

QEP Marketing Committee

Friday, November 18, 2016 at 11:00am

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

The meeting began by reviewing previous Cornerstone Photo Contest flyers and discussing how we would like to present the contest for the upcoming spring semester. The committee discussed several topics including, asking students to think about what message they are trying to send and how the content would be viewed by others. The group agreed on explicitly stating that the photo submissions will be evaluated by a committee of faculty and staff. The committee discussed the idea of selecting only the top half of the photos for posting on social media. The committee discussed the desire to show students and the institution in their best light and discussed the difficulty discerning unidentifiable messages in several of the fall 2016 photo submissions. The group wanted students to think more deeply and decided to direct students to FSW's mission, and vision statement to draw inspiration for the photo contest, the group agreed. The committee wanted students to connect with FSW's mission and vision statement and felt that the mission and vision provided substantial opportunities through which to students could express their diversity and creatively.

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

During the October meeting, the committee selected the following instructors to feature through the First Year Experience Community Update

Faculty Features for AY 2016-2017

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

Whitney asked for suggestions regarding ideas, stories or topics that the committee would like to feature in upcoming updates. The committee noted the joy of hearing stories about students beating the odds, the desire to learn about our non-local students and additionally letting the students know

they are welcome here through the feature stories. Andrea noted we are 34 international students. The committee denoted featuring some of our athletes and learning more about their demanding schedules.

The committee reviewed a draft of the December 2016 FYE Community Update.

We had another successful semester of the Critical Thinking Lecture Series. Whitney shared the following participation and survey data. 1,515 students participated in the fall lecture series for an average of 151 students per lecture. The highest measured survey metrics was that the speaker was interesting and understandable with 93.7% of survey respondents stating they “strongly agree” and “agree” with the statement. 90.26% of survey respondents “strongly agree” and “agree” that the topic was interesting and informative.

Whitney shared with the group that we have several video interviews with some of our fall lecture presenters and asked the committee to provide suggestions for a name for the video series as well as to think about the best web page location to feature the series. Critical Conversation was one suggested name. The committee will continue to think about potential names for the series.

Minutes submitted by Whitney Rhyne