



**QEP Marketing Meeting Minutes
Friday, February 12, 2016 at 10:00am**

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

Cornerstone Awards Selection – January

Whitney started the meeting by sharing a faculty comment regarding the Cornerstone Awards.

Thank you so much for facilitating the award process. Nate had actually decided last week that he was going to join the police academy this spring and put his degree on hold, after receiving your e-mail he told me he changed his mind and might take a few more classes. ☺ Perfectly timed all the way around! He’s a great person who really deserved to be recognized for the good that he does!

Email from Professor Heather Olson (11/19/15)

The committee discussed the positive impact of the Cornerstone course and FYE Programming, Professor Walters shared with the committee that she has seen a change in her speech students being better prepared and motivated because of information learned in their Cornerstone class.

The committee reviewed the Cornerstone Scholars and Peer Architect of the Month submissions for January and identified the award recipients.

FYE web pages and social media traffic

To follow up with the committee’s request to review the number of clicks and number of individuals who view the FYE webpages, Whitney requested the Google Analytic through IT and has not received a response from IT.

Whitney thanked the committee members who voted for the most creative photos. 36 Cornerstone classes with approximately 828 participated in the Spring 2016 Cornerstone photo contest. Within the first week of the contest the FSW FYE Facebook page had +126 new likes to the page, saw 9,153 post reach, and had 1,591 post engagement.

We will again partner with Suncoast Credit Union for a week of financial literacy sessions offered to students at all of our FSW service locations. Whitney shared a flyer of the sessions with the group. Whitney shared that we would again do the Financial Literacy Essay Contest, last semester 15 essays were submitted, and six winners were selected and received a Suncoast Credit Union bank account with \$50. Whitney informed the group of Suncoast Credit Unions Twitter Plan showcasing remarks from our FSW's Financial Literacy Essay Contest Winners.

FYE Community Updates

The committee discussed the FYE Community Update; Whitney mentioned featuring Professor Harvey and Professor Miley for upcoming FYE monthly updates. The committee discussed featuring students and how their experience in the Cornerstone class changed them and better prepared them to be successful in college. Professor Walters mentioned that the Cornerstone class is not only helping students but also faculty. She proposed an idea of "Going beyond the Cornerstone class" and highlighting stories from faculty who see better prepared and motivated students in their classes as an effect of taking the Cornerstone class. Dr. Gillespie remarked that faculty thanked him for teaching Cornerstone because they have seen positive changes in their students. Dr. Rath added that English Composition II professors may be good individuals to see a change in their student population. Dr. Clark denoted staff seeing changes in the student body as well and noted the great work of Academic Advising.

Spring 2016, Cornerstone Fundraiser

This semester Cornerstone faculty were asked to nominate a theme, idea, or organization for the Spring 2016 Cornerstone fundraiser. Several faculty proposed ideas, Cornerstone students voted for their favorite and this semester we are helping to raise money, donation items, and awareness for the Homeless Coalitions of Charlotte, Collier, Lee, and Hendry/Glades. Whitney distributed the promotion flyer; the [introduction video sent to Cornerstone students and is linked here](#). The Office of First Year Experience has been working with the homeless coalitions in each of our service districts to have an on-campus speaker so that students can learn more about homelessness and what we as community members can do to help. The Director of the Collier homeless coalition invited students to attend the Continuum of Care meeting in April. The Office of First Year Experience has been working with Jason's Deli as a potential sponsor for the fundraiser.

Within three days the Charlotte campus had already raised \$114, Dr. Rath shared that one of his students proposed a plan to the class to create care packages by sewing washcloths that hold soap, toothbrush, toothpaste, and a hair comb. Dr. Gilfert noted she would be happy to be "championship dunked" for the dunk the Dean portion of the fundraiser. Dr. Clark is also

prepared to be “dunked” for any class across our all campuses that raise \$500 for the fundraiser.

Valerie commented that this fundraiser should also be promoted to faculty and staff and may be interested in contributing. Whitney noted she will include this information to all faculty and staff in the March FYE Community Update.

Online Resources / Video Collection

The Office of First Year Experience has just introduced new [Online Workshops](#), currently there are three workshops available for students: Critical Thinking in Careers lecture speakers, Tech Tools, and an FSW Scavenger Hunt. The Critical Thinking in Careers presentation features four speakers, Dr. Marie Collins, Dr. Emery Alford, Dr. Denis Wright, and Dr. Joseph van Gaalen. The students will watch the videos and answer five questions for each video. The questions include multiple choice and higher order, open-ended questions. A second workshop is Tech Tools; the workshop features video demos on how to use online resources: [Emaze](#), [Grammarly](#), [Mathway](#), [Prezi](#). Currently, we are working to build additional resources featuring: PowToons, Google Docs., and Weebly. The committee noted that Office 365 and the Library may be good resources to include.

Another online resource we are looking to build is an Introduction to our five Academic Schools. Below are draft videos featuring two of our academic schools.

- [Draft: School of Arts, Humanities, and Social Science](#)
- [Draft: School of Pure and Applied Sciences](#)

Minutes submitted by Whitney Rhyne