

BCCC Marketing Committee
November 16, 2005 Minutes

The Marketing Committee met on November 16, 2005 with the following members present: Gary Burbage, Clay Carter, Donna Dunn, Betty Gray, Judy Jennette, Tracey Johnson, Mandy Jones, Marcia Norwood, Lou Stout, and Tricia Woolard.

Members unable to attend included: Gregg Allinson, Dixon Boyles, Sandria McFadden, Penny Sermons, Becky Spain, Lentz Stowe, and Tony Taylor

The minutes from the September 27, 2005 meeting were reviewed. The motion was made to approve the minutes. The motion was seconded and passed.

A report showing the Marketing expenses to date was provided.

Judy reported that the enrollment during the spring 2005 RAP is 999 and at the same time last year it was 1,045. The FTE stands at 443.9 as of meeting date. It is expected the numbers will increase the first of January.

Judy reviewed the additional marketing efforts which had been utilized. These included:
Additional TV ads on channels 7 & 9 which aired during registration
Producing joint advertisements with Pitt Community College which aired during registration

Judy said that Cox Communication has been sold to an Atlanta firm and how this will affect BCCC advertising has yet to be seen. Judy also expressed appreciation to Tracey Johnson for her assistance with Plymouth Cable TV providing free advertisements.

Due to the restricted Marketing budget, radio ads will be aired only on WXNR which is popular with the high school age group.

Large ads in the Washington Daily News for distance learning and on-line learning had positive results. Ads targeting dual enrollment have been used, but results are unknown at this time.

Advertising in the Roanoke Beacon has been limited to advertising for special events.

Advertising in the Beaufort-Hyde News is limited to select stories only.

Judy expressed appreciation to Tricia for her assistance in creating a different ad layout for high school yearbooks. The new ad has been given to Washington High School, Northside High School and Southside High School.

The BCCC ad is appearing in the theater (started September 30) and will continue through March, 2006. The dates in the ad will be changed as necessary.

There are 4 billboards currently showing BCCC ads and they will run about another week or until someone else rents the billboard space.

In reference to advertising in the Bargain Trader, Industrial Technology may have money available to advertise late registration. The cost is \$250.00 for a full page ad.

The white BCCC plastic bag inventory is running low and 1,000 will be ordered.

The Movin' On recruitment magazine, with inserts, has been received. It was discovered the address on the reply card is not BCCC's address. Gary has contacted the company. The company has acknowledged the error was in their office and will make the necessary correction.

BCCC has been a sponsor for the Summer Festival, the Alzheimer's Walk, and Rumble on the River in Plymouth. It will be a sponsor for the Cancer Walk in April for Beaufort and Washington counties.

Judy reported that the 3' x 25' banner was displayed over Main Street during registration. Smaller banners were displayed at each college entrance during registration. A new mounting system for the banners was utilized with good results. The BCCC maintenance crew did a great job with this.

BCCC will have a float in the Washington and Bath Christmas parades.

Betty Gray, Gregg Allinson and Judy were involved in the focus group held on October 11, 2005 at noon. While 12 students were invited, 4 attended. There were 2 women in their 30's, one younger black male and one older black male. They had different reactions to the slogans, different reasons for attending BCCC. The slogan "open the door to your future" appealed to the women. "Start here go anywhere" appealed to the younger male, but not the older. None of the participants understood the meaning behind the "Works For You!" slogan. They also mentioned they appreciated the resources available in the library and the extra curricular activities available. The next focus group will be November 29 at noon and is open to committee members.

The suggestion was made that different types of ads may need to be developed to appeal to different groups of people.

A lengthy discussion developed concerning the college catalogue. The understanding was that the catalogue would be ready and available for students and potential students this fall, and this is what people have been told as they have requested a catalogue. But recently the decision was made not to have a catalogue for this year. The catalogue is seen as a very strong and necessary tool for recruitment and retention of students. Although the catalogue is available on the BCCC website, student surveys indicate that the hard copy catalogue is preferred for reviewing course offerings.

Judy stated there is a company who can assist with assembling information and creating the college catalogue. This company would be in close contact with each person responsible for a specific area to provide updated information on a regular basis. After a specified deadline, the company would then create the catalogue. The upfront cost for getting started would be between \$20,000 and \$30,000, with a yearly fee thereafter. This is one option that BCCC might consider.

The motion concerning the catalogue was made as follows: Because a printed catalogue is a vital part of student recruitment, the Marketing Committee recommends that a printed catalogue be made available no later than July 1st for every year. Motion was seconded and passed. Judy will present this information and motion at the next Senior Staff meeting as well as the next Administrative Council meeting.

With BCCC's 40th anniversary coming up, there is discussion about developing an 8-12 page book to acknowledge the anniversary. It will need to be included in next year's budget.

Judy asked if the committee members would be willing to set aside one-half day in early March to brainstorm new and different marketing techniques. Judy expressed her desire to do this was two fold. Now that the Marketing committee has been working together for two years, it has a better sense of what is working and what is not working. The group can make better decisions. Also, she wanted to respond to the PACE study results which indicate a desire for more participatory planning and improved communication among different groups on campus. This type of planning seemed like a good place to start.

She told the group that census data indicates that there is minimal growth projected for Beaufort County over the next few years. This will certainly impact BCCC's enrollment. Careful planning will be essential in overcoming this challenge.

The feedback from the focus groups will be helpful in this process. Based on ideas that come out of this meeting the marketing budget will be developed and submitted to Phillip in late March. Everyone was willing to take part in this process.

The next meeting will be determined upon the faculty's return to campus in 2006.

There being no further business the meeting was adjourned.

Respectfully submitted,

Marcia Norwood, Secretary