

**BCCC Marketing Committee**  
May 16, 2006 Minutes

The Marketing Committee met on May 16, 2006 with the following members present: Gregg Allinson, Gary Burbage, Ben Cole, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Sandria McFadden, Marcia Norwood, and Tricia Woolard.

Members unable to attend included: Dixon Boyles, Clay Carter, Mandy Jones, Marion Porter, Penny Sermons, Becky Spain, Lentz Stowe, and Tony Taylor.

Minutes from the January 17, 2006 meeting and the March 22, 2006 planning meeting were reviewed. A motion was made to approve both. The motion was seconded and passed.

Judy explained that all of the BCCC committees were being evaluated in reference to employees assigned to the committees. With this re-evaluation, a list showing the new Marketing/PR assignments was passed out as information.

Judy reported that the bill for the BCCC ad in the Northside High School annual had finally arrived.

A recommendation from the March 22, 2006 planning meeting was to keep the current slogan "BCCC Works For You!" in use for now. Over the next six months, the slogan would be evaluated and changed to develop a new college image. A new commercial would also be developed. Focus groups will be used to develop the new slogan and commercial. One reason for keeping marketing tools the same for now is because of all the registration changes which are occurring, especially for new student registration. Once the procedures are in place, then the new marketing campaign can be implemented.

Other marketing tools to be developed include: an inventory of stock BCCC pictures of students and grounds/buildings, new printed materials, a newsprint ad schedule, direct mail schedule and enrollment changes integrated into the new ads.

Discussion was held on ways to get information about the registration changes out to the public. Gary will be sending out a postcard to a target group giving the new information. The Washington Daily News can be utilized to let potential students know about the new registration process. The deadline is June 29 so we need to advertise in June and be billed in July.

The new registration system takes longer to register students. There is a need to advertise in a timely manner. It also takes longer to process financial aid.

The recommendation was made to develop the new slogan and commercial and have it ready in the spring of 2007. This is the time when college acceptance letters are received in the homes. Normally letters of acceptance go out the end of March and a deposit is required by June 1. Families facing higher tuition costs at other schools may see BCCC

as a viable option. This gives a one month window to heavily advertise BCCC through direct mail, TV, and newspaper.

Fall is the traditional time to think about college rather than spring. Consider emphasizing spring more.

BCCC will continue advertising on the Plymouth cable station at no charge.

Gary reported that 24% of the BCCC student body is a traditional student. When developing the new advertising components, need to slant toward non-traditional students. Also, because parents are normally the ones financing the college education, slant the advertisement toward them. Use newspaper, TV, cable and radio.

Need to consider using cable rather than WITN to help make the Marketing dollars go further.

Jim Foreman is conducting a Marketing class at night. Tracey will talk with him about using his class as a focus group.

Of the enrolling students, 40% will be new students. 24% of the student body is 17-24 years old. Use direct mail and Washington Daily New to target this group. The cost to mail a postcard is \$.17 or \$5,950 for one mailing of 35,000. Approximately 10,600 postcards go to Washington addresses and 1,400 go to Chocowinity addresses. A mailing of 12,000 would cost \$2,040.00

In reference to using the money budgeted to radio, the budget will be split between 3 stations and between spring and fall. There is \$8,000.00 budget needed for this.

A bulk mailing about fall registration will be going out soon. It will have a limited coverage.

For fall registration there will be a large banner over Main Street downtown Washington and smaller banners at both college entrances.

Late registration in August will provide another opportunity to advertise the college. Maybe use ads on cable stations.

Consider using billboard advertisement for an April – June focus.

The recommendation was made to put together a comprehensive marketing plan.

The fall schedule is due to Tricia on June 1 and should be in the mail by June 26.

Suggestions for pictures on the fall schedule cover were someone from cosmetology and from the college academy. Also consider using the campus property since that was suggested in the focus group.

Betty and Judy will meet with Wesley to discuss promoting the college academy.

As a future consideration, ECU's campus newsletter has a section that allows students and alumni to send in news about themselves. Maybe do this with Campus Connection.

In reference to the BCCC website, the site needs to be easy to move around in. Need to look at ways to improve as college issues change.

With BCCC's 40<sup>th</sup> anniversary coming up, maybe it would be possible to obtain donations to help offset costs.

There being no further business, the meeting was adjourned.