

BCCC Marketing Committee Minutes

3:30 p.m.

July 16, 2003

Board room of Building 10

Those in attendance: Tracy Johnson, Gary Burbage, Rebecca Spain, Judy Jennette, Betty Gray, Tricia Woolard, Penny Sermons, Clay Carter, Donna Dunn, and Lou Stout

The meeting began with general introductions.

Jennette added to the introduction of Betty Gray. As of July 1, Gray is working 15 hours per week to develop more stories for the college. Jennette explained that Gray would be writing more human interest stories as well as big stories for special features. Jennette felt that these stories were falling between the cracks and needed more attention.

Gray stated that she was already developing a story on the debut of the mobile technology van in New Bern. She was also working on a write up for the grand opening of building 10 on July 21.

Jennette then explained that the Marketing and PR budget had been combined as of July 1. This action was a result of visiting the Johnston Community College campus and seeing the effectiveness of having these functions centralized.

Due to the PR department moving to building 10 in late June and being in charge of the building's grand opening, Burbage had graciously offered to handle all publicity in connection with fall enrollment. This advertising extends into mid August. The theme of this advertising is "Start here. Go anywhere."

All agreed that the "Start here. Go anywhere." slogan had worked well on the schedule covers. There was some discussion about enlarging the schedules to a more readable format, but all agreed to wait for a while.

Jennette also reminded the group that the Marketing Committee would be meeting more frequently. The goal would be every two months. Jennette stated that once the faculty had their schedules completed for this fall, she would attempt to identify the best time and day to meet and notify everyone.

Rebecca Spain reported on several activities she had planned on behalf of the Student Government Association. The most pressing event is "Take Back the Night" scheduled for September 9. Several personal safety issues and awareness will be promoted during this event.

Jennette reported on the open house events planned for building 10 and invited all to attend.

Clay Carter asked about BCCC advertising in a publication being produced by the Washington County Chamber of Commerce. Jennette stated that the Washington /

Beaufort County Chamber was seeking the same support. All agreed that although the exposure from some of these publications was minimal, the good “PR” it created with our constituents was worth the money. Jennette stated that she would develop the Marketing budget accordingly.

Providing a BCCC presence at festivals was also discussed. Although this looks like a good idea on the surface, each event brings a certain set of problems. Manpower is one of the biggest hurdles. Most of these festivals are on weekends and few want to sacrifice that much time. Setting up and taking down tents, tables, signs, displays, etc, (sometimes in terrible weather conditions) also make it a difficult task to ask of anyone. The value of doing it in terms of the people it reaches was also questioned.

Sermons stated that the new mobile technology van would be on display at the Washington Summer Festival in late July. This seemed more workable because the van is self-contained and could be driven directly to the site. However, Sermons did state that she still needed help manning the van throughout the weekend. Jennette offered to contact the BCCC Ambassadors but could not promise their involvement since most of them were not in school over the summer.

All agreed that some festivals require a BCCC presence just for the PR it creates with the organizers. Festivals will be handled on a case by case basis and discussed at future marketing meetings. Some festivals that were specifically mentioned included the Seafood Festival in Engelhard, a river festival in both Plymouth and Columbia, Relay for Life in both Washington and Beaufort Counties.

Jennette described a new campaign and image that the NCCCS office had recently developed. The slogan “Your Community College works for you!” is featured over the picture of Community College graduates at work in their various professions. However, the state office is waiting to launch the campaign because they are seeking an appropriate sponsor to fund it.

Jennette reported that she had asked Audrey Bailey in the system office if individual colleges could use the slogan with pictures of their own students. Bailey had said this would be OK. Jennette asked the committee if they liked this concept. All agreed that it would be a good one for BCCC and Jennette said that she would work to develop this further and present something at the next meeting for their consideration.

Jennette stated that she would like to see the committee develop a marketing plan for BCCC. However, the magnitude of such a job could bog down the progress of the committee. She asked if the group would be comfortable with a subcommittee working on portions of the plan and bringing them to entire group for consideration, modification, and eventual approval. All agreed that this was a reasonable approach and encouraged Jennette to proceed.

There being no further business, the meeting adjourned at 4:30 p.m.

Respectfully submitted by Judy Jennette, appointed recorder of the meeting.