

Marketing/PR/Recruitment Committee

Tuesday, April 1, 2014

11:00 AM

Building 9 Room 919

Chair: Daniel Wilson

Vice-chair: Lentz Stowe

Secretary: Juanita Gardner

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

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

Absent: Rick Anderson

Minutes from Meeting April 1, 2014

Lentz Stowe motioned to accept March 18, 2014 minutes. Penelope Radcliffe seconded the motion.

New Marketing Display

Presenter: Daniel Wilson

Daniel Wilson received positive feedback for the marketing display that Wes Sumner and Rick Anderson assisted in creating. Daniel will setup the display in building 10 during the Advanced Manufacturing Awareness Week. Sara Singleton suggested placing the display in a visible location outside of the Multipurpose room so that it can be seen during the Kickoff Dinner and the Career Fair.

Scuppernong Parade

Presenter: Daniel Wilson

Daniel Wilson will be attending the Scuppernong Parade in Columbia. Betty Gray suggested using the Ambassadors and their float during the event. Sara Singleton and Penelope Radcliffe suggested that everyone from the Marketing Committee attends that this free event.

LinkedIn/Social Media

Presenter: Betty Gray

Betty Gray updated the committee by stating that we are on LinkedIn, Facebook, Google Plus, and Twitter. Sara Singleton added a QR code for visitors to post to the wall as part of the Advanced Manufacturing Awareness Week opportunities in the drawings.

25 Mile Barriers

Presenter: Dr. Jay Sullivan

Dr. Sullivan shared "Fall-to-Fall Report: 2011-2013" that was presented to the Board which shows a steady decline in students within 25 miles of campus. Starting this Summer, we have two programs completely online: Associate in Arts and Medical Office Administrator. We are beginning an email campaign targeting online learner who recently applied if the live 25 miles from campus. Dr. Sullivan shared that BCCC purchased Direct mailing list from Experian. We will use this tool to target our advertising.

The Marketing Committee suggested performing a trial run in Washington County using a tight list that includes a giveaway that requires a response.

Action Plan Updates:**Presenter:**

Daniel Wilson

- **Banner** – Wes Sumner stated that we have the revised. Dr. Jay Sullivan stated that all banner should be ordered through Wes Sumner to prevent duplication.
- **Gullfest** – Wes Sumner stated flyer drops for newspaper for the Gullfest. TV and Radio are underway.
- **Advanced Manufacturing Weeks Update** – Dr. Jay Sullivan provided a summary of the upcoming events.
- **Free Day at BCCC** – Sara Singleton stated that only 2 postcards out of 97 were returned undeliverable. Betty Gray stated that we have 10 people signed up for free day to take classes at BCCC. Betty will send out a reminder email by Friday reminding participants of the participation in Free Day.
- **Agribusiness Technology** – Dr. Jay Sullivan stated that Agribusiness program has been approved by the State Board of Community Colleges and the Board. We are waiting for approval from SACSCOC. Pending approval will start Fall 2014.
- **Usage of Survey Information** – Lentz Stowe and Penelope Radcliffe will meet with all necessary people to make use of BCCC Continuing Education Survey results from 2013.
- **Calendar Events** – Daniel Wilson and Lentz Stowe reminded everyone to post all events on the GroupWise Calendar: Penelope – Career & College Readiness – August 20, and Daniel Wilson – Scuppernong Parade – October.

Other Information**Next Meeting:** Tuesday, May 6, 2014 at 11:00 AM in Building 9 Conference**Training** Tuesday, April 15, at 11:00 AM in Building 1 Conference