

BCCC Marketing Committee

January 22, 2008 Minutes

The Marketing Committee met on January 22, 2008 with the following members present: Clay Carter, Donna Dunn, Judy Jennette, Tracey Johnson, Jacqueline Lawrence, Lynn Modlin, Penelope Radcliffe, and Tricia Woolard.

Members unable to attend included: Wesley Beddard, Gary Burbage, Betty Gray, Mandy Jones, and Judith Meyer.

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

Reviewed minutes from December 11, 2007 meeting

The minutes from the December 11, 2007 meeting were reviewed. Donna Dunn made a motion to approve. Penelope Radcliffe 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 that \$46,025.42 has been spent. Judy explained that expenditures are on track for this time of the year.

Believe! Achieve! Become! spring campaign progress

Judy reported that, so far, it seems as though FTE may be higher this year than the same time last year, the actual headcount of students attending BCCC is higher this spring than last.

Ads continue to be put in the Washington Daily News, the Roanoke Beacon, the Beaufort Observer and the Carolina Bargain Trader. The response to the ads in the Carolina Bargain Trader has been good and ads will continue to be put in it.

The summer schedule cover will be geared to high school students for dual enrollment, Huskins, College Academy and early college high school (ECHS) in a horizontal format. Tricia stated the cover looks like it is geared just for high school students and suggested one picture of college aged students. Judy will discuss this with Betty.

Judy thanked Tracey for her help in preparing the postcards to be mailed Christmas Eve day. Positive feedback has been received concerning the postcards.

Spring registration ads were purchased on Suddenlink and Primemedia cable TV stations. (Suddenlink serves Washington and Primemedia serves Belhaven.) Judy reported that she had learned Pitt Community College spent \$50,000 (the equivalent of BCCC's entire advertising budget for a year) on just their spring semester TV ads on WITN. Tracey stated that Mediacom is researching the possibility of accepting ads in a DVD format.

Two billboards will feature ads for fall registration. The one on 264 west should continue to be used. The recommendation was made to put the second ad either around Chocowinity or on the way to the beach around Columbia.

Truck Driving School/Program

The start date of the truck driving class was postponed two weeks in order to allow time for students to register. At the meeting date, 10 students were registered and 3 more students were working on submitting the paperwork. Each class needs 15 students. The class start date is January 23. Consideration is being given to having two classes per year instead of three.

The recommendation was made to park the trucks by the road as advertisement of the program. Judy will look into this.

Recent or anticipated special features

A story on the Customized Industrial Training (CIT) grant for Carver Machine Works has run in the WDN.

Judy and Sarah Hodges (the Pr coordinator for the Beaufort County School System) are working together to enlighten the local media about the new Early College High School (ECHS) program starting this fall. An advertising strategy has been developed and is being implemented.

After the fall 2007 scholarships were awarded, the write-ups were put in the Washington Daily News on a two and a quarter page spread along with a paid ad. Based on comments and calls, this proved to be very positive advertising for the Foundation. Once the spring scholarships are awarded, a similar layout will be used this spring.

Website report

Tricia reported that progress continues to be made with the website. A streaming media server has been purchased. This will allow BCCC to launch streaming video from our website which will be a good place to put ads and links to different pages.

Other advertising

Lynn suggested that as more and more male students are being accepted into nursing classes, we need to consider advertising the nursing program to males. Advertisements for the LPN classes are needed also.

Betty and Judy have developed a "media use" questionnaire for different curriculum classes to gather information on the effectiveness of advertising currently being used. These questionnaires will be distributed to about 300 students in Arts and Sciences, Early Childhood, Automotive Technology, BLET, Computer Technology, and Networking Technology. Once completed and returned, the data will guide future media buys.

Appreciation to Gary was expressed for distributing the computer mouse pads to Washington High School, Northside High School, and Southside High School. Donna will be visiting these high schools and will make it a point to see if the mouse pads are being used.

The table top coverings which were ordered from HTM have arrived. Penelope requested the smaller table top covering for CE's use. She will pick up and store it in building 8.

Plans are underway for four mailings:

College Academy in February to coincide with HS catalog distribution-approximately 900 cards
Summer schedule which will feature ECHS, CA, and DE to be mailed in April-approximately 35,000 booklets

Financial aid reminder cards to high school seniors in April-approximately 900 cards

Fall registration notice in late May or early June to a broad mailing base-approximately 4000 cards

Donna Dunn reported that a Beaufort County high school senior received a letter from Pitt Community College telling her she has been accepted at PCC – even though she had not applied to Pitt. Judy will contact PCC to discuss their advertising infringing into the BCCC service area.

Judy is waiting to hear back from Ken Robol about using the Public Education & Government (PEG) Channel as a classroom training tool as well as advertising for BCCC.

Fall registration advertising will start in June

Advertising for the fall registration will include newspapers, billboards, cable TV and banners.

Tricia has a new video editing system. Tricia indicated that this new equipment will allow us to produce our TV commercials in house.

Other items

Plans are underway to use BCCC Marketing classes as focus groups.

The next meeting date for the Marketing Committee will be March 18 at 1:30.

There being no further business, the meeting was adjourned.