

BCCC Marketing Committee

July 26, 2011 Minutes

The Marketing Committee met on July 26, 2011 with the following members present: Wesley Beddard, Gary Burbage, Theresa Edwards, Judy Jennette, Penelope Radcliffe and Tricia Woolard.

Members unable to attend included: Debra Baker, Clay Carter, Demetrius Cox, Betsey Lee Hodges, Tracey Johnson, Mandy Jones, Riley Mills, Bryan Oesterreich, and Velma Worsley.

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

Reviewed minutes from May 23, 2011 meeting

Minutes from the May 23, 2011 meeting were reviewed. Gary Burbage moved and Tricia Woolard seconded a motion the minutes be accepted. Motion passed.

Review marketing expenditures for FY 10-11

A spreadsheet showing expenditures to date was provided to committee members

Fall semester registration

Registration levels for this year are close to the same as this time last year. All of the curriculum prison classes are now under Continuing Education. With some of the Early College High School students registered for college curriculum classes, these ECHS students are now included in the FTE statistics.

Fall semester registration

Fall registration information was put in last Sunday's newspaper. Information will run again with an emphasis on evening Cosmetology classes.

Current PR/Marketing status updates and evaluations of effectiveness

The new student survey results show many students receive information about BCCC by using technology, reading the newspaper and from family and friends. The survey results were reviewed and a copy of the results given to committee members (copy attached).

New ads for television (cable and network) were modified for late registration. The ads ran on a two week schedule on cable in June for \$3,500 and on a two week schedule on NBC in August for \$4,500.

Judy reported the contract for the Plymouth billboard has expired, and the contract with Fairway ends in September for the year round billboard advertisement. After some discussion Wesley recommended one billboard in Beaufort County between the college and Greenville and one billboard between BCCC and Hyde County on highway 264.

The BCCC ad is in the Washington Daily New's VIP program and will utilize black and white and color ads. The ads will continue with late registration. The QR code is included in the ad and will be added to the Sunday column.

The question was raised about advertising in the Greenville Daily Reflector and after some discussion it was decided not to. There was also discussion on having an ad on the WITN website. While the committee was not sure this would be worth the money, an ad will be put on the website.

Judy will look into sending information out through text messages and adding Facebook information to ads.

The truck driving class was advertised on Greenvillejobs.com with little response. The class was re-advertised in the Bargain Trader and 15 people signed up.

Judy will talk with Haywood Broome about putting the truck driving trailer in places it could be used as advertisement (on campus, in town, etc.)

The success stories submitted to the NCCCS are being updated as needed.

The marketing handouts need to be replenished keeping in mind current budget constraints.

Tricia reported that the QR codes are the newest advertising technique for advertising in printed material. The BCCC website has had 571 hits from Android users and 134 hits from Blackberry users. There is a need to develop a mobile site which is friendly to mobile users. Tricia will have an example by the next meeting.

Follow up

In order to meet budget cuts, publicity funds were reduced for this fiscal year by not renewing the Plymouth billboard or the advertising on WTOW.

The QR stamp is being used on all printed material.

A generic promotional brochure is being updated and readied for printing.

Other issues

Dr. Donny Hunter has been hired to help with the presidential search. Information was provided to committee members on the search process.

The golf tournament will be advertised on the community page Wednesday.

All on line classes are full.

The scholarship committee handed out 58 scholarships.

ECHS met AYP standards for the 2nd year in a row. An ad reflecting this will be put in the WDN.

Next meeting date

The next Marketing meeting will be Tuesday, September 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