

BCCC Marketing Committee
October 17, 2007 Minutes

The Marketing Committee met on October 17, 2007 with the following members present: Wesley Beddard, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Jacqueline Lawrence, Lynn Modlin, Penelope Radcliffe, Michelle Revels, and Tricia Woolard.

Members unable to attend included: Mandy Jones and Judith Meyer.

Judy Jennette called the meeting to order and welcomed new and returning committee members.

Reviewed minutes from July 10, 2007 meeting

The minutes from the July 10, 2007 meeting were reviewed. Gary Burbage made a motion to approve. Penelope Radcliffe seconded the motion. Motion passed.

Reviewed budget report

A printout of the year-to-date marketing expenditures was provided to committee members. The report reflected that \$26,597.32 has been spent. Judy explained that once spring registration advertising begins, the remaining budget would be, for all intents and purposes, kaput.

Believe! Achieve! Become! campaign progress

Enrollment and FTE are higher this semester compared to the same time last year. Judy stated that this increase may be attributed to any number of things - like the new marketing campaign, new classes being offered, and or new instructors. At any rate, it seems as though the new marketing efforts are working at some level.

Because the large horizontal ads were being "lost" at the bottom of the newspaper page, the decision was made to change and use large vertical ads so the top of the ad would be above the newspaper fold. This change seems to be working well. Ads in the Carolina Bargain Trader are full page.

Where ads are placed in the different newspapers (Washington Daily News, Roanoke Beacon, etc.) is determined by student responses to focus group questions. Judy went on to say that the Beaufort Beacon (an insert in the Pamlico News) is not being published due to the publisher/editor's illness. At this time, it is not known if the Beaufort Beacon will resume publication.

Advertisements in the Carolina Bargain Trader (CBT) for the truck driving classes and construction trade classes have had good response. Michelle reported that registration the previous Monday evening for a construction trade class was better than normal and feels the ad may have helped. Wesley recommended using the CBT more frequently for industrial programs. In order to know which classes should be targeted in the advertising, it will be necessary to talk with the instructors.

Wesley reported that the automotive classes are full this semester. Betty will survey automotive students and instructors to determine the reason(s) behind the high enrollment.

Judy and Betty will develop advertising which focuses on the nursing program because there are now additional slots available. The advertising will also focus on the need for qualified applicants to apply. The suggestion was made to use male nurses in ads, particularly in the CBT.

Judy has heard from Barbara Francisco that the BCCC Notes are an effective advertising tool for Continuing Education classes. Michelle agreed and went on to say that the BCCC Notes needs to be continued.

GED ads will continue to be placed in the want ad section of the WDN and consideration will be given to including them in CBT.

The Spring 2008 schedule is being delivered to mailboxes this week. The cover has pictures of the biotechnology program. The Summer 2008 schedule will utilize pictures of college academy. Dave Clark has taken pictures for this cover.

Discussion ensued concerning the possibility of sending flyers or postcards instead of schedules, to Hyde, Tyrrell and Washington counties. These mailings would have a list of classes specific to each of the counties as well as a web address for linking to the BCCC website. It was suggested that this change would be made to save money on printing and postage. However, Tracey stated that this would not be the case based on current postal standards. Amazingly, the postcard would cost the same or more to print and mail than the schedule booklet. Another cost savings measure discussed was to run an ad in the Scuppernong Reminder that the new class listing is available. This idea will be considered and discussed again at the next meeting.

Wesley provided handouts showing two different formats used to present BCCC course offerings. One example was the horizontal course schedule provided to enrolled students, and the other was the vertical layout used in the schedule booklet. A third format – Datatel - is required by the state. With the addition of Datatel, data entry time has more than tripled – which is nearly 90% of Bebe Major's (Wesley's administrative assistant) work time. Wesley stated that the schedule formats will need to change or the work will need to be split between others.

Gary commented that the horizontal format is utilized more by students. Judy noted that there are companies able to take course information and format the data as desired - for a set amount of money. Wesley suggested that if changes are made - make them during the production of the summer class schedule. All agreed that changing the schedule booklet from vertical to horizontal would be the best solution. Tricia will work with Bebe to develop this.

Judy noted that the most different marketing strategy used this fall was sending out 4000 postcards to specific households in Washington and Chocowinity just one week prior to late registration. The addresses were provided by Guaranteed Lists from whom the college purchased a bank of 25,000 labels. The cost to mail the cards was \$720. Late fall registration did experience a surge this year. Hence, another mailing will be created for late spring registration and mailed in late December.

Campus Preview has been printed and Gary has it for distribution.

The TV ads used for fall registration will be updated and used for spring registration. The ads will appear on Suddenlink and Primemedia channels.

The Believe! Achieve! Become! ad will be utilized on 2 billboards. The first appearance will be October 29 and the second will be mid December through the first week of January. It is possible the ad will stay up October 29 through mid December if no other company purchases advertising during this time frame.

Truck Driving School

The third truck driving class begins January 7. Advertising for this will be done in December.

Anticipated upcoming special features

The Early College High School (ECHS) is projected to begin fall 2008. In preparation for that, advertising through general press releases will take place. There will also be press tours and a brochure developed. It is unclear at this time how this publicity will be paid for. The BCCC Marketing Department will work with the Beaufort County School System to develop the advertising. On November 8, the (ECHS) campus at Sanford Community College will be visited and Judy invited members of the committee to participate in the tour.

Plans for the 40th anniversary are well underway. Portraits of the four presidents are complete and ready to be hung. There will also be an open house and reception.

Dave Clark has taken more photos of nursing building and online classes

Judy reported that Dave has been on campus taking pictures for the advertising portfolio.

Website report

Tricia reported that work on updating the website continues and a SAC website is being created in preparation for the SAC review next year.

Other advertising

The first picture selected for the BCCC mouse pads did not have high enough resolution, so a second picture was selected. The second picture of two white females was shown to the committee. After some discussion it was decided to select a different picture with more diversity. Because these mouse pads will be going into the high school, younger people should be in the pictures.

Judy reminded everyone that the labels provided by Guaranteed Lists are available for use by other departments on campus. There are about 21,000 labels in stock. The accuracy of the mailing labels was acceptable but not outstanding. Postage should always be a consideration for these types of mailings.

The BCCC marketing handouts (goodies) have been restocked.

Because there is a need for another BCCC table top banner, quotes were obtained from Showcase (\$245.) and HTM (\$191.). The order will be placed with HTM. From discussion it became apparent that in addition to one tablecloth which Gary has, two large and one smaller tablecloth are needed. Wesley will investigate the possibility of Tech Prep paying for one of the large tablecloths. Motion was made by Penelope that marketing funds be used to pay for one large and one small BCCC table cover. Wesley seconded. The motion passed.

Judy reported that the spring registration banner will be hung over Main Street the first weekend in November.

Other items

Donna Dunn brought up the issue of how to reach student age people who do not receive a newspaper. One of the instructors in the Business Division has said they would be interested in sitting at a table outside of Wal Mart and talking with people about BCCC. Also, it may be good to consider having a booth during a city festival.

The suggestion was made that, when the tractor trailer trucks are not in use, to park them on the BCCC campus, by the road, as advertisement. It may also be good to include our trucks in parades.

There being no further business the meeting was adjourned.