

Marketing Committee		Thursday February 19, 2015	
		11:00 am	
		Building 8 Conference Rm	
Chair:	Penelope Radcliffe		
Vice-chair:	Lentz Stowe	Secretary:	Kenneth Worsley
Members Attending:	Jay Sullivan, Keith Sullivan, Serena Sullivan, Michele Mayo, Lentz Stowe, Penelope Radcliffe, Betty Gray, Wes Sumner		
Members Absent:	Kenneth Worsley		
<i>Minutes from Meeting February 19, 2015</i>			
Agenda Item			
I. Gullfest		Presenter:	Wes, Keith Sullivan
<ul style="list-style-type: none"> ➤ Webpage Update, Video Set ➤ Promotion continues for Gullfest. The video will be an additional marketing advertisement we can add to our webpage. 			
II. Economic Impact		Presenter:	Jay Sullivan
<ul style="list-style-type: none"> ➤ Community College total impact summary. Analysis of Economic Impact and return on investment of education ➤ Information shared in the community, new story and newspaper article helped to promote the importance of the community college system. 			
III. TV Coverage		Presenter:	Betty Gray
<ul style="list-style-type: none"> ➤ WNCT has recently taking an interest in coverage for the college: Segments for the IMFit trail, Stanley Safer tools campaign, and the coverage regarding the CRC program has given the college great overage for these areas. ➤ WITN covered the Duke Energy Check presentation 			
IV. Google, Snapchat		Presenter:	Penelope Radcliffe
<ul style="list-style-type: none"> ➤ Penelope discussed the importance of all social media. Jay and Wes discussed the addition of considering Instagram. Penelope suggested Snapchat for the College. This would relate more to the younger students. Both programs allow a photo with a brief description of the event. Trending college information to the students in all forms of social media was suggested. ➤ Keith agreed that he would further explore both suggestions. Keith agreed to explore for the next meeting date 			
<i>Other Information</i>			
Next Meeting:	<p>Next meeting date was scheduled for March 19, 2015 at 11:00 in the Conference Room of building 8.</p> <p>Discussed Michele Mayo assisting with Kenneth Worsley with meeting minutes and she agreed to help.</p>		