



QEP Marketing Meeting
 March 22nd 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	Absent	Rita Rubin	Present
Christy Gilfert	Absent	Thomas Rath	Absent
David Hoffman	Absent		

The group started by discussing the First Year Experience Monthly Updates. This monthly email publication provides a special look at a Cornerstone Experience faculty member, and a Cornerstone Experience student or a Peer Architect. This publication also highlights an array of auxiliary programming. The list of featured professors and students each month is below.

The committee agreed that the monthly update was a successful form of campus wide communication. Some ideas for the monthly update include having administration, board members, and staff members who interact with the class featured on the update.

Month	Professor	Student Feature
September, 2012	Gubitti, R. - (Lee)	PA - Mike
October, 2012	Hoffman, D. - (Lee)	Student - Rouvin
November, 2012	Nisson, M. - (Lee)	PA-Katie
December, 2012	Tawil, M. - (Lee)	Student - Melissa
January, 2013	Clark, K. - Collier	PA - Rishi, Jessica S.
February, 2013	Dye, J. - Charlotte	Student - Miesha
March, 2013	Campbell, C. - (Lee)	Seminar Aspect

The group went on to discuss a few first attempts at FYE marketing videos. Since the last Marketing meeting, the FYE office has made 2 new videos. Linda Johnsen had already made a video featuring Peer Architects. The links to the videos are below.

- A. Peer Architect Recruitment Video - <http://www.youtube.com/watch?v=8Jhyvp3AZwk>
- B. Harlem Shake Video - <http://www.youtube.com/watch?v=PghMyvPTxeM>
- C. Collier Peer Architects Videos, that Linda mentioned last meeting :
<https://www.facebook.com/pages/FYE-at-ESC-Collier/431144270256253?fref=ts>

Whitney showed the Peer Architect recruitment video to the group. The group commented that the videos were “cute” and “creative”. There are still two in production including a video highlighting the Cornerstone Experience class and a video highlighting FYE Programming. Another suggestion from the last meeting was to have students make a video featuring the Cornerstone Experience course. One group in Whitney’s class is planning to make this type of video.

The group discussed marketing to the greater community and mentioned communication channels such as: Florida Weekly, Radio Talk TV, Fox 4 Rising, Wink Morning show. Professor Walter’s noted the potential impact Service Saturday events could have as a marketing tool for Edison State College. The positive impact of having students engaged and helping support the community while wearing their Edison t-shirt is extremely valuable.

There was some discussion regarding the participation and the involvement of mature students. Attached to the meeting minutes please find the FYE programming demographics for Lee campus for the Fall 2012 semester. In the Fall 2012 semester, 25% of students who participated in FYE workshops/events were mature students. Mature students are defined in these statistics as being age 25 or older. Service Saturdays saw the highest percentage of mature student involvement, 32.69% of participants were mature students. The group talked about the pros and cons of creating a specific class section for mature students and about varied opinions from mature students who had or were taking the Cornerstone Experience. The final suggestion was to offer a SLS 1515 section for mature students on Lee campus and see how it goes and if students would actually sign up for it.

The group shared ideas about marketing the QEP training modules using faculty and staff testimonials. The group decided a printed publication would be best. The group was asked to think of who might want to be featured in the advertisement. Amber asked about highlighting the program to new employees at orientation. Whitney noted that she has presented the QEP module *Introduction to College Services, Programs, and Support* during the new adjunct orientation and it’s a great fit because participants learn about the services and resources at Edison and complete their first QEP module all during orientation. Currently QEP Marketing does not do speak or provide handouts at new employee orientation.

The next QEP Marketing meeting is scheduled for April 12th at 10:00am in S-262D.

Minutes submitted by Whitney Rhyne.