

Marketing/PR/Recruitment Committee

Tuesday, May 6, 2014
11:00 AM

Building 9 Room 919

Chair: Daniel Wilson

Vice-chair: Lentz Stowe

Secretary: Juanita Gardner

**Members
Attending:** Penelope Radcliffe

**Resources
Attending:** Betty Gray, Wes Sumner, Sara Singleton, Rick Anderson

Absent: Lisa Hill, Dr. Jay Sullivan

Minutes from Meeting May 6, 2014

Lentz Stowe motioned to accept April 1, 2014 minutes. Penelope Radcliffe seconded the motion.

SACSCOC

Presenter: Daniel Wilson

Daniel Wilson represented the Marketing/PR/Recruitment Committee to SACSCOC Leadership last week. SACSCOC Leadership acknowledged the committee's efforts and comprehensive strategy that addresses short and long term goals.

Action Plan Discussion

Presenter: Sara Singleton

- **Recruiting and Marketing Calendar** – Sara Singleton recognized the calendar provides an ongoing project.
- **Agribusiness** – Daniel Wilson stated that the Ag Expo that was held on campus last Friday. Two letters will be sent out in the near future: congratulatory letter for all high school graduation and a follow up letter to participants in Northside November 6 event. Sara Singleton will get information to Daniel Wilson concerning Northside FFA 5K scheduled for Saturday, June 7 at 7:00 AM. Betty Gray will stay in contact with Dr. Crystal Ange concerning SACSCOC approval for our Agribusiness program.
- **Know Your College** – Sara Singleton suggested sharing our presentation with HR for recording as a campus wide presentation. Juanita Gardner will contact HR to set it up for Professional Development opportunities.
- **Free Day at BCCC** – Betty Gray stated that we had 14 people signed up and walk-in for Free Day. Rick Anderson suggested providing Free Day sometime in September prior to Great 8 which will be held in October. Penelope Radcliffe suggested contracting BATS and providing pickup addresses (3 location). Sara Singleton suggested partnering with churches and asking them about using their site and van for pickup and delivery.
- **Calendar Events** – Juanita Gardner shared NCAMA (North Carolina Advanced Manufacturing Alliance) pizza party and information session held on May 5 & 6 in conjunction with Continuing Education NC Back-to-Work which will provide certification opportunities this summer. Daniel Wilson and Rick

Anderson participated in the Career Day at PS Jones.

Flyers **Presenter:** Lentz Stowe
Lentz Stowe inquired about BCCC policy concerning leaving flyers on vehicles that promote or solicit on campus. Rick Anderson will present this issue during senior staff meeting for approval.

Usage of Survey Information **Presenter:** Wes Sumner
Wes Sumner advertised Continuing Education courses in Pamlico Plantation. Judy Jennette will plan events through DPAC this fall. Lentz Stowe and Penelope Radcliffe will table their portion until placement of Vice President - Continuing Education.

Upcoming Calendar **Presenter:** Daniel Wilson

- **Annual Assessment Day** – Penelope Radcliffe provided the Career & College Readiness Annual Assessment Day for Adult High School Equivalence scheduled for August 20, 2014.
- **BCCC Graduation** – Penelope mentioned May 16, 2014 graduation.
- **College Kids** - Continuing Education, Justin Rose will plan College Kids this summer.
- **Campus Open House** – Sara Singleton will begin planning a campus wide open house in October 2014.
- **College Night** – Daniel Wilson stated that College Night will be in October 2014.
- **5 May Workshops** – Lentz Stowe will offer five workshop to close the year that focus on entrepreneur that others can utilized. Wes Sumner submitted to Washington Daily News for Wednesday, May 7, and Betty Gray posted on LinkedIn, Google Plus and Craigslist.

Other Information

Next Meeting: Tuesday, June 3, 2014 at 11:00 AM in Building 9 Room 919