5 out of 7 of the full-time faculty

Minutes submitted by Whitney Rhyne