

Marketing Committee Minutes
October 18, 2001

The Marketing Committee of Beaufort County Community College met on Tuesday, October 9 at 10:00 a.m. in the Board Room of Building 1. The meeting was called to order by Gary Burbage, chair.

- A. Members Present: Clay Carter, Riley Mills, Gregg Allinson, Tim Mattimoe, Tracey Johnson, Judy Jennette, Jane Alligood, Penny Sermons, Tricia Woolard, Gary Burbage.
- B. Guest Present: Rhunell Boyd.
- C. A motion was made by Gregg Allinson and seconded by Tim Mattimoe to approve the minutes of the June 13, 2001 Marketing Committee meeting as presented. The motion carried.
- D. Rhunell Boyd presented an overview of the College's Career Fair schedule for October 31 through November 2.
- E. Judy Jennette requested that the Committee develop an "image piece" for the College to strengthen marketing efforts. She also suggested that the Committee consider planning a visit to Johnston Community College to observe their college marketing efforts.
- F. Tricia Woolard reported that the College has the technology to create a CD-ROM format viewbook.
- G. Penny Sermons announced that the College would offer 17 online classes for Spring Semester 2002.
- H. Riley Mills informed the Committee of a new curriculum offering for Fall 2002. The new curriculum will be Industrial Maintenance Technology.
- I. There being no further business, the meeting adjourned.