

# Marketing/PR/Recruitment Committee

Thursday, January 9, 2014

11:00 AM

Building 1 Conference Room

**Chair:** Daniel Wilson

**Vice-chair:** Lentz Stowe

**Secretary:** Juanita Gardner

**Members  
Attending:** Penelope Radcliffe

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

**Guest:** Rick Anderson

**Absent:** Lisa Hill

## *Minutes from Meeting January 9, 2014*

Lentz made motion to accept December 3, 2013 minutes. Penelope Radcliffe seconded the motion.

### Agenda Item

#### I. New AG Program

**Presenter:** Daniel Wilson

- Pending System approval a new AG Program is anticipated to begin Fall 2014. Ideas were discussed on how to best market the new AG Program. We have three months to strongly push this program before graduation. Several ideas were discussed and responsibilities delegated for follow-up. Daniel Wilson created a database (students' names, addresses, grades and email) from the expo gas card registration information. Our presence in schools, 4H Clubs/Camps, Farmers State Planning, FFA and classes were strongly encouraged.
- Sara Singleton will follow-up with an action plan. (Compile a list of all 4H, AG and FFA events, Farm Agencies). Lentz Stowe will share this information with the Chambers, Cooperative Extension. Betty will send Campus Connection to all collected contacts.
- Lentz motioned that all committee members receive electronic version. Penelope second the motion

#### II. Late Start Classes – Great 8

Daniel Wilson

- Late start classes will start on Jan. 17 to give early high school graduates and students who are waiting for financial aid to clear an opportunity to attend college. Then, the Great Eight late start will begin seven and a half weeks later. Rick updated the committee with the fact that last year's Great Eight late start classes brought BCCC an additional 62,000 according to Mark Nelson figures. BCCC direct mailed to all seniors in our service area. Suggestions were made to boost advertisement with a moving billboard on the Tractor Trailers and Commercial Bus.
- Jay will check on a few issues concerning the logistic and legality of posting advertisement for the Great 8 Late Start eight week classes as a moving billboard on the bus and truck that travels through other counties. Penelope Radcliffe checks on the cost.

#### III. Social Media

Betty Gray

- The group discussed Google Plus and other social media that are currently available. Betty Gray is looking to centralize account holders for all social media outlets (Four Square, LinkedIn, Google Plus and other sites). We need to engage social media through all venues.
- Lentz Stowe's Small Business Department will provide a seminar on February 11.

#### IV. Free Day/AMA Week

Jay Sullivan

- Free day allows the general public to attend a selected class for free to experience what it is like to be a student at BCCC. BCCC will highlight various classes on campus by having students to register at no cost to students. Dr. Jay Sullivan selected Thursday, April 10 for **FREE DAY** at BCCC due to greatest instructor's response which falls in Advanced Manufacturing Awareness Week, April 7 - 11. Dr. Jay Sullivan will compile a list of instructors and classes interested in participating in FREE DAY and share it with Betty Gray and Dr. Crystal Ange to determine which classes to send out emails to participants.
- Juanita Gardner presented all members with updated tentative schedule for AMA Week. Dr. Jay Sullivan will try to get Secretary of State Decker on campus as a guest speaker. Rick Anderson plans to schedule 8<sup>th</sup> Grade Tour on Monday and Wednesday (April 7 & 9) with Friday option available if needed.
- Betty Gray will create a working group to assist with FREE DAY. Juanita Gardner will keep everyone informed of the AMA week events.

## V. SACs Compliance

Sara Singleton

- Sara Singleton reminded the committee that we need to maintain our compliance standards and suggested reviewing 4.6 Advertising materials, admission policies and other items. Dr. Jay Sullivan reminded the committee that this is a federal requirement so that it is written accurately and consistently and suggested addressing inconsistencies on our website. This report is due in February.
- Daniel Wilson and Lentz Stowe will schedule a time to meet to discuss.

## VI. Recruiting & Marketing Calendar

Daniel Wilson

- David Crosby, who passed on January 1, 2014, started a calendar that we need to continue. Dr. Jay Sullivan volunteered Rebecca Adam for the Recruiting & Marketing Calendar. All information will be forwarded concerning where, who, what, and how often. This calendar will address where our recruiters are, where they are going, who they going to see. Suggestion was made to place the information on an N drive with only one editor. The committee would have to make review the calendar part of the workflow.

## VII. Updates:

- Action Plan – Sara Singleton distributed an updated Action Plan and asked all members to be prepared to discuss any updates on their items at the next meeting.
- Public Relation Report – Betty Gray distributed BCCC in the News and Salisbury Post. Betty Gray discussed Salisbury Post information concerning earning an associate degree in 64 Fridays. Dr. Jay Sullivan suggested that Betty share her ideas with Dr. Crystal Ange, who is in charge of academic. Wes Sumner presented the opportunity to share information in the Roanoke Beacon in Washington County. The committee suggested sharing NC Back to Work which will be running multiple cohorts with the first cohort starting January 27 with a second cohort will in a couple of months.
- Walking Trail – Sara Singleton confirmed that BCCC received the grant for the Walking Trail \$150,000 from Casey Brown which includes stations and maintenance. Wesley Adam will assist with its completion. Lentz Stowe mentioned that this falls in line with the spirit of the Appalachian Trail.
- Microsoft Academy – Betty Gray shared that Microsoft Academy will be available to all BCCC current students beginning this fall.
- EMSI – Dr. Jay Sullivan will begin training for the EMSI Career Coach next week. Betty Gray will send out notification when it ready to go live. BCCC will offer EMSI at no cost to the public.
- Training the Trainer – Juanita Gardner reminded the members that the next Train the Trainers session will be held on Tuesday, January 14, 2014 in Building 1 Conference Room. Juanita Gardner will follow-up with contacting the instructors and emailing the schedule that Lisa Hill created.

## ***Other Information***

**Next Meeting:** Tuesday, February 4, 2014 at 11:00 AM in Building 9 Conference Room