

**BCCC Marketing Committee**  
September 19, 2006 Minutes

The Marketing Committee met on September 19, 2006 with the following members present: Wesley Beddard, Gary Burbage, Donna Dunn, Judy Jennette, Tracey Johnson, Judith Meyer, Marcia Norwood, Lou Stout, and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Clay Carter, Ted Clayton, Betty Gray, Mandy Jones, Penelope Radcliffe, and Student Representative.

Judy Jennette called the meeting to order and welcomed the new members: Wesley Beddard and Judith Meyer.

**Review minutes from July 25, 2006 meeting**

The minutes from the July 25, 2006 meeting were reviewed. Gary Burbage made a motion to approve. The motion was seconded by Donna Dunn. Motion passed.

**Fall semester media report for FY 06-07**

The same slogan and TV commercial with Clara will be used until the spring of 2007. Advertisement was heavy the two weeks before registration and during registration. It was also heavy a few days prior to late registration. Ads ran on WITN, Suddenlink and the Plymouth cable channel.

Ads were placed on radio stations. The stations were selected based on information received from the student survey taken earlier in the year.

Samples of the ads placed in the Washington Daily News were provided for review by committee members. The ads were 1) letting students know they needed to come in early to complete financial applications, 2) advertising regular enrollment, and 3) advertising late enrollment. Judy stated that discussions with Harold Smith indicated this ad campaign helped with enrollment. Gary stated registration was smoother than previous years. Wesley stated that enrollment numbers are close to last year's numbers at this time. He went on to say that having students enroll early gave time to add classes as needed. In previous years there wasn't time to add classes.

The suggestion was made to see if there is a relationship between when ads run and the number of calls to the college requesting information. This was discussed, but it would be difficult to track.

The suggestion was made to survey students while they complete the enrollment application to find out what brought them to BCCC. Maybe give a coupon once a student completes the survey.

Gary reported that 20% of enrollment applications are now being completed on line.

Wesley recommended that for the month prior to registration a notice be put in the BCCC Briefs column each week. That way if someone were out of town and missed the paper one week, it would be there another time for information.

For the spring semester, advertising emphasis should be put on the dual enrollment program. This is the time students who were not accepted to larger colleges could consider attending BCCC.

Wesley pointed out there is a large home schooling population in Beaufort County and those students need to be targeted. He will obtain a mailing list for information to be mailed to those students.

The Marketing handouts have been restocked and are available for use. Will look into purchasing lanyards for thumb drives when the next HTM order is placed.

Judy reported that advertising on billboards will be utilized in the spring, aligning this advertisement with the college academy. Spring registration begins soon. May consider cutting back on radio ads and focus on newspaper and TV ads. Radio ads don't seem to be as effective as newspaper and TV ads.

Wesley stated that each high school has a high school tabloid giving students information about their school. It may be possible to purchase space on the back cover to place a BCCC ad. Judy Tunstall would be the contact on this and Wesley will mention the idea to her. Judy Jennette will follow up with a phone call. Wesley said there may be tech. prep. money available to help pay this expense.

### **Fall semester media report for FY 06-07**

The schedule cover will be a picture of the signing ceremony with Partnership East.

### **Image development and design (July '06-Dec. '06)**

The focus groups are being developed using Jim Foreman's class on the BCCC campus and Cara Midyette's Marketing class at Washington High School. From information gathered from these focus groups a new slogan, commercial(s) and printed material(s) will be developed.

Photographer David Clark has been hired to take pictures of the Ambassadors in different settings across campus. These pictures will be used to market the college now and in the future.

Judy will be working to develop a newsprint ad schedule and a schedule for direct mailings. Also look at integrating enrollment changes into the timing of when ads are placed.

Data which has been collected will be used to develop an advertising campaign for spring 2007 which will align with the high school graduations.

### **Upcoming publicity issues – 40<sup>th</sup> anniversary**

Judy stated that BCCC historical information which was collected by Norfleet Hodges has been received. This information will be digitized to preserve it and used for the 40<sup>th</sup> anniversary celebration.

### **Extra publicity report (two front pages on WDN)**

Partnership East is providing the funding for the nursing school expansion.

With the number of scholarship recipients, Washington Daily News will be running the pictures and write-ups on Wednesday in addition to Sunday editions.

Donna stated that the BLET classes begin and end on a different schedule than other curriculum classes. Judy will talk with Ben Morris about the advertising needs of BLET. The next class is starting in November and ads can be placed in the newspaper.

Wesley recommended running some dual enrollment success stories. Students who went through the dual enrollment and are now experiencing the advantages that gives them in college could be featured.

Judith suggested that all ads have a statement to the effect that financial aid is available. She went on to say that the faculty senate has indicated an interest in holding evening information classes for individual programs and classes offered at BCCC. Maybe look at doing a BCCC college night in late February or early March.

There being no further business the meeting was adjourned.

The next meeting will be November 15, 2006 at 3:00 in the board room of building #10.