

MARKETING COMMITTEE MINUTES
JUNE 13, 2001

The Marketing Committee of Beaufort County Community College met on Wednesday, June 13 at 1:30 p.m. The meeting was called to order by Gary Burbage, chair.

- A. Members Present: Judy Jennette, Tracey Johnson, Bill Morgan, Tricia Woolard, and Gary Burbage.

- B. A motion was made by Tricia Woolard and seconded by Tracey Johnson to approve the minutes as presented. The motion carried.

- C. Gary Burbage reviewed recommendations of the Marketing Committee regarding perceived marketing efforts the College should pursue. The recommendations are broad-based and incorporate all departments and divisions of the College. Furthermore, the recommendations serve to propel the College further in its vision and mission in meeting the needs of the students in its service area. The recommendations are:
 - 1. Commit to providing assistance in Purkey's Invitational Education Seminar.
 - 2. Develop a stronger presence in marketing the College's Annual Job Fair.
 - 3. Designate first day of each registration period as Faculty Work Day on College's academic calendar.
 - 4. College's Service Awards Committee to provide polo shirts with embroidered College name and logo as an initial award option.
 - 5. Develop a stronger presence in area festivals, parades, etc.
 - 6. Develop an "expert" bio list to distribute to area media for use during special reports/events such as: environmental concerns, law enforcement, technology advancement, careers & employment, sociological issues, college costs & financial aid, health related concerns, etc.
 - 7. Develop a Crisis Management Plan. Plan would be followed in the wake of extraordinary events such as Columbine.
 - 8. College Supply Room and Bookstore to incorporate College name, logo, colors, tag line, etc. in purchases where applicable.
 - 9. Implement additional methods of registration to accommodate students either by phone, online, or both.
 - 10. Study the possibility of adding at least two new curriculum programs to Fall 2002.
 - 11. Promote Certificate and Diploma options to Associate Degree programs.
 - 12. Approve advertising budget as presented.
 - 13. Develop degree programs that could be obtained online.
 - 14. Develop a College Vision Statement, which would compliment and focus the College Mission Statement.
 - 15. Implement a student survey to distribute in ACA classes, which would gather pertinent student demographic/marketing information.

- D. A motion was made by Bill Morgan and seconded by Tricia Woolard to approve the recommendations as revised. The motion carried.
- E. Tricia Woolard presented innovations to the College website regarding the addition of audio/video.
- F. The meeting adjourned at 2:45 p.m.