Marketing/PR/Recruitment Committee

April 11, 2013 11:00 AM

BLD 9 RM 919 - Conference Room

Jay Sullivan

Betty Gray

Wes Sumner

Wes Sumner

Presenter:

Presenter:

Presenter:

Presenter:

Chair: Daniel Wilson

Vice-chair: Lentz Stowe Secretary Juanita Gardner

Members Wes Sumner, Penelope Radcliffe, Betty Gray, Lauren Spruill

Attending: Jay Sullivan (Resources)

Members Annette Harris, Lisa Hill, Clay Carter

Absent:

Minutes from Meeting April 11, 2013

Agenda Item

I. Recruiting & Marketing Calendar Update

- Jay suggested building a calendar of events to promote Beaufort County Community College (BCCC) marketing and recruitment efforts for spring and fall semester. Suggestion was made to use the GroupWise calendar or excel spreadsheet. The group discussed using the calendar for recruitment efforts and including everything that involves spending money. Lauren asked everyone to putting a lot of things on the calendar to bring to the next meeting that way nothing is left out. The vitality of the items on the calendar will be judged by the group. Wes. S. has not received calendar events from anyone.
- Everyone can email calendar items to Wes S. or bring them to next meeting. Juanita stated that the Manufacturing Career Day may become an annual event possibly scheduled for the second week in April 2014.

II. Report on public relations activities

- BCCC column continues to run in Washington Daily News despite recent changes at the newspaper. Mona Moore has transitioned into the role of running BCCC articles. Wes S. is still trying to transition out of black and white to all color with all newspaper articles. Also, BCCC run ads in Roanoke Beacon in Washington County. Betty G. would like for Marketing to ask Dr. Tansey to speak with Pitt County Community College and the College of Albemarle presidents concerning using their area paper for heavy advertisement so that we can aggressively begin recruiting in those service areas. Betty Gray asked for at least two days notices in advance of an event.
- The save money article ran on April 10 in a large and small format.
- BCCC retains status with Washington Daily News. Speak with Dr. Tansey concerning advertising in Greenville's paper.

III. Branding Guideline

- Wes voiced concerns about the use of BCCC logo, signature of. All material going out to the public needs multiple eyes reviewing them. According to Wes, the official process would be himself, President and Betty Gray. Penelope and Lentz asked about material provided by outside sources. Wes S. wanted BCCC signature well represented on all documents viewed by the public. Jay suggested creating a small document to lay out the process.
- All material should go through a process of examination before releasing to public especially if it has BCCC logo. Email signatures are acceptable and no formal forms are required.

IV. Budget Update

Wes S. stated that we are in excess in our budget. Marketing spent money on the Career Day post card. No budget presented.

V. School Pennant Presenter: Daniel Wilson

Daniel W. asked about the current status on the BCCC Pennant. Wes S. presented the revision and cost, \$355 for 250 9"x18" size of higher quality. During March meeting, Dr. Ange agreed to pay for the

pennant with Student Support funds.

Wes S. will check with Dr. Ange concerning covering the cost. Lentz S. suggested having the pennants placed on a highly visible board in every building.

Presenter:

Juanita Gardner

VI. Advanced Manufacturing Event

- Juanita reported that Advanced Manufacturing Career Day Open House was a great success. Student services staff were available to answer questions, manufacturers' representative setup booths and met with attendees, demonstrations were provided from all five program areas: welding, electrical, electronics, drafting & design, and machining areas. It was reported that over 200 visitors tour BCCC campus including high school students, teachers, parents, counselors and the general public. Instructors and participants, who participated in demonstrations, captured the interest of all that attended. SGA, administrative staff, NCAMA students, and instructors played various roles including tour guides. Stacy Gerald (Beaufort County Schools), Anna Jones (Home School Association), Sara Fox (Tyrrell County Schools), Lisa Hill (BCCC Early College), and Keith Pelletier (Washington County Schools) all sent students in buses or vans to attend this event. Lauren S. had representative from Flanders, Standyne, Hackney, and Impressions industries as well as Cassandra Newson from Social Security. Darwin R. received gift cards from Wal-Mart, Russell, Franks Pizza, Pizza Inn, and Radio which were used for door prizes in a drawing for students who brought their parents to the evening event
- > This event is being considered for an annual event.

Other Information

Next Meeting: May 7, 2013 @ 11:00 AM, Building 9 Conference Room