

**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 ca

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