

**MARKETING COMMITTEE
MEETING MINUTES
MARCH 26, 2002**

The Marketing Committee of Beaufort County Community College met on Tuesday, March 26, 2002 at 11:00 a.m. in the Board Room of Building 1. The meeting was called to order by Gary Burbage, chair.

- A. Members Present: Bill Morgan, Gregg Allinson, Tracey Johnson, Lou Stout, Judy Jennette, Bobby Williams, Clay Carter, Jane Alligood, Tim Mattimoe, Bebe Major (for Riley Mills), Penny Sermons, Tricia Woolard, Gary Burbage.
- B. A motion was made by Lou Stout and seconded by Gregg Allison to approve the minutes of the October 18, 2001 Marketing Committee meeting as presented. The motion carried.
- C. Gary Burbage presented information regarding changes to the format of the mailed class schedule for both curriculum and continuing education. Changes would include outsourcing the printing of the schedule and reducing the frequency of the mailings.
- C. A motion was made by Bobby Williams and seconded by Tracey Johnson to approve the new class schedule format. The motion carried.
- D. Gary Burbage presented a timeline to assist in the production of the new class schedule format.
 - 1. Judy Jennette, Lou Stout, and Gregg Allinson will develop the "look and style" of the new format and present a report to the Marketing Committee at the next meeting.
 - 2. A template for the new format will be presented with a sample copy using 2002 Fall Schedule information by June 25, 2002.
 - 3. The new format will be ready to print first run for Spring 2003 by October 23, 2002.
- E. Bobby Williams presented an update from the Disaster Recovery Committee. He stated that the Committee is formed and is in the process of completing a comprehensive plan for the College.
- F. Penny Sermons reported that an e-NC presentation will be provided at the College on March 28, 2002 and will include an e-business seminar by the BCCC Small Business Center.
- G. Gary Burbage stated that the next Marketing Committee meeting is scheduled for April 30 at 11:00 a.m.
- H. There being no further business, the meeting was adjourned.

