

**BREVARD COMMUNITY COLLEGE
BOARD OF TRUSTEES
MARKETING WORKSHOP MEETING**

June 19, 2000
2:00 P.M.

Community Activity Room
Titusville Campus

PRESENT: Eugene C. Johnson, Chairman; Betts O. Silvernail, Vice Chairman; James W. Handley; Mrs. Miriam E. Martinez; Dr. Alexandra M. Penn Williams; Joe D. Matheny, Attorney; Thomas E. Gamble, Secretary

1. CALL TO ORDER:

Mr. Johnson, Chairman, called the meeting to order.

2. INTRODUCTION:

Dr. Gamble reported the purpose of the Marketing Workshop was to present to the Board the status of the college's enrollment and marketing plan for the coming year. This is a work in progress, and implementation is planned for the fall semester 2000. A number of areas in the report are ongoing. This is the first time that an organized plan has been put together in the marketing and enrollment management area. Dr. Gamble introduced Ms. Ingrid Bradley, Associate Vice President of Community Relations and Marketing.

3. DEFINITION OF MARKETING/PUBLIC RELATIONS:

Ms. Bradley encouraged input by the Board regarding the college's marketing plan. She reported her division is marketing and community, or public, relations. Ms. Bradley defined the marketing aspect, which includes the process of planning and executing the pricing, administration, and promotion of college classes and programs to the people of Brevard County. The public relations aspect includes the distribution of information that enables the public to understand the college's policies.

4. DEMOGRAPHIC TRENDS & ANALYSIS:

Ms. Bradley introduced Ms. Sharyn Hurst, Director of Institutional Research, who presented demographic trends and statistics. Ms. Hurst reported Brevard County has experienced a large growth in the last twenty years and is expected to continue that growth during the next few years. Palm Bay shows a significantly larger increase in population than does Melbourne, Cocoa, Cocoa Beach and Titusville. The largest age groups within the county lie within the baby boom generation. However, in 1998, approximately 60% of the Melbourne community was between the ages of 25-44 years old.

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Enrollment figures have been down for Brevard Community College over the last five years. Figures remain consistent for high school graduates starting college the following year. The largest decrease in enrollment for the college is part-time evening students, black, non-Hispanic and those between the ages of 25-35 years. Ms. Hurst reported on the comparisons of FTE by student age for 1998-99 between BCC and Indian River Community College, Daytona Beach Community College and Pensacola Community College as well as the Florida Community College System overall. Compared to the Florida Community College System, BCC is higher in the percentage of students age 20 or less and lower in the percentage of students age 25-30. She further reviewed additional statistics and comparisons for the Board.

Brevard County has a slightly higher job growth when compared with surrounding counties, even though the job growth is only slightly higher than the average for the state. The largest portion of the work force in Brevard County is comprised of professional/technical workers which explains the higher wages per job.

Ms. Hurst answered questions presented by the Board of Trustees. Mrs. Martinez asked if there was a way to determine in which college Florida resident students are enrolled. She felt it would make sense to look at what colleges students are attending. Mrs. Martinez suggested the college should have an understanding of work force needs. Also, the college should have a method to determine the effectiveness of the marketing campaign and the targets of the campaign should be defined in order to determine the marketing tools to use. Mr. Handley asked if there was a way for the college to obtain information on work force needs. Ms. Hurst reported she and Ms. Bradley would be circulating a survey to area businesses.

Ms. Hurst reported she is working on some ethnic comparison data. Mr. Johnson requested a copy of the information once it is completed.

Dr. Gamble reported when unemployment decreases the college enrollment decreases as there is less perceived need for continuing education. Approximately two-thirds of the community colleges' enrollments in the state are down. Dr. Gamble reported the college's Center for Aerospace Development and Training was developed in preparation for the Florida Space Research Institute which will be arriving in a few years. There will be a demand for technicians to service that area. The college is working on providing needed services in conjunction with that movement.

5. ENROLLMENT MANAGEMENT:

Ms. Judy Bilsky, Associate Vice President of Educational Services, reviewed the Enrollment Management Plan. The purpose of the Educational Management Plan is to provide a framework for the implementation of a comprehensive student-based enrollment management action system designed to systematically support recruitment effectiveness, student retention and academic success at Brevard Community College. Ms. Bilsky reviewed information on recruitment initiatives that have been used by the college, including the outcome of the use of initiatives. She reviewed the material provided to the Board on enrollment management.

Ms. Bilsky reported an analysis of data for BCC for the 1955-1999 period reveals a steady decline in collegewide full-time enrollment of 4.67% with a larger decline in part-time enrollment of 10.08%. Though each of the individual campuses and centers has experienced periodic increases in enrollment (particularly in full-time enrollment) from year to year, all four campuses and both centers experienced decreases in both full-time and part-time student enrollment from Fall 1998 to Fall 1999.

Ms. Bilsky reported included in the material provided to the Board is a copy of Title III projects. Project proposals were solicited from staff members to improve student retention and seven proposals were received. She briefly discussed some of the initiatives proposed or currently used by the college to increase enrollment. Ms. Bilsky reported although the college has a long way to go, if the college improved on personalizing services and became more systematic, the situation could be improved. Dr. Gamble reported one of the anomalies in Florida community colleges is the extent to which faculty are not involved directly in the formalized advising of students. One of the advantages of the influx of presidents from the midwest, west and northeast is this is shifting. Eventually the time will come when the voluntary nature at BCC will have to change and at the point the college will have to bargain. All of the faculty do informal advising, however, there is a difference. The ad hoc advising does not get to the core of sequences and programs. By training faculty advisors and getting the academic advisors to communicate with faculty, the college is building a base which will continue to improve that arena.

6. MARKETING & PUBLIC RELATIONS TOOLS/BUDGET:

Ms. Bradley reported BCC has a \$130,000 advertising budget. She reviewed material provided in the notebook for the Board. Mr. Johnson reported he had some suggestions on the marketing aspect which he would provide to Ms. Bradley, including distributing key chains with the BCC logo to high school students. Mrs. Silvernail asked if there were statistics on successes achieved by using the “warm fuzzy” type of marketing tools or the

factual approach. Ms. Bradley felt both approaches were effective. Mrs. Silvernail felt it would be beneficial to provide information to students on the salaries and jobs available in the area, in addition to financial support available. She suggested that these areas be advertised to the public as the audience is sophisticated and requires facts. Mrs. Martinez suggested that on advertising material, if there is a particular age target group, the photos and information should depict that age group and that with the college's limited budget, it would be beneficial to have a specific target identified. Dr. Gamble reported the college is considering a marketing consultant who would identify a targeted market and determine what direction should be taken. At another community college, this consultant provided a market analysis and training and turned the enrollment around in one semester for an increase in enrollment of 4-6%. Mr. Handley felt the alumni directive would be helpful to market the college, as well as obtaining partnerships with businesses including the establishment of a consortium with high tech business to track needs. Dr. Gamble reported the Center for Aerospace Training and Development is moving forward in this direction. In the area of online instructional programs, Dr. Gamble reported the area of retention needed improvement. Dr. Cobb is working on the improvement of services for online instruction. Mrs. Silvernail asked about the personal contact and when it would become effective. Ms. Bilsky reported each Dean of Students will be responsible for personal contact beginning with fall enrollment. She stated there is actually software which can be purchased collegewide for call backs. This collegewide project costs approximately \$40,000. It has been implemented successfully at Pensacola Community College.

7. **ADJOURNMENT:**

There being no further business to come before the Board, the workshop meeting adjourned at 4:04 p.m.

APPROVED: _____
Chairman, District Board of Trustees

ATTESTED: _____
Secretary, District Board of Trustees