

BCCC Marketing Committee

May 4, 2010 Minutes

The Marketing Committee met on May 4, 2010 with the following members present: Wesley Beddard, Clay Carter, Judy Jennette, Tracey Johnson, Mandy Jones, Jacqueline Lawrence, Bryan Oesterreich, Lou Stout (for Penelope Radcliffe) and Tricia Woolard.

Members unable to attend included: Gary Burbage, Betty Gray, Cynthia King, Penelope Radcliffe, Samantha Whitehurst and Velma Worsley.

Judy Jennette called the meeting to order and welcomed committee members.

Reviewed minutes from March 2, 2010 meeting

Minutes from the March 2, 2010 meeting were reviewed. Tricia moved and Jacqueline seconded a motion the minutes be accepted. Motion passed.

Reviewed marketing budget and expenditures to date for FY 09-10

A printout of the year-to-date marketing expenditures was provided to committee members. The report reflected that there is \$2,579.34 remaining in the budget.

Current PR/Marketing status updates

The PR office has purchased two books about marketing to the millennial generation and they are "Millennial Rising – The Next Great Generation" and "The Trophy Kids Grow Up". A third book the PR office purchased is "The Public Relations Writer's Handbook – The Digital Age". All three books are available for committee members to read.

The PR office tested Tricia's more light sensitive camera and researched cameras prior to deciding to purchase a D5000 SLR Nikon camera. Judy and Marcia have attended a class on using the camera.

David Clark has been on campus several times to take pictures which will be added to the pictures available to advertise BCCC. He has taken pictures of Onyx Club students, MLT students (lots of males), BCECHS in a lab setting, and he will be taking pictures at graduation.

The WITN ad campaign will be taped in the following week and the ad will start airing by the May 17, run heavily in June and into July. Some ads will run in August. Ted Clayton recommended using Art Keehnle's son (white male) to represent the welding program. Other students in the ad are: Amanda Rose (white female) is a college transfer student, Candy Howell (older white female) is a nursing student, and Kenneth Worsley (older black male) is a human services student. The copy for the ads will be written this week.

Three billboards are up and, because they do not have a date, can stay up at least through July and maybe longer. Each billboard will feature Amanda Rose. State funds were available to pay for one of the billboards.

Arrangements have been made with WTOW radio station to tape a 15 minute show on different topics which will run each month. Judy provided information for the February show. Plans for the March

show did not work out. Clay will provide information on the dislocated worker service and Lou will have someone from Continuing Education talk about Basic Skills.

The JobsNOW grant is scheduled to end December 2010. Pitt Community College has agreed for BCCC to advertise in the Greenville Daily Reflector for the next truck driving class. An ad ran last Sunday and Wednesday for the medical billing and coding class. While there was good response, feedback indicated the class is too expensive and only three people have registered. Betsey Lee Hodges may change the date and times the class meets. Currently the classes meet from 9:00-1:00 and from 6:00-9:00 which takes up mornings and evenings. Betsey Lee may consider having all the classes at night. Once the changes have been decided, the class will be re-advertised. Grant money is available for this class and one more truck driving class.

Recent events reports

The Job Fair was held on April 13, 2010 with an attendance of approximately 300 guests. The MLT open house was held on April 20, 2010 with six guests attending each session (2 sessions were offered). Three of those six guests have registered for class.

Follow up

As a follow up to the question raised during an earlier meeting of how does BCCC prepare for when the economy turns around and BCCC students turn into employees, several ideas have been presented. One was to have developmental education summer workshops through Continuing Education, however this idea hasn't had much movement on it as of now. Consideration is being given to developing a massage therapy 1 + 1 program (fall 2012 at the earliest) and a polysomnography program (maybe 2012). Wesley Beddard and Greg Allison met with PCC, who currently has these programs, to investigate the possibility of offering them at BCCC. Because BCCC will not get approval for a stand alone program, now looking at partnering with PCC. PCC is setting up a lab with Beaufort County Medical Center. One issue facing these two programs will be the challenge of placing graduates due to the slow economy.

Interestingly the state is looking at developing summer developmental education workshops. A type of three week boot camp prior to school starting in the fall. A subcommittee is looking at what options are available and how they match what is already being done in developmental education. May set up modules so students can focus on specific areas in which they need help. If BCCC does anything this fall it will be very focused, very limited. Statewide movement on this question is how to best package it and publicize it. Maybe to look at developmental test results and target students who scored on the pass/fail line. Math classes are more feasible for modular focus than English.

On-line summer classes are being offered at a significantly reduced number this summer. The material taught during the summer is already compressed and on-line teaching increases the difficulty level.

Discussion was held on billboards being used which are located outside of Beaufort County, maybe along highway 64 east between Plymouth and the beach. Discussion was also held on using billboards in Plymouth or Tyrrell County. It was decided Plymouth would better be a better target group to come to BCCC than Tyrrell County. There are no permanent bulletins in Plymouth, only regular billboards owned by Fairway. Budgeting for the Plymouth billboard will be put in the FY 2010-2011 budget. To use one billboard for one year would cost \$5950 and there would be a possibility of it staying up longer than a year. There would also be an option to rotate the information which is on the billboard. According to Phillip the Marketing budget will be about the same next year as it is this year. During this fiscal year \$7000 was spent on billboards in Beaufort County. Comments from the Faculty/Staff

Evaluation of College Services Spring 2010 re billboard use were provided to committee members and discussed.

Upcoming events

The regular graduation is May 14, the nursing graduation is May 15 and the croquet tournament is May 15.

Other advertising issues?

BCCC has closely aligned itself to the state campaign for 1-1/2 years and the question was raised of whether or not it's time to change. It was decided not to change at this time.

On the Faculty/Staff Evaluation of College Services Spring 2010 ratings were higher this year and comments were made about the need to show the difference between Public Relations and Marketing. Judy will ask the faculty senate for suggestions on showing this difference.

Campus Connection is now emailed and on the web.

Tricia Woolard provided an analysis of the BCCC web use since March, showing 61,000+ visitors. A variety of means are being used to access the webpage, including iPods, blackberries and iphones. Need to evaluate the website and decide how to make it friendlier to these devices. She also provided information on which sites are visited more frequently.

Next meeting date?

The next Marketing meeting will be July 20 at 2:00 in the board room of building #10.

There being no further business, the meeting was adjourned.

Respectfully submitted by Marcia Norwood, recording secretary