

**BCCC Marketing Committee**  
December 11, 2007 Minutes

The Marketing Committee met on December 11, 2007 with the following members present: Gary Burbage, Clay Carter, Donna Dunn, Judy Jennette, Tracey Johnson, Mandy Jones, Judith Meyer, Lynn Modlin, Michelle Revels, and Tricia Woolard.

Members unable to attend included: Wesley Beddard, Betty Gray, Jacqueline Lawrence, and Penelope Radcliffe.

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

**Reviewed minutes from October 17, 2007 meeting**

The minutes from the October 17, 2007 meeting were reviewed. Donna Dunn made a motion to approve. Lynn Modlin 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 \$38,413.48 has been spent. Judy explained that expenditures are on track for this time of the year.

**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.

Registration ads have been placed in a variety of sections in the newspapers (sports, society, want ads, editorial and obituaries). Late registration ads will be sent next week. Newspapers receiving the ads are: Washington Daily News, Roanoke Beacon, Beaufort Observer (publishing every 3 weeks), Carolina Bargain Trader, and Scuppernong Reminder. Ads were not sent to the Community Journal (may be out of business) and Pamlico News (insert is no longer printed). Donna pointed out that it would be helpful for some classes that currently have low enrollment to be highlighted in the ads. Some of these classes are: night networking tech., medical lab, PN, biotech and computer programming. Ads for the PN program could target people who are considering a career change and may have some college education already.

Tracey suggested using Mediacom as an advertising tool since there is no charge. She will research the ad format which will be needed to feature a BCCC ad. It was also noted that Pitt Community College is advertising in Washington County through Mediacom and in Beaufort County using a billboard. Judy will talk with PCC to remind them of the gentlemen's agreement between BCCC and PCC.

The 2008 summer schedule cover will feature pictures taken by Dave Clark of the college academy, campus and/or early college high school. The suggestion was made to have more pictures of male students.

A postcard about late registration will be bulk mailed the week before January 3, 2008.

Late registration ads for the spring semester will be featured on Suddenlink and Primemedia three days prior to late registration.

BCCC ads were placed on two billboards in October and November. The ads are also up for mid-December through the first week of January.

**Truck Driving School**

The third truck driving class will begin in January and ads for this class will go out next week. Golden Leaf grant money is being utilized for these ads.

**Recent special features**

The Washington Daily News ran two full pages on BCCC scholarship recipients. In return, a BCCC ad was purchased and ran on one of the pages.

The Beaufort Observer has provided good coverage of the Early College High School (ECHS). The ECHS is expected to receive final approval from the Board of Education in January, 2008. It is anticipated the ECHS will be open for the fall 2008 semester. Donna Dunn visited the Sampson Community College ECHS and reported that the teachers and students were willing to help market the school with Beaufort County 8<sup>th</sup> graders. This offer was appreciated and will be utilized.

Judy reported that the 40<sup>th</sup> anniversary celebration went well and attendance was good.

**Website report**

Tricia reported that BCCC's intranet information has been transferred to the college's main website and that the intranet site is now closed. The SACS website continues to be under construction. Brown has ordered a streaming server and it may be possible to put media spots on it in the future.

**Other advertising**

The computer mouse pads have been delivered and Gary will distribute to Washington High School, Northside High School and Southside High School, hopefully before the break.

A table runner and two tablecloths with BCCC insignia have been ordered.

The spring registration banner was hung over Main Street during the first week of November.

There may be a Career Fair in February for high school juniors. Kelly Rouse is looking into doing this.

Donna reported that Ken Robol is interested in utilizing the PEG (Public Education & Government Channel) to market BCCC. Students enrolled in web focused computer classes could assist with developing and maintaining the information on the PEG. Tricia will talk with Ken to work out the details on how to plan something like this. Ads and stories could be shot on campus.

Gary reported that he had obtained a list of the home schools and addresses in the BCCC service area. This could be used for mailings especially focusing on the College Academy and dual enrollment, but we will need to find out how to put in label format.

There being no further business the meeting was adjourned.