



## QEP Marketing Committee Meeting

Friday October 9 at 10:00am

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

### Cornerstone Awards

The committee started by reviewing and discussing the Cornerstone Awards submissions. The group identified three Cornerstone Scholars and one Peer Architect for the September Cornerstone Awards. Professor Walters was happy to see an online Cornerstone student was submitted.

### FYE Community Update

The committee continued the discussion from the last meeting regarding the featured faculty for the First Year Experience Community Update. The group decided to feature Dr. Kristie Ward and Professor Alisa Callahan for November and December. Dr. Clark stated that they were both teaching in the spring semester as well.

- September – Dawn Kulpanowski – Charlotte
- October – Denis DiSarro – Collier
- November – Kristie Ward – Lee
- December – Alisa Callahan - Lee

### Suncoast – Financial Literacy Essay Contest

The committee discussed the success of the Financial Literacy sessions with Suncoast Credit Union. Eleven sessions were held across our four campuses with over 700 students attending. Whitney highlighted the upcoming financial literacy essay contest sponsored by Suncoast Credit Union.

### College-wide Class Engagement Activities

The Cornerstone class photo contest was a success with over 50,000 album views on our Facebook page. Over 65 classes participated. Our next college-wide Cornerstone engagement initiative is the Cornerstone Fundraising Campaign. This semester the Civic Engagement class selected to support animal clinics and shelters the campaign kicks off this coming week.

### **Future Plans**

The group talked about continuing to develop the online videos and online workshops. Professor Walters discussed using zaption on the existing Critical Thinking in Careers Videos to create engaging virtual workshops for students.

Professor Walters asked about small prizes to give students to increase class participation for certain exercises / projects. Kristi stated Student Life would like to partner with faculty and that faculty could complete an activity request form and Student Life could help provide small prizes.

Kristi asked about the mission of the QEP Marketing Committee. The committee explained the main goal to keep the campus community aware of the work and initiatives of the QEP, relating to the Cornerstone Experience course and FYE Programming. Supporting first-year students at the college is everyone's responsibility. Faculty, advisors, student service personnel, etc. interact and influence first-year students. The committee discussed the changing work and broadened scope over the years due to increased campus awareness and support. Dr. Gilfert mentioned a 5 year birthday celebration. The committee loved the idea.

Minutes submitted by Whitney Rhyne