

# **BCCC Marketing Committee**

January 17, 2007 Minutes

The Marketing Committee met on January 17, 2007 with the following members present: Gregg Allinson, Wesley Beddard, Gary Burbage, Donna Dunn, Betty Gray, Judy Jennette, Chanel Myers, Marcia Norwood, Penelope Radcliffe, Lou Stout, and Tricia Woolard.

Members unable to attend included: Clay Carter, Ted Clayton, Tracey Johnson, and Judith Meyer.

Judy Jennette called the meeting to order. She introduced and welcomed Chanel Myers, student representative, to the Marketing Committee.

## **Review minutes from November 15, 2006 meeting and budget report**

The minutes from the November 15, 2006 meeting were reviewed, with Tricia's changes added on the last page. Gary Burbage made a motion to approve. The motion was seconded by Lou Stout. Motion passed.

Judy reported that to date, \$42,201.52 of the \$50,000.00 budget has been spent or encumbered. In addition, 3% (\$1,500.00) of the marketing budget has been encumbered by the state.

## **Spring semester 2007 – enrollment report**

Wesley reported that estimated enrollment numbers are 1431 students with FTE being 585. These numbers are similar to spring 2006 enrollment numbers. Judy noted that the absence of network television as well as radio advertising over the past six months did not seem to have had a negative impact on enrollment.

## **New image campaign strategy**

Judy provided a notebook to committee members which contained the pictures photographer Dave Clark had taken. Clark also provided the pictures on a CD, a copy of which was given to Tricia. He will be returning to campus in the spring and attending the BCCC graduation to take additional pictures.

The new BCCC slogan, "Believe! Achieve! Become!" will be launched this spring – starting in April – to coincide with university acceptance letters being mailed to high school students. The new slogan will appear in ads in the Wednesday and Sunday editions of the Washington Daily News, as well as the weekly Roanoke Beacon, one Wednesday per month in the Beaufort Hyde News and one Wednesday per month in the Community Journal.

Judy reported that this spring's enrollment in the Criminal Justice and BLET programs has increased. This may be due in part to running more, as well as more prominent, BLET ads in area newspapers.

Due to budget restraints, BCCC will probably be limited to only two billboards this spring. The billboards will be rented for April and June, hoping that May will be provided at no additional cost. After some discussion, it was decided to advertise on 264 west between Washington and Greenville and 17 north between Washington and Martin Counties. Judy will talk with the billboard representative to determine which way the ads on the billboards should face.

Gary will be sending out a direct mailing in April and the billboards will be timed to go up at the same time. These two advertising tools feature the same "look". Samples of billboard ads as well as the direct mail piece were shared with the committee members.

A question was raised about the possibility of giving a gift to people when they apply to BCCC. Due to budgeting constraints this is not feasible at this time. Gary will continue providing marketing handouts to high school staff as he has been doing.

Gary reported that the Quiz Bowl – normally sponsored by the BHM Regional Library – has been discontinued. Lack of statewide support and participation was cited as the reason.

Judy suggested using i-integrated out of Greenville to produce the next BCCC TV ad featuring the new slogan. While it will cost more, the finished product would be of higher quality than provided by WITN. She will talk with i-integrated to determine costs.

Gary added that one of the Belhaven Cable TV providers is producing TV ads that look good and are getting positive responses.

Judy recommended that radio not be used at this time due to budget constraints. Due to the vast diversity of radio stations and listeners, it is too difficult to hit a saturation point within our main markets.

Marketing "goodies" will be reordered at the beginning of the new fiscal year. These handouts will feature the new slogan of Believe! Achieve! Become!.

Discussion was held on the need to put the BCCC web address on all printed advertisement materials. More and more people are utilizing the website for information. The website will be changed to reflect the new slogan and new pictures will be added. Tricia will design a new homepage by the next Marketing Committee meeting.

Consideration was given to the possibility of adopting the "How Do I" cd as a marketing tool. Tricia stated she would create a template from which to develop a cd for each of BCCC's curriculum programs.

Wesley recommended that consideration be given to providing all BCC full-time employees with a BCCC polo shirt and this would be another way to publicize the college. Wesley's suggestions included: making this a part of the long range plan, providing the shirts during the annual service awards banquet, and/or making the shirts part of the 40<sup>th</sup> anniversary celebration.

### **New budget items for FY 07-08**

Judy reported that the Foundation has received enough donations to produce and hang portraits of each former and current BCCC president. The portraits will be displayed in building #10 and unveiled in conjunction with the 40<sup>th</sup> anniversary.

Judy recommended that money should be budgeted to continue having professional photographer Dave Clark take pictures of BCCC students and campus in order to keep a fresh stock of photos for publicity purposes.

Direct mail addresses for BCCC marketing mailings will be purchased at a cost of \$2,500.00 for 50,000 addresses. This expenditure will be included in the FY 07-08 budget.

Clay had researched how many mouse pads would be needed to place one at every computer at the high schools in BCCC's service area. He determined the number to be 1,700 and recommended that 2,000 be ordered. Sample mouse pads, provided by Troy Tyson, were passed around for committee members to see. This will be another item added to the next fiscal year's budget. Judy and Betty will work on a design for the pads and Marcia will obtain quotes.

Wesley recommended marketing BCCC to homeschoolers. There is an active association in Beaufort County. Typically, homeschool students are good students and some are already taking classes at BCCC. Wesley will invite the director of the homeschool association to meet with Judy and Betty to discuss ways to market BCCC to this group of potential students.

Donna Dunn's Marketing class will be used as a focus group on February 7, 2007. The class will be used to test the effectiveness of the newly developed ads.

The truck driving school has received many calls from interested, potential students. However the \$1,465 registration fee is making it difficult for them to register. Wesley suggested discussing with the potential students ways of financing the registration fee. Other ways of helping students pay the fee will be considered.

The Tri County phone book will use a fall BCCC picture featuring a female student on its cover.

As marketing pieces are developed, it would be helpful to mention Beaufort College Academy to help promote this opportunity for high school students.

The next two Marketing Committee meetings will be March 7, 2007 and April 25, 2007 at 3:00 in the board room of building #10.

There being no further business, the meeting was adjourned.