

BCCC Marketing Committee

April 25, 2007 Minutes

The Marketing Committee met on April 25, 2007 with the following members present: Gary Burbage, Ted Clayton, Donna Dunn, Judy Jennette, Tracey Johnson, Judith Meyer, Chanel Myers, Marcia Norwood, Lou Stout and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Wesley Beddard, Clay Carter, Betty Gray, and Penelope Radcliffe.

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

Reviewed minutes from March 7, 2007 meeting

The minutes from the March 7, 2007 meeting were reviewed. Judith Meyer made a motion to approve. Lou Stout 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 \$47,581.85 has been spent.

Mouse pad discussion

After a brief discussion, the decision was made to order mouse pads from Troy Tyson. The order will be placed in FY 07-08. Because the committee had been told that photos do not show up well on mouse pads, Troy was asked to provide samples of such. The samples looked fine.

Truck Driving School Publicity report

The committee was told that the second truck driving class would start in May and utilize the same advertising campaign as the first. To date, two students have signed up for the second course. The trucks are scheduled to be decaled next week – which will serve as advertising for the program. There is a possibility of truck driving scholarships becoming available.

The Washington Daily News has run four truck driving school ads. The Roanoke Beacon is to run two ads. The Scuppernon Reminder will run one ad. The Carolina Bargain Trader will run two full page ads. The summer schedule cover will also feature the truck driving school. Judy reminded everyone that the funds for these ads were coming from Golden Leaf grant funds.

PR Report

A picture and article featuring the 2007 Academic Excellence Awards winners, Marti Curtis and Carrie Peed, were on the cover of the Washington Daily News. Also receiving front page coverage was the Job Fair.

Believe! Achieve! Become! campaign progress

Judy asked if any committee members had seen the BCCC billboards. Receiving a negative answer, she will contact the company to confirm the billboards are up and in their agreed upon locations.

A direct mail piece, touting the affordability and convenience of BCCC, was sent out to all high school seniors in the BCCC service area. The mailing was timed to coincide with the time colleges and universities typically send out acceptance/rejection letters and bills for tuition.

Ted suggested several ways to advertise the dual enrollment program. These suggestions included: giving BCCC dual enrollment students a t-shirt with dual enrollment printed on the shirt; place a large ad in the Washington Daily News shortly before registration for dual enrollment; highlight dual enrollment success stories in the paper; and add a dual enrollment statement on the mouse pads.

Judy stated that a contract with SuddenLink Cable TV has been signed for FY 2007-2008. Ads that run in June will be billed in July. Also, Prime Media will begin shooting new commercials soon. The commercials will run right before fall registration. Judy talked with Eye Integrated about producing TV Commercials and found their prices to be beyond the current or projected Marketing budget.

The suggestion was made to approach the advertising class about producing a commercial in March/April, 2008.

Over the summer, Tricia will be working on the BCCC website to develop a new look.

The front of the fall schedule cover will feature BCCC's two new cosmetology programs – nails and esthetic technology.

FY 2007-2008 budget

The recommendation was made to increase the FY 2007-2008 Marketing budget by \$10,000 to cover the costs of the 40th anniversary. The actual date to unveil the Presidents' pictures and celebrate the 40th anniversary will be December 7, 2007. In addition to the pictures being unveiled, campus tours will be provided, light refreshments served, and special publications developed.

Other Business

Dave Clark has been on campus taking more pictures of the campus and students. He is working on adding spring scenes and took pictures during nursing clinicals. He will also take pictures May 11 during graduation.

Judy reported that money from the state legislature has been requested to study the feasibility of starting a college academy for high school students on the BCCC campus.

Judy stated that crisis communication plans from other colleges are being reviewed and evaluated, and possibly used to develop the BCCC crisis communication plan.

Judy provided committee members with samples of the BCCC Foundation brochure, along with other brochures featuring topics like special endowments, and campus campaign brochures.

There being no further business, the meeting was adjourned.