

Marketing/PR/Recruitment Committee

Tuesday, February 4, 2014

11:00 AM

Building 9 Conference Room

Chair: Daniel Wilson

Vice-chair: Lentz Stowe

Secretary: Juanita Gardner

**Members
Attending:** Penelope Radcliffe, Lisa Hill

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

Guest: Rick Anderson

Absent:

Minutes from Meeting February 4, 2014

Lentz made motion to accept January 9, 2014 minutes. Penelope Radcliffe seconded the motion.

Agenda Item

Updates:

Presenter: Daniel Wilson

- **One Day @ BCCC** - Dr. Jay Sullivan and Betty Gray selected twelve classes for the Free Day at BCCC scheduled on Thursday, April 11 from 8 AM to 5 PM. Betty Gray presented the registration with Friday, April 4 deadline. The Marketing Committee agreed to the brochures with minimum adjustments. Betty G. will present photos of classes to Wes Sumner for a marketing brochure. Wes Sumner will send the registration as an electronic survey attachment with a link and UR code for email distribution. Lisa Hill volunteered to share the package with parents, Penelope Radcliffe offered to share the information with GED instructors, and Lentz Stowe offered to share the package with Small Business Center attendees.
 - Participants will report to Building 1 Reception desk where Ambassadors and SGA Representative direct participants to the classes.
- **Action Plans** - Sara Singleton distributed an updated action plan and asked everyone to send email or call with updates.
- **SACS Compliance** – Daniel Wilson met with Lentz Stowe and Juanita Gardner to review the Marketing Committee compliances.
 - Daniel W. will email his work to everyone on the committee for input using the editing features.
- **Great 8** - Great 8 will takes place on March 11, 2014 which starts eight week classes to recover FTEs and addresses students' needs. Wes Sumner proposed a small ad and large ad in the newspaper, post cards for perspective new students and sending email to current students.

Other Information

Training Session: Tuesday, February 11 at 11:00 AM in Building 1 Conference Room

Mobile Man: Tuesday, February 11, 2:00 – 5:00 PM in Building 8

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

Note: BCCC campus was closed on March 4 due to increment weather. The meeting was rescheduled for March 18.