

BCCC Marketing Committee
September 14, 2004 Minutes

The Marketing Committee met on September 14, 2004 with the following members present: Gregg Allinson, Dixon Boyles, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Marcia Norwood, Becky Spain, Lou Stout, and Tricia Woolard.

Members unable to attend included: Mandy Jones, Sandria McFadden, Penny Sermons, Lentz Stowe, and Tony Taylor.

The minutes from the July 13, 2004 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded. The motion passed.

Judy reported that the Focus Group workshop led by Lynette Hawkins of Beyond Marketing Group was held on August 27. Ms. Hawkins was a knowledgeable presenter, giving information which will be useful to BCCC. The workshop was taped and copies of the tape will be available in the library to be checked out. Planning on how to develop and conduct the focus groups will begin after October 7.

Gary presented information on the printing deadlines for the new schedule as follows:

9/20 everything should be to Tricia

10/7 the schedule should be finished and to the printer. The schedule will be at the printers for one week.

10/18 the new schedule will be mailed

11/3 registration

Gary went on to say that the new schedule is targeted to non-enrolled students.

The recommendation was made that the front and back cover of the next schedule have stories and pictures of male nurses due to the increasing percentage of males in the nursing program.

As of September 14, 2004, \$35,325.77 of the marketing budget has been spent. Judy stated the new marketing handouts were here and samples of them were given out to the committee members. Judy also stated that the expenses involved with the November advertising will be incurred soon.

Judy asked the committee members if they had seen BCCC ads on the stations where advertising time had been purchased. Some committee members said they had seen the ads, some members had not. It is too early to determine if the increased advertising on WITN-TV affected enrollment.

Judy said that advertisement time on Magic 95.9 (Plymouth radio station) had been purchased for a five minute time block on Friday mornings and a ten minute block during all of the high school football game halftime shows.

Some marketing items have been determined to be less than effective and will not be renewed or replenished (magnets, maps, most pharmacy bags). These items may be replaced by a

community map being considered by Beaufort County's various Public Information Officers. Each agency would contribute money with their ads to be placed on the map.

Lou explained to the committee that she is chairing the Beaufort County Relay for Life. For the Relay for Life kick-off, she is planning an upbeat party to increase enthusiasm, while not downplaying the seriousness of cancer. The cost of the party will be \$200.00 for 60 people and she is recruiting sponsors to help with this \$200.00. The SGA has agreed to pay \$100.00 and Becky Spain said she would be willing to approach others clubs to cover the other \$100.00.

Last year BCCC was a \$500.00 sponsor for the Beaufort County and Washington County Relays for Life. BCCC also paid \$200.00 to provide a tent for the Beaufort County Relay for Life.

Judy noted that a "Friend raiser" dinner is scheduled for October 7. It will be a nice dinner followed up with information about BCCC. There will be presentations on different ways to support the college and two scholarship recipients will tell how the scholarships helped them. The invitation has gone out. Information material for a packet will be developed for distribution that evening.

Judy reported that she is receiving requests from area high schools to purchase ads in their respective yearbooks. BCCC will purchase a full page ad from all public high schools in Beaufort County. The ad will be designed with plenty of "white space" for signing. If private high schools approach BCCC to purchase an ad, a one-half page ad will be purchased. Ads in yearbooks for schools in the BCCC service area and Jamesville High School will be purchased, if the high school approaches BCCC. Jamesville High School is included because it has a high number of students coming to BCCC.

Judy stated that the new student publication distributed in July was successful and asked if an updated version needs to be developed. After some discussion, it was decided to print another edition with some minor modifications. Clay requested some changes to the evening services information be incorporated.

Becky said that the SGA is paying the bills for Get Out The Vote as they are received. Any Marketing money used for Get Out The Vote will be for Marketing items only. Any money raised from the concession stand will be used to provide scholarships.

The release forms will be developed after October 7. The recommendation was made that having the students sign the release form when registering for the semester may be the most efficient method of accomplishing this.

Carolyn Cox has been asked to assist in proofreading publications prior to printing and distribution.

College Night is scheduled for September 20, 2004

Career Fair is scheduled for September 29-October 1, 2004.

Enrollment figures are a little lower than this time last year.

Because the public school system has changed its schedule, high schools will begin classes two weeks later than BCCC. The high school semester ends with the Martin Luther King weekend. Suggestions have been made to let high school students begin at BCCC two weeks earlier then join their high school classes once they begin.

The next meeting will be in November.

There being no further business the meeting was adjourned.

Respectfully submitted by Marcia Norwood.