

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

January 22, 2001
3:00 P.M.

Community Activity Room
Titusville Campus

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

1. CALL TO ORDER:

Mr. Johnson called the Board Marketing Workshop to order.

2. OVERVIEW OF THE MARKETING PLAN:

Ms. Ingrid Bradley, Associate Vice President of Community Relations and Marketing, reported the marketing plan is one of the several important facets of the strategic plan. The 2001 plan provides in detail how the college plans to market itself.

Dr. Judy Bilsky, Associate Vice President of Educational Services, reported on the enrollment management plan, which is the umbrella for several processes including recruitment, marketing, and retention. She distributed an executive summary, which breaks out what marketing strategies, recruitment strategies and retention entail. Dr. Bilsky distributed information on recruitment and retention efforts, which are handled by her office. She reviewed the action being taken to assist with recruitment and retention, including a brief description.

Dr. Bilsky reported training is beginning on all campuses for all advising and admissions staff and deans on how to use the new network data base system. Each campus has a new telephone extension, a computer and staff dedicated to taking incoming calls from prospective students. An additional tool, the "I'd Like to Learn More" card will be used to distribute in the public realm to be completed and returned to the college so that the college can make contact with the individual. Dr. Bilsky reported the college will place follow-up calls to potential students to determine the success of the effort.

Dr. Bilsky reported her office will continue to have oversight of recruitment brochures and related materials consistent with the college theme; make recommendations for the purchase of give-a-ways for potential students; provide contact with Community Relations for press releases in regard to registration, orientation, and open houses; oversight for the development of updated programs; oversight for the CLAST schedules, catalog and student handbook; and mail-outs.

The college is almost ready to go live with a free e-mail address for every BCC student, which will enable to the college to contact and provide information to the students by e-mail. Dr. Bilsky reported there is now a marketing specialist and a retention coordinator on staff at the college who will be working with all campuses collegewide.

Ms. Bradley reported before the college embarked on the marketing plan, research was conducted by the Community Relations office and the Millennium Group. Ms. Bradley introduced Mr. Steve Sherbin from the Millennium Group. A copy of the research survey was provided to each Board member which included information from the community survey, student opinion survey, an evaluation of the media and advertising product and evaluation of the current generation system. Ms. Bradley reported, in summary, the research depicted the community is generally pleased with what they are getting from BCC. The college could do better with job placement or publicizing jobs to the community. Ms. Bradley reported information was obtained through telephone or onsite surveys. The student survey indicated they are generally pleased with what they are getting from BCC. Word of mouth, reputation, and location are important areas to the students. The next step in the research is to survey business and industry to determine their training needs and to go into the community to determine if there are some specific program needs not being met by the college. Ms. Bradley reported in the fall she plans to survey students to determine which of the marketing products are working.

Ms. Bradley briefly reviewed the 2001 Marketing Plan goals prepared as a direct result of the research. Also provided in the 2001 Marketing Plan are an Environmental Scan, Marketing Research Study, Marketing Action Plans, Evaluation, Statistical Background, Advertising, Inquiry Tracking and goals for the use of the Web. An end-of-the-year progress report will be provided to Board members.

Dr. Gamble reported it has been determined that historically BCC has spent about half or less on marketing and advertising as peer institutions so there is a clear need to increase this amount. Mrs. Martinez asked if there was any indication of how effective ads have been. Ms. Bradley discussed methods to determine effectiveness of the ads. Dr. Bilsky reported included on the SIRF card is a question on how the student heard about BCC which would assist in this effort. Dr. Gamble reported the telephone research completed identified *Florida Today* as a key source for information. The Millennium Group recommended BCC focusing almost all of the newspaper ads in *Florida Today*. Ms. Bradley will be providing a comprehensive marketing product survey in the fall. Of the students surveyed, 45% said the college's web page influenced them and created an awareness of BCC. It was decided to have the web page set the tone of the other advertisement BCC will do which is visual. The spirit line the marketing work group developed is "Dream, Think, Become." This replaces "A Place to Grow." Ms. Bradley introduced Mr. Frank Billings, Director, Web Technologies, who provided a demonstration of the college's new web site.

Mr. Billings reported on the use of the web and its development through new technologies and implementation for the purpose of advancing the college's mission. He reviewed plans to implement web services using the Banner Web and other software solutions that provide Internet

access to an integrated database and student service system that would include easy web registration as well as class schedule and catalog information.

Dr. Gamble reported the WBCC-TV station is being converted to digital and the primary reasoning for this is it will enable the WBCC-TV to produce video streaming items which will go into the data base and will be made available on the college's web site.

Mrs. Martinez recommended conducting trials with students with specific assignments to determine if individuals can effectively negotiate the web information. Mr. Billings agreed with Mrs. Martinez. Mr. Billings reported on the web based technology use for the distance learning program.

Ms. Bradley and Mr. Sherbin answered questions presented by the Board.

3. **ADJOURNMENT:**

There being no further business to come before the Board, the meeting adjourned at 3:55 p.m.

APPROVED: _____
Chairman, District Board of Trustees

ATTESTED: _____
Secretary, District Board of Trustees