

Marketing Committee
May 11, 2004 Minutes

The Marketing Committee met on May 11, 2004 with the following members present: Gregg Allinson, Gary Burbage, Clay Carter, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Sandria McFadden, Marcia Norwood, Penny Sermons, Becky Spain, Lou Stout, Tony Taylor, and Tricia Woolard.

Members unable to attend included: Dixon Boyles, Donna Dunn, Sandria McFadden,

The minutes from March 9, 2004 were reviewed. Clay Carter moved and Tony Taylor seconded the minutes be approved. The motion passed.

Copies of the Student Computer Usage Survey, Spring 2004 were given to committee members. This was a survey to determine how accessible computers are to BCCC students and usage practices among BCCC students. A copy is attached for reference. Betty Gray asked committee members to review the survey and provide feedback on the survey results. Some interesting information provided by the survey include:

Question #8 showing most students prefer information through the mail, then by the internet and then by CD-ROM. This response shows the need to re-evaluate printed information and the BCCC website to insure information is being presented in the best possible format. Then, to develop the CD-ROM.

Question #9 again shows students want information in a printed form.

Question #10 reveals the need to develop two CD-ROM's, one would be for potential students and one for students already enrolled. The CD-ROM's could contain the catalog and promotional information.

Question #14 – one respondent would like to have the teachers listed with the classes they taught. Another respondent said it would be very beneficial to have information about BCCC on an interactive DVD.

Gary Burbage shared an example of printed material from Edgecombe Community College. The cover was designed to appeal to men and women. BCCC will look at developing something that appeals to a broad spectrum of potential students. This would be used for recruitment. In developing printed pieces, there is a need for a unified look and theme. It may be this will have to be developed in phases depending on the budget available.

Tricia Woolard reported she is waiting to receive information for the fall schedule. Jacqueline Lawrence will be featured on the cover of the fall schedule.

Concerning the marketing budget, Judy stated information will be available once the state budget is finalized and upon Rhonda Sawyer's return. A request to keep the budget at the same amount as last year, or to increase the budget, will be made.

Judy reported that the fall semester advertising needs to begin in July. Channel 7 covers the local area and will work with them for more coverage of BCCC. In response to advertising on AM and FM radio, several committee members reported positive feedback from the community. Cable TV advertising was increased, but now looking at decreasing some. It is difficult to know how effective this type of advertising is. The money saved will be used for more advertising on local stations.

Judy has been approached by another community college about the possibility of forming a consortium. Possible schools might be: Pitt CC, Carteret CC, Craven CC, Martin CC, Pamlico CC, and BCCC. The floor was then opened for discussion about this concept. There is a need to determine the emphasis of the advertising based on similarities between the community colleges. Similarities could include: community colleges are close to home, helps to prepare students for larger colleges/universities, inexpensive.

Judy stated that some advertising vehicles have been evaluated and will not continue to be used. They include: refrigerator magnets and pharmacy bags (except for Tayloe Pharmacy).

Judy then introduced the concept of developing focus groups to determine how to market the college to different groups of people. Because the pool of traditional potential students is not growing in the service area, it is anticipated that future enrollment levels for the college will remain the same or possibly decrease. Therefore, ways to market to other groups of people needs to be developed.

Is there expertise on campus to develop focus groups or should someone be hired to do this? Gregg Allinson said he has experience leading and participating in focus groups and would be willing to be a part of this.

An analysis would need to be done to determine how to change marketing techniques to draw more students and students from different walks of life. Ads could be developed aimed to these non-traditional groups. Once the marketing changes are developed, the focus groups would help evaluate their effectiveness.

A sub-committee consisting of Gregg Allinson, Betty Gray, Judy Jennette, Sandy Sauv , Tony Taylor, and Tricia Woolard was appointed. This sub-committee will explore the possibility of doing a focus group. They will meet prior to the next Marketing Committee meeting and be ready to make a report.

Becky Spain reported there will be an activity on the waterfront on October 1 to encourage people who might not normally vote, to get out and vote. This will be a non-partisan community service project aimed to the 18-35 year old bracket. A local band will provide entertainment. The possibility of tying this into College Night was brought up.

Judy reminded the committee of the need to get information for Campus Connection to Betty by the 20th of the month.

There being no further business the meeting was adjourned.