

BCCC Marketing Committee
December 3, 2008 Minutes

The Marketing Committee met on December 3, 2008 with the following members present: Wesley Beddard, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Lynn Modlin, Penelope Radcliffe, Lou Stout, and Tricia Woolard.

Members unable to attend included: Mandy Jones, Jacqueline Lawrence and Judith Meyer.

Judy Jennette called the meeting to order and welcomed the committee members.

Reviewed minutes from September 17, 2008 meeting

The minutes from the September 17, 2008 meeting were reviewed. Betty made a motion to approve the minutes with one change on the first page March 6, 2008 to March 6, 2009. Lou seconded the motion. Motion passed.

Reviewed budget report

A printout of the year-to-date marketing expenditures was provided to committee members. The report reflected \$34,491.69 has been spent year to date. Judy reported that with money already encumbered and the money that is being reverted to Raleigh, about \$2400 remains in the Marketing budget.

Believe! Achieve! Become! Campaign for FY 08-09

In an effort to increase statewide awareness, especially with state legislators, of the services community colleges offer to their area and the state, the NC Community College System has developed an ad campaign (Creating Success) and is strongly encouraging all community colleges to utilize the new ad campaign. Because of this, the Believe! Achieve! Become! ad campaign will be put on hold for now and replaced with "Hope! Opportunity! Jobs! Creating Success!"

The scheduled postcard mailings will not be sent due to budget cuts. Since the college is near its maximum capacity for serving students, all advertising can be trimmed at this time.

The one exception will be a postcard mailing to high school juniors and seniors advertising the dual enrollment, Huskins, and College Academy classes. If the budget improves during the next fiscal year, the postcard mailings may be reinstated.

Division specific ads were run in mid-November. Due to budgeting restrictions, ads will not be run as frequently. When ads are developed for the spring 2009 semester the NCCCS ad campaign will be used.

The cable TV tag lines have been updated for spring 2009 semester running on Suddenlink, Primemedia and Mediacom. The time is approaching when these ads need to be freshened and reworked.

With the morning classes filling up, newspaper ads will focus on afternoon and evening classes. The afternoon and evening classes are the only classes with room for growth.

Creating Success Campaign

The NCCCS has developed the Creating Success Campaign to encourage NC legislators to see and understand the need community colleges have of more funding. It was modeled on a successful campaign in Alabama. The unified funding request will be for an additional \$1,000/student over the next four years, resulting in an additional \$201,000,000 for community colleges.

Judy showed a power point presentation entitled “Creating Success”. The presentation provided information on where the Creating Success campaign came from, how it was developed, and how it should be implemented to ensure uniformity across the state. Emphasis was given to keeping communication going on all levels of government and in many different directions utilizing media, businesses, etc.

In addition to the ad campaign, each community college has been asked to provide 20 student success stories to the NCCCS. These stories will be no longer than 200 words each, include the student’s picture, and tell the student’s story of how the community college helped them be the success they are today. These stories will be bound into a book and provided to the legislators.

BCCC will include the state slogan in print media ads, short bios on BCCC grads for state and local use, commercials for cable TV, billboards, and as many marketing materials as the budget permits.

New brochures for recruiting male nurses

New brochures, designed to recruit male nurses, were developed in October, and distributed at the BCCC Job Fair. It appears these brochures were well received because there has been an increase in male applicants in the nursing program.

SACS review

The SACS review went well for the PR and Marketing department with no exceptions being found.

Discussion items

New FCC legislation requires cable TV PEG channels (Public Education and Government) to program no more than 40% of its schedule with “crawlers.” Prior to this, the city of Washington exceeded this percentage on its PEG channel (#9). Hence, the Chamber of Commerce and WITN-TV are working with the City of Washington to produce blocks of information focusing on Washington businesses and services. The one time production cost for a one minute “Business Block” is \$400. Longer blocks of 12-15 minutes can be produced for \$1500. BCCC utilized the one minute spot at this time, but may consider using the longer spot if there is a good response to the one minute spot. The “Business Blocks” run in a continuous loop on the PEG channel and there is no charge for the air time. WITN-TV taped about an hour of material on the BCCC campus. It will be used to produce the one minute commercial and may be utilized in other advertisements.

The mobile computer lab van has been decommissioned and Gary Burbage had suggested the Marketing committee consider using it as a means of advertising the college. The van is only two years old with low mileage and could be refitted for publicity and recruitment. The new slogans could be put on it. The recommendation was made to create a sub-committee consisting of Gary, Trisha, Doug, and Judy to meet before the next Marketing committee meeting to formulate a plan to use the van. Issues to be considered include: how it will be used, how to outfit it, the cost, etc. Judy will present this idea to the senior staff and set up the subcommittee meeting.

The Beaufort County Schools will soon begin advertising the 2nd year of ECHS to 8th graders in the feeder schools. Focus groups have been held at PS Jones and Chocowinity Middle Schools. Judy was able to observe the session in Chocowinity. Advertising strategies from last year are being reviewed and tweaked for implementation in 2009.

Website update from Tricia

Tricia reported that other colleges are utilizing Face Book as a marketing tool. This form of social networking provides information such as: registration dates, alumni stories, etc. If Face Book is used, then Tricia will have the information linked to the homepage. She will be monitoring all content added to Face book by other people. Clay moved to encourage Tricia to present the idea of using Face Book to the Technology Committee and Betty seconded. The motion passed with one opposing vote.

Trisha asked that ads and articles be sent to her so that she can place them on the BCCC website.

Other advertising issues

As mentioned earlier, some of the material shot by WITN-TV could be used to generate video ads for the van, Face Book, etc.

Lou reported the truck driving classes are on hold once the current class is completed. The program will be re-evaluated in the next fiscal year because it is not currently making money.

Lou also reported that the Tri County web page needs to be updated. Lou and Judy are working on it. They will meet with the Tri County staff to deal with this.

Betty requested that people let the public relations department know in a timely manner when there is new information concerning classes. Wesley emphasized that information must come through division chairs. Judy will send an email to division chairs reminding them to get their information to the public relations department in a timely manner.

Judy will look into placing a tagline at the bottom of the Sunday newspaper in the WDN with the new slogan.

Wesley suggested that the Marketing Committee forego its January meeting. Judy reminded the committee that the guidelines call for a meeting every two months. Wesley felt there would be no significant issues to consider in January. No one disagreed. Hence, the next meeting will be March 4, 2009 at 3:00 in the board room of building #10.

There being no further business the meeting was adjourned.