

BCCC Marketing Committee
January 31, 2011 Minutes

The Marketing Committee met on January 31, 2011 with the following members present: Debra Baker, Wesley Beddard, Gary Burbage, Judy Jennette, Tracey Johnson, Riley Mills, Bryan Oesterreich and Tricia Woolard.

Members unable to attend included: Clay Carter, Demetrius Cox, Theresa Edwards, Betsey Lee Hodges, and Velma Worsley.

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

Reviewed minutes from November 10, 2010 meeting

Minutes from the November 10, 2010 meeting were reviewed. Tricia moved and Debra seconded a motion the minutes be accepted. Motion passed.

Review marketing expenditures for FY 10-11

The amount of the marketing budget used to date is on target for this point in the fiscal year.

Review spring enrollment numbers to date

1853 students were enrolled for the spring 2011 semester.

Current PR/Marketing status updates and evaluations of effectiveness

The BCCC face book page now has 400+ friends and is growing steadily.

The television ad has been running for eight months and new ads need to be taped. Cable TV ads will run in June for early registration and WITN ads will run in August for late registration.

The billboard posters are beginning to look frayed and it's time to replace them. After some discussion, it was decided to use the same students' pictures that are on the BCCC folders with one change. Kelli Lozano (current Academic Excellence Awards recipient) will replace Amanda Rose. The cost to change is \$300.

The taped generic radio ad continues to run on WTOW and it is time to change it. Shows produced so far featured Tony Taylor, Dorothy Jordan, Clay Carter, Gary Burbage, Crystal Ange, Gail Ambrose, Velma Worsley and Judy Jennette. Future show suggestions are: Bryan Oesterreich featuring Life on the Pamlico and Gary discussing completing the FAFSA. As an aside, Wesley suggested having an open house in connection with FAFSA day here on campus.

Washington Daily News' new owners approached Judy about the possibility of restarting the strip ad that featured Continuing Education. This ad had been stopped due to budget issues. Judy talked with Lou who recommended the ad run every 2 weeks instead of every week. Wesley suggested going ahead and running the strip ad this fiscal year since next year's budget will be tight and money may not be available.

Each year the Planning and Institutional Effectiveness department mails 35,000 Community Satisfaction Surveys to BCCC's service area at a cost of \$8,000. Normally approximately 1,000 are returned. In an effort to decrease expenses and increase the return rate, Dorie asked the Marketing

Committee's assistance. Suggestions made were: put the survey in the newspaper, on our website and on Face book. Put hard copies of the survey and drop boxes in the library, chamber of commerce and other area business. Money to pay for the WDN ad could come from the \$8,000 normally spent on postage. Gary suggested looking at companies that provide this type of service.

It's time to update BCCC's success stories on the NC Community College website as 3 stories have had to be removed for various reasons. New story suggestions were: Greg Coltrain and Cameron DeJong. One more suggestion is needed.

V. Follow-up

Judy and committee members provided different sign layouts and a consensus was reached to use the sign with a graduation hat on the logo and BCCC's name at the top of the sign. Student Services and Marketing will be paying for the signs. The signs will be provided to curriculum and GED graduates.

Tricia and Tracey have been added to the Publications Committee.

1000 BCCC folders were printed and are now available for use.

Wesley stated that many students starting out in Developmental Education classes do not have a high success rate of completing the Dev. Ed. Classes and moving into curriculum classes. These classes are being re-evaluated to help students focus on exactly where they need help. They then get the help and move into curriculum classes at a higher and faster rate. Funding for this is a challenge.

There is a need to create more FTE for Continuing Education due to changes in Comp Ed. An ad is being run in the WDN to help increase enrollment.

During the President's meeting last week a vote was taken and passed to change the funding formula. The change will help larger community colleges and hurt smaller community colleges.

Judy has sent the BCCC ad to high schools to be included in the year book.

The Academic Excellence Awards luncheon will be in Raleigh in April. Kelli Lozano's picture has been taken for this.

The North Carolina Association of Community College Presidents met on the BCCC campus and everything went very well.

Two new flat screen 52" TVs to provide scrolling information and pictures were purchased and used for the first time with the presidents' meeting. It needs to be decided where they will be placed, what information will be on them and who will be responsible for the information.

The mid-year executive summary will be emailed to committee members.

Upcoming events

Ambassador nominations will be sought between February 7 and March 11.

Graduation pictures for 2011 will not be made because: 1) a good selection has already been made by Dave Clark and 2) the budget is tight.

Dealing with the anticipated state budget cuts in 2011 – what will be essential?

As of the meeting date, BCCC anticipates a 10% budget cut for FY 11-12. Consideration needs to be given on which marketing expenditures are essential and which are not. Also need to look at maintaining current markets vs. reaching out to new markets.

Next meeting date?

The next Marketing meeting will be March 14 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