

Marketing/PR/Recruitment Committee

Tuesday, November 6, 2012

11:00 AM

Bld. 9 Conference Room

Chair: Daniel Wilson

Vice-chair: Lentz Stowe

Secretary: Juanita Gardner

Members Lisa Hill, Penelope Radcliff, Annette Harris, Lauren Spruill

Attending: Wesley Beddard, Judy Jennette, Jay Sullivan (Resources)

**Members
Absent:** Clay Carter

Minutes from Meeting November 6, 2012

Agenda Item

I. Cross-Train

Presenter: D. Wilson

- Director of Admissions presented ideas using Gary Burbage recruitment plan (Beaufort County Community College Comprehensive Recruitment Plan).
- D. Wilson presented admissions steps as a flow chart.
- W. Beddard discussed College and Career Promise Dual enrollment.
- W. Beddard mentioned future plans for students being able to receive bachelor degree in Psychology without leaving BCCC and partnership with Fayetteville Tech for associate degree in Speech Therapy.
- J. Sullivan provided a profile of applicants for 2012FA semester.
- W. Beddard discussed that BCCC will adopt the statewide policy on placement test waiver. Currently, BCCC are waiving students with 3.0 GPA with student's signature for request waiver. Also, W. Beddard mentioned piloting of Modules (ENG & Reading –2012FA, Math 2013SP).
- P. Radcliff mentioned 2014 new GED testing process and request help from J. Sullivan for retrieving past and current student data that have started some parts of the GED test and have not completed so that we can capture those students before it's too late.
- Everyone received D. Wilson three pages to add to their marketing booklet.

II. Marketing Trend

Presenter: W. Beddard

- W. Beddard discussed an article by Kim Kelly concerning best methods for reaching high school graduates with texting and social media.
- D. Wilson suggested implementing social media as part of our marketing strategy

III. Booklet

Presenter: L. Stowe

- L. Stowe suggested that all marketing committee members give J. Gardner their one page synopsis so that it can be compiled into a booklet and distributed at the next meeting.
- NCAMA Fact Sheet, Career and College Promise, Basic Skills Recruiter and Business and Industry Services were left with J. Gardner.

IV. Advertisement Package

Presenter: J. Jennette

- J. Jennette distributed a package to all members that included the current marketing expense spreadsheet, Washington North Carolina that showcase Beaufort County at a glance, The City of Plymouth & Washington County, Beaufort County Community College Foundation, Creating Success, Washington The Magazine, New

- BCCC Student Media Use Survey and results, and samples of the billboard displays.
- Everyone liked both displays especially the 2012 Welding Student Kathleen Knight.

V. MPR Plan

Presenter: L. Stowe

- L. Stowe wanted to begin working on what we can do now. [Open house, High school tours (script), Schedule – Group is going to be here today, Ambassador (Occupational program), and Teachers workday – get students here when we are in session].
- Local industries – open house – tell the students – pick a day (local) [1) Allied Health, 2) Advanced Manufacturing, 3) Career fair].
- Teacher's workday [dual – setup plant tour].
- L. Stowe suggested that we pick a couple of folks to see what this look like which should include Beaufort County Schools and Workforce Partnership [L. Stowe, L. Stowe, L. Hill, D. Wilson and J. Gardner]. Action steps are for this spring in hopes possibly setting up jobs.

Other Information

Next Meeting: Tuesday, December 4, 2012 @ 11:00 AM Conference Room Building 9