

QEP Marketing Committee
 Friday, October 21, 2016 at 11:00am

Whitney Rhyne	Present	Mary Schultz	Present
Andrae Jones	Absent	Mary Myers	Present
Christy Gilfert	Absent	Myra Walters	Absent
Duke DiPofi	Present	Rachel Malone	Present
Jennifer Young	Present	Terry Zamor	Present
Kathy Clark	Present	Thomas Rath	Absent
Kristin Corkhill	Absent	Valerie Miller	Absent

Whitney started the meeting by thanking those who voted for the Fall 2016 winners of the Cornerstone photo contest. 70 classes participated, and we awarded two winners per each category for a total of 10 winning class photos. Each class was awarded a pizza or breakfast parties. See handout below for winning class photos.



Most “Likes” on Social Media

Professor Day’s class with PA Dominique
 Professor Vanselow’s class with PA Alberto

Best Dedicate to Graduate Theme

Dr. Tawil’s class with PA Chris
 Professor Olson’s class with PA Maricarmen

Best Display of Creative Thinking

Dr. Schultz’s class with PA Technie
 Dr. Schultz’s class with PA Junior

Best Display of Critical Thinking

Professor Day with PA Dominique
 Professor Maricle with PA Joshann

Best School Spirit

Dr. Newhouse’s class with PA Gaby
 Dr. Ward’s class with PA Widline

Last meeting the committee identified made several recommendation to recognize each individual who was nominated for the Cornerstone Scholar and Peer Architect of the Month awards. The committee agreed to provide a certificate to all nominated winners and to recognize nominated Peer Architects in the monthly Peer Architect team meeting. Whitney reported that the Peer Architects were very happy to receive recognition in front of their peers during the Peer Architect team meeting.

The committee reviewed the nominated students for the Cornerstone Scholar of the Month and Peer Architect of the Month for the month of October.

The committee discussed the First Year Experience Community Update, faculty features for Academic Year 2016-2017 and identified the following Cornerstone instructors to feature.

- September – Professor Robert Olancin
- October – Dr. Brian Botts
- November – Dr. Mary Myers
- December – Sara Dustin
- January – Pam Magene
- February – Andrae Jones
- March – Barbara Miley
- April – Jamie Corr

The committee discussed ideas for future feature stories and recommended featuring good deeds completed by students (a pay it forward concept) , featuring a students with a particular interest or hobby, highlighting student athlete (balancing academic, sports, etc.), highlights students who have passion for a specific subject, featuring non-traditional students and why they returned to college.

The committee reviewed a draft of the November FYE Community Update and recommended featuring veterans for Veterans Day.

The committee discussed the Critical Thinking Lecture Series. Whitney shared that **92.62%** of surveyed student participants “strongly agree” or “agree” that the speaker(s) were interesting and understandable and **89.00%** of surveyed student participants “strongly agreed” or “agreed” that the topic was interesting and informative. This data is from the first six Critical Thinking Lecture and a total of 691 survey responses.

Whitney stated that we have on-camera interviews for four of the guest presenters and asked the committee to think about a name for the video series.

The group will continue to think about and discuss guidelines for spring 2017 Cornerstone Photo Contest at the November QEP Marketing Committee.

Minutes submitted by Whitney Rhyne