

Marketing/PR/Recruitment Committee

Tuesday, October 8, 2013

11:00 AM

Building 1 Conference Room

Chair: Daniel Wilson

Vice-chair: Lentz Stowe

Secretary: Juanita Gardner

**Members
Attending:** David Crosby, Lisa Hill, Penelope Radcliffe

**Resources
Attending:** Betty Gray, Jay Sullivan, Wes Sumner, Sara Singleton

Guest: Rick Anderson

Minutes from Meeting October 8, 2013

Agenda Item

I. Facebook & Pinterest

Presenter: Betty Gray

- BCCC Facebook had approximately 1969 hits between Sept. 29 and Oct. 5 with approximately 349 people engaged based on likes, comment and share responses. There is an interest in using an app to identify a viewer for prizes.
- Jay Sullivan and Sara Singleton suggest checking into the legality for contestant counter as an identifier in Facebook.

II. Recruiting Presentation

Presenter: Lisa Hill

- Lisa Hill suggested starting an information session among the committee to promote cross-training from Nov. 2013 – Mar. 2014 skipping December. For consistency among branding and recruitment, we have identified eight recruiters for the information sessions. Two recruiters will provide a half hour cross training presentation the 2nd Tuesday at 11 AM. Juanita Gardner suggested using the Emergent Technology Lab (ETL) to record the training for internal reference.
- Jay Sullivan will check with Penny Sermons and Tricia Woolard for ETL availability.

III. College Night

Presenter: Daniel Wilson

- Daniel Wilson presented postcards that has been given to individual schools and that will be mailed to individual students. Flyers will be circulated.
- Signup cards will collect email addresses.

IV. Save Money Brochures

Presenter: Daniel Wilson

- Daniel Wilson suggested using save money brochures twice a year with updated pictures and cost information. Wes Sumner suggested presenting the relative cost of various institutions showing true cost of attendance.
- Save Money Brochures will go out twice a year.

V. Action Plan for the Marketing Committee

Presenter: Sara Singleton

- Sara Singleton showed how the action plan can be utilized with the Marketing Calendar. Jay Sullivan suggested adding a column on status. Action items will keep us moving forward and provide reflection of what has been accomplished.
- Sara Singleton will send an updated action plan out just before the next meeting.

VI. Preliminary Report Data Analysis

Presenter: Jay Sullivan

- Jay Sullivan provided a preliminary report that excluded the Early High School or College and Career Promise. Although Early College and College and Career Promise are increasing, we are losing 20-30 students every year on the curriculum side. Our overall head count are increasing while more students are required to earn FTE. We need to look at proactive ways to increase enrollment with older population because our service area is aging out.
- Members are asked to bring three action items to increase enrollment outside of Beaufort County and the older population.

V. One Day @ BCCC Photos

Presenter: Betty Gray

- Betty Gray suggested finding multiple ways of using the photos that we collected during the One Day @BCCC. Wes Sumner suggested loading highlights on the flashdrive for distribution to serious students.
- Sara Singleton will create a video from the One Day @ BCCC with the last image forming our log.

V. 30-seconds Video Clip (various)

Presenter: Betty Gray

- Betty Gray suggested taking 60 second videos of each program in action. David Crosby will be creating a documentary video during the summer that that can tie in the 30-second video. Wes Sumner envisions capture clips in classrooms to show the reality of attending classes at BCCC. Juanita will send three clips created by Tricia Woolard and NCAMA for everyone to review for ideas.
- Wes Sumner will contact Penny Sermon and Tricia Woolard to begin capturing videos of the high demand areas.

V. Calendar

Presenter: David Crosby

- David Crosby provided a calendar with information that was sent. Jay Sullivan suggested going back a year to see what has happen to determine what needs to be added to the calendar. Sara Singleton suggested using one tool to address two items by adding a column for recruitment and non-recruitment event. Jay Sullivan suggested posting everything on the calendar because marketing in isolation can be turned into recruitment events. Lentz Stowe suggested the Education Foundation for later discussion. Penelope stated that there are six weeks left for students to get their GED.
- David will go back one calendar year to predict items to for this year's calendar.

Other Information

Next Meeting: Tuesday, November 5, 2013 @ 11:00 AM