

# Marketing/PR/Recruitment Committee

May 7, 2013

11:00 AM

BLD 9 RM 919 - CONFERENCE

**Facilitator:** Jay Sullivan

**Secretary:** Juanita Gardner

**Members Attending:** Lisa Hill, Penelope Radcliffe, Annette Harris, Clay Carter, Wes Sumner, Betty Gray  
Crystal Ange (Resources)

**Members Absent:** Daniel Wilson, Lauren Spruill, Lentz Stowe

## *Minutes from Meeting May 7, 2013*

### Agenda Item

#### I. Updates

**Presenter:** Jay Sullivan

- **Recruiting & Marketing Calendar** - Crystal suggested focusing heavily on recruiting and marketing ideas after graduation. Wes Sumner and Betty Gray discussed Ads program opportunities that included advertising heavy on the end of year deadline to reflect changes to the GED program. Penelope stated that Adult Basic Education assessments are offered every week and have exceeded the 15 seats capacity on several occasions. Workflow - Jay Sullivan discussed the description of workflow information going out to the public with emphases on the importance of data accuracy and timeliness. Wes Sumner suggested reviewing all items carrying the college signature since he acts as catch all for marketing the college. All public documents should include the college signature at the end or bottom of the document. Jay S. stated that he acts as catch all for IE/IR and offered to provide statistical data for accuracy. Also, Jay offered to setup programs so that directors and lead instructors automatically receive notification of potential students under their programs. Juanita Gardner was setup in April to automatically receive notification of potential students for all programs listed under NCAMA. This automatic notification reports the previous seven days. Jay S. developed three (3) programs: instructor flow, facility usage and curriculum statics.
- **Public Relation** – Betty Gray reminded the committee of local newspaper photos and short articles from interviews with graduates and campus connection provided by BCCC. Betty G. stated that Matthew Lincoln assisted formal BCCC graduates attending ECU with manufacturing parts for their robotic project for New Orleans. Betty G. suggested using U-Tube video and still photos would be a nice publicity showing our partnership with ECU. Betty G. reported that BCCC has permission to buy whole ads to advertise in Daily Reflector and that Daily Reflector does not offer split applicants. Jay S. stated that fourteen hundred Beaufort County residences buy Daily Reflectors which provided the opportunity to target our focus on what we offer that others colleges do not offer.
- **Branding Guideline** – Wes S. wants marketing consistency with use of the college logo to keep the college in compliance with SACs. Wes S. branding guideline will be developed next year to provide marketing guidelines components. Wes S. plans to meet with Clay Carter and Chet Jarman to create new templates to replace old templates.
- **Budget** – Wes Sumner proposed budget provided for a 10% increase over last year's expenditures which were based on actual purchases not the budgeted amount. The proposed budget process will anticipate on requisition in advanced not after the fact to provide working knowledge of budgets for all departments. Wes S. Crystal Ange suggested planning for what you have for this year but do not expect any increases. The fiscal year ends June 30.
- **School Pennant** – Wes Sumner stated that the pennant is completed and the lithographic approved.
- **Advanced Manufacturing Event** – Juanita Gardner stated that Judy Jennette sent thank you letters to all gift donors and all prizes have been given. The overall response was great and students were glad that they attended the event.

#### II. SACS Leadership Team

**Presenter:** Tabled

### *Other Information*

**Next Meeting:** Tuesday, June 4, 2013 @ 11:00 AM, Bld 9 Rm 919 Conference Room