

BCCC Marketing Committee
September 28, 2010 Minutes

The Marketing Committee met on September 28, 2010 with the following members present: Gary Burbage, Betsey Lee Hodges, Judy Jennette, Tracey Johnson, Mandy Jones, Penelope Radcliffe, and Tricia Woolard.

Members unable to attend included: Wesley Beddard, Clay Carter, Betty Gray, Cynthia King, Jacqueline Lawrence, Bryan Oesterreich, Samantha Whitehurst and Velma Worsley.

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

Reviewed minutes from July 20, 2010 meeting

Minutes from the July 20, 2010 meeting were reviewed. Gary moved and Penelope seconded a motion the minutes be accepted. Motion passed.

Review marketing expenditures for FY 10-11

A little over half of the marketing budget has been expended as of the meeting date - \$28,348.90.

Review fall enrollment numbers to date

Fall enrollment is 1% lower than fall 2009. Contributing factors to this decrease include: most prison classes and the dual enrollment programs being removed. The figure does include early college high school enrollment.

Current PR/Marketing status updates and evaluations of effectiveness

David Clark's pictures of the 2010 graduation are in the Foundation office and available for use. The pictures are excellent.

Betty Gray is updating the BCCC blog and receiving some responses to the blog.

The Avatar is being retaped due to the mispronunciation of Tyrrell County. The testimonial and general information is complete and ready to add to the web site. Information from the current TV commercials was used to create the general information.

To date \$15,000 has been spent on television ads with WITN. The BCCC website was included in the ads. Representatives from cable TV have contacted Judy indicating an interest in running BCCC ads. After discussion on whether to stay with commercial TV or shift to cable TV, the decision was made to do a blend of commercial and cable advertising. \$2,000 has been allocated for late registration ads.

Tracey reported that Mediacom will advertise BCCC at no charge and a DVD format is needed.

The billboard contract for Plymouth is \$3,000/year and the billboard will be up year round. A contract with Fairway has been signed for 2 billboards in Washington for a full year each for \$3,000/year. The information on the billboard can be changed as needed and no dates will be used. State funds are available again this year and Judy will apply for \$1,500 which will be used on the billboards.

A taped generic ad continues to run on WTOW radio station. Six thirty minute shows have been aired featuring Tony Taylor, Dorothy Jordan, Clay Carter, Gary Burbage, Crystal Ange and Judy Jennette.

Betsey Lee Hodges will do a segment on occupational extension in January and will talk with David Crosby about doing a show also.

JobsNow ads are running in the Daily Drum and Carolina Newspaper. While there are 2 different names, from conversations with the editor it is basically the same newspaper. Ads will run, but once the current contract expires, the number of ads may decrease.

Ben Morris asked that the day BLET classes be promoted and an ad will run in the Sunday newspaper to help promote this new program.

The newspaper coverage for the scholarship recipients provided good coverage and has received positive feedback. It was a four page layout and there were one-quarter page ads which were paid for out of the Marketing budget.

Judy is working on developing and using an email list to email information to newspapers.

The free Marketing handouts have been received and are available for use.

In response to the question of are we fulfilling our goal of creating year round awareness of BCCC, Betsey Lee suggested advertising the smaller classes offered through Continuing Education (Introduction to Computers, Excel, etc.). Companies have need of these classes, but need to be made aware the college can provide these classes

Follow-up

The BCCC crash scene that had been on Facebook has been removed.

Gary had researched the graduate yard signs and found Expressive Designs with Denise Sawyer as a supplier of the signs. The front and back of the sign can have the graduate's name on it at \$4.00/sign. It was suggested each graduate receive a sign at graduation rehearsal. Judy will talk with SGA about paying for the signs.

The Publications Committee met and decided to restructure the committee, especially since it hadn't met in three to four years. It will now function more as a process rather than a committee. If something is printed that needs to be distributed to the public, it will be sent to committee members via email for approval/changes. Tracey and Tricia will be added to the email list. The PR office will submit publications to the clearinghouse. Tracey will provide Judy with items Tracey prints that need to go to the clearinghouse.

The recruitment brochure has been updated and printed. Gary has most of them.

Other colleges are looking at the same issue BCCC is of how to encourage students to attend once the economy improves. The state is making some policy changes in the developmental education area. The changes should be in effect summer 2011. A Non-profit Management degree has recently been mentioned and BCCC will consider adding this program. Other community colleges in the state are adding it.

Upcoming events

The paramedic training equipment showcase was held August 25 and was well received.

There were 27 teams in the September 10 golf tournament and 2 holes in one. Income was approximately \$10,000.

The alumni kickoff event will be October 22 at the Estuarium. Invitation samples were provided to committee members.

Other advertising issues

Northside and Southside High Schools have contacted Judy about advertising in the yearbook, a full page ad is \$200. Will continue advertising in yearbooks of high schools that are in BCCC's service area.

Gary will purchase refreshments for College Nigh and Marketing will provide funding.

Next meeting date?

The next Marketing meeting will be November 10 at 3:30 in the board room of building #10.

There being no further business, the meeting was adjourned.

Respectfully submitted by Marcia Norwood, recording secretary