

BCCC Marketing Committee
September 17, 2008 Minutes

The Marketing Committee met on September 17, 2008 with the following members present: Wesley Beddard, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Lynn Modlin, Penelope Radcliffe, and Tricia Woolard.

Guest: Sandy McFadden

Members unable to attend included: Jacqueline Lawrence, Judith Meyer, and Lou Stout.

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

Reviewed minutes from July 15, 2008 meeting

The minutes from the July 15, 2008 meeting were reviewed. Gary made a motion to approve the minutes with one change on the second page-Carolina Bargain Trader. Penelope 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 \$27,654.73 has been spent year to date. Judy reported that spring registration billboards have been ordered at a cost of \$3,000.00 and the marketing handouts have been ordered at a cost of \$6,000.00

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

Judy reported there is a record enrollment of 1754 and expressed appreciation for the work and contribution the Marketing Committee has made to this enrollment level. On-line classes are popular with more than one-third of BCCC students enrolled in them and students want to stay closer to home. There is a statewide trend for higher enrollment in community colleges. Gary pointed out that BCCC's growth is higher than the county's population growth.

The 6000 postcard mailing for August 12 has been mailed. Targeted households included those making less than \$50,000 and head of household under the age of 50. Student services has provided a list of new students and these addresses will be compared to the mailing list addresses. Judy stated that some of the Hispanic names on the postcard mailing list have been purged because of the ongoing issues surrounding the enrollment of non-US citizens.

Gary reported that there are 400 student files for interested students who applied but didn't register. Datatel can provide mailing labels to these 400 potential students and a postcard can be mailed to them encouraging them to register and attend classes.

Three weeks prior to spring registration (around October 31) a 5000 piece postcard mailing will be sent to households making less than \$50,000 and head of household under the age of 50.

Two weeks prior to late registration (around December 19) a 3000 piece postcard mailing will be sent to Beaufort County zip codes in Chocowinity and north of the river. These will target households making less than \$50,000 and head of household under the age of 50.

On March 6, 2009 a 1500 piece postcard mailing will be sent to high school juniors and seniors seeking dual enrollment, Huskins, or College Academy classes. The mailing will also target parents seeking savings in college tuition. This mailing will coincide with the county schools handing out catalogs.

In April a 750 piece mailing will be sent to high school seniors about the same time as letters and bills from universities will be received in the students' homes. This will target high school seniors and home schoolers in the BCCC service area and emphasize financial aid.

Two weeks prior to fall registration (around June 5, 2009) a 5000 piece postcard mailing will be sent to the BCCC service area. It will target households making less than \$50,000 and head of household under the age of 50. The postcard will highlight financial aid, new programs, and distance learning.

New registrant data will be compared to the mailing list after each registration mailing to determine how many new students received a mailing. The mailing list will be purged as appropriate.

The spring semester schedule will highlight on line classes. Tricia recommended replacing one picture that has a computer screen with another picture. Because on line classes are full, Donna suggested emphasizing night classes. The schedule cover could emphasize the fact that students can attend college at their convenience using on line classes and night classes. The Job Fair is April 21, 2009 and it would be good to use the schedule to promote it also. The fall schedule cover may emphasize new classes being offered or financial aid being available.

Sandy McFadden provided a flyer on the Job Fair for committee members to see and also recommended an email be sent to all students letting them know about the Job Fair.

Advertisement for the spring registration will take place the first two weeks in November. Emphasis will be on division specific ads, new programs being offered, and financial aid. Advertisement for the fall registration will take place the first two weeks of June with similar emphasis as spring registration.

Late registration ads for spring registration will run the last week in December and emphasize night classes. Late registration ads for fall registration will run the first week of August 2009. Ads will be placed in the Washington Daily News, Roanoke Beacon, Beaufort Observer, Scuppernon Reminder and Carolina Bargain Trader.

Judy will talk with the Chamber of Commerce about the possibility of using the Chamber's email and mailing lists to advertise classes. She will also contact the TV show News and Views about an interview on the program.

Judy reported that 154 BCCC students and 127 non-BCCC students attended the 2008 Job Fair. Brochures had been placed at the Employment Security Commission advertising the Job Fair.

Cable TV ads will use the same ad as before, updating the tag lines as necessary. Discussion was held about the pros and cons of changing the ad and it was decided to use the same ad. Fall registration ads will run in June and ad space will be purchased on Suddenlink and Primemedia. Ads will run free of charge on Mediacom (thanks Tracey).

Judy stated that a spring semester billboard contract with Fairway has been signed for October through December. Fall semester billboards will be ordered in March.

The handouts for FY 08-09 have been ordered. The highlighters have been received with the old slogan. Marcia has contacted HTM alerting Troy to ensure all other items have the current slogan.

For the golf tournament this year, fleece jackets were provided for the tournament winners. The remaining jackets may be sold on campus, possibly through the bookstore.

Discussion Items

750 copies of a recruitment brochure will be printed. As the recruitment brochure is reprinted photos can be changed to emphasize specific programs.

500 nursing brochures will be printed. Wesley stated these can be paid for out of Perkins funding. Clay said he could use nursing brochures.

Area high schools are selling advertisement space in the annual. As in previous years, full page ads are being purchased from Beaufort County schools as well as Plymouth High School.

Judy will talk with Lentz Stowe about the possibility of setting up a workshop on social networking.

Discussion was then held whether or not to discontinue printing the catalogue, with emphasis on the cost of the catalogue versus the use and/or need of the catalogue. There are companies who will compile the information, but this would be expensive. Gary reported that requests for the catalogue have decreased this year and 17 cases are left from the last printing. Should fewer catalogues be ordered? Should CD's be generated? Wesley stated that each office should have a printed copy of the catalogue.

On line applications have doubled this year from last year. On line applications are gaining in use and popularity. As students become more computer savvy, it will be possible to transition from hard copy catalogues to having the catalogue on the web. It would be good to still have the 8-1/2" x 11" size available, maybe putting them in the bookstore to sell at cost.

The Community Satisfaction Survey had comments concerning the college's marketing. The comments are being addressed.

Website update from Tricia

Plans for setting up and utilizing focus groups are being developed. Decisions need to be made on what information is needed and/or wanted from the groups. One possibility would be to visit the BCCC website and discuss the ease of using it. Tricia stated that a lot of work has been done on the website to date.

Judy explained there is a survey monkey available to assist in setting up surveys.

Other advertising issues

Mandy provided information on Recruiting Men to Nursing. Money from Perkins can be used to help pay for advertising. The nursing shortage can better be met by encouraging women and men to become nurses. An ad campaign will be created utilizing information on the handout provided by Mandy. In March there will be an Open House and an Allied Open House with the focus on men in nursing.

Judy passed around the billboard layout for committee members to view.

Cosmetology has requested banners be printed and posted in order to advertise the cosmetology services available to the public. This is because in order to graduate, students are required to perform a certain number of different procedures on clients. Some of these procedures (perms) are not utilized by the general public as much now as in the past. It is difficult to have enough clients for the students to meet the graduate requirements. Being able to advertise using banners may increase the number of clients using Cosmetology's services. The banners will be used this semester and then the response evaluated.

Judy reported on the President's meeting.

Donna requested a QEP flyer to meet SAC's requirements. Wesley stated the Quality Enhancement Plan is to improve students' writing skills. This will be accomplished through a skills center being set up on campus. The October Campus Connection will have information on the QEP. Information on the QEP will be put in employees' pay envelopes.

Sandy McFadden provided a copy of a Job Ready Guide to develop for BCCC. In addition to the information in the Guide, there would be blank pages to be used for notes. The Guides will be given out at job fairs, GED and to graduates.

This would be an 8 page booklet with printing on the front and back of each page. Sandy provided a company's quote for a minimum order of 500 which would be \$1,790.00 (\$3.50 each) with \$40.00 in shipping. The cost to produce in-house would be between \$250.00 and \$300.00 for 500 books. Wesley stated that funding would be provided from Perkins and Tech. Prep.

Next meeting date in November

The next meeting date is December 3 at 3:00 in the board room of building #10.