

Marketing/PR/Recruitment Committee

Tuesday, November 5, 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, Wes Sumner, Sara Singleton

Guest: Rick Anderson

Absent: Jay Sullivan

Minutes from Meeting November 5, 2013

Rick Anderson made motion to approve October 8 Minutes. Wes Sumner seconded the motion. The floor was opened for business.

Agenda Item

I. Train the Trainers

Presenter: Lisa Hill

- Know Your College will be held the 2nd Tuesday at 11:00am for the Marketing Committee in the Emergent Technology Lab or in Building 1 Conference.
- November 12th Lisa Hill "Serving High School Students" and Penelope Radcliffe ESL, GED, ABE; January 14th (12:00 Noon) Matthew Lincoln and Ted Clayton, February 11th Lentz Stowe and Daniel Wilson; and March 11th Juanita Gardner and Megan Summers.

II. 5 Year Trend Items

Daniel Wilson

- Contact students who initiated interest in attend BCCC and never attended
- Survey a sample of our older students to see what they believe will draw other students
- Relate our marketing material toward non-traditional students
- Provide dual credential for high school teachers who has a master by provide incentive for involvement
- Provide a seed in investment through satellite course offering even if the class has less than required
- Tap into resources on the Southside and other areas by offering courses that appeals to retirees
- Use Advertising budget to run ads about what is going on at BCCC
- Evolve and adapt to our community of retired employees
- Check with Lou Stout and Judy Jennette to get the result of the survey from Cypress Landing
- Provide a focus group asking organization members of social events what they want
- Utilize BCCC members that are already have connection with organizations
- Take a representative of the market group to the presentation as a testimonial
- Develop a curriculum to meet the of the market needs as short-term 8 week sessions
- Start a planning now to gain an invitation to present at groups such as Cypress Landing in January
- Take a Facilitators to get people to talk back their needs
- Present certificates that target that group
- Hire full-time personnel on social media
- Appeal to working adults in low paying jobs who are working during the day
- Attract working adults with nights and weekend classes – Weekend Associate Degree Business
- Hire different people to address the needs if necessary
- Business class offered during lunch hour onsite or have employers let employees out an hour earlier
- Tap into occupations that requires recertification
- Pickup the slack by addressing the need of our community by offering variety of classes
- Maximize classroom capacity rather than allowing them to sit idle
- Work to get better rather than worse because nothing is constant
- Offer a free class day where we hit 6 or 7 locations on campus – Preview/Review Class
- Give students something to get them here – Open House
- Monopolize on the captive group of high school students – pull them together to offer Associate degree
- Investigate the Guaranteed General Ed 44 reduced to 33
- Focus ACA 122 to capture students
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- Investigate high school designating a class for BCCC
- Create presentation for non-profit & religious organization, and school assembly
- Offer more opportunity through information highway and webinars with libraries and schools
- Train teachers in other service areas and hire them part-time
- Focus on marketing to young adults
- Offer free Microsoft Academy to all students enrolled in any classes at BCCC
- Provide athletic on campus – volleyball, basketball, softball
- Investigate transportation and daycare
- Invest in social media, change website every semester – JB Media Group
- Contact all UNC campuses (registrars) to see what we can do to migrate people their way
- Investigate Guarantee admission at 4-year colleges

III. Follow Projects/Information

- Microsoft Academy – Jay Sullivan
- EMSI 1 Year Subscription/Career Opportunity that comes with the degree – Juanita Gardner
- Social media such as JB Media Group – Lentz Stowe

Other Information

Next Meeting: Tuesday, December 3, 2013 @ 11:00 AM, Building 1 Conference Room