

MARKETING COMMITTEE MINUTES
APRIL 13, 1999

The Marketing Committee of Beaufort County Community College met on Tuesday, April 13, 1999 in the Building 9 conference room. The meeting was called to order by Gary Burbage, chairman.

- A. Members Present: David Jones, David Crosby, Jimmy Page, Tracey Johnson, Jane Alligood, Bill Morgan, Tricia Woolard, Penny Sermons, Gary Burbage.
- B. ***A motion was made by David Jones and seconded by Jimmy Page to approve the minutes as presented.*** The motion carried.
- C. Gary Burbage asked that Tricia Woolard and Tracey Johnson work together to produce a campus map that includes relative location to towns and highways in the College's service area. Tricia Woolard stated that the map suggested exists and can be placed on the back of the maps already printed.
- D. It was suggested that with the opening of Southside High School, the College provide premiums such as mouse pads to go in all computer labs. David Crosby stated that he might be able to provide the mouse pads.
- E. Jane Alligood stated that the switchboard is now online and could benefit from in-house information regarding class offerings, etc. She asked that *BCCC Notes* be sent via e-mail to help the receptionist serve callers with appropriate information. Betsey Lee Hodges will be asked to provide *BCCC Notes* to the College web page and campus e-mail.
- F. Gary Burbage presented demographic information regarding the 1998 fall semester student body and a proposed advertising budget for the 1999-2000 academic year. ***A motion was made by David Jones and seconded by Penny Sermons to approve the budget as presented.*** The motion carried.
- G. The meeting adjourned at 4:05 p.m.