

BCCC Marketing Committee
November 9, 2004 Minutes

The Marketing Committee met on November 9, 2004 with the following members present: Dixon Boyles, Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Marcia Norwood, Penny Sermons, Lou Stout, Lentz Stowe, Tony Taylor, and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Sandria McFadden, Becky Spain.

The minutes from the September 14, 2004 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

Judy told the committee that the Cinema 1 & 2 Theatre of Washington had donated 12 movie passes to BCCC. These passes will be used to thank the focus group participants. Because the passes expire the end of the year, the focus group needs to be held in November or December. A sub-committee will be responsible for developing the questions for the focus group, deciding who will be asked to participate, and who will conduct the focus group meeting.

The schedule has been printed and distributed throughout the BCCC service area. Judy received one comment questioning the need of having nursing students on the front and back covers since our nursing program is full. Judy explained the covers were emphasizing the large number of male students in the nursing program and encouraging potential students to think about nontraditional careers.

The question was raised about Continuing Education classes being advertised in the schedule and then not being held. Lou pointed out that only 2 classes were not held and the committee felt this was not a negative reflection on the college. The schedule booklet also contains a statement that the schedule is subject to change.

Gary pointed out that there are fewer ads in the Washington Daily News this year than last. He noted that spring registration had not been advertised in the paper. Judy explained that she had publicized registration on radio and cable TV, but had assumed that the print ad would be handled as it had in the past. She stated that she would make a note of the oversight and be sure to be ready for the next registration. Judy noted that election advertising had hit an all time high this year and had bumped BCCC from WITN-TV (7). Print ads have been running in the Roanoke Beacon on a regular basis.

Judy attended a WNCT-TV (9) presentation called Image Plus in Greenville. This is an opportunity to purchase a year round advertising package which includes 240 ads for \$1,200.00/month (\$48.00-50.00/ad). Judy reported that this is a considerable savings on TV commercials and that it could be an image builder for BCCC. Because Channel 9's reception is not as strong as WITN's reception within the BCCC service area, Judy asked WITN representative Roland LaCompte to see if his station could offer a similar package.

WITN developed a package of 260 ads to air over 52 weeks. WITN will pay for the commercial

production costs. The cost would be \$15,600 total for the year. TV advertising during registration would continue as it had in the past, this package would be for year-round ads.

Tricia suggested looking at some demos of WITN's work to check the quality. BCCC will be responsible for writing the script and developing the ads.

The question was raised about what influences students to attend BCCC. The community survey indicates that the Washington Daily News is a common influence on a student's decision to attend BCCC. Judy suggested that the survey numbers reflect the same percentages as how the advertising dollars are spent.

Discussion was then held on showing ads year round or continuing to do "blitz ads" near the time of registration. The idea to attend BCCC may build over time, strengthened by seeing commercials on a regular basis. A good deal of discussion followed.

Because of budgeting constraints, Judy suggested that the committee look at running the ads from January to July and evaluate the fall enrollment numbers. Judy will talk with Rhonda about additional funding to do a six month TV advertising package.

The motion was made that the Marketing Committee would try to pursue additional funding to purchase the ad package from WITN. This would be with the understanding that the best possible times and a trailer for regular times be negotiated. Motion was seconded. Motion was approved with one member voting no.

Judy stated that some of the Marketing handouts are getting low. The committee's suggestion was to hold off ordering replacements until July 1.

Judy is working with several other public service organizations to develop a service map of Beaufort County. It will be used as a marketing tool.

Lou reported on Relay for Life. For the Beaufort County walk the recommendation was made to continue with the \$500.00 donation which ensures the BCCC name on the T-shirts as a sponsor and a team being entered without paying a fee. For the Washington County walk a \$250.00 donation would be made which ensures the BCCC name on printed materials. She also recommended continuing renting the tent from Action Rental. Action Rental will set up and take down the tent. They are also responsible if something happens with the tent during the walk, relieving BCCC of responsibility.

Judy reported that the interviews with Magic 95.9 (Plymouth radio station) during the Plymouth high school football games have been completed. Judy will send out a campus wide e-mail advising employees of the opportunity to showcase their program on the radio.

Gary said BCCC has the opportunity to advertise on the billboard across from Cayton Furniture. The cost would be \$450.00/month and \$600.00 for the vinyl sign for a total of \$6,000 for 12 months. With the budget as it is, this may not be a possibility. Gary suggested that just as there are stickers that say "I Voted" or "I Donated Blood," there

could be stickers saying "I Registered for Classes at BCCC Today". This would be an inexpensive method of advertising.

Gary stated that the Quiz Bowl for area high school students is scheduled to be held in January, 2005. There will be 80-100 people attending. BCCC is a co-sponsor of this event and normally provides favors to the participants. Gary asked the Marketing Committee to consider handing out movie passes, Blockbuster gift certificates, a Quiz Bowl T-shirt showing BCCC as a co-sponsor, or CD holders. Gary will look into the possibility of the T-shirt. Motion was made and seconded to provide all Quiz Bowl participants with a BCCC memento. Motion passed.

The publication for new BCCC students is complete and has been distributed.

The publicity release forms are yet to be developed.

The Chamber of Commerce Directory with the BCCC ad in it was passed around for the committee's information.

There being no further business the meeting was adjourned.

Respectfully submitted by Marcia Norwood.