

**BCCC Marketing Committee**  
November 10, 2010 Minutes

The Marketing Committee met on November 10, 2010 with the following members present: Debra Baker, Wesley Beddard, Gary Burbage, Clay Carter, Betsey Lee Hodges, Judy Jennette, Tracey Johnson, and Tricia Woolard.

Members unable to attend included: Demetrius Cox, Theresa Edwards, Riley mills, Bryan Oesterreich and Velma Worsley.

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

**Reviewed minutes from September 28, 2010 meeting**

Minutes from the September 28, 2010 meeting were reviewed. Gary moved and Tricia 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**

1611 students were enrolled at the end of early registration. Advertising for fall semester utilized TV ads while advertising for spring semester utilized cable.

**Current PR/Marketing status updates and evaluations of effectiveness**

The BCCC blog is being updated regularly by Betty Gray. The Beaufort Observer is loading BCCC stories very promptly.

The avatar on the website is working well with Tyrrell County now being pronounced correctly.

Television advertisement included:

- Updating ads used in June on WITN-TV to use now
- Cable TV ads ran for two weeks prior to registration
- WITN-TV is on go for late registration

What should future television advertising look like?

One billboard is up in Plymouth and will be there year round. Two billboards are up in Washington and will be there year round. \$1000 in state funds were received to help pay for these.

The taped generic ad continues to run on WTOW radio station. Three 30 minute shows were produced with Tony, Dorothy, Clay, Gary, Crystal, Gail and Judy being taped so far. Betsey Lee volunteered to do one in January. One should be done in late November. Other shows could highlight each division and Developmental Education. Possibilities include asking Sandy McFadden, Cosmetology, ECHS in the early spring, and Bryan van Gyzen to tape a show.

The Jobs Now ads which have run in the newspaper will end in December and all money has been spent. Ads for the BLET class ran in Carolina Bargain Trader and Ben received at least 8 calls. The spring scholarship recipients layout will try and be run in January. Wesley said the division chairs want night classes advertised as these classes are not full. The day classes are close to capacity.

Judy will work with the new ownership of the Washington Daily News to work out rate charges for ads. Also, Judy will research the cost of running an ad in the Beaufort Observer.

Judy reported the free handouts have been hit hard lately and asked for policy recommendations due to the budgeting issues. After some discussion it was decided to give handouts to students and adults age 16 and older.

In response to the question of fulfilling the goal of creating year round awareness of BCCC, based on enrollment numbers it looks like the goal is being met.

#### **V. Follow-up**

The graduate yard signs need to be ordered by early February so they will be ready to pass out when caps and gowns are passed out. Gary will give Judy contact information for the provider and contact the provider to get information about placing an order. Judy will talk to SGA about helping to pay for the signs at a cost of \$4.00/each with approximately 200 graduates.

The Publications Committee recommended adding Tracey and Tricia to the committee. Administrative Council will need to approve.

100 more male nursing recruitment brochures were printed and Mandy distributed them during a presentation at the Noon Rotary.

In considering how to prepare for when the economy turns around and BCCC students turn into employees Wesley talked with the state and is looking at applying for a non profit management degree program in conjunction with Forsyth Community College. An emphasis on fitness is another up and coming program for community colleges.

Northside, Plymouth, Southside, Washington High Schools and Pungo Christian Academy have contacted BCCC about purchasing ads in their yearbooks.

#### **Upcoming events**

The turn out for the Alumni Association Kick-off on October 22 was slim. The kick off was scheduled in conjunction with other activities being held in Washington with the reasoning being it will increase attendance. It may be, instead, the different activities negatively affected attendance.

Outdoor fall pictures need to be taken for future publicity needs.

The Lion King trip friend raiser is scheduled for January 14-15.

The sculptures have been completed for the rose garden. Once they are complete, they can be used to publicize BCCC. Many people have helped make the sculptures possible.

#### **Other advertising issues**

Next year's budget is going to be very tight, with the potential for more budget cuts. 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 January, 2011 and the date and time will be set once instructors' schedules have been set.

There being no further business, the meeting was adjourned.

Respectfully submitted by Marcia Norwood, recording secretary