

BCCC Marketing Committee

November 15, 2011 Minutes

The Marketing Committee met on November 15, 2011 with the following members present: Haywood Broome, Vickie Fennell, Pauline Godley, Judy Jennette, Tracey Johnson, Brian Oesterreich, Ken Robol, and Tricia Woolard.

Members unable to attend included: Wesley Beddard, Gary Burbage, Clay Carter, Theresa Edwards, Catherine Gouge, Betty Gray, Becky Leach, Penelope Radcliffe, Lou Stout, and Vickie White.

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

Reviewed minutes from September 20, 2011 meeting

Minutes from the September 20, 2011 meeting were reviewed. Haywood Broome and Ken Robol were moved from unable to attend to members present. With this change Haywood moved and Bryan 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.

Spring semester registration report

The number of students registered is slightly down from the same time last year. An Admissions Report dated 11/9/11 was provided to committee members for review. The report showed this year's information and last year's information for comparison. With applications for Early Childhood down a little, it will be focused on in advertising. Ken reported his application class is doing well with only 2-3 openings. Haywood reported the truck driving classes are full. The Industrial Tech. classes are close to being full. Bryan reported his classes are full (not sure about college transfer). Pauline said that since BLET classes do not preregister, the numbers are down at this time, but it is expected attendance will be OK.

Judy said she would forward the Admissions Report to the Marketing Committee as the report is made available.

Dr. McLawhorn talked with Dr. Dennis Massey (President, Pitt Community College) about the possibility of advertising BCCC's truck driving class in Pitt County because PCC does not offer this class. It was agreed this advertising can be done. Recommendations for advertising the truck driving classes were: Washington Daily News-want ad section and general section, The Bargain Trader, and Daily Reflector.

Judy reported that 65% of students are receiving financial aid. There is \$2.3 million in student loans and \$4 million in Pell Grant funding at BCCC.

The Planning Assumptions 2012-2013 report was provided to committee members. Page 3 shows information on growth and decline in population by age groups. Younger age groups are increasing with older age groups decreasing. Page 6 shows Hispanic population growing faster than other races. This information will need to be a part of planning advertising.

In discussion with Crystal Ange, Dean of Student Services, Judy found there are more and more behavioral issues with students than before and this will need to be addressed.

Current PR/Marketing status updates and evaluations of effectiveness

A new television ad is being developed, using a \$1,000 NC Community College System grant. Judy has talked with David Clark about new and different ad design and production. The ad will be more eye-catching than previous ads. Plans are to create a 30 second ad for TV and a 60 ad for website use. The recommendation was

made to have something that appeals to the older student because of the number currently attending. The cost will be more than the \$1,000. David has said he will try and do it for \$1,500.

Haywood suggested putting the truck driving class truck in the ad. Pauline suggested emphasizing criminal justice.

The billboard pictures will be changed to use groups of students instead of one student.

There is a collection of pictures appropriate for advertising which fill a CD and are now available for use. Anyone needing pictures may request a copy of the CD. David Clark is in the process of taking pictures of BLET and Criminal Justice (hand to hand combat, firing range, and driver training).

BCCC ads through the VIP program continue to appear in the Washington Daily News two times a week featuring Continuing Education classes. The response from the ads is good. The on line presence has also been established. GED ads are featured in the Sunday editions.

The Washington Daily News is preparing a magazine which BCCC will advertise in. The magazine comes out once every two months and will be sent to approximately 3000 homes and placed in doctors' offices, libraries, etc.

The Roanoke Beacon and Beaufort Hyde News continue to provide free and paid advertising. Roger Johnson of The Daily Drum contacted Judy about a package of advertisement that will run on holidays. The cost will be \$250/run. This is a minority oriented Pitt County newspaper so will advertise the truck driving classes.

The BCCC brochures have been updated. When the next run is made, the pictures will be updated. The brochures will be available from Gary.

The NCCCS Success Stories are still being updated.

The Marketing handouts have arrived and are available as needed. With the budget constraints, please use wisely.

Tricia reported the homepage now has a downloadable application.

Other issues

The scholarship stories have been given to the Washington Daily News and hopefully will run before long. The ad size had to be increased from one quarter page to one third page.

The truck driving truck will be used in both Christmas parades. Haywood will bring the truck on campus for Judy to decide how to decorate.

Next meeting date

The next Marketing meeting will be Tuesday, January 17 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