

Marketing Committee  
March 9, 2004 Minutes

The Marketing Committee met on March 9, 2004 with the following members present: Gregg Allinson, Dixon Boyles, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Sandria McFadden, Marcia Norwood, Penny Sermons, Becky Spain, Lou Stout, Tony Taylor, and Tricia Woolard.

The minutes from January 13, 2004 were reviewed and changes were made. The following changes were requested by Tricia Woolard:

Page 2, third full paragraph, 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.

Page 3, first full paragraph, Tricia will continue to help with developing "must have" advertising.

Page 3, third full paragraph, add as a last sentence, "The new catalog is available via the web."

Page 3, fifth full paragraph, 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.

The minutes were approved as amended. Judy explained that the Administrative Council had already approved the original minutes. The amended minutes will be presented to Administrative Council in March. In the future, the Marketing Committee minutes will be approved by the committee prior to being submitted to Administrative Council.

Judy then referred the group to the handout titled "BCCC Marketing Expenses for FY '03-'04." She asked the committee to review it and emphasized that it was strictly a rough draft. This information will be used to develop the 2004-05 budget. She noted that East Carolina Motor Speedway, Washington High School, and Emmanuel Christian School were not yet in this document but were outstanding bills to be included. Also, Jennette noted that she did not believe that the cost of printing schedules would come out of the Marketing budget, but had left the spring schedule printing costs in there until this was clarified with the accounting department.

Judy reported that the Marketing budget is back to \$50,000. Rhonda Sawyer managed to reallocate some funds and make it possible to finish out the fiscal year at the same level of funding as last year. This was imperative to maintain the same basic level of marketing as last year. Everyone was very thankful to Rhonda for her assistance.

Judy then reported that according to current BCCC enrollment information, the number of students currently enrolled is about the same as the previous year's enrollment of 1700 which was a record high last spring.

However, the Assumptions Committee is anticipating a leveling off period or maybe even a drop in enrollment. Judy noted that they had based their assumptions on data from the BCCC department of Institutional Effectiveness. Judy had passed out this data at the beginning of the meeting and asked the marketing committee to review it. She told the group that it would be helpful in planning the marketing strategy for next year.

Judy then discussed the upcoming Job Fair at BCCC. She stated that the college was under pressure from the Economic Development Commission and the Committee of 100 to make this event more visible than it has been in the past. Judy, Betty and Rhunell had met the week prior to develop an advertising strategy for the Job Fair. They had developed the following ideas:

- Placing ads in the want ad sections of our service area newspapers
- Feature articles in the Washington Daily News
- Target radio stations of younger listeners
- Use WITN-TV's Business Break "free" spots and paid TV advertisement
- Job Fair posters on and off campus
- Hang banners across Main Street in downtown Washington
- Direct mailings to high school seniors, minority churches, and past graduates

Betty Gray gave an update on the CD virtual tour plans. She stated that she and Penny, Tricia, and Judy had reviewed virtual tour CD's from other colleges. They found these CD's to be general in nature and all of them were designed to take the student to the college website for more in-depth information, like the catalog or registration forms.

All on the subcommittee agreed that it would be helpful to survey BCCC's students to determine their access to computers as well as online service, and their computer use habits. This information would be very helpful in designing the virtual tour. A rough draft of the questionnaire was passed out for review by the committee.

The suggestion was made to have a separate section giving information about the Continuing Education division. Committee members were asked to review the "Student Computer Usage Survey" and make suggestions for changes by the end of the week. Lou requested that Continuing Education be added to question #10.

Dorie Richter, director of the Institutional Effectiveness department has agreed to assist in the survey process and will help with printing, distributing and tabulating the survey. She anticipates that the survey will go out the end of March that it will generate approximately 300 responses.

Once the survey data is compiled, it will be used to determine how to move forward with the production of the virtual tour. Anticipated completion of the virtual tour is spring 2005.

If produced, Gary Burbage, the director of Admissions will give the virtual tour CD's to potential students. Costs for producing the CD's would be purchasing the CD's and their jewel cases. Due to the large number of CD's that will be needed (at least 1000) the copying process will need to be outsourced. Tricia stated this could be done for a very reasonable fee.

Judy then informed the committee of a website; anycollege.com. She noted that she had been approached by the company to include BCCC on its website. She noted that it is a very attractive website that connects searchers directly to college websites. However, it does require an initial set-up fee as well as a monthly maintenance fee. It would provide nationwide coverage for BCCC but Judy questioned the need for that. After minimal discussion the committee decided not to pursue this advertising avenue.

Judy reported that work is continuing on the printed material for an upcoming Foundation fund raiser.

Gary provided information about the summer schedules. He feels as though the in-house production process is working better, although meeting the deadline is challenging. He reminded everyone that in order for these schedules to be available in a timely manner, there has to be a deadline for printing and that everyone involved in the process must strive to meet it. Any changes to the schedule must be made prior to the deadline.

Everyone agreed that schedules for curriculum courses as well as Continuing Education classes should continue to be printed together. Not only is this a cost savings, but having the schedules together assists staff in answering students' questions. Gary also noted that most colleges in this area bulk mail their schedules throughout their service area.

Gary then displayed the new information cards for each course of study at BCCC. Each card gives basic information on a particular area of study and lists the courses required to obtain a degree in this field of study. The cards are designed to be less dated than the brochures they are replacing. The cards will fit in the old brochure racks. Print orders for the cards are 700 -1000/program and will be distributed when ready throughout the service area.

Judy reported that the new location for the "BCCC News" column in the Washington Daily News has been good for the College. The WDN has been running the weekly BCCC ad for Continuing Education beside the column. The WDN has also been running a number of longer more informative BCCC articles on the same page. Judy noted that thanks to Betty Gray, a number of human interest stories have been produced for the College and included on the same page as the BCCC column; often providing BCCC with at least 2/3 of a printed page beside the editorial page. This kind of exposure is invaluable to BCCC.

Tracey stated that the response to Campus Connections being printed in color has been positive. Copies are being picked up across campus at a higher rate than when the newsletter was black and white.

Betty commented that information about upcoming events would be included in Campus Connection if the information is given to the PR department in a timely manner. She noted that there is a 3 to 4 week lead time to publish this information and that any event involving the students is of particular interest.

It was noted that it would be helpful to publicize deadlines for Campus Connections. Betty noted that she typically sends Judy the rough draft of the publication to Judy by midmonth. Judy then noted that she edits the piece and sends it on to Tricia. Once laid out, Judy edits again and once the final changes are made, the newsletter is posted on the BCCC web page and taken to Tracey for printing. Becky added that as she gets information about student activities she will forward it to Betty or Judy.

Judy noted that because 2004 is an election year, it will be more challenging to get BCCC news in the paper. She and Betty requested that information for newspaper publication be submitted to them as soon as possible. They cannot guarantee that last minute submissions will be printed.

Becky reported the new spring fling T-shirt design has been selected and that the T-shirts printed with the logo have been ordered.

There being no further business the meeting was adjourned.

The next meeting is May 11, 2004, at 2:00, in the board room of #10.