

Marketing Committee
January 13, 2004 Minutes

The Marketing Committee met on January 13, 2004 with the following members present: Gregg Allinson, Donna Dunn, Betty Gray, Judy Jennette, Mandy Jones, Sandria McFadden, Marcia Norwood, Penny Sermons, Tony Taylor, and Tricia Woolard.

Unable to attend were: Dixon Boyles, Gary Burbage, Clay Carter, Becky Spain, and Lou Stout.

Judy welcomed the committee and opened the meeting by reporting on the Marketing budget. Due to state budget constraints, the BCCC Accounting Office had decreased the Marketing budget by \$10,000 and that the entire \$40,000 was spent by December. However, some marketing expenses remain. Rhonda Sawyer, Dean of Administrative Services, has been able to locate funds from other line items to cover "must have" marketing expenses.

Judy reported that due to the budget situation, no billboard advertising will be purchased in this fiscal year.

The committee was shown the new state Community College systems TV ads. Due to lack of funding, the new NCCCS campaign has not yet been launched.

Judy had received permission from the state system to base BCCC's TV ads on the same theme used in the state ads. The committee was then shown the new BCCC ads. These ads have been run on cable stations and are receiving positive comments from the public. Penny asked how much it had cost to produce these ads. Judy stated that Whichard Productions had charged \$700 for all three.

Tricia asked if we could use the state commercials as a template for our future commercials. She stated that the college now has the equipment needed to produce this type of ad in house.

Judy went on to report that the copy in the TV ads was adapted to radio advertising on four different stations. The background music was changed to match the listening audience (one predominantly male, one predominantly black, one predominantly female, and one predominantly young adults) of each of the 4 radio stations. Tricia stated that BCCC has the capability to put the ad's audio and video components on the webpage and to make copies of the ads onto CD's to mail to interested students.

The TV ads used three "student success stories." Sheriff's deputy Jay Jewell, teacher Marilyn Moore, and Quality Control Supervisor Bryan Ettore had each been featured in an ad. Jay Jewell's image was also used on the cover of the BCCC fall schedule. He has reported positive feedback on the commercial. Judy plans to feature Marilyn Moore on the cover of the next fall schedule but is still trying to locate a minority student to feature in the next set of commercials.

Judy reported that Campus Connections has been transitioned into a four-page monthly publication featuring shorter stories with links to websites for further information. Tricia said

that a new color copier had been purchased for the print shop and that Campus Connections would be printed in full color in the future.

Betty Gray noted that she recently visited the BCCC website to acquire information on Continuing Education classes. She stated that it was difficult to find the information she was seeking. She wondered if a search engine could be added to the BCCC web site to make it easier to find catalog related information, that if other colleges can do it, why can't BCCC?

Tricia stated that classes are listed on the web site in PDF format, but a search engine was not available to search for Continuing Education classes because the server extensions will not support the school's Novell server. Tricia agreed to contact Lou Stout for the class offerings in Continuing Education to discuss an easier way to accommodate users.

Judy then noted that the FTE (as of meeting date) is within two points of last year, which was a record year. However, this was not a final number. She also reported that BLET has experienced a big increase in interest. For the first time in college history, the BLET program is considering running a third class, which would begin in March. Normally two classes are held each year. Reasons for the increases could be: the BLET focus in current advertising, the new law enforcement training facilities, more newspaper articles, the economy, being more responsive to needs, (i.e., when a class fills up, open another class to accommodate the overflow). All agreed that the increased interest was probably due to a combination of the aforementioned reasons.

Judy then reviewed a list of advertising methods (high school annuals, billboards, bleacher seats, pharmacy bags, etc.) that had been purchased over the past year. She stated that she had tried to maintain these things until she had a better feel for what was necessary and what was a PR kind of advertising. At the next meeting, this list will be evaluated to decide which items should continue to be used for advertising and which need to be discontinued.

There was then discussion on how students learn about BCCC. It was noted that Dorie Richter includes this question in the community satisfaction survey. Judy commented that the answers proportionately reflect the amounts spent on various media from the marketing budget.

Gregg asked about the status of a double-sided information cards that were supposed to be developed for distribution to students. Tricia stated that the cards had been designed but that the process had broken down in the editing process. The intent was to print all of the cards at the same time, and that, until all editorials were okayed, the printing could not commence.

In an effort to complete this fiscal year with a limited budget, Tricia will continue to help with developing "must have" advertising.

Penny noted that the mobile computer lab is serving as "rolling advertisement" for the college.

Gregg asked about the status of the new BCCC catalog. Judy informed the committee that the new college catalog is finally at the printer and should be available in January. The new catalog is available via the web.

Judy informed the committee that the senior staff had discussed printing the catalog every two years instead of every year. The general feeling was that the on-line version of the catalog was satisfying the needs of our students. However, she noted that the catalogue could be imprinted on a CD or DVD to send to students who request information and/or an application package. The new catalog is available via the web.

Tricia stated that she could produce a virtual tour of the campus, combined with a catalogue, on a CD. Gregg suggested this be part of each department's long range plan. Tricia commented that this had been in her departmental plan for years, but was waiting for funding to purchase equipment needed to create in-house production of video footage.

Judy and Betty agreed to design an information template that would assist each department in providing consistent information to develop the final product. The template will be presented at the next meeting.

All agreed that as more BCCC information is developed for distribution, a committee should be responsible for approving the material. Issues of copyright, grammar, content, music, etc. have to be considered.

Judy stated that as the FY 2004-05 budget is being developed, the Marketing Committee should request at least \$50,000 be restored to Marketing.

Samples of current BCCC promotional items were given to each committee member.

The next meeting will be March 9, 2004 from 2:00 – 3:00 in the boardroom of building 10.