

BCCC Marketing Committee  
July 13, 2004 Minutes

The Marketing Committee met on July 13, 2004 with the following members present: Gregg Allinson, Gary Burbage, Clay Carter, Betty Gray, Judy Jennette, Tracey Johnson, Marcia Norwood, Penny Sermons, Becky Spain, Lou Stout, Lentz Stowe, Tony Taylor, and Tricia Woolard.

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

The minutes from the May 11, 2004 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded. The motion passed.

Judy gave an update on the progress of the Focus Group subcommittee. The initial group, of Judy, Betty, Gregg, Lentz, and Sandy Sauve, has met three times since May. Upon in-depth discussion of conducting an in-house focus group, all agreed that the scope should be limited to one issue and that based on information from a recent survey, that issue should be designing printed materials for the college. Since everyone involved is relatively inexperienced at conducting focus groups, it was decided that some training would be needed.

It was also noted that once the group began discussing actual design aspects of the printed piece, Tricia would be joining the group. The Focus Group will develop one piece of information that will represent BCCC in an eye-appealing, informational manner.

Lentz is in touch with Lynette Hawkins of Beyond Marketing Group in Winston-Salem. Her website is: [www.beyondmarketinggroup.com](http://www.beyondmarketinggroup.com). She was referred to Lentz by the Small Business Center network. She will come to the campus to “train the trainers” to lead the focus groups. The earliest she can come is mid-August. She will send a proposal to Lentz for the Focus Group’s consideration.

Judy reported that the BCCC schedule has been mailed. The schedule cover features a picture of and quote by Jacquelyn Lawrence, a BCCC graduate. Discussion was held concerning the need of editing the schedule prior to the next mailing to insure a professional image. The suggestion was made to ask Carolyn Cox to assist with proofing the schedule.

Judy then said that she had been questioned about the necessity of producing so many schedules and sending them to so many households because the cost is so high. She asked the group to consider this question and wondered if the mailing list could be paired down to reduce printing and mailing costs.

The ensuing discussion highlighted that the catalogue is currently being mailed to approximately 34,000 homes in the BCCC service area, and that additional copies are available on campus. The cost for printing and mailing the schedule is \$5,800 per semester and they are produced for each fall, spring, and summer semester.

Lou reported that since the Continuing Education and curriculum schedules had been combined, there has been an increase in people registering for continuing education classes. Judy noted that people had called her about the scholarship information contained in the schedule. The committee's consensus was that given the broad base of information in the schedule, it serves as a positive and cost-effective method of delivering the BCCC message to its service area and should be continued.

Judy stated the marketing budget will be established once the state budget is passed. It is anticipated the budget will be at the same level as last year.

The committee reviewed a breakdown of marketing expenses for FY 2003-2004. Judy stated that several expenses did not need to be repeated in FY 2004-2005. She felt that refrigerator magnets, area maps, and pharmacy bags, except for Hospital Pharmacy, were unnecessary.

Tracey noted the expense for banners and wondered if the college was paying for the plastic, hand-drawn, Coca Cola emblazoned signs currently being displayed at several intersections throughout Washington. Judy explained that the money in the budget was not for those banners but for the BCCC banners ordered from a banner company and part of the city-wide banner program.

However, several members of the committee had noted the hand-drawn banners and felt that they lacked the level of professional presentation that the college is trying so hard to maintain. All agreed that an approval process for displaying BCCC banners should be developed. Judy will check into the cost of ordering blank banners with the BCCC logo already printed beside the space for lettering. Becky will work with Judy on developing an approval process.

Judy gave an update on radio and television advertising for fiscal year 2004-2005. She will use the same "Beaufort County Community College works for you" ad campaign as last year. Advertising packages (\$1,000 each) have been purchased from WSFL, WKIS, and WXNR radio stations. They began running ads during the first week of July. WXNR will provide a live remote on campus July 19 from noon until 2:00. The use of cable TV is being reconsidered this year because the visibility and response from last year seemed minimal.

The committee reviewed a list of the "goody bag" supplies: how many ordered, who has requested them, what is still in stock, etc. Gary gave a summary of how these goodies have helped promote BCCC and develop a positive relationship, especially with local schools. An order will be placed to replenish the supply for FY 04-05.

Judy explained that the cost to develop new printed materials representing the college still needs to be budgeted. The additional cost of these materials can be phased in if they are very expensive. All agreed that the cost of doing this should not prevent it from being done.

A publication, designed specifically for new BCCC students, is being finalized and should be ready to distribute by July 19. This publication provides basic information about the campus and where a new student should go for different services. Gary was commended for conceiving of it and Tricia, Betty, and Tracey were thanked for putting everything on hold to produce it.

Judy said there is a need to look at and revise the release form BCCC students sign when being photographed for PR purposes. Judy has e-mailed other community colleges asking for samples of their releases. The responses have been compiled for evaluation. Penny said she has examples of the release policies and will provide them to Judy. Once the statement and form are developed, they will be sent to the college attorney for approval.

Becky Spain passed out information on the upcoming "Get Out To Vote" event she is planning for October 1 from 7:00-10:00PM on the Washington waterfront. This is an opportunity to encourage 18-35 year olds to register to vote. There will be a band (The Switch) performing live, along with soft drinks and chips for attendees. Also, the mobile computer lab will be there as publicity for the college. Total cost of Get Out To Vote is estimated to be \$3,000. Becky asked if the Marketing Committee could budget \$1,500.00 to support this event. Motion was made, seconded and approved to budget the money.

Penny asked the committee's recommendation on when the mobile computer lab should be at the Summer Festival. It was the group's consensus that six hours during the daylight time would be adequate. Judy will talk with Lee Hemink about a place to park the lab.

Clay brought up the Rumble on the Roanoke which the College has supported in the past and asked the support be given again. The amount would be \$312.50. Motion was made, seconded and passed.

Betty reported she has been working on a piece about a BCCC student who has been getting her college education through the distance learning program and how valuable distance learning has been for her. All agreed that BCCC should more actively publicize this program throughout its service area.

Clay recommended that the Marketing Committee should look at using more of the Marketing budget to reach Washington, Tyrrell and Hyde Counties.

There being no further business the meeting was adjourned.