



**QEP Marketing Meetings  
Friday, November 13, 2015 at 10:00am**

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

**Cornerstone Awards Selection**

The committee started by reviewing the selecting the Cornerstone Scholars of the Month and Peer Architect of the Month for October and November 2015. The committee discussed the Students of Recognition Award and noted that last year; the award was introduced in the spring semester, so only spring students were nominated by Cornerstone faculty. The committee decided to send an email to faculty during both the fall and spring semester so that fall students have the opportunity to win the Student of Recognition award as well.

**FYE Web page and Social Media**

Whitney noted that a Cornerstone faculty member mentioned that student since less aware of FYE web page and social media pages. The Peer Architects typically bring up the Weekly Update at the start of class from their email and do not refer to different virtual sources (FYE web page, social media, etc.) as they had in the past. The committee discussed various ways to get students to engage with the FYE webpage and social media accounts. The committee discussed a web page scavenger hunt. Each individual student would complete the scavenger hunt and the class with the highest percentage of participation would win the competition. Dr. Gilfert suggested having the Peer Architects pull up the FYE website and give an overview at the start of each technology workshop during the month of February. The committee liked both ideas



and will work to implement the suggestions this spring. Valerie asked about traffic to the web page. Whitney will follow up to get the data from the web team.

### Suncoast Credit Union Partnership

The attached summary sheet for our Thinking Critically about Financial Literacy presentations facilitated by Suncoast Credit Union was sent to the Board of Trustees by Dr. Jeff Allbritten. The sessions were well received by students. 91.84% of student survey respondents “agreed” or “strongly agreed” that the session increased their knowledge of the topic.

**Critical Thinking and Financial Literacy:**  
*Living Beyond the Weekend*


Presented by  
**Suncoast Credit Union**



Fall 2015

**11** Educational Sessions


**784** Students Participated




Hendry/Glades

**91.84%** of student survey respondents “agreed” or “strongly agreed” that the session increased their knowledge of the topic.

*“This presentation is very useful because it talked about how to manage money perfectly with a great budget. I learned about ways to save money with sites I really like. There are a lot of ways to save money.” – FSW Student Participant, Lee Campus*



Collier Campus



Charlotte Campus

*“I really enjoyed this lecture. It provided information on how to be financially ready.” – FSW Student Participant, Collier Campus*



Thomas Edison (Lee) Campus

To extend Suncoast presence on-campus, Cornerstone students are invited to participate in a Financial Literacy Essay Contest. Student essay submissions are due by November 18, 2015. A link to the promo video can be found at <https://www.youtube.com/watch?v=RrzEZaC8UC0>.

### Cornerstone Fundraiser – Fall 2015

Another Cornerstone student engagement initiative that ends on November 18, 2015 is our Cornerstone Fundraiser helping local animal clinics and shelters. Below is a summary of the Fall 2015 Cornerstone Fundraiser.

**Cornerstone Fundraiser**  
*Fall 2015: Animal Shelter and Clinics*

This fall Cornerstone students raised/donated \$1,750 and over 1,400 items for animal clinics near our FSW service locations. Cornerstone classes were incentivized to reach various fundraising goals. Students were invited to participate in delivering the donations to animal clinics near their FSW campus. Charlotte campus donations were given to the Animal Welfare League in Punta Gorda, FL. Collier campus donations were distributed to the Humane Society in Naples, FL and Lee campus donations were divided between Paws of Lee County and Animal Services of Lee County in Fort Myers, FL.

Cornerstone Experience Top Class Contributors	
Names of each faculty member and assigned Peer Architect (PA) for the highest contributing classes appear below.	
<b>\$200 &amp; 200 Items</b>	<b>\$50 &amp; 50 Items</b>
Professor Miller & PA Ashely	Dr. Gubitti & PA Suley
Professor Rhyme & PA Delirys	Professor Harvey & PA Mikey
	Professor Rhine & PA JP
	Dr. Gillespie & PA Mikey
	Professor Staple & PA Shanice
	Dr. Towers & PA Natalie
	Professor Staple & PA Suley

**\$1,750** Dollars Donated

**1,404** Items Donated

Collier Campus

Lee Campus

Charlotte Campus

### Other topics, suggestions, ideas

The group discussed what to do with the extra items from last year's Find it on FYE contest. The committee suggested giving the prizes to the faculty of the class that wins the online scavenger hunt; another suggestion was to do the Find it on FYE contest again and select one faculty and one staff each month to win a prize. The committee also discussed the new Rave Guardian safety application and how to increase student awareness of the application.

Minutes submitted by Whitney Rhyne