

May 28, 2015

# Marketing Committee

11:00 am

Building 8 Conference Rm

<b>Chair:</b>	Penelope Radcliffe		
<b>Vice-chair:</b>	Lentz Stowe	<b>Secretary:</b>	Kenneth Worsley/Michele Mayo
<b>Members Attending:</b>	Keith Sullivan, Serena Sullivan, Michele Mayo, Penelope Radcliffe, Wes Sumner, Betty Gray		
<b>Members Absent:</b>	Kenneth Worsley, Jay Sullivan, Lentz Stowe		

## *Minutes from Meeting May 28, 2015*

### Agenda Item

#### I. Con Ed Summer Catalog

**Presenter:** Penelope Radcliffe

- The Continuing Ed summer catalog has gone out; some questions were raised about the catalog such as why is it in color when others jobs are being cut. Representatives from CONED stated that they were seeing some positives benefits from the catalog and increased enrollment.

#### II. Website Development

**Presenter:** Keith Sullivan

- Keith Sullivan reported that he is in the process of meeting with individuals in different areas to weed through what needs to be taken down. He is working on 3 different versions of the web page. The home page is a marketing tool. We need to decide what needs to be on the home page. Betty suggested having a subgroup of students come in and look at the 3 versions and give feedback.
- Rick Anderson asked that we market the priority deadline for FAFSA (June 1) on as many monitors and electronic means as possible as well as in flyers.

#### III. Marketing our Name

**Presenter:** Rick Anderson

- Rick Anderson led a discussion on how to get our name out as a genuine option for students. He shared a story of a student who was going to Pitt for a particular program and did not know we had the same program at BCCC.
- Plans were made to set up a meeting with the WHS principal and counselors to find out how to bridge this gap.
- Blitz for programs that are low in numbers. We need more people who can go out and recruit. Penelope stated that we have barriers for reaching particular CONED students (GED).
- The need to have a representative of CONED and curriculum at all open houses for high schools in our service area was discussed.

#### IV. Recruitment Calendar

**Presenter:** Penelope Radcliffe

- SACS wants a recruitment calendar in place that tells when people are going out to recruit from any area on campus. Rebecca Adams has a copy of the recruitment calendar. The committee discussed reactivating this calendar and placing it on

SharePoint for all to see.

- Recruitment ideas such as attending homeowners' association meetings, social club meetings, etc. were discussed.

#### **V. Budget Management**

**Presenter:**

Penelope Radcliffe

- SACS asked how we were monitoring the funding of the marketing budget. Who houses it, who manages it, who monitors it, etc. It was discussed whether we should be monitoring that budget as a committee.
- The decision was made that the committee should be aware of how the money is spent, but not regulate it.

#### **VI: Introduction of new Public Relations Officer**

**Presenter:**

Betty Gray

- Betty introduced Jules Norwood, the new Public Relations Officer who will take her place and will replace her on the Marketing Committee

#### **VII. Marketing for upcoming year**

- The committee discussed marketing strategies for the upcoming year. Television marketing was discussed at length. Wes Sumner reported that cable/public TV is cheaper. Betty wondered if it was more efficient to market to a cable channel that had a smaller reach than WITN that reaches further. Sudden link Cable offered to package on 3 channels. That total was just under \$10,000 a month.
- Rick suggested we compare our marketing budget to other community colleges of similar size. Wes doesn't believe we reach our audience with morning advertising like the news. Serena asked "if" the foundation were to agree to fund some advertising on TV, what months we would choose to advertise and what TV venues we would be interested in using.

#### ***Other Information***

##### **Next Meeting:**

The old minutes were reviewed and the motion to approve was made by Serena Sullivan and seconded by Keith Sullivan.

Goodbyes and well wishes were said to Betty Gray.

Next meeting date was scheduled for July 23 at 10 am in the Conference Room of building 8.