

**MARKETING COMMITTEE
MEETING MINUTES
JULY 30, 2002**

The Marketing Committee of Beaufort County Community College met on Tuesday, July 30, 2002 at 1:30 p.m. in the Board Room of Building 1. The meeting was called to order by Gary Burbage, chair.

- A. Members Present: Bill Morgan, Judy Jennette, Tim Mattimoe, Lou Stout, Jane Alligood, Bobby Williams, Tricia Woolard, Penny Sermons, Greg Allinson, Gary Burbage.
- B. A motion was made by Gregg Allinson and seconded by Penny Sermons to approve the minutes of the April 30, 2002 Marketing Committee meeting as presented. The motion carried.
- C. A motion was made by Judy Jennette and seconded by Tim Mattimoe to include Day, Evening, and Distance Learning subcategories in future direct mail class schedules. Additionally, a practice RAP sheet should be included in the publication as well. The motion carried.
- D. A motion was made by Lou Stout and seconded by Tricia Woolard to print 2000 additional direct mail schedules for campus use in starting Spring 2003 and all subsequent printings. The motion carried.
- E. A motion was made by Judy Jennette and seconded by Tim Mattimoe for the Administrative Council to evaluate and examine the phone registration process regarding the technical problems and the length of the registration period based on input from faculty advisors, student services, students, and administration. The motion carried.
- F. A motion was made by Tricia Woolard and seconded by Lou Stout to phase out current brochure designs and replace with "quick glance" cards that can be used in same distribution methods. The motion carried.
- G. Judy Jennette reported that the College's Annual Report would follow the same design scheme as the cover of the direct mail class schedule.
- H. It was suggested that the College for Kids program contact the North Carolina Humanities Foundation about possible funding.
- I. There being no further business, the meeting adjourned at 2:45 p.m.