

# Marketing/PR/Recruitment Committee

Tuesday, December 4, 2012

11:00 AM

Building 8

**Chair:** Daniel Wilson

**Vice-chair:** Lentz Stowe

**Secretary:** Juanita Gardner

**Members Attending:** Lisa Hill, Penelope Radcliffe, Annette Harris, Lauren Spruill

**Members Absent:** Wesley Beddard, Jay Sullivan (Resources)

**Members Absent:** Clay Carter

## *Minutes from Meeting (December 4, 2012)*

### Agenda Item

#### I. Marketing Coordinator

**Presenter:** W. Beddard

- Board of Trustee wants to market the college. The marketing coordinator will facilitate training of the recruitment team which includes the Marketing/PR/Recruitment Committee. This part-time position will help plan and coordinate marketing activities. Review of application will start December 17.

#### II. SACS

**Presenter:** W. Beddard

- W. Beddard distributed SACS 4.6 and 3.4.3 for discussion on responsibilities of this committee. Principle 1.1 was discussed but not distributed. W. Beddard shared that all 4s are federal requirement, 3s are SACS requirements, and 2s CORE requirement. Core requirements stop everything for the institution.
- Marketing group is responsible for meeting SACS criteria as we prepare for our 5 year review. Reports will be going in all the time.

#### III. Compare and Save

**Presenter:** D. Wilson

- Providing price comparison to students and parents that use information straight from headlines can be used as a marketing tool to provide incentive for saving money, University board votes to raise tuition next year. W. Beddard supports a parallel that not just focus on saving money but shows that in 2 years students can start a career in certain fields. A list of all CTE graduates is a later target. J. Sullivan provided research data that showed student's success rate that can be used as a tool to approach counselors.
- 600 5 X 7 color post cards will be outsourced at a cost of roughly \$250 for the parents of seniors by late January to plant a seed of consideration. L. Hill stated that schools or counselors will or has already provided addresses.

#### IV. Subcommittee Update

**Presenter:** L. Hill

- L. Hill, L. Stowe and D. Wilson met to discuss bringing high school principals and counselors for a campus tour in mid-February that will start in building 10 to show the campus hot and sexy. Dr. Tansey met with Dr. Phipps and identified programs for the tour (Allied Health, MLT lab, Cosmetology, Advanced Manufacturing, NA I & II, and College Transfer. L. Hill stated that this half day tour will include lunch. The tour will end with a package and a short survey. W. Beddard suggested using that day to highlight Manufacturing Open House designed in the evening for parents and students. W. Beddard wants Darwin Richards, J. Gardner, L. Stowe and L. Spruill to work together to make sure that everybody that has hired our graduates are here. W. Beddard mentions that there is another planning meeting in January. B. Morris, D. Richards, W. Beddard and J. Gardner will meet to discuss the Manufacturing Open House. We will also target Automotive and Construction Equipment.
- Campus tour scheduled for mid-February.

## **V. PDI Committee**

**Presenter:** L. Stowe

- L. Stowe discussed the PDI Committee goals of providing "lunch and learn" that begins today with Chet Jarman, Continuing Education. P. Radcliffe suggested providing a PDI calendar. L. Stowe suggested taking the comprehensive summary of their area information and placing it in a binder to use as a resource summary book.
- The Marketing Committee will use information from the PDI Committee Lunch and Learn as a resource summary book.

## **VI. Resources**

**Presenter:** P. Radcliffe

- P. Radcliffe had concerns about money for contacting students who has started taking the Official GED Test but has not obtained their GED diploma. W. Beddard suggested that P. Radcliffe gets the information together for D. Wilson who can forward the request and that he will try to move it along if there are available funds. Our goal is to make the college feel like it is the individual's community college.
- We want to boost morale.

## **VII. Punch List**

**Presenter:** D. Wilson

- D. Wilson suggested that we have already started working on punch list with what we are currently doing. When the new Marketing Coordinator comes on board, we can work even more in this area.

## **V. Making our Employer Better**

**Presenter:** L. Stowe

- L. Stowe discussed the mindset of what we need to do to rub off on others and how to make our employers better. Free curriculum course and fee waivers are something that may be talked up at the state level. W. Beddard stated that he will try to talk up free course at the state level. L. Stowe stated that everyone that is marketing something needs access using targeted email. J. Sullivan suggested that Almeta Woolard and Judy Jennette should have access to external data. J. Sullivan suggested marketing students that left to go to other institutions to have them transfer credits back to get degrees. Students who completed 25% at BCCC may not have to take any other courses at BCCC to earn their degree.
- W. Beddard suggest using the IT workgroup that consist of Dr. Tansey, Chuck Hauser, Brenda Rogers, Brown McFadden, Dr. Price, Dr. Ange and W. Beddard for marketing input.

## ***Other Information***

**Next Meeting:** Thursday, January 17, 2013 @ 11:00 AM Board Room Building 10