

Marketing/PR/Recruitment Committee

Tuesday, March 18, 2014

11:00 AM

Building 9 Conference Room

Chair: --

Vice-chair: Lentz Stowe

Secretary: Juanita Gardner

**Members
Attending:** Lisa Hill

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

Absent: Daniel Wilson, Penelope Radcliffe, Sara Singleton

Minutes from Meeting March 18, 2014

Lisa Hill made motion to accept February 4, 2014 minutes. Juanita Gardner seconded the motion.

Agenda Item

Banners/Flags

Presenter: Dr. Jay Sullivan

Dr. Sullivan shared that we have five events that require banners with fronts and backs to total ten banners stretching between both entrances. We will display these banners from both ends of campus to meet in the center with Advising Week starting and ending the events.

Direct Mailing

Presenter: Dr. Jay Sullivan

Dr. Sullivan shared that BCCC purchased Direct mailing list from Experian. We will use this tool to target our advertising.

Action Plan Updates:

Presenter: Lentz Stowe

- **Free Day at BCCC** - Betty Gray stated that we have already exceeded our goals in responses to this offer for a free day to take classes at BCCC. We contacted private, public, and charter schools; email blast to students who applied and are not enrolled; and encouraged school counselors to share our Free Day.
- **SACS Compliance** – Dr. Jay Sullivan shared that the committee reviews two reports each meeting and that Daniel Wilson and Lentz Stowe will have an opportunity to meet with the committee to discuss this committee's report.
- **Great 8** – Wes Sumner stated that Great 8 was advertised. We at least want the FTE to balance against cost.
- **Cypress Landing & Pamlico Plantation Update** – Wes Sumner ran an ad in Pamlico Newsletter, but does not see Cypress Landing Newsletter beneficial because the same ad runs continuously. Lentz Stowe suggests looking at the top 5 request that resulted from the survey to meet the community needs.
- **Agribusiness Technology** – The State Board of Community College has Agribusiness on the agenda. Pending the board's approval, we will need SACS approval.
- **Advanced Manufacturing Weeks Update** – Dr. Jay Sullivan provided a summary of the upcoming events.
- **Mobile Marketing Truck** – Wes Sumner stated that since the truck is aluminum, magnets do not stick. As it stands, the truck advertises the truck driving curriculum.
- **Gullfest** – Wes Sumner stated that a lot will be happening during the Gullfest.
- **Master Calendar** – Dr. Jay Sullivan nominated Rebecca Adam for the recruiting calendar for internal use only. All activities should be posted to the GroupWise calendar and can be viewed by the public.

Other Information

Next Meeting: Tuesday, April 1, 2014 at 11:00 AM in Building 9 Conference Room

Training Session: Tuesday, April 15, at 11:00 AM in Building 1 Conference Room