

BCCC Marketing Committee

July 15, 2008 Minutes

The Marketing Committee met on July 15, 2008 with the following members present: Wesley Beddard, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Sarah Wallace, and Tricia Woolard.

Members unable to attend included: Gary Burbage, Clay Carter, Mandy Jones, Jacqueline Lawrence, Judith Meyer, Lynn Modlin, and Penelope Radcliffe.

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

Reviewed minutes from May 21, 2008 meeting

The minutes from the May 21, 2008 meeting were reviewed. Tracey made a motion to approve the minutes. Wesley 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 \$18,760.39 has been spent year to date. The marketing budget has been increased by \$5,000.

Believe! Achieve! Become! Fall registration update

The effectiveness of the direct mail pieces was discussed. Judy obtained the names and addresses of the new students who enrolled during the week of June 23 from Sandy Sauve's division. Judy reported that 26% of the new enrollees received a post card. However, the name on the address label did not always match the name of the new student – only the addresses matched. She also noted that 48 (21%) new enrollees matched names on the high school seniors mailing list and that 28 (12%) of the new enrollees were matches on the generic mailing to 6000 households. Hence, 33% of the new enrollees received at least one direct mail piece prior to registration. Registration is up by more than 100 students from the same time last year.

The first week of March a post card was sent to high school sophomores, juniors, and home schoolers to promote College Academy. This mailing was timed to coincide with the distribution of high school catalogs. Enrollment in College Academy by Northside and Southside High Schools is well above the enrollment of last year. Washington High school has not yet completed their College Academy enrollment.

Judy checked with Harold Smith, the director of Financial Aid and he has indicated that there has been a marked increase in financial aid applications during the past six weeks. However, many of the files are still awaiting completion. Harold predicts that there will be a sizable increase in the distribution of financial aid this fall. Hence, it appears that the two post card mailings and the schedule cover focusing on financial aid have been productive.

During mid-June, 6000 post cards focusing on registration were mailed to addresses in Washington, Chocowinity, Bath, Belhaven, Plymouth, Creswell, Roper, Columbia, Swan Quarter, Englehard, Fairfield, and Jamesville.

Tracey reported that the 6000 post card mailing consumed a considerable amount of toner, resulting in other projects having to wait until the new fiscal year when more toner could be ordered. She recommended that in the future, full color be used on one side of the post card and black and white used on the address side.

An analysis of the new enrollees and mailing list will guide the upcoming mailing for late registration. The late registration mailing will focus on evening classes.

The Early College High School has 60 students enrolled for this fall. It will begin with a full complement of students.

Donna reported Pitt Community College is sending mailings to Beaufort County high school students. One student she knows received three different mailings.

Judy reported that print ads focused on different divisions at BCCC received positive feedback.

Ads featuring late registration will run in local newspapers (Washington Daily News, Roanoke Beacon, Beaufort Observer, Scuppernong Reminder and Caroline Bargain Trader) in early August.

Donna reported that enrollment numbers are up in some classes. Wesley recommended the late registration ads list the names and times of the night classes. Judy asked him to send her the list and that an ad would be developed accordingly.

An ad for the next truck driving school will be in the July 11 edition of the Carolina Bargain Trader.

Donna will talk to Ben Morris to determine if the BLET classes need to be more heavily advertised and if so, what tack should the ads take.

Recently the NC Center for Public Policy ran an article on how the tight economy, immigration, and societal changes affect community colleges. The Beaufort Observer featured a lengthy article on this and the paper's editor has asked BCCC to work on some companion pieces on how BCCC is meeting these challenges. Betty is working with the BO to develop these articles for future publications.

Judy provided new pictures taken by David Clark for committee members to see. These pictures featured students participating in different fun activities on campus.

In a money saving move, the Venture Publications will not be ordered this year, but a new recruitment brochure will be developed in house for Admissions to use (a sample was provided for review). The brochure will feature BCCC graduates and focus on BCCC only. Venture Publications was a more generic publication. Once the brochure is designed, copies will be provided to committee members for review and corrections. Quotes will be solicited for printing the brochure. Suggested changes included: shrinking the SACS information on the back, adding BCCC contact information, and adding a "people" picture to the back panel. A BLET photo was suggested.

Ads that have run on cable TV have been noticed and received favorable comment. The ads are running frequently on Mediacom (thanks Tracey). The order has been placed and information updated for ads to run on Suddenlink (Lifetime, HGTV, MTV, Comedy, BET and ESPN). Ads will also show on Primemedia (Lifetime, HGTV, MTV, Comedy, BET and ESPN) and Mediacom.

Judy raised the question of producing a new slogan for fall 2009 registration. After a quick discussion the decision was made to stay with Believe! Achieve! Become!. As focus groups are used, it would be a good time to start considering a new slogan for future use. The suggestion was made to ask the focus group what the college's slogan is. Donna volunteered the Marketing classes as focus groups.

Radio stations have been contacting Judy about BCCC advertising on the radio. After a short discussion it was decided this would not be a good use of marketing dollars.

A printout showing Marketing handouts for the last fiscal year was provided to committee members to help in deciding what to order for this fiscal year. After some discussion it was decided to get pricing on and order smaller sized bags, carabineers, cuzies, emory boards, highlighters, mouse pads, pens, pencils (mood) and post-it pads. Other items to be considered and/or added include thumb drives with lanyard and stay attached cap (1 or 2 GB), magnet refrigerator clips, bottled water with BCCC information on label, bumper stickers/magnetic car signs. The suggestion was also made to look into using the parking stickers are a marketing tool. When

deciding which items to purchase, the amount of "shelf life" of the item should be considered. The longer the shelf life the longer the product advertises the college.

Information on the cost of mailing the schedule was provided:

Fall 2007	- \$5,568.42
Spring 2008	- \$5,580.70
Summer 2008	- \$5,274.26
Fall 2008	- \$5,731.24

These schedules are mailed to 35,000 households. Feedback from focus groups indicates the schedules are used and needed. Tracey made the suggestion that no schedule be sent in the summer. A list of classes could be published for distribution on campus and the list can be added to the web site. Motion was made by Tracey to not print a summer schedule and seconded by Wesley. Motion passed.

Information on the cost to print the catalog was provided:

\$6,600 in 2006 for two year duration and supply
\$2,025 in 2008 for one year duration supply

Because Gary and Mandy were unable to attend the meeting, discussion on continuing to print a catalog was postponed to the next meeting.

The suggestion has been made to have an electronic sign at the front of the campus. Judy will research prices and have examples for the next meeting. In addition to evaluating the cost effectiveness of the sign, decisions will have to be made concerning what will be said on the sign and who will be responsible for maintaining the sign.

Judy stated that she and Ann Britt, President of Martin Community College, attended a meeting recently. When Ann found out Judy works with BCCC, she complimented BCCC on its advertising and how good the marketing campaign is.

The faculty/staff survey comments on Marketing included:

- Need catchy music in our TV ads like Pitt Community College
- Print ads are looking tired
- Too many print errors (did not specify what kind of errors or where they were)
- Need more grass roots advertising in churches, schools, civic clubs, etc.

Website Update

Judy was contacted by a company in England about advertising the college with an on-line brochure. The virtual brochure can be added to our website. With a click of a mouse the pages "turn" on the screen. This method of advertising is eye catching and looks very nice. However the cost for this service is over \$5,000. Tricia reported there is a website maintained by YUDU which provides a similar service at no cost for the basic package. There are bells and whistles that can be added at an additional cost. This avenue will be researched and information brought to the next meeting to decide whether or not to use this website.

Other Advertising Ideas?

None

Next meeting date

A tentative date for the next meeting of Wednesday, September 17 at 3:00 in the board room of building #10 was set. Once instructors have provided their schedules the date will be finalized.