

QEP Marketing Committee

Friday, February 3, 2017 at 11:00am

Lee: U-202B, Collier: M-120A, Charlotte: J-118, and Hendry/Glades: A-106

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

The committee reviewed the nominated students for the Cornerstone Scholar of the Month and Peer Architect of the Month for the month of January and voted to select the winners for the January Cornerstone Awards.

Thirty photos were submitted this spring for the Cornerstone Photo Contest. Six of the classes did not provide the required photo release forms, so those class photos will not be included in the contest. The committee reviewed the photos to ensure the content, theme, etc. of the picture would not cause harm to the students in the picture or the college. The committee reviewed all photos and had a discussion regarding the language in one of the pictures. The committee erred on the side of caution and decided to not post that picture to FSW social media accounts. The committee reviewed the mission, vision, and value of FSW and selected three award categories. The committee decided on a category for “most creative,” “best representative of FSW’s values,” and “School Spirit.” The committee opted to view the photos at their leisure to select winners for each category. Whitney will follow-up with a link to the picture as a reminder of the selected categories to facilitate the voting process.

Whitney showed the February First Year Experience Community Update and mentioned the change in plan from featuring Andrae Jones to featuring Barbara Miley because Andrae welcomed a new baby girl into his family and took some time off in January. Whitney has reached out to Andrae to see if he would be willing to be featured in the March update. Whitney asked for suggestions from the committee in regards to future feature ideas, stories, topics, etc. to highlight.

We have had two successful critical thinking lecture this spring. Whitney shared that 92% of surveyed students “strongly agreed” and “agreed” that Wil Schmidt’s lecture was interesting and informative. 98% of surveyed students “strongly agree” and “agree” that the presentation was engaging and understandable. Whitney asked the committee to continue to think about a name for the video series. Professor Zamor mentioned linking the video series on the Library web page would be beneficial for students.

Whitney asked the group about doing something special for the last First Year Experience Community Update which will be in the April 2017 newsletter. The group mentioned a review of each year or a

timeline showcasing successes and accomplishments. Jennifer suggested featuring students who have graduated, Dr. Schultz recommended interviewing faculty and staff to learn how the implementation of the course to see what changes they see from various roles at the college. Professor Rhyne added that she has spoken with faculty who state students are be prepared and motivated since the full implementation of the Cornerstone course. Dr. Rath noted the scope-reaching impact of the Cornerstone course and the scholarship and respect that the program has brought the institution. Dr. Clark noted FSW's consistent presence at the FYE as conference presenters and the meeting and mentoring that FSW has provided to other colleges in regards to First Year Experience courses and programming. Whitney commented the Dr. John Gardner has called our program a "model to emulate." Dr. Rath noted trying to capture and feature the change this program has made in student's lives and the fact that the college is a better place because of the program.

Minutes submitted by Whitney Rhyne