

**BCCC Marketing Committee**  
January 19, 2010 Minutes

The Marketing Committee met on January 19, 2010 with the following members present: Wesley Beddard, Clay Carter, Judy Jennette, Tracey Johnson, Bryan Oesterreich, Penelope Radcliffe, and Tricia Woolard.

Members unable to attend included: Gary Burbage, Betty Gray, Mandy Jones, Cynthia King, Jacqueline Lawrence, Samantha Whitehurst and Velma Worsley.

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

**Reviewed minutes from November 18, 2009 meeting**

Minutes from the November 18, 2009 meeting were reviewed. Clay moved and Penelope 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 \$21,870.52 has been spent. The budget fiscal year 2010-2011 is \$50,000. Judy went on to explain that \$5,000 - \$7,000 may have to revert back to the state.

**Current status**

Judy reported the spring enrollment was the highest enrollment for the spring semester to date.

The free Marketing handouts have been ordered and are being delivered. Most of it has arrived and is available for distribution.

The BCCC billboards remain up.

The van has been retro fitted and redecorated for recruiting purposes. The van was used during the Christmas parade. Gary is the one to contact to request use of the van.

**Follow up**

As discussed during the last Marketing meeting, Judy talked with Lentz Stowe about contacting Martin Brosman to be on campus and lead a social media workshop. As of the meeting date, Lentz had not responded with a date for the workshop. The workshop will be free and open to the campus and other non profits.

Advertising for the daytime BLET program, funded through Jobs NOW, was successful in that it had more than enough students to be held. However, the nighttime BLET program – which did not have an advertising budget - did not attract enough students to conduct the classes.

Judy has been researching different types of cameras, looking specifically at a new, more light sensitive camera for the PR office. A professional photographer has suggested she consider a micro four thirds camera. There is money budgeted for this in FY 09-10. Tricia stated she has a camera in her department that might serve the needs of the PR department. She indicated that PR is welcome to use it and see if it would work for the PR Department.

Dave Clark has been on campus to take more pictures, especially of minority students. Those pictures should be available by the end of the week. Tricia will use some of these pictures on the BCCC homepage.

Following up on Gary's question posed during the last Marketing Committee meeting concerning what plans should be put in place for when the economy improves, which normally causes enrollment to decrease. Plans were made during the last Marketing Committee meeting for Judy to form a subcommittee to work on this. She stated she would do this after the Foundation Board of Directors meeting at the end of the month.

Judy will be working with WITN-TV to market BCCC. Money is available in the budget for this. Wesley said that the aforementioned PR subcommittee should do this.

A \$1500 marketing grant from the North Carolina Community College System is available to BCCC but must be spent by May 31, 2010. Tricia suggested developing a generic TV ad. Bryan suggested purchasing a scrolling electronic message board. Discussion was held on BCCC having this type of message board. The lettering size would need to be large enough to be legible to traffic on highway 264. Who would be responsible for maintaining the board? Who would decide what would be stated on the board? Judy stated that Phillip Price had already been gathering data on such a sign and would talk to him before the next meeting and report back.

### **Upcoming Events**

The Allied Health Job Fair is scheduled for January 25, 2010 and will replace the Open House.

Scholarship distribution for the spring 2010 semester will soon be determined. Foundation money was pooled to allow 35 scholarships.

The Job Fair is scheduled for April 13, 2010.

### **Other Advertising Issues**

Judy stated the Foundation brochure has been updated.

Dr. McLawhorn, Wesley and other BCCC staff will meet with the new school board superintendent. They will discuss the strengths of and need to have dual enrollment for high school students. Information on dual enrollment is given to the area high schools and, except for Washington High School, the information is dispersed well by high school staff.

GED ads are slated to start running in the Beaufort Hyde News. The ads will also be given to Tricia to put on the BCCC website.

### **Next meeting date?**

The next Marketing meeting will be determined and committee members will be notified.

There being no further business, the meeting was adjourned.

Respectfully submitted by Marcia Norwood, recording secretary