

BCCC Marketing Committee  
November 15, 2006 Minutes

The Marketing Committee met on November 15, 2006 with the following members present: Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Judith Meyer, Marcia Norwood, Penelope Radcliffe, Becky Spain, Lou Stout, and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Wesley Beddard, Gary Burbage, and Ted Clayton.

Judy Jennette called the meeting to order.

**Review minutes from September 19, 2006 meeting**

The minutes from the September 19, 2006 meeting were reviewed. Lou Stout made a motion to approve. The motion was seconded by Penelope Radcliffe. Motion passed.

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

Judy reported that due to the high cost of TV and radio ads, she did not utilize either medium for advertising spring registration. This was done to save enough marketing funds to roll out the new BCCC slogan and look in spring of 2007. Based on the initial registration numbers, there is no indication that this had a negative impact on the school. BCCC ads were featured on selected cable TV stations (based on survey results) as well as the Washington Daily News, Roanoke Beacon and the Scuppernong Reminder. All ads featured the current "BCCC works for you!" slogan. The commercial with Clara Ebron will be used until spring 2007 (because it was rated the highest within the focus groups). The ads ran frequently two weeks before and during registration and will run a few days prior to late registration. As of this the meeting date, the registration numbers are as strong as they were last year at the same time.

The newspaper ads were larger in size than previous ads and included a statement that financial aid is available. The BLET enrollment ad ran in both the Washington and Plymouth papers. Ads specific to online classes were featured in the Roanoke Beacon (Plymouth) and Scuppernong Reminder (Tyrrell County). The Scuppernong Reminder is placed in every mailbox in the Tyrrell County.

Half page ads for Continuing Education classes were run in the new **Bella** magazine. This magazine seems to appeal to a market that would participate in personal enrichment classes.

Marketing handouts ("goodies") were restocked the first of the fiscal year, and a little more than half of the supplies have been distributed to various groups.

Clay is finding out the number of computers in each high school in the BCCC service area. Once that number is available the plan is to have a BCCC mouse pad at every high school computer by fall 2007. Tech Prep money is available to pay for this. Clay plans to have the final total available at the next Marketing committee meeting. Marcia will check with Troy for information on quality and cost of the mouse pads.

Billboard advertising will resume in the spring utilizing the new slogan and look for BCCC.

Three BCCC issues concerning the Tri County telephone book were discussed:

1. The number for the Nursing Assistant program will be changed to the general number for Continuing Education
2. The number for the Early Childhood program will be replaced with the number for the Library.
3. In honor of its 40<sup>th</sup> anniversary, BCCC will be featured on the front cover of the 2007 telephone book. A fall scene will be used.

### **Registration report**

Registration numbers are about the same as this time last year. Fall 2006 is up slightly from Fall 2005 and the initial registration for Spring 2007 went well.

There is \$31,626.78 spent to date of the Marketing budget. Two percent of the state marketing funds have been encumbered by the state. Funds are being held back for billboard advertising in spring of 2007.

### **Image development report/plan**

To develop the new advertising campaign, approximately two dozen possible slogans were developed by Judy, Betty, Dixon Boyles and Clay. These slogans were presented to all of our Beaufort College Academy students to evaluate. The top five slogans selected were then presented to Cara Midgyette's Marketing class at Washington High and Jim Foreman's BCCC Marketing class. Notes taken from the focus group meetings were provided to committee members. Information gathered from these focus groups are being used to develop a new marketing campaign for BCCC.

Based on the measured responses of the focus group participants, the phrase, "Believe! Achieve! Become!" was recommended as the slogan to be used for the next BCCC Marketing campaign. Betty presented some possible ad layouts using the new slogan. Once a new slogan is selected it will be incorporated into all of the BCCC ads and rolled out in February. The new advertising campaign for spring 2007 will also align with high school graduations.

There was discussion that all BCCC advertising should feature "Believe! Achieve! Become!" for at least one year. This will create a uniform advertising program and help the college to brand itself in the community. Becky moved that the "Believe! Achieve!

Become!” slogan be used as the BCCC slogan for the upcoming year. Lou seconded the motion. The motion passed unanimously.

Professional photographer David Clark is coordinating several photo shoots on the BCCC campus in order to develop a selection of high quality pictures for advertising the college.

Judy presented information on direct mail companies. The company provides mailing addresses at \$.05/address for 50,000 addresses – rather – BCCC would bank \$2500 worth of addresses. Each time a batch of addresses are used by BCCC, to say all of the households in Beaufort County with an income exceeding \$90,000 – of which there may be 1000 addresses - they are deducted from the 50,000. It is possible to specify addresses for target mailings. The company updates the addresses monthly. This will be budgeted for the next fiscal year, especially for Continuing Education.

Continuing Education is now publishing BCCC Notes in the WDN every week.

The Washington Daily News has invited BCCC to write one or more guest editorials. Judy is working with Dr. McLawhorn on this.

#### **40<sup>th</sup> Anniversary**

The estate of Norfleet Hodges (a former BCCC instructor) has provided the Marketing Department with historical documents related to BCCC. In December, Betty, Judy and Marcia will sort through and evaluate these documents for future use by the college. Information that is kept will be scanned and put on DVD's for future use. Penny will be asked about the possibility of storing relevant hard copy in the library.

#### **Other Business**

BCCC has been awarded grant money from the Golden Leaf Foundation to fund a truck driving school. A press release ran in the WDN and Continuing Education has already started receiving phone calls about the class and possible scholarships. At this point, names and phone numbers are being recorded so interested persons can be contacted when the program details are available.

Class fees for the truck driving school are estimated to be between \$1300 and \$1500. Fees for this class are very competitive to other truck driving schools. Students will begin the course with classroom training then move to driving on a gravel pad. The next step will be to take and pass the DMV driving test for a teaching license. Then the student will drive on the highway for actual driving time/learning.

Because of the tremendous interest in this class and the need to give out information, David Crosby created a “cheat sheet” of information to give potential students. He is also looking for sources of financial aid. The Golden Leaf grant provides \$5000 for advertising the truck driving school. Judy and Betty will work with the grant administrators to develop an ad campaign.

Tricia, Penny and Doug presented an interactive CD at the Instructional Conference in Greensboro. Tricia shared with the group the in-house produced CD, "How do I?" This CD is an interactive guide to LRC resources for distance learning students. The CD will be mailed to early registered online students before the spring semester begins. Plans to develop additional CD's for each division/department were discussed. A projected start up date has not been established. A copy of the CD was provided to committee members.

Using the Beaufort Area Transit System (BATS), the City of Washington now has a fixed bus route which stops at the college three times each day. The cost is \$1.00 per ride. Schedules and maps will be printed for distribution. This is being run for a three month trial period to see how much it is used. Advertising for this will be campus wide and start November 20.

The next meeting date will be Wednesday, January 17 at 3:00 in the board room of building #10.

There being no further business the meeting was adjourned.