

BCCC Marketing Committee
March 8, 2005 Minutes

The Marketing Committee met on March 8, 2005 with the following members present: Gary Burbage, Clay Carter, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Sandra McFadden, Marcia Norwood, Becky Spain, Lentz Stowe, and Tony Taylor.

Members unable to attend included: Gregg Allinson, Dixon Boyles, Donna Dunn, Penny Sermons, Lou Stout, and Tricia Woolard.

The minutes from the January 10, 2005 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

Committee members were provided a handout showing Marketing expenses to date. These expenses are \$54,805.79. Rhonda Sawyer had approved going over budget to allow for the WITN-TV ads currently running which feature Clara Ebron and Tommi Bridgeman.

Judy then itemized how the Marketing budget had been spent through:

1. using network and cable TV. Will have to wait and see how the network ads are affecting enrollment.
2. using five radio stations which market to five different groups of people (older females, older males, minority, Y-generation, and Plymouth)
3. advertising in the Washington Daily News, the Roanoke Beacon and the Beaufort-Hyde News
4. advertising in high school yearbooks
5. advertising in the FFA calendar. The question was raised about continuing using the FFA calendar or possibly putting the \$250.00 into a scholarship.
6. having an inventory of items to be given out at various functions. Judy reported that 250 of the ink pens had been stolen. Steps are being taken to keep these supplies locked.
7. advertising on the Hospital Pharmacy bags
8. advertising on maps which were produced through non-profit organizations
9. printing T-shirts and making CD holders available for BCCC sponsored events. The CD holders were given out at the Quiz Bowl and were well received.
10. advertising in the chamber directory. May consider purchasing a one-half page ad in this directory, but for now will continue.
11. ordering banners to be used for college functions.
12. sponsoring community events such as Relay for Life and the Summer Festival booth. Will look into the possibility of these items coming out of another budget. For the Summer Festival booth, several organizations will combine to use the booth – BCCC, Beaufort County Hospital, City of Washington, Partnership for the Children, etc.

Judy also reported that advertising using the bleacher seats, magnets and billboards had been eliminated. Developing printed materials is still to be done.

In considering the budget request for FY '05-'06, Judy had talked with Phillip Price and requested an additional \$15,000.00 be added, bringing the total budget to \$65,000.00. Phillip will take this request into consideration.

The new TV ads which feature Tommi Bridgeman and Clara Ebron are currently running and these ads were shown to the committee members. Judy stated that a phrase reflecting the fact that BCCC is affordable and convenient will be added to the end of each ad. Tag lines for the

summer registration and fall semester are being planned. Amanda Hudspeth will be featured on the cover of the summer schedule.

Judy reported that the Washington Daily News has been giving BCCC excellent coverage, especially on the front page. Coverage was given to: increased use of online courses, socio-economic report on BCCC, welding instructor at Southside HS, PIPS play "The Wedding", Amanda Hudspeth at NADEP and Mark Carawan's new equipment.

Lee Hemink has an opening on April 20 with the local cable show which is a 30 minute slot. Suggestions for topics to be covered included girls in non-traditional jobs and College for Kids.

The interviews being taped and aired on the Plymouth radio station are going well.

Judy stated that the color copier had greatly improved the quality of the Campus Connections. She also asked that if anyone had suggestions, to please forward them to Betty or Judy.

The botched BCCC ad featured in the December issue of Down East Magazine has been compensated through a reduced rate (1/2 price) on four ads in next year's publications. It was determined that there was a problem in the program at the printer's office and the electronic data was slightly garbled when opened. The problem has been resolved at the printer's end.

Judy gave committee members copies of a quote from Venture Publications & Marketing on the glossy career information catalogue called Movin' On. After some discussion, Gary recommended ordering 1000 magazines and 1000 inserts. The inserts can be mailed separately from the magazine. Gary will need the Movin' On by the first part of October for College Night so it needs to be developed by mid-August. This printed material will also be used at next year's Career Fair.

The focus groups are pending because of Gregg Allinson being out for surgery. Upon his return, the focus groups will be developed.

Judy is continuing to work on developing the release form.

Judy had talked with the local theatre about doing advertising prior to the beginning of a movie. She provided each committee member with a handout showing information on cost, number of times the ad would be seen, etc. After some discussion it was decided to look into this closer.

Display booths are still being considered.

The suggestion was made that in memory of Ashley Futrell, Sr. something permanent could be added to the campus. Suggestions included something in the library (maybe in the periodical section) or planting a tree.

Judy will be talking with Ted Clayton about the possibility of the welding department completing sculptures for different locations on campus.

Marcia reported talking with Asbury United Methodist Church about the permanent sign they had erected. The total cost for BCCC would be almost \$6,000.00. Due to this amount, it was decided not to pursue installing a permanent sign.

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

There being no further business the meeting was adjourned.