

QEP Marketing Meetings Friday, November 13, 2015 at 10:00am

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

Cornerstone Awards Selection

The committee started by reviewing the selecting the Cornerstone Scholars of the Month and Peer Architect of the Month for October and November 2015. The committee discussed the Students of Recognition Award and noted that last year; the award was introduced in the spring semester, so only spring students were nominated by Cornerstone faculty. The committee decided to send an email to faculty during both the fall and spring semester so that fall students have the opportunity to win the Student of Recognition award as well.

FYE Web page and Social Media

Whitney noted that a Cornerstone faculty member mentioned that student since less aware of FYE web page and social media pages. The Peer Architects typically bring up the Weekly Update at the start of class from their email and do not refer to different virtual sources (FYE web page, social media, etc.) as they had in the past. The committee discussed various ways to get students to engage with the FYE webpage and social media accounts. The committee discussed a web page scavenger hunt. Each individual student would complete the scavenger hunt and the class with the highest percentage of participation would win the competition. Dr. Gilfert suggested having the Peer Architects pull up the FYE website and give an overview at the start of each technology workshop during the month of February. The committee liked both ideas

and will work to implement the suggestions this spring. Valerie asked about traffic to the web page. Whitney will follow up to get the data from the web team.

Suncoast Credit Union Partnership

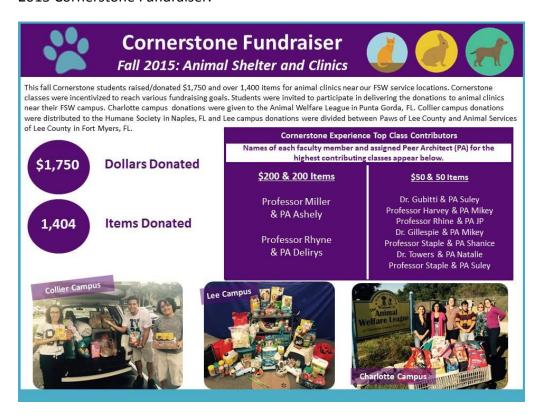
The attached summary sheet for our Thinking Critically about Financial Literacy presentations facilitated by Suncoast Credit Union was sent to the Board of Trustees by Dr. Jeff Allbritten. The sessions were well received by students. 91.84% of student survey respondents "agreed" or "strongly agreed" that the session increased their knowledge of the topic.



To extend Suncoast presence on-campus, Cornerstone students are invited to participate in a Financial Literacy Essay Contest. Student essay submissions are due by November 18, 2015. A link to the promo video can be found at https://www.youtube.com/watch?v=RrzEZaC8UC0.

Cornerstone Fundraiser – Fall 2015

Another Cornerstone student engagement initiative that ends on November 18, 2015 is our Cornerstone Fundraiser helping local animal clinics and shelters. Below is a summary of the Fall 2015 Cornerstone Fundraiser.



Other topics, suggestions, ideas

The group discussed what to do with the extra items from last year's Find it on FYE contest. The committee suggested giving the prizes to the faculty of the class that wins the online scavenger hunt; another suggestion was to do the Find it on FYE contest again and select one faculty and one staff each month to win a prize. The committee also discussed the new Rave Guardian safety application and how to increase student awareness of the application.

Minutes submitted by Whitney Rhyne