

Marketing/PR/Recruitment Committee

Tuesday, June 04, 2013

11:00 AM

Bld 9 Rm 919 Conference Room

Chair: Daniel Wilson

Vice-chair: Lentz Stowe **Secretary** Juanita Gardner

Members Attending: Wes Sumner, Penelope Radcliffe, Betty Gray, Lisa Hill

Members Absent: Lauren Spruill, Annette Harris, Clay Carter

Minutes from Meeting June 4, 2013

Agenda Item

I. SACS Leadership Summary

Presenter: Daniel Wilson

- Daniel Wilson informed the committee of SACS recommendations and the need for an official review of cost factors associated with replacing the logo. Wes Sumner started the process with a memo with financial pieces and should include all prices associated with replacing all printed material. Daniel Wilson stated that that we are in compliance but we need to change our verbiage in SACS leadership summary and show more consistency with material including PowerPoint.
- All members will receive a copy of our SACS leadership summary.

II. Upcoming Events

Presenter: Wes Sumner

- Wes Sumner suggested that Betty Gray and he are copied on emails with important dates; so that they receive notification at the same time as department heads. Wes Sumner asked that information sent to Bebe Major for the campus calendar is forwarded to him for the marketing calendar. This week Marketing will advertise College for Kids of Continuing Education.
- Penelope Radcliffe suggested that Wes Sumner and Betty Gray receive a month – six week notification for any upcoming events.

III. Constant Contact/Email Blast

Presenter: Wes Sumner

- Wes Sumner wants us to keep our name out through email which allows for constant contact. Wes Sumner stated that Jay Sullivan setup an email notification that only returned one not enrolled applicant email. Wes Sumner will ask Jay Sullivan to check for problems in the notification. Betty Gray will check with Marshal Norwood to inquire about cards distributed to graduates during rehearsal. This will allow continuous connection through Campus Connection. Lisa Hill suggested asking Jay Sullivan about building a dashboard or query that can retrieve that information from Datatel rather than duplicating work.
- Lentz Stowe suggested using blind copy to sending information out to everyone without sharing email information.

IV. Martin Brossman – SBC Contact

Presenter: Lentz Stowe

- Lentz Stowe spoke about a social media entrepreneur with Pinterest a leading edge on social media. Wes Sumner spoke about a couple of boards that have already been created and awaits approval from the administrative committee before presenting to the Board for fall 2013. Also, Tracey Tuten a professor at ECU was mentioned.
- Wes Sumner will send this committee the secret address to preview and offer suggestions.

V. Deep Fry Creative – Web Design Biz

Presenter: Lentz Stowe

- Lentz Stowe said that Lauren Allen a marketing firm offered to improve BCCC website and invited Tricia Woolard for a meeting at 3:00 PM in Lentz's office. Marketing/PR and Library & Resources are two separate heads that falls under social media. Lentz Stowe spoke about the Manufacturing-Institute for Emerging Forum will be on campus Wednesday, June 26 from 10:00 AM – 1:00 PM.
- Betty Gray suggested an email blast to William Wallace, Jeremiah Schaefer and Zach Coltrain to add

to the Academic Excellence Winner from previous year would be an addition if they agree to be part of the Manufacturing-Institute for Emerging Forum agenda.

VI. Orientation

Presenter: Juanita Gardner

- Juanita Gardner asked about new student orientation and what it involved. Daniel Wilson reminded everyone that the event is scheduled for June 25 at 9:00 AM for Fall Registration and October for Spring Registration. On June 25, a general orientation and a meeting with student advisors to orientate students to the college and register them for classes.
- New Students orientation is encouraged but not mandatory.

VII. Budget

Presenter: Wes Sumner

- Wes Sumner said that the County Commission fully funded their portion of the budget. General Assembly is still talking. A budget of \$50,000 was submitted. This year's budget was \$49,000 and \$54,000 has been spent as of today. Movie screen commercial has been eliminated from the budget, boards reduced, advertisement in outlining area minimized, and avatar virtual girl upgraded. Wes Sumner said that our avatar two year contract renewed January 2013 for \$6,000 and generates 30 thousand inquires. We hope to generate 4 different avatars to represent our population.
- Budget should be available after July 1.

Other Information

Next Meeting: Tuesday, August 6, 2013 at 11:00 AM, Bld 9 Rm 919 Conference Room