

BCCC Marketing Committee
September 27, 2005 Minutes

The Marketing Committee met on September 27, 2005 with the following members present: Gregg Allinson, Dixon Boyles, Gary Burbage, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Marcia Norwood, Penny Sermons, Becky Spain, Tony Taylor and Tricia Woolard.

Members unable to attend included: Clay Carter, Sandria McFadden, Lou Stout, and Lentz Stowe.

The minutes from the July 12, 2005 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

Judy showed the ad BCCC had received from the state, which had the BCCC tag line added. The suggestion was made to change the tagline to the current web address. Judy had met with representatives of Pitt County Community College about advertising the two colleges together. PCCC was agreeable to this and will buy time on channel 9 for \$2,000.00. BCCC will buy time on channel 7 for \$2,000.00. These ads will run during registration time and the verbal information will be kept in the ad.

Enrollment has dropped by 200 students for the fall of 2005. 120 of these students were involved with the Huskins/Dual enrollment program. The ads being developed for the spring will stress these two programs.

For the TV Image Campaign, \$7,500.00 will be spent for six months of ads with more ads appearing during registration. Ads are not scheduled to run in January.

The Home and Garden channel will be added and ads will be concentrated during the registration period.

The ads for radio will continue to run on the three stations. The ads for newspaper will continue to run in the three newspapers.

Discussion has held about emphasizing distance learning being available as a way for students to address the rising cost of gas. Penny stated that BCCC has the classes available to handle an influx of new students. Donna related that the computer equipment has to be able to sustain the additional demands an influx of new students would place on it. Gregg made the recommendation of discussing the additional computer needs with Phillip Price to confirm the equipment would be available and supported if needed.

Judy reported that the contract with WITN-TV has been extended to December at a cost of \$7,500.00. In order to advertise the spring schedule ads will be run with WITN-TV (\$2,000.00-BCCC) and WNCT-TV (\$2,000.00-PCCC). WFXI-TV (FOX out of Morehead City) reaches the southside of the river.

Advertising on cable continues to include BET, Lifetime, FOX News. Judy suggested looking at adding HGTV to this.

Judy expressed appreciation to Tracey Johnson for her assistance in getting ads on the Plymouth Cable TV at no cost.

Advertising continues on four radio stations: WNCT, WXNR, SIKS, and WDLX. The cost is \$4,000.00

Advertising in the newspapers will be paid for under blanket purchase orders. For the Washington Daily News there will be two quarter page and one full page ads on the Huskins/Dual Enrollment programs. Also, GED ads will run on Sundays in the want ad sections. Other newspapers include the Roanoke Beacon and Beaufort-Hyde News.

For the high school year books Tricia and Judy are re-designing the ad so it will have a good amount of white space for signatures.

Judy has contracted with Cinema 1 & 2 Theatre in Washington to add BCCC ads on the streamer prior to the movie beginning. The ads will be 12 seconds and run three to four times prior to the movie starting. The cost is \$1,700.00 and will begin September 30. According to the people who help develop ads for this, there isn't time for a web address or phone number. Judy may look at adding the phone number in December.

Four billboards around Washington will have BCCC ads on them beginning in mid-October. The ads will run for three weeks at a cost of \$1,600.00. Samples of the billboards were provided for the committee to review. Billboards will be: 1) Highway 264 in front of BCCC facing Washington, 2) Highway 264 near the Pitt County line (lighted), 3) Highway 17 entering Washington from Williamston on the right, and 4) leaving Chocowinity on the left.

Industrial Technology has requested a BCCC ad run in the Bargain Trader for two weeks. One full page ad has been purchased at a cost of \$250.00 and will run in November.

Judy reported that the Marketing handouts ordered from Troy Tyson have been received.

The only pharmacy bags BCCC will purchase ad space on are with Hospital Pharmacy. In an effort to streamline the ordering/payment process, an entire year's worth of ads was purchased.

Judy passed out samples of the Movin' On recruitment magazine. These will be available to be handed out during College Night. The cost for this order was \$1,550.00. Judy has talked with Jane Power at Pitt County Community College about Career Focus recruitment magazine. Jane reported they had used it and found it to be effective. She would be willing to help BCCC produce the magazine. A copy of Career Focus was also passed around for review. Judy will look at recruiting a sponsor to underwrite the cost.

No Chambers of Commerce have contacted BCCC in connection with advertising in their directory. No ads have been ordered to date.

BCCC has sponsored several local events lately: 1) Relay for life in Beaufort and Washington counties (\$1,000.00), 2) Summer Festival booth (\$150.00), 3) Alzheimer's Walk (\$100.00 and Marketing handouts), 4) Rumble on the River in Plymouth (\$300.00)

BCCC has purchased blank, white banners and as different messages are needed, Hudson Signs has been contacted to do the work. A larger banner (3' X 25") is needed to hang over the street in downtown Washington and that has been ordered. This will be hung the first week of November for spring registration. Also, need to consider a better way to display banners during registration at the college entrances.

Currently there is a good stock of maps and none will be ordered this year.

The Focus Group will meet October 11 at noon with Judy, Betty and Gregg leading the group. Becky Spain will help recruit students to participate.

The spring schedule catalogue will use dual enrollment pictures to help support that program.

Betty suggested hiring a professional photographer to take pictures of students. These professionally made pictures would be kept on file for use as needed. Judy has been talking with Jay (?) about taking pictures and maybe using them in ads. Judy will get quotes to present at the next meeting. Need to consider taking pictures of programs that have lower enrollment. The photographer will stage the pictures as opposed to taking candid shots. Will consider using the Ambassadors for this.

The next Marketing Committee meeting will be Wednesday, November 16 at 2:30.

There being no further business the meeting was adjourned.