



**QEP Marketing Committee Meeting Minutes  
Friday, April 1, 2016**

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

**Introduction to the Academic Schools Presentation Series**

The Introduction to the Academic Schools presentation series was a success this spring. The series was introduced during the fall of 2015. This semester all five academic schools at FSW participated. The sessions not only introduced first-year students to FSW’s academic school and administration but also provided insights related to specific programs and fields of studies. The School of Health Professions featured a tour of the simulation labs on the Charlotte, Collier, and Lee Campuses. Dr. Miller brought Dr. Anne Angstrom and Professor Joyce Rollins to the School of Education session. The faculty facilitated experiential learning activities and showcased teaching materials used in the classroom. The School of Pure and Applied Sciences session featured high-level research opportunities at FSW, including Dr. Robert Fuller, works in conjunction with UCLA studies Aids and Dr. Roz Jester and Dr. Rona Axelrod’s reach in Marine Biology using appropriate statistical methods. Dr. Alford introduced the School of Arts, Humanities, and Social Sciences and includes faculty, Dr. Dana Roes (Fine Arts), Dr. Tom Smith and Dr. Ron Doiron (Music). The School of Business and Technology traveled and did live presentations at each of our four FSW service locations. All the sessions were well received by students. 91.32% of respondents “strongly agree” and “agreed” that the session increased their knowledge of the topic.

Below is a summary sheet which includes a photo from each academic school's presentation. Dr. Rath noted with the success of the series thinking about expanding and including sessions on the Honors Scholar Program and International Studies Office.



## Introduction to the Academic Schools

This academic year each of FSW's five academic schools facilitated educational session introducing first-year students to programs, opportunities, and related course work within their academic schools and fields of study.



School of Health Professions



School of Education

92.47% of student respondents would recommend the session to a friend.



School of Business and Technology



School of Pure and Applied Sciences

Student Comments

"Very interesting ... Enlightening ...Great information ... Very informative ...Thank you ..."

91.32% of student respondents "Strongly Agreed" or "Agreed" that the session increased their knowledge of the topic.



School of Arts, Humanities, and Social Sciences

## Spring Cornerstone Fundraiser: Homeless Coalition

This spring, Cornerstone students selected to raise money for the Homeless Coalitions in our FSW service district. 25 Cornerstone Experience classes raised \$100 or more. In total Cornerstone students raised over \$6000 and donated over \$1,500 worth of items for total donations of upwards of \$7,500. Through this fundraiser FSW students were invited to attend presentations facilitated by Janet Bartos, Executive Director, Lee County Homeless Coalition and Renee Givens, Executive Director, Collier County Hunger and Homeless Coalition. Every Cornerstone student also received a video of presentation information presented by the coalition through the Weekly Update. Before is a summary sheet which includes the top contributing Cornerstone classes to the fundraiser.

# Cornerstone Students Help the Homeless

This fall, Cornerstone students raised over \$6,000 and donated over 1,000 items totaling more than \$7,500 worth of donations to help the homeless in our FSW service area. Students learned more about homelessness in our community through lectures presented by Renee Givens, Executive Director, of the Collier County Hunger and Homeless Coalition and Janet Bartos, Executive Director of the Lee County Homeless Coalition.

**\$6,000** Dollars Donated

**1,000** Items Donated



### Cornerstone Experience Top Class Contributors

Names of each faculty member and assigned Peer Architect (PA) for the highest contributing classes appear below.

#### \$1,000+ Level

Professor Campbell's class with PA Nancy, \$1,700

#### \$500 Level

Dr. Rath, PA Faith  
Professor Rhyme, PA Esteban

#### \$400 Level

Professor Newhouse, PA Marianna

#### \$300 Level

Dr. Harris, PA Delirys  
Professor Day, PA Dominique  
Professor Day, PA Sam  
Dr. Otto, PA Mikey

#### \$200 Level

Professor Schultz, PA Ines  
Professor Vanselow, PA Ines  
Professor Newhouse, PA Mikaila

#### \$200 Level (continued)

Professor Rhine, PA Mikey  
Professor Day, PA Faith  
Professor Day, PA Tyler  
Professor Day, PA Dominique  
Dr. Towers, PA Delirys  
Dr. Ward, PA Adele

#### \$100 Level

Professor Vanselow, PA Nancy  
Professor Maguire, PA Jorge  
Professor Newhouse, PA Michelle  
Dr. Gillespie, PA Jorge  
Dr. Gillespie, PA Marcello  
Professor Schultz, PA Nancy  
Professor Schultz, PA Ines  
Professor Schultz, PA Ines



Presentation by Renee Givens, Executive Director, Collier County Homeless Coalition



Presentation by Janet Bartos, Executive Director, Lee County Homeless Coalition




## March Cornerstone Awards Selection

The committee reviewed the Cornerstone Scholars nominations for the month of March and selected the winners for March.


# Cornerstone Awards

March 2016


## Cornerstone Scholars of the Month




**Angelo Pirrone**  
"Like a rock," that phrase so exemplifies Angelo. Not only did he donate the most for the Homeless Coalition fundraiser(\$58), but he is always there to help other students. If another student has a question, he will always give them the time to help them. He has a great intellectual curiosity as to his future career choices and goals in life, and has devoted time, after class, to discuss his options with me. He has even followed through with some of the ideas we have brainstormed. He is truly an anchor, for me, my PA, and the class.



**Valentina Grisales**  
Valentina gives her all for every assignment and class discussion. She is very altruistic and is a leader in any group activity we do in class. She started a "Fund Me" account to raise money for the Homeless Coalition Fund Raiser for Cornerstone. She collected over \$1600.



**Johnny Limbaugh**  
Johnny Limbaugh is a returning student to complete my AA after 30+ years. He is currently a project manager with the Lee County Metropolitan Planning Organization where he is responsible for long range transportation planning. He hopes that this class will reacquaint him with college and the opportunities available to assist him in managing his class and home work into an already busy schedule. When he was a student here in the mid 80's he was the President of the Circle K International Service Club. (sponsored by Kiwanis) Johnny has his work planned and submitted on time. When given an area of responsibility, he delivers in a positive fashion. I have observed an impeccable record for punctuality, effective use of his time, masteries of the content of his work, ability to think critically, illustrate and edit material. He also has excellent rapport with other students. Mr. Limbaugh can be relied on to do what is necessary.




**Delirys Cruz, Peer Architect of the Month**  
Delirys performs her Peer Architect duties with a high caliber of professionalism, alertness, persistence and attentiveness in the accomplishment of her assignments. She is courteous, friendly, empathetic and always at ease in interpersonal situations. Delirys is a very enthusiastic and loves her job. When given an area of responsibility, Ms. Cruz always delivers in a positive way. Delirys has a great ability to connect to the students. She has an insatiable intellectual curiosity, which shines through. Delirys has no problem staying after class to help the student that needs help, or meet that student at a time convenient to both. She has gone above and beyond, by researching and sharing with me, some very interesting Cultural Diversity videos that have contributed greatly to our class discussion on the subject. Delirys has grown into a truly great PA.

Congratulations to the Cornerstone award recipients!

We appreciate your valuable contributions to the FSW community!

To learn more about the Cornerstone Awards visit [www.fsw.edu/fve/awards](http://www.fsw.edu/fve/awards)



## End of year awards ceremony

The discussed the end of year awards ceremonies. Dr. Clark and Dr. Gillespie stated they could help at the Collier session, and Dr. Rath will attend the Charlotte awards. Kristi noted she sent a Save the Date and RSVP to administrators. The committee noted the Save the Date was well designed but did not include a location. Kristi noted the students need to be invited and then need to RSVP to receive additional details. Whitney asked about who the students RSVP to, and Kristi noted each campus will have a different RSVP process and contact person.

### **Presentation of Cornerstone Experience course in New Student Orientation**

Kristi shared that each campus structures Orientation differently and shared the Lee Campus Cornerstone and FYE slides as well as printed material featuring Cornerstone and FYE. Kristi shared that on Collier Campus Orientation Leaders plan to lead breakout sessions regarding FYE. Dr. Rath requested the slides and printed material for the entire New Student Orientation presentation. Committee members will review material and follow up with suggestions.

Minutes submitted by Whitney Rhyne