

BCCC Marketing Committee
November 18, 2009 Minutes

The Marketing Committee met on November 18, 2009 with the following members present: Gary Burbage, Clay Carter, Judy Jennette, Mandy Jones, Cynthia King, Penny Sermons (for Tricia Woolard), Penelope Radcliffe, and Samantha Whitehurst.

Members unable to attend included: Wesley Beddard, Betty Gray, Tracey Johnson, Jacqueline Lawrence, Bryan Oesterreich, and Velma Worsley.

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

Reviewed minutes from September 15, 2009 meeting

Minutes from the September 15, 2009 meeting were reviewed. Gary moved and Cynthia 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 \$14,530.27 has been spent.

Current status

BCCC news releases continue to run in the WDN. Responses to the articles seem to be very positive, especially for Continuing Education.

The generic BCCC brochure has been updated and reprinted. Gary has them for distribution.

Quotes are being requested and processed for the marketing handouts. Coolers are being ordered as prizes for the golf tournament, croquet tournament, and to give to special guests of BCCC.

The BCCC billboards are still up even though it is now past the end of the contract period. This is good advertising for the college and the billboard company is willing to keep BCCC's ad up until another company contracts for the billboard. The pictures will be changed for the next time.

BCCC enrollment remains high.

Follow up

Judy has talked with Lentz Stowe about providing a more detailed workshop led by Martin Brosman on social networking. Lentz is working on this and the workshop will be available to the college and community.

The Jobs NOW advertising is working for the day BLET, HVAC, carpentry and masonry classes. All of the classes have enough students enrolled to hold the class.

The van is being retro-fitted and re-decorated for recruiting purposes and should be ready Friday of this week.

During the last Marketing Committee meeting Wesley made the suggestion of researching the possibility of hanging the street banner somewhere other than Main Street. Judy checked with the city's Electric Department and Main Street is the only location where they will hang banners.

The first BCCC BLET/Criminal Justice Expo was held on October 28 in the multipurpose room of building 10. Attendance was good.

Gary reported College Night went well with approximately 300 students attending. Gary expressed appreciation to the Ambassadors for their help and presence at College Night.

Website follow up – Penny reported the program Slide Pro has been ordered. Slide Pro simplifies changing pictures seen on the BCCC website.

Judy stated David Clark has been on campus taking more pictures to be incorporated into the library of pictures to be used for publicity. David worked with predominately African American students this time.

Upcoming events

The Allied Health Job Fair scheduled for January 25, 2010 will be under the direction of Sandy McFadden.

The Job Fair is scheduled for April 13, 2010.

Future plans

During the last Marketing committee meeting, Gary raised the question of “How do we prepare for when the economy turns around and our students turn into employees?” Judy recommended a sub-committee be formed to address this question. Clay and Gary volunteered to serve and the recommendation was made to have a faculty representative from each department serve also. Judy will work on determining the members of the sub-committee and provide them with information and suggestions made to date.

Other advertising ideas?

Penny reported she had attended a seminar in Raleigh concerning distance learning. She reported the use of distance learning is projected to continue increasing and it will be prudent to advertise it more. Consideration should be given to making more degrees available through distance learning, maybe to look at Mount Olive as an example for what BCCC could do. One consideration would be to have class set up to meet one night a week for 13 weeks and at the end of two years the student would have a degree.

Penelope reported it is a challenge to find GED graduates who are interested in and qualified to move into the curriculum program, even with the tuition being covered. Continuing Education continues to make this opportunity available to viable candidates.

Next meeting date?

The next Marketing meeting will be Tuesday, January 19, 2010 at 3:30 in the board room of building #10.

There being no further business, the meeting was adjourned.

