

Cabinet Roundtable - College Relations

January 11, 2012

Action items: None | Discussion items: None

Information:

BROOKDALE TO LAUNCH DIGITAL ANNUAL REPORT

The college's annual report will be available this year as a digital file - an interactive PDF viewable to anyone using Acrobat's free Reader software (versions 9 or 10 only). It will be unveiled at the Board of Trustees meeting on Tuesday, January 17, and will be able to be downloaded from the website at www.brookdalecc.edu/ar or viewed in the browser as a Flash file. Moving away from print will save the college between \$3-4,000.

THE SUCCESS CAMPAIGN CONTINUES.

By now, you should have received your copy of Brookdale's trigger postcard advertising the Spring Terms. For this iteration, we continued to expand upon our Success campaign, printing two different cards. One featured Sherry Ann Driver, a Medical Coder working for CentraState Medical Center, who got her start in BCD's Medical Billing & Coding program. The second card showed Gina D'Alessio, an elementary school teacher in Jackson who got her start in our Education department, and then transferred to Rowan where she graduated magna cum laude.

Two of our television commercials (with a special tag about Spring registration) are running now, supported by print ads in the 7 Greater Media newspapers, and runs in the Asbury Park Press' Wednesday and Sunday editions. We are also continuing our internet advertising campaign on Google and Facebook, and are also trying out banner advertising on the Asbury Park Press' website.

SOME FACTS ABOUT FACEBOOK

Our Facebook page continues to attract viewers. We currently have 1,163 who "like" us, and 49% of them fall into our target demographic of 18-24-year-olds. Facebook has added a new feature to its list on analytic tools that lets us see how people find our page, and during the last month, on an average day, over 1,000 people saw a story on our page SOLELY because it was mentioned on one of their friend's wall. On our worst day, 181 people heard about us this way, and on our best day, the number shot to 1,797. Word-of-mouth truly is the best free advertising!

BROOKDALE IN THE NEWS

A Brookdale student was featured recently in a front page **Asbury Park Press** article thanks to the quick work of Carol Ann Hafner. The reporter contacted College Relations asking us to connect him with students for a story he was writing about "Baby Boomers returning to college -- usually community college -- for retraining or to pursue advanced degrees." Administrators from our career studies programs provided several students to choose from. The reporter selected Culinary student Ralph Casbarro and the story featured color photos of Ralph cooking at his Ocean Township home. Other colleges mentioned in the article were Raritan Valley, Ocean County College and the County College of Morris.

The **Holmdel Patch** featured two stories about the Fitness Center in December. In one of the articles, the reporter offered passes for one free-week or one free group-exercise class at the Fitness Center to anyone who commented on the article. More than 40 comments were posted. To track the number of responses,

we provided Patch with Brookdale Fitness Center cards bearing a special code since the cards are used in other venues to help promote the Fitness Center (mailed monthly to new homeowners, for example). Here are some of the comments posted:

Jill Kozlowski

4:37 pm on Tuesday, December 27, 2011

What a great program!

isabel Lopez Kupilik

7:43 pm on Tuesday, December 27, 2011

I'd love to try it!

linda deGanahl

6:15 am on Wednesday, December 28, 2011

Sounds like what I have been looking for thanks

Joel Rooy

6:47 am on Wednesday, December 28, 2011

As a marathoner, I have completed 10 marathons and never been able to get it under 4:00 hour. Hmm, this sounds like a perfect place for me to work on my core strengths and get this thing under 4:00 for my next marathon.

Gavino

7:19 am on Wednesday, December 28, 2011

Worth a try...

Cathy

8:01 am on Wednesday, December 28, 2011

Have heard wonderful things about this place. This article confirms all of it!

Michelle Murphy

8:26 am on Wednesday, December 28, 2011

"Not an intimidating gym" sounds perfect for me!

Max Schmardel

8:39 am on Wednesday, December 28, 2011

Great Place! Nice addition to the school and Monmouth County, Well done!

Terry Suruda

9:10 am on Wednesday, December 28, 2011

The classes sound good, would like to try the yoga. Terry

The Write Angles

9:53 am on Wednesday, December 28, 2011

This sounds like an absolutely invigorating and compelling environment, also nurturing and positive, with something to offer that no other commercial enterprise can. I will be visiting and want to be part of this energy!

Kathy Z

10:12 am on Wednesday, December 28, 2011

The Brookdale Fitness Center sounds like a great place to take a Zumba class.

lyn roberts

11:23 am on Wednesday, December 28, 2011

What a great opportunity. My son goes to Brookdale, and I have seen the gym. It is very nice. Wish I had that when I was in college.

Jay Mill

11:28 am on Wednesday, December 28, 2011

where do I sign up

To read the article and the rest of the comments go to: <http://holmdel.patch.com/articles/brookdale-fitness-center>.

Other promotion efforts in process include:

- Paul Bradley, editor and chief writer for Community College Week, contacted College Relations for help on a story he is developing for the annual Teacher Education Issue, which will focus on efforts at community colleges to train teachers in the STEM fields. Through his research he heard that "Brookdale is doing some exemplary work in this area" and he wanted to include our

initiatives in the story. Carol Ann put him in touch with Linda Milstein who he interviewed last week.

- A press release announcing that students can attend the Fitness Center for free was mailed this week and picked-up by the Atlantic Highlands Herald. The article announces that the Spring 15-week Term starts January 18 and sites the free membership at the Center as a “special bonus.”
- Promotion of Walk-in Advising dates.
- Brookdale graduates Julie Nagey and Karen Escabedo (both featured in our Success campaign) are each writing a profile for the APP Sunday “Working Women” feature.
- We are working with the Scroll & Pen to help coordinate models for their spring catalog. The fashion shoot will feature Brookdale students as both models and photographers. BTV students will provide lighting for the shoot.

WILBUR RAY SCHOLARSHIP DINNER

SAVE THE DATE! Planning is underway for the 27th annual Wilbur Ray Scholarship Dinner which will be held on **Friday, March 9, 2012, 6pm** at Branch, West Long Branch.

Background: Sgt. Wilbur Ray was a long-time and devoted member of the Brookdale Community College Police Force, joining the department in 1968 and promoted to Sergeant in 1975. He was an active and interested participant in his community of Long Branch, with a particular interest in helping young people pursue education. Proceeds from the Wilbur Ray Scholarship Dinner are used to provide Brookdale scholarships to students of color. Each year one \$1000 scholarship is awarded to a Monmouth County high school senior planning to attend Brookdale and four \$500 scholarships are awarded to currently enrolled students.

2012 HONORARY DEGREE

The Honorary Degree Committee has nominated the Rev. Robert F. Kaeding, Executive Director & Founder of The Center in Asbury Park for the 2012 award.

Background: According to the Center’s mission statement: “The Center in Asbury Park, Inc., is a volunteer-based New Jersey not-for-profit service organization, providing support services for people living with HIV/AIDS and their caregivers. The Center in Asbury Park offers its clients and volunteers a safe haven in order to instill a sense of community and stability in their lives.”

The Center provides housing to individuals living with HIV/AIDS and emergency placement for homeless individuals. A food program that includes emergency food, a nutrition pantry, Meals-to-Go, frozen home-cooked meals and a daily lunch program are also provided. Transportation services are available for medical and other needs and a number of lectures and forums for clients, staff and volunteers are offered on topics of interest and for training purposes.

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