

Marketing/PR/Recruitment Committee – Notes from Meeting

Everyone was in attendance for the Marketing/PR/Recruitment Committee first meeting held on October 2, 2012 at 11:00AM in Bld. 9 Conference Room.

Facilitator: Lentz Stowe, Director of Small Business Center

Resources: Wesley Beddard, Dean of Instructions

Judy Jennette, Director of Public Relations/Executive Director, Foundation

First business involved electing officers.

Chair: Daniel Wilson, Director of Admissions and Recruitment

Vice-Chair: Lentz Stowe, Director of Small Business Center

Secretary: Juanita Gardner, Recruiter & Success Manager, NCAMA

Members:

Lisa Hill, Coordinator of High School Programs

Penelope Radcliff, ABE/GED Recruiter

Clay Carter, Dir. of Evening & Off-Campus Programs/

Annette Harris, PT Recruiter Basic Skills

The committee reviewed and discussed purposes and expectations as presented in Appendix 2: Beaufort County Community College Faculty and Staff Policy Manual. Jay Sullivan will be a valuable resource for retrieving and utilizing data with informer. Jay officially began working at full capacity on January 1.

Wesley let the committee know that a copy of each committees minutes go to the president and IE. Wesley shared BCCC Marketing Plan that had previously been used for curriculum and suggested that everyone collect and share marketing media. Everyone was asked to bring in events that they are currently doing to assist with combining calendars and looking for gaps. Student recruitment is our primary goal and other aspects will fall in that involve business and support.

Cross-train happens by first knowing everybody responsibilities. Everyone needs to bring a 1 page summary of their responsibilities to the next meeting for inclusion in a resource book.

Judy Jennette discussed the marketing budget of \$52,000 for the year that covers TV commercials, Cable, Newspaper, Freebies, ads (2 want ads per week and quarter ads once a month), and billboards.

Everyone on the committee was asked to participate in the Business Expo scheduled for October 10. Emphases were placed on networking and outreach.

Next meeting will be November 6 at 11AM where everyone is asked to bring a whole punched synopsis of their responsibilities that can be used in a notebook for recruitment. The notebook should include contact numbers in a formalize format.

Juanita Gardner