

Marketing/PR/Recruitment Committee

March 5, 2013

11:00 AM

BLD 8 Conference Room

Chair: Daniel Wilson

Vice-chair: Lentz Stowe

Secretary Juanita Gardner

Members
Attending: Lisa Hill, Penelope Radcliffe, Lauren Spruill, Clay Carter
Betty Gray, Wes Sumner, Judy Jennette, Jay Sullivan, Chrystal Ange (Resources)
Mark Nelson (Observer)

Members
Absent: Annette Harris

Minutes from Meeting (insert date)

Agenda Item

I. Introduction of Wes Sumner

Presenter: Wes Sumner

- Wes Sumner provided a brief background of his marketing career.
- W. Sumner asked everyone to assist with giving important dates and events to include in the newspaper. Also, W. Sumner asked everyone to forward suggestions for social media.

II. Advanced Manufacturing Event

Presenter: Lauren Spruill/Juanita Gardner

- Lauren Spruill invited industries to participate in the Advanced Manufacturing Career Day for BCCC. Some industry partners will only participate in the morning event. Juanita Gardner stated that the event will be split into two event 9:30 AM – 12:30 PM and then from 5:00 PM – 7:00 PM. Beaufort county schools agreed to bring CTE students on delayed schedule. All service areas schools including private school will or has been contacted. Some schools may plan to attend the evening session. Lisa Hill stated that Ben Morris gave a three to five minutes presentation during the Guidance Counselors and Principals presentation on February 27 with an invitation for school participation given at that time.
- J. Gardner asked for suggestions on giveaways. Items were discussed.

III. Update Marketing Committee List

Presenter: Juanita Gardner

- Juanita Gardner pointed out that the Marketing Committee/PR/Recruitment Committee needs to be updated to reflect current members. Juanita stated that Dr. Tansey approved Lauren Spruill, Customize Training Coordinator; and (Chrystal Ange, Vice President of Academics; Jay Sullivan, Vice President of Institutional Effectiveness; Betty Gray, Public Relations and Wes Sumner, Marketing Coordinator as resources).
- Marketing/PR/ Recruitment Committee member list was updated.

IV. Recruiting and Marketing Calendar

Presenter: Jay Sullivan

- Jay provided a calendar template to schedule recruiting and marketing event for BCCC throughout the year. By laying our framework out, we can proactively attract students. Jay suggested designing a year-long recruitment marketing calendar including anything and everything dealing with marketing and recruiting. Wes Sumner is compiling a marketing calendar focusing on advertisement and would like to work it together with Jay Sullivan's plan. Calendar of 4-Year schools and public schools will be considered in aligning the marketing calendar.
- Jay gave a paper calendar format that he will forward to everyone as an electronic version by email. Everyone is asked to bring ideas of ways to market students and area events to the next meeting.

V. Update from visit to School/DSS/other

Presenter: Penelope Radcliffe

- Penelope Radcliffe met with Beaufort County Schools, DSS and Parole to get information out concerning the changes that will affect GED beginning January 2014. All current scores will be lost when GED test goes computerize on January 1, 2014. From the visit Penelope gained nine (9)

Probation Parole, seven (7) DSS, and two (2) Beaufort County School students for their GED. Penelope is planning a closeout service from 9-12 for Hyde, Tyrell, and Beaufort county for the purpose of steering and rerouting students or to determine if GED is an option.

- Penelope R. asked everyone to help get the word out that students who started their Official GED test need to finish all parts of the test and pass their GED before January 1, 2014 or all scores will be loss and the student will have to start all over with a computerize test.

V. School Pennants for Admissions

Presenter: Daniel Wilson

- Daniel Wilson would like for the school to invest in pennants. The pennants tell the story of the college and can hang of counselors' doors. Wes Sumner designed the pennant and showed a smaller version of what the pennant actually looks like. The cost of 250 each at \$360.00.
- Daniels W. would like to include contact information. Chrystal Ange instructed Wes Sumner to go ahead and requisition 250 pennants for \$360.00 that will be purchased separate from the Student Service account. Also, motion was given to include the Pennant in the next budget.

V. Save Money Brochures Update

Presenter: Daniel Wilson

- Daniel Wilson stated that the brochures are ready for distribution. Colleges no longer send out tuition bill to students. When do we want to send out the brochures? Save money at BCCC ad will go out Sunday, March 10 and registration is March 25.
- Daniel W. will send out brochures.

V. Branding

Presenter: Wes Sumner

- Wes Sumner states that the logo is not an expenditure that we need to undertake. The logo color is a pantone blue. The seagull stamp should never be used unless accompanied with the Beaufort County Community College.
- Wes Sumner will work on guideline for using the logo.

V. Budget Discussion

Presenter: Lisa Hill

- Lisa requested an overall budget instead of voting in isolation. Mark Nelson stated that we are already double over the budget. Betty Gray stated that Wes Sumner has been tasked with creating a budget by middle of this month.
- Mark Nelson, Wes Sumner, and Daniel Wilson will meet to plan the budget.

Other Information

Next Meeting: TBA