

BCCC Marketing Committee
January 17, 2006 Minutes

The Marketing Committee met on January 17, 2006 with the following members present: Gary Burbage, Clay Carter, Ben Cole, Donna Dunn, Betty Gray, Judy Jennette, Marcia Norwood, Penny Sermons, Becky Spain, Lentz Stowe, Tony Taylor and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Dixon Boyles, Tracey Johnson, Mandy Jones, Sandria McFadden, and Lou Stout.

Judy introduced Ben Cole from the Industrial Technology Division who is replacing Sandria McFadden.

The minutes from the November 16, 2005 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

Judy reported that, according to a report given at the most recent Senior Staff meeting, the enrollment for this semester is lower than this time last year; however the FTE count is much closer to this time last year.

The Marketing budget is spent for this fiscal year. Continuing Education has graciously agreed to decrease the number and size of ads to be placed in the newspapers in an effort to decrease Marketing expenses.

The "image campaign" contracted through WITN-TV is ending in January. It will not be continued. The marketing focus will change to running more ads during times of registration in order to reach greater saturation of the market.

The second Focus Group meeting was cancelled due to a lack of student involvement. Donna Dunn stated she has a marketing class of 15 students and they could be used as a focus group. All agreed that this would be a good group to work with. Judy will work with Donna on conducting a Focus Group in February.

Upcoming publicity items include the opening of building #11 which occurred 1/17/06. Judy has notified local television stations by fax. WITN-TV was on campus 1/17/06 and will be back on campus 1/19/06. The Washington Daily News has been asked to run a feature in Sunday's paper.

The summer schedule cover will feature Paula Haddock. Haddock is a Cosmetology student who recently bought the Town and Country Beauty salon. She is a BCCC success story. The layout will also highlight the new Cosmetology building.

The Marketing Committee's planning meeting will be held on Wednesday, March 22 from 1:00-4:00 in the board room of #10. Judy explained that the BCCC Trustees are looking at the enrollment numbers and how to market the college. The suggestion was made to invite Shields Harvey to attend the planning meeting as a Trustee representative.

Judy stated that she and Betty have been reviewing publications to evaluate possible formats for the BCCC 40th anniversary brochure. The eight page brochure will emphasize BCCC's history, faculty, students and the campus. Judy has interviewed photographers and has selected David Clark. He is willing to give BCCC a reduced rate and in exchange BCCC will let the community know he is doing the photography. He needs to start taking pictures now in order to have a full year's layout. He will be sending BCCC a proposal.

Gary also suggested contacting Tri County telephone and requesting BCCC be put on the cover with information about this being the 40 year anniversary. Gary will contact Tri County with this request.

In connection with the 40th anniversary celebration, it has been suggested that we hold an open house featuring performers in different buildings and conducting tours. Judy recommended that the 40th Anniversary celebration be contained to no more than two months rather than an entire year noting that an entire year of activity would put a drain on already strained resources.

Clay reported that Weyerhaeuser is planning to permanently lay off 200 employees. He has requested Phillip be approached for additional marketing funds to reach these employees. It may be possible to share some advertising expenses with Martin Community College. Clay will be interviewed by Magic 95.9 AM to air Friday, January 20. He will use this opportunity to promote retraining for the laid off workers.

Other suggestions in regard to helping the laid off workers included:

Develop a marketing piece which lists all programs offered by BCCC, especially since a catalogue isn't currently available.

Currently, BCCC faculty members are given a three ring binder containing the catalogue for their reference. If 200 more catalogs in binders were produced they could be given to the Weyerhaeuser employees as a reference tool.

Clay went on to state that some of these employees have two and four year degrees and that BCCC needs to be in discussion with Mount Olive about how to serve them. It may be that BCCC and Mount Olive could work together to reach out to these employees.

It was noted that the Dean of Instruction, Wesley Beddard, has assured Senior Staff that a printed catalogue will be available for fall registration in July if not before.

It is time to re-print the Campus Preview. After the necessary changes are made, it will be reprinted in time for fall registration.

Becky stated that the BCCC float in the Bath Christmas parade was awarded a second place ribbon.

There being no further business the meeting was adjourned.

Recorded by Marcia Norwood.