

BCCC Marketing Committee
May 21, 2008 Minutes

The Marketing Committee met on May 21, 2008 with the following members present: Gary Burbage, Clay Carter, Judy Jennette, Mandy Jones, Penelope Radcliffe, Sarah Wallace, and Tricia Woolard.

Members unable to attend included: Wesley Beddard, Donna Dunn, Betty Gray, Tracey Johnson, Jacqueline Lawrence, Judith Meyer, and Lynn Modlin.

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

Reviewed minutes from March 18, 2008 meeting

The minutes from the March 18, 2008 meeting were reviewed. On page 3 under Updates from Tricia, Tricia requested that a statement be added explaining that the SACS site is available to SACS reviewers only. With that addition to the minutes, Sarah made a motion to approve the minutes. Gary 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 a total of \$55,699 has been spent year to date. Judy explained that some of the items had been billed in FY 07-08 but would be paid in FY 08-09.

Research reports

Three hundred surveys were sent to Arts & Sciences, Automotive, BLET, Computer, and Early Childhood classes. Whiting Toler has provided assistance in setting up the information so Marcia could enter it into Access. Marcia is taking an Access class over the summer to be able to utilize this information.

Believe! Achieve! Become! spring campaign progress

Judy reported that the postcards were mailed in early March to coincide with the distribution of the high school catalogs. The postcards featured the College Academy and were sent to high school juniors and home schoolers. Registration is in June and after registration is complete the effectiveness of this mailing can be analyzed.

The fall cover schedule features Financial Aid and is ready to go to the printer Tuesday of next week. It will be at the printer one week and ready to be mailed the middle of June. Information about Continuing Education was not included in this schedule.

A postcard mailing emphasizing Financial Aid went out in April to coincide with letters and bills from universities. The mailing was targeted to all high school seniors in the BCCC service area and to residents in the northern part of the college's service area who have incomes under \$30,000 and who are less than the age of 50. Again, the effectiveness of this mailing can better be determined after registration.

A fall registration postcard is ready to go to press and it is anticipated to have it in the mail in early June. This mailing will be focused on Washington, and Chocowinity - plus Plymouth, Creswell, Roper, Columbia, Swan Quarter, Engelhard, and Jamesville. Mandy raised a question about the registration dates on the postcard. After much discussion, it was decided to change the beginning date of registration to June 23 to accommodate returning students. This would allow the registration dates to focus on the new and returning students. Tricia will make the change. The suggestion was made to have a mailing go out during the summer to students who were enrolled in the preceding spring semester encouraging them to return in the fall. Coupled with this, the recommendation was made to consider a retention publicity piece in the future. Gary, Mandy and Rhunell could assist in developing this piece.

Three billboards have been contracted for March on highways 264 and 17 and are already on display. If the posters containing the registration dates need to be changed to reflect the 23rd, that order will need to be placed. New newspaper ads, which are specific to each of BCCC's four divisions, have been designed for fall registration and will run two weeks prior to registration in June in the want ad sections. Newspapers which will feature the ads include: Washington Daily News (Wednesday and Sunday), The Roanoke Beacon, The Beaufort Observer, The Beaufort-Hyde News, Scuppernong Reminder and Carolina Bargain Trader.

Ads for cable TV have been placed. Ads on Suddenlink have been set up and will continue on Lifetime, HGTV, MTV, Comedy, BET, and ESPN. The same schedule will be used. Primedia stations will include: Lifetime, HGTV, MTV, Comedy, BET, and ESPN. The taglines have been updated as appropriate.

Judy and Betty attended WCTI-TV branding seminar in Greenville on March 19. The products being offered were too expensive for BCCC.

Allied Health Open House

The Allied Health Open House was held on April 22 from 6:00PM to 8:00PM. A week later, the event was evaluated by the planning committee. It was deemed to have been worthwhile and all agreed that it should be offered again next year. A suggestion was made to schedule it in March. On the evening of this year's Open House there was a thunderstorm, and all agreed that may have lowered attendance. However, among those who did attend, there were good prospects. Gregg Allinson reported that he had gotten at least one new student for his program. Staff noticed that several attendees were carrying newspapers which displayed the Open House ad. Postcards and The Bargain Trader were used to advertise the Open House. The student testimonials given were positively received and effective recruitment tools.

Beaufort County Hospital was a corporate sponsor of the event, donating \$300 for refreshments, and was pleased with the outcome.

Special features report

The Washington Daily News has printed several different articles and pictures concerning activities at BCCC. They include: the croquet tournament which included a nice page of pictures just prior to the tournament, graduation (though the article didn't have all the information that was intended), Gamma Beta Phi's Habitat for Humanity project, the BLET program, the Montessori School here on campus, and the issue of illegal immigrants attending community colleges.

Updates from Tricia

Tricia requested the committee's input concerning the design of the opening page of the college's website. Wesley had recommended having the website feature different rotating pictures that emphasize the school's various departments. Tricia stated she had reviewed other college websites that utilize rotating pictures and found the sites to be very similar in appearance. The same picture has been on the BCCC website long enough that people know they are at the right site. Clay added that the splashier the site, the harder it is to read and find information. The webpage design needs to be easy for a visitor to find the material they want.

A suggestion was made to utilize focus groups to compare and evaluate the BCCC website against other community college web sites. The BCCC Marketing class, the Washington High School Marketing class, and the early college high school class could all be utilized as focus groups.

Tricia stated that traffic on the website and emails generated by the website continue to grow. All agreed that the website needs to be easy to navigate and attractive.

Clay made a motion that the focus groups be utilized to review the websites and insure the website is effective for different age groups. Penelope seconded the motion and it passed.

Other advertising issues?

In the past, The Carolina Bargain Trader has been used to advertise the truck driving class. Due to end-of the - year budget constraints, no truck driving ads for the last class were purchased. The last class was not held due to low enrollment. It appears advertising in The Bargain Trader increases enrollment in this class. Hence, this will need to be budgeted in FY 08-09.

The next meeting date for the Marketing Committee will be July 15 at 10:00 in the board room of building #10.

Respectfully submitted by Marcia Norwood