

BCCC Marketing Committee
July 12, 2005 Minutes

The Marketing Committee met on July 12, 2005 with the following members present: Gregg Allinson, Clay Carter, Donna Dunn, Judy Jennette, Tracey Johnson, Marcia Norwood, Becky Spain, Lou Stout, and Tricia Woolard.

Members unable to attend included: Dixon Boyles, Gary Burbage, Betty Gray, Mandy Jones, Sandria McFadden, Penny Sermons, Lentz Stowe, and Tony Taylor.

The minutes from the May 10, 2005 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

Prior to this meeting, Committee members were provided a handout showing Marketing expenses for fiscal year 2004-2005 are \$59,077.84.

Judy expressed appreciation to members for attending and to Tricia and Tracey for the work done on the July Campus Connection.

Committee members were given a copy of the Media Use Survey results with 348 responses. Judy explained that fall advertising had been purchased based on the results of the survey. Judy and Betty Gray will be analyzing the information from the survey in greater detail.

The Marketing budget for FY 2005-2006 is \$65,000.00

The contract with WITN-TV has been extended through July, 2005. It is anticipated that advertising with WITN-TV will continue after July.

Because of information garnered from the survey, advertisements will be on WFXI-TV which is the FOX station out of Morehead City.

A very focused advertising effort will be on selected cable stations as a result of the survey: BET (Black entertainment television), Lifetime and FOX News.

Radio advertising will continue on WNCT, WXNR and WIKS, three stations that are marketed together. WDLX will also be used to reach the senior citizen market for Continuing Education. Ads will be frequent during this time period and the week of August 15.

The contract with Magic 95.9 for fiscal year 2005-2006 has been received and will be processed. This will be for half-time ads on Friday evening during the football season and the weekly five minute interview on Fridays. Consideration will be given to putting more advertising dollars into this radio station because of the positive response to what has been done in the previous fiscal year.

A blanket purchase order with the Washington Daily News will be set up for the new fiscal year.

The issue of having advertising with the Roanoke Beacon will be re-evaluated for two reasons. The newspaper has not printed many BCCC articles over the past year, even though the articles

have been provided to them. Also, Clay stated that in his conversations with residents in the subscription area, many of them are no longer subscribing to the newspaper. It may be a better option to do spot ads as needed.

Lou reported that advertising by Continuing Education in the Beaufort-Hyde News had been changed from advertising every week to advertising every other week.

The suggestion was made to evaluate using Mediacom as another advertising outlet.

Judy reported that no schools from outside Beaufort County had requested an ad in their year book. Full page ads will be purchased in Beaufort county school yearbooks and half page ads will be purchased from service area high school year books. Judy and Tricia will look at re-designing the ad, still allowing “white space” for autographs.

Judy stated that the marketing handouts order has been placed with Troy Tyson of HTM. Items ordered include: gel pens, mood pencils, post-it note pads, highlighters, emery boards, calculators, plastic bags, carabineers, and cuzies (flat cold beverage holders). The recommendation was made to look into making a joint order with David Crosby for mouse pads.

In reference to pharmacy bags, BCCC will be advertising on Hospital Pharmacy’s pharmacy bags only.

Judy provided a copy of the Movin’ On recruitment magazine that will be ordered. Tricia, Gary, Judy and Betty will develop the layout. 1500 copies of the magazine will be ordered at a cost of \$2,250.00

Advertising in the Chamber of Commerce directory will be changed from a full page to a half page ad.

BCCC will continue to be a sponsor for: the Beaufort County Relay for Life, the Washington County Relay for Life and the Summer Festival booth. Judy reported she had volunteered at the Summer Festival booth and the public had appreciated the water provided by the city. The question was raised about being a sponsor for Smoke on the Water. Judy explained that as Smoke on the Water evolves, advertising may be considered.

Banners with information on registration and class start dates are at both college entrances and will be hung over Main Street next week.

Advertising on three billboards will be purchased for November. The billboards are on highway 264 E near the college, highway 264 W going to Greenville and Highway 17 S going to Chocowinity. Judy presented a sample of the billboard layout.

Work continues on the map in conjunction with the nonprofit groups.

Betty, Judy and Gregg will start working on developing the focus groups.

Enrollment ads will appear in the Sunday paper concerning the Huskins Bill and dual enrollment.

The community college ads developed by the state, which are to be made available to local community colleges for their use, have not yet been received. Consideration will be given to partnering with other local colleges (Pitt, Martin, Edgecombe) or doing the ad just for BCCC.

The meeting day for the Marketing Committee has been changed from Tuesday to Wednesday to better fit the schedules of committee members. The next meeting will be Wednesday, September 14 at 2:30 in the board room of building 10.

There being no further business the meeting was adjourned.