

**BCCC Marketing Committee**  
July 25, 2006 Minutes

The Marketing Committee met on July 25, 2006 with the following members present: Dixon Boyles, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Marcia Norwood, Becky Spain, Lentz Stowe, Tony Taylor, and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Ben Cole, Mandy Jones, Sandria McFadden, Marion Porter, and Penny Sermons.

**Review minutes from May 16, 2006 meeting**

Minutes from the May 16, 2006 meeting were reviewed. A motion was made to approve both. The motion was seconded and passed.

**FY 06-07 Budget report**

Committee members were provided with a spreadsheet showing Marketing expenses to date. The cost for some of the TV and radio ad bills is not included in this spreadsheet.

**Image development and design for FY 06-07**

This fall, three focus groups will be held to assist in the development of test images and slogans for the college. The focus groups will be: BCCC day time Marketing class, Jim Foreman's evening Marketing class, and Marcia will contact the Washington High School Marketing teacher about using her class. Information from the focus groups will be compiled and made available in November with the intention of presenting the new advertisement campaign in the spring of 2007. This will include a new slogan, commercial mailer, print materials, etc.

**Media reports**

The ads playing on WITN-TV and the cable stations (BET, HGTV, Comedy Central, Lifetime, MTV, and Plymouth Cable TV) for June, July and August feature Clara Ebron with an updated trailer. The ads are timed to run for regular and late registration. This ad received the most favorable feedback from the focus group.

Judy expressed appreciation to Tracey for her assistance in working with the Plymouth station to air the BCCC commercial at no charge.

Because of registration changes, there are three different registration ads airing. Each ad focuses on a different time of registration and which type of student should register at what time.

Radio stations being used are: The BOB 93.3; The Beat of Carolina 101.1 and 92.3; and KISS.

The Plymouth radio station was notified that because of a decreased Marketing budget, BCCC would no longer be advertising with them. They expressed their disappointment with this decision.

Newspaper ads are being timed to run for early and late registration. Larger ads are being placed in different sections of the newspaper (obituary page, society page, want ad page and sports page). The ads being used are: "Want a better paying job?", "Want a college degree but think you can't afford it?", and "Jump start your college career!".

Billboard advertising is not being utilized at this time. After the professional photographer has provided a supply of pictures, some pictures may be chosen for billboard use. In reference to when the photographer will be on campus, Becky mentioned the fall festival will be November 14 and that may be a good time for pictures to be made.

### **Enrollment report**

Currently enrollment numbers are higher than this time last year. Waiting to see if this holds true when the semester starts.

The Beaufort College Academy has over 50 students enrolled at this time. Southside High School has 45 enrolled, Washington High School has 10 enrolled, Northside High School has 4 enrolled and Terra Ceia has 2 enrolled. Clay commented that there has been some confusion at Northside about the Academy and Wesley is working with the school personnel to clarify the program.

Several of the on-line and hybrid classes have been filled and advertisement will focus on the classes that can still accept registrations. Because the classes are popular, other hybrid classes may be offered. Consider putting a story in the Washington Daily News highlighting on-line classes. Points to include would be: on-line classes are convenient, yet require self-discipline and a student must have good, reliable computer access. Some areas have dial-up access only and taking a class through dial-up would be difficult.

Based on this information, print ads will be created and run prior to registration.

### **Other publicity issues**

Suggestions for the spring schedule covered included pictures of students in the following areas:

- Beaufort College Academy
- Nursing
- Biotech
- Truck driving
- Therapeutic massage

Betty now has a new computer and program capable of producing brochures, flyers, printed material as needed. She is also laying out Campus Connections.

The catalogues should be on campus the first week of August.

Marketing handouts have been ordered.

Gary provided a Pitt CC handout folder and discussion was held on the possibility of developing something similar for Beaufort CCC. Maybe to use Perkins money to help pay for it. Also, with the 40<sup>th</sup> anniversary next year, maybe the printed materials for the anniversary could be designed in such a way as to be appropriate for the anniversary and as a handout.

The next meeting will be Tuesday, September 19 at 2:00 in the board room of building #10.

There being no further business, the meeting was adjourned.