

BCCC Marketing Committee  
January 10, 2005 Minutes

The Marketing Committee met on January 10, 2005 with the following members present: Gegg Allinson, Dixon Boyles, Gary Burbage, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Marcia Norwood, Becky Spain, Tony Taylor.

Members unable to attend included: Clay Carter, Donna Dunn, Sandria McFadden, Penny Sermons, Lou Stout, and Lentz Stowe, and Tricia Woolard.

The minutes from the November 9, 2004 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

Judy reported that the focus group would be held in the spring.

The upcoming schedule covers will feature Tommi Bridgeman (summer) and Clara Ebron (fall). Gary reported that the summer schedule should be to the printer by the end of March if the registration date remains unchanged. Therefore the information should be turned in to Tricia by the end of February. Because the summer schedule is smaller the expenses should be less.

Judy referred to the Marketing Expenses handout provided to the committee members. To date \$44,303.98 has been spent. Tracey pointed out that the print shop charges should be removed, bringing the total amount spent to \$44,207.78. Judy stated that it is normal to have spent most of the marketing budget by this time in the year. The TV ads still need to be paid and Rhonda has OK'd this expenditure, even if it runs over budget.

The WITN-TV commercial is almost ready to be reviewed by BCCC.

Extra radio spots were run highlighting the late registration, along with two large ads in the Washington Daily News. Judy has received positive feedback from this advertising.

The CD covers were ordered and have arrived. Because of budget issues, other marketing handout supplies will be ordered in the new fiscal year.

Judy reported that the Tourism Authority has developed a county map and BCCC will have an ad on the map. The map should be ready in the next two months.

The recommendation was made to place banners at the front of the campus during registration time. The registration dates should be on the banners.

Becky suggested the committee look into the possibility of erecting a sign at both entrances. The signs would be such that different messages could be displayed. Marcia will look into the cost of such signs and report back at the next meeting. If the committee decides to pursue this, the cost would be part of next year's budget.

Judy provided a copy of the ad BCCC had in the Down East magazine to let the committee see the errors in the ad. Judy has contacted Down East expressing dissatisfaction with the ad. As of

this meeting there has not been a response. There needs to be an evaluation of whether to continue using Down East or not.

Judy passed out several copies of different editions of the Career Focus magazine and discussion was held on adding this to the budget for 2005-2006. Gary pointed out that Moving On had been used in the past and this one focuses on community colleges. It is also a smaller size and easier to use. The Campus Preview could be used as a basis to put information into Moving On. Gary will work up a layout and information about using Moving On.

Judy questioned if BCCC needs to have a bigger display booth available. Gary recommended having a tabletop sized display booth because frequently the space available wasn't big. Becky said the SGA may look into buying one. Judy will also look into buying one.

Judy asked if a new student orientation package would be helpful to have. This would let students know what they need to have available before arriving on campus to register (application, developmental tests, etc.). It could also include an orientation "how to" section to help new students. Gary suggested developing this tool and that student services and the counseling department could work together on the orientation package.

As a follow-up to the above discussion, it was recommended that it be mandatory that students attend orientation the first day of RAP. A sub-committee of Dixon Boyles, Gary Burbage, Gregg Allinson, and Becky Spain was appointed to work on the orientation. This should be coordinated with the registration work group.

Judy will work on new release forms. She has received samples from other colleges and will develop a sample to present at the next meeting.

Under other business, Becky Spain explained that she is working on a "Be Safety Aware Campaign" for the college and community. She stated that several downtown stores will have only one or two women working and there is a need to help these employees protect themselves. This campaign will run through January and be coordinated with the police department and Hal.

Carmike Cinemas has approached BCCC about the possibility of advertising at the theatre prior to when a movie begins. Judy or Marcia will research the cost and report at the next meeting.

Judy stated that she and Betty would be meeting with Rachael Hackney concerning the economic impact report that was released this month. They will discuss how this information will be presented in the Washington Daily News.

In the January, 2005 edition of Our State Magazine there was an article about BCCC's digitization project.

The next meeting will be March 8, 2005 at 2:30 in the board room of #10.

There being no further business the meeting was adjourned.