

# Marketing/PR/Recruitment Committee

Thursday, January 17, 2013

11:00 AM

Building 10

**Chair:** Daniel Wilson

**Vice-chair:** Lentz Stowe

**Secretary:** Juanita Gardner

**Members** Lisa Hill, Penelope Radcliffe

**Attending:** Judy Jennette, Jay Sullivan (Resources)

**Members Absent:** Wesley Beddard (Resource), Lauren Spruill, Clay Carter, Annette Harris

## ***Minutes from Meeting (January 17, 2013)***

### **Agenda Item**

#### **I. Ad targeting parents of high school students**

**Presenter:** Lentz Stowe

- Lentz S. stated that we highlight the benefit of Beaufort County Community College to parent's pocketbooks and a solid foundation of success to transfer programs as suggested by Dr. Tansey. Lisa H. asked about the advertisement concerning the difference in the cost of attending BCCC as opposed going directly to a university. Jay Sullivan suggested not just stating the cost but the academic affects, but we need to state how well we prepare students. Jay Sullivan suggested using the verbiage from Dr. Tansey, "Solid foundation to success in transfer programs." Judy Jennette suggested using a half sheet rather than a quarter sheet in order to fit more information and to make it look more presentable. Lentz Stowe asked about an electronic version personal email information of all parents and students so that we can hit this population from every angle which includes print, email, newspaper and media.
- Lisa H. stated that Jay Sullivan sent letters to all 11<sup>th</sup> and 12<sup>th</sup> graders which showed communication from the college. Jay Sullivan stated that the letter was to make parents and students aware of our late start classes. Also, the letter was to make them aware of our College and Career Promise.
- Jay agreed to meet with Betty Gray to review and work on the verbiage and graphics already created. Lisa H. made the motion that a draft be sent by email to the committee for a vote by email so that once approve we can get everything out and in the hands of juniors and seniors parents by the end of the month.

#### **II. Update on PT Marketing Coordinator**

**Presenter:** Lentz Stowe

- Lentz stated the college is in the process of hiring the part-time marketing coordinator who will be working directly under Dr. Tansey.

#### **III. Pungo Academy sign**

**Presenter:** Jay Sullivan

- Jay stated that we are waiting to hear from Dr. Tansey for approval with the greatest concern being the sign appearance and the budget.
- The committee agreed to wait for further guidance. Penelope R. will provide a picture of the sign.

#### **IV. Speech Language Pathology Assistant**

**Presenter:** Daniel Wilson

- Daniel questioned the offering of program. Jay S. stated that we are offering general education course similar to the 1 + 1 program. Daniel W. will be the point of contact to meet the January 30<sup>th</sup> application deadline. Fayetteville will hire a representative that will be here on campus.
- Daniel will add Speech Language Pathology Assistant to program listing using an asterisk to indicate that the program is being offered in cooperation with Fayetteville Tech.

#### **V. Statewide Advanced Manufacturing Career Day – April 9**

**Presenter:** Lentz Stowe

- Lentz S. stated that a committee on campus lead by Darwin Richards are working the schools to get students on campus for a career day that will be held in the afternoon and evening. Ben Morris will discuss the advanced manufacturing career day during the open house.

- Jay S. mentioned that there may be some Perkins money to help with cost of marketing the April 9 Career Day.

#### **V. YouTube Video**

**Presenter:** Lentz Stowe

- Lentz S. mentioned a YouTube video that Betty Gray shared with him concerning students orientation wall painting who video themselves concerning "Before I Die I Would Like To." Lentz want to know if we could employ more YouTube Video during Fall 2013 Student Orientation similar to that YouTube which catches the heart of students. Betty G. suggested getting our students to highlight what they would like to do to show off BCCC.
- Lentz S. mentioned forwarding that email to Dr. Ange in Student Support since they are in charge of student orientation.

#### **V. Open House for HS Counselors and Principals**

**Presenter:** Lisa Hill

- Lisa H. updated everyone concerning the open house by first sharing the remove of NAI, NAII & College Transfer. Tentative date is Wednesday, February 27. The event will begin in Bld 10 multipurpose area. Ben M. will provide a three minute overview of the Advanced Manufacturing Career Day, Erica (Allied Health), Worsley (Cosmetology), Matthew Lincoln (Machining), Mark Carawan (Electrical and Electronics), Daniel W. (Admission) to possibly schedule school tour, Dr. Tansey, and end with a three question survey. Entire service area school counselors and principal are invited.
- Tentative schedule is waiting for Dr. Tansey approval. Lisa H. only shared the information to make everyone aware.

#### **V. Atlantic Article**

**Presenter:** Lentz Stowe

- Lentz S. mentioned the importance of getting the word out and shared an article with the committee.

#### **V. GED Changes**

**Presenter:** Penelope Radcliffe

- Penelope R. stated that 500 plus students who has started their GED and had not completed it by December 31 will lose their scores. Penelope will be visiting DSS on January 24 at 8:00AM, probation and parole on February 6 at 1:00PM and Beaufort County Schools on February 9.
- Betty G. created some brochures.

#### **V. North Carolina Now**

**Presenter:** Betty Gray

- Betty G. mention that UNC will visit our campus on January 30<sup>th</sup> that will include Russell Smith, Dr. Tansey, Truck Drivers program, heavy equipment, and the information highway class.

### ***Other Information***

**Next Meeting:** Next meeting not scheduled