Marketing/PR/Recruitment Committee

Tuesday, August 8, 2013

11:00 AM

Bld. 9 Rm. 919 Conference Room

Chair: Daniel Wilson

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

Members Attending: Wes Sumner, Betty Gray, Lauren Spruill, Lisa Hill, Clay Carter

Members Absent: Annette Harris, Penelope Radcliffe, Jay Sullivan, Crystal Ange

Guest: Rebecca Adams, Ron Baldwin

Minutes from Meeting August 8, 2013

Agenda Item

I. Fitness Science Program **Presenter:** Ronald Baldwin

- Ron Baldwin discussed BCCC new Fitness Science Program that will start this fall where students will receive preparation for the ACSM exam and earn AAS degree. BCCC will utilize high school counselors, athletic directors, newspapers, flyers and bulletin boards for recruitment and advertisement. Information has already been promoted on Washington Daily News and the Roanoke Beacon. Two contacts have been provided to start the Articulation Agreement process with ECU and Lisa Hill suggested utilizing the Comprehensive Articulation Agreement.
- Ron Baldwin will provide Daniel Wilson with information for creating a standardize brochure.

II. Updates **Presenter:** Wes Sumner

- Email Blast – Wes Sumner has over a 1000 emails that were sent to Betty Gray where there were numerous bounce backs because BCCC email was provided. Betty Gray is still hoping to get graduation cards from Marsha Norwood for Campus Connection. Wes Sumner sent out email for the NCAMA Campus Tour event scheduled for Monday, August 12 from 9:00 AM – 11:00 AM.
- Deep Fried Creative – Lentz Stowe met with Tricia Woolard, Penny Sermon and the representative from Deep Fried Creative in Bld. 8 Conference Room for a presentation. Wes Sumner was not able to attend but would like a meeting with a representative for social media ideas that includes a proposal.
- Flyers – Lentz shared flyers that was created for GED Free Assessment Day at BCCC scheduled for Wednesday, August 21 8:45 am – 1 pm in Building 8. Also, Growing Your Business with Social Media with Martin Brossman on Thursday, October 10 6:00 pm – 9:00 pm in Building 8 Auditorium.
- Orientation – Daniel Wilson shared the success of orientation where over 250 students attended.

III. Marketing Calendar **Presenter:** Wes Sumner

- GED Assessment – Wednesday, August 21 8:45 am – 1 pm
- NCAMA Campus Tour – Monday, August 12 9 am – 11 am
- Growing Your Business with Social Media – Thursday, October 10 6 pm – 9 pm
- Daniels Wilson will check with high schools within two weeks of starting to setup campus tours.

Other Information

Next Meeting: Tuesday, September 3, 2013 at 11:00 AM, Bld. 9 Rm. 919 Conference Room