

**Marketing Committee Minutes**  
**Wednesday, January 4, 2017, 3:30-5:00, Room 1128**

**Administrative:**

- a. Chair called the meeting to order at 3:30 p.m.
- b. Present: Joanne Gainen (Chair), Bill Greaver, Edie Heppler, Paul Maffeo, Jordan McCabe, Nancy Rogers, Sandy Frederic
- c. Absent: Virginia Binder, Sue Black, Randy Buehler; Howard Frank, Monika Hall, Chuck Kimbrough, Dee Koger
- d. Committee Membership Changes:
  - (1) Monika Hall has switched to the Events Committee.
  - (2) Chris Steele is occupied with other duties and will no longer be doing the minutes.
  - (3) New member Jordan McCabe will now be doing the minutes.
- e. December, 2016, Minutes approved by consensus
- f. Next meeting: Wednesday, February 1, 3:30-5:00

**TSO Brochure Distribution Process:** Sandi, Virginia

Sandi Mendendorp gave Virginia 200 copies of the brochure. They're in the course packets and the rack at the desk.  
Main distribution: next week, with tent cards

**Outreach**

- a. Report on Catalogue Distribution for Winter Quarter: Paul, Ruth  
Paul distributed 40:
  - 20 in ER (full CE catalogue)
  - 20 TELOS-only course lists in main Overlake entranceLast week, 10 were still in ER

Issaquah Swedish Highlands Med Center? Sandi F will take some catalogs + TELOS "tree" stickers with page reference.

South Bellevue Community Center. Nancy left some there, but there were a lot left from previously

Joanne will check North Bellevue center.

- b. Overlake Active Senior Fair, Saturday, March 11: Bill Greaver Char Raunio is the coordinator at Overlake. Bill Greaver is managing the project as he has in past years. He will tell Laurie we need 6 chairs. Volunteers will work one hour shifts — 2 hours is too much.

**Resolved:** We will not do a T-shirt

**Vest** suggested: Interest in a navy fleece vest with the white Telos tree logo, or a white vest with navy logo. Tabled - Joanne will look into it and bring a sample.

- c. Au Pair update: Joanne

Latest information from au pair contact Bre Goss:

[bre.goss@lcc.culturalcare.com](mailto:bre.goss@lcc.culturalcare.com)

Au pairs must complete at least six semester hours (or their equivalent) of academic credit in formal educational settings at accredited U.S. post-secondary institutions.

TELOS classes would provide sufficient hours. The big question is whether these would be accredited hours that would show up on a transcript. Chris Ma reported that students can request a certificate of completion, but our courses do not carry credits.

## Media

- a. TELOScope report: Sue, Sandi: No report
- b. ValPak Promotion: Edie : Not doing another ad right now
- The ValPak contact is on vacation.
  - Edie will meet with an administrator at Cascadia.
  - We need to work out an agreement before we do any more ValPak promotions.
  - The Council is considering how to proceed, for example, offer to do a class at Lake Washington or allow them to promote classes here.

- c. New Day NW ticket request: Sandy, Fred, Bill  
Sandy has requested 4-5 tickets for a Monday (date TBA)  
They tape at 9:30 a.m.
- d. Facebook page: Nancy & Joanne  
Bill added himself as a “like”  
Nancy posted an event.
- e. *3rd Act Magazine* article on TSO: Joanne  
David Marshall, editor of *3rd Act Magazine*, definitely plans to publish our article about TELOS and TSO. He will have his copy-editor revise it to be posted on the Internet in the blog section of the *3rd Act Magazine* web site, <http://3rdActMagazine.com>
- f. Other media opportunities:  
Last fall Chuck & Joanne went to BC TV station. We could theoretically produce a joint project with media students, but would need to have a proposal. Another way to get on TV is to speak at the Bellevue City council meeting.
  - we need someone with ideas for publicity projects
  - maybe one of the new people — someone creative in video and/or graphic design

**Budget Status:** Joanne

We have enough \$\$ for right now, especially with no ValPak ad upcoming.

**New business:**

Crossroads table for Spring Quarter

- Spring Quarter classes start April 3, 2017
- The Course Preview will be held in March. Joanne will request a table at Crossroads Tuesday or Wednesday between March 6th and 10<sup>th</sup> to promote TELOS and the Course Preview.
- As in the past, we will distribute both the full BCCE catalog and the updated TELOS-only course list with a sign-up form for Spring quarter classes.
- We will encourage early registration to avoid the \$10 late registration fee.

Market research: Bill Greaver suggested we ask class hosts to ask new students how they found out about TELOS. Joanne agreed to draft something to include in the Class Host Packets.

The Chair adjourned the meeting at 4:37 p.m.

Next Meeting Feb 1, at 3:30 pm, Room 1128

Respectfully submitted,  
Jordan McCabe

***Upcoming Marketing Meetings and Events:***

<b>Date</b>	<b>Event</b>	<b>Time</b>	<b>Location</b>
<b>02/01/2017</b>	Marketing Committee	3:30-5:00	V1128
<b>03/01/2017</b>	Marketing Committee	1:00-2:30	V1128
<b>3/08/2017</b>	<b>Community Table</b>	<b>11:00-1:00</b>	<b>Crossroads*</b>
<b>03/11/2017</b>	<a href="#">Overlake Senior Fair</a>	10:00-3:00	Westminster Chapel

*\*New*

***Committee members receiving notice:*** Virginia Binder, Sue Black, Randy Buehler; Howard Frank, Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele, Sandi Medendorp, Sandy Frederic, CC: Laurie Philips ([laurie.philips@bellevuecollege.edu](mailto:laurie.philips@bellevuecollege.edu))