

Marketing/PR/Recruitment Committee

Tuesday, December 3, 2013

11:00 AM

Building 1 Conference Room

Chair: Daniel Wilson

Vice-chair: --

Secretary: Juanita Gardner

**Members
Attending:** Lisa Hill

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

Guest: None

Absent: David Crosby, Lentz Stowe, Penelope Radcliffe

Minutes from Meeting December 3, 2013

Lisa Hill made motion to approve November 5 Minutes. Wes Sumner seconded the motion. The floor was opened for business.

Agenda Item

I. Microsoft Academy

Presenter: Jay Sullivan

- Brian Miller and Ben Morris plan to use Building 2 Room 117 as a proctor site for Microsoft Academy. Certification will be free to faculty, staff, and students of BCCC. Microsoft certifications allow access to course and testing for certification in Word, Excel and Networking. Currently, we have 500 vouchers through the community college system to cover the testing fees, but we can order more. We plan to start in January 2014. Eventually, we will offer certification to industry for a fee.
- Dr. Jay Sullivan will update the group as the project unfolds.

II. EMSI Subscription

Juanita Gardner

- NCAMA purchased a 1 year subscription for BCCC that we plan to roll out as soon as completed. EMSI is a hosted site that we may want to consider after the year subscription. Two EMSI Career Coach Videos were presented to show that EMSI focuses on customize presentation of jobs and program offering for specific areas. Dr. Jay Sullivan, Wes Sumner, Rebecca Adam and Betty Gray attended a marketing session last week to better understand how EMSI fills in a missing component of BCCC and high schools' needs. Sandy McFadden will spearhead the project.
- Dr. Jay Sullivan anticipates on EMSI being available early in 2014.

III. Free Day at BCCC

Betty Gray

- Suggestions for course offering, time of the event and action plan for the Marketing Committee were discussed.
 - Roll the Free Day in the Spring 2014
 - Signup for participation
 - Offer during the Advanced Manufacturing Week April 9-11
 - Target days when BCCC are in session and High Schools are out
 - Select specific classes throughout the day
- Betty Gray will check with Gaskin concerning the legality and technicality of their Free Day. Dr. Jay Sullivan will share these ideas with Dr. Crystal Ange.

Other Information

Next Meeting: Thursday, January 9, 2014 @ 11:00 AM, Building 1 Conference Room