

**MARKETING COMMITTEE MINUTES
DECEMBER 7, 2000**

The Marketing Committee of Beaufort County Community College met at 11:00 a.m. on Thursday, December 7, 2000 in the Board Room of Building 1. The meeting was called to order by Gary Burbage, chair.

- A. Members Present: Gregg Allinson, Bill Morgan, Penny Sermons, Judy Jennette, Tricia Woolard, Tracey Johnson, Jimmy Page, and Gary Burbage.
- B. Guest Present: Penelope Radcliffe
- C. Penelope Radcliffe was introduced to the Committee and given the opportunity to inform the Committee of her job responsibilities and their relation to College marketing activities.
- D. Gary Burbage provided a review of marketing/advertising activities for the Fall 2000 Semester including *Career Day* and *Smoke on the Water*. ***A motion was made by Jimmy Page and seconded by Gregg Allinson that Gary Burbage, Tricia Woolard, and Judy Jennette develop a proposal to purchase a display system suitable for large community events. The proposal should include a specific purchase price.*** The motion carried.
- E. Judy Jennette expressed continued interest in developing additional scholarships that would be available for new students at registration. It is the Committee's understanding that currently, only MANNA Scholarships meet this criterion. ***A motion was made by Gary Burbage and seconded by Judy Jennette to appoint a committee member to attend a meeting of the Financial Aid Committee to explore this interest.*** The motion carried.
- F. Gary Burbage introduced discussion regarding the College's technological advancements in online admissions/registration and course/degree offerings. The Committee expressed concern that the College did not appear to be advancing speedily in these areas. It was noted that with neighboring colleges making online advancements, enrollment at BCCC could be negatively affected. The Committee also expressed interest in the College becoming more aggressive in curriculum/program development and assessment with the thought that marketing new programs to the community will enroll new students. Additionally, existing programs with continued low enrollments should be re-examined for viability. ***A motion was made by Penny Sermons and seconded by Bill Morgan that the College takes a more active role in establishing and communicating the vision of College to the campus and its service area.*** The motion carried.
- G. Penny Sermons entertained suggestions on a possible campus/community open house for the Library. No definite date has been set for this activity.
- H. The meeting adjourned at 12:15 p.m.