

BCCC Marketing Committee

July 10, 2007 Minutes

The Marketing Committee met on July 10, 2007 with the following members present: Wesley Beddard, Gary Burbage, Donna Dunn, Betty Gray, Judy Jennette, Chanel Myers, Marcia Norwood, Penelope Radcliffe and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Clay Carter, Ted Clayton, Tracey Johnson, Judith Meyer, and Lou Stout.

Judy Jennette called the meeting to order, welcomed committee members and passed around a folder of Dave Clark's new BCCC pictures for viewing.

Reviewed minutes from April 25, 2007 meeting

The minutes from the April 25, 2007 meeting were reviewed. Gary Burbage made a motion to approve. Donna Dunn 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 \$49,626.54 has been spent. Gary asked what the expenditure for Bella Magazine was. Judy explained that it is a new monthly magazine geared toward women. Two ads had been purchased in past issues.

Believe! Achieve! Become! campaign progress

Print ads featuring the new Believe! Achieve! Become! slogan were placed in several local newspapers throughout June. These publications included: Washington Daily News, Roanoke Beacon, Beaufort Observer, Carolina Bargain Trader and Community Journal (reaches the black community).

Placement of the ads was based on student survey results. Hence, ads featuring black and white males were placed in the local sports sections of all the papers. Ads with females, both black and white, were placed in society and obituary sections of the paper. All races and genders were rotated in the help wanted sections of the papers.

A large horizontal ad format was used for advertising registration, financial aid and new student orientation. Judy and Betty noted that the horizontal ads tend to "get buried" at the bottom of the page. Hence, Betty is reformatting the ads into a vertical format. The new ad will be long enough to be above the fold of the newspaper. The new ad format will be used for late registration advertising in August.

There was discussion on the value of "BCCC Notes" a weekly paid ad that runs along side the BCCC News column each Sunday. The contract for 52 weeks is up for renewal at a cost of \$6,500. This was discussed in more detail later in the meeting.

Judy reminded the committee that a large portion of the advertising budget was being spent on print media.

Penelope reported that the bi-weekly GED ads running in the want ad section of the WDN have been effective. Phone calls increase after each ad runs. Potential students will call in and become informed on the process of enrolling.

The fall schedule cover, featuring BCCC's new nails technology and esthetics programs, generated numerous calls for the cosmetology department. This is an effective form of advertising for BCCC.

Fall registration was held over four days rather than two weeks as had been done in the past. Approximately 200 fewer students registered during this time as compared to fall registration 2006. Wesley stated that with the two days allocated for late registration, the numbers should improve.

There was discussion of mailing postcards to targeted groups advising them of the late registration dates. The cost is \$2,500 for a bank of 50,000 addressed labels. Parameters of the targeted groups are given to the company who then provides addressed mailing labels fitting the desired criteria. Each mailing, based on the parameters of the market, deducts the number of labels meeting that criteria, from the bank.

"Campus Preview," a publication for new BCCC students, has been updated and will be ready for distribution by August 15. At Gary's request, the "ECU Quick Guide" was used as the basis for the development of a "BCCC Quick Guide." Betty is designing it with some of the new photos taken by Dave Clark. Judy will talk with Tracey about printing it.

Judy then showed the two new BCCC commercials produced by Primemedia for \$600. They ran in June during the registration period. The ads ran on Suddenlink and Primemedia cable TV channels. The channels were selected based on student surveys.

BCCC advertising was supposed to appear on two billboards, one between Washington and Greenville and the other between Washington and Chocowinity. Committee members have reported seeing a total of four billboards. Comments concerning the billboards were favorable. The billboards were seen as reinforcement of other advertising techniques. The recommendation was made to utilize billboards again for spring registration.

As mentioned before, fall registration numbers are down by about 200. Wesley reported that during a division chair meeting, there was not much concern about this. It is anticipated the numbers will come up during late registration. Wesley did report that the division chairs want to see more advertising for evening classes. They want to work on rebuilding evening classes.

Discussion centered on advertising the college academy in February and March. The ads could be aimed to the home school students and come out in late July and early August. The academy orientation will be August 14 at 2:00. This will be an opportunity for homeschoolers to meet instructors and register for classes.

The next truck driving school is scheduled to start July 23 with 11 students currently registered. It is anticipated that three more will be ready to register and join the class for a total of 14 students. Ads were placed in the Washington Daily News, Roanoke Beacon, Scuppernong Reminder and Carolina Bargain Trader. The ads have been reworked to let potential students know there are pre-registration requirements that need to be met.

Several committee members stated they had seen the BCCC trucks on the highway and how nice they look. The suggestion was made to park the trucks in a highly visible area (Wal-Mart parking lot for example) when they are not in use. Also, have them in the local parades.

There have been several newspaper articles featuring different aspects of BCCC recently. They include Marti Curtis as a co-speaker with Lt. Gov. Beverly Purdue at the NC Community College Association of Trustees (front page); BCCC graduation (front page); and nursing pinning ceremony (third page). Alice Wynn, BCCC graduate working at Bertie County Hospital, was interviewed by Betty. Betty found out that every employee in the lab had graduated from the MLT program at BCCC. This article should run in the very near future. Also, due to a backlog of articles which accumulated at the WDN, BCCC articles have been spread throughout the paper and this is working well to significantly cut back on the backlog.

Future stories may include:

A WHS student graduating from the CISCO program with 44 college credit hours;
Carrie Peed - a recent BCCC graduate now employed full-time by BCCC. Carrie earned multiple degrees and now works in the computer field which is typically not a female dominated field.

The pictures taken by Dave Clark were passed around for review and included: spring scenes of the campus, nursing clinical shots, electronics classes, and the May 11 graduation. Judy provided a CD of the pictures to Tricia to be used while updating the BCCC website.

Tricia is working on updating the look of the BCCC website. She has focused on the student services area because this draws a substantial number of hits. She will be able to use some of the new photos during this updating process.

After some discussion, the decision was made to order 1,000 mouse pads, at a cost of roughly \$2000, and have them distributed to the Beaufort County Schools. Next year will plan on ordering mouse pads for the rest of the service areas. Penelope made the motion and Chanel seconded. Motion passed.

Earlier in the meeting discussion was held on purchasing 52 weeks of BCCC Notes in the WDN for a cost of \$6500. Wesley made the motion and Chanel seconded. Motion passed.

Concerning the mailing labels, Penelope made the motion and Wesley seconded that \$2,500 be budgeted for this. Motion passed.

Tricia made a motion that \$3,000 be used to re-order handouts with Wesley seconding. The motion passed. Other items to consider were lanyards with thumb drives and chapsticks with sunscreen (no scent, no flavor).

Even though this fiscal year's budget has not yet passed legislature, the request for \$10,000 for the 40th anniversary seems probable.

There being no further business, the meeting was adjourned.