

Committee members present: Virginia Binder, Sue Black, Howard Frank, Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger, Paul Maffeo, Nancy Rogers, Chris Steele

The meeting was called to order by the chairwoman, Joanne Gainen, at 3:15 p.m.

The minutes of the 1/5/16 TSO Marketing Committee Meeting were approved by consensus.

Updates

1. Administrative

- a. Meeting dates: First Wednesday of the month; next meeting will be March 2nd from 1:00-2:30 p.m.
- b. Potential member contacts
 - i. Joanne has made progress emailing various individuals who had expressed an interest regarding serving on the Marketing Committee. There are some individuals without email who still need to be contacted.

2. TSO Member email Survey – Joanne Gainen

- a. Survey was closed on February 1 with a response rate of 50%. Future surveys will include a question about 'overall satisfaction'. A full report of survey results will be presented at the next Marketing Committee Meeting.
- b. Some respondents provided contact information; Joanne will create a comment list; Edie volunteered to contact these individuals.

3. Email Marketing Campaign– Sue Black and Joanne Gainen

- a. Overall plan: Sue and Joanne presented a draft of the first email communication to be distributed to the email addresses on the list purchased by TSO last fall. The campaign is intended to create awareness of TELOS courses, instructors, and TSO activities and to attract new students. The plan calls for distribution of promotional messages for Spring and Summer quarter.
- b. Schedule: Messages will be distributed in three waves for each quarter: an introduction emphasizing TELOS classes available online (February 22), a follow-up highlighting class preview (March 1), and final message with the theme, "last chance to register" and avoid \$10 registration fee (March 17).

4. Outreach

- a. Crossroads:
 - i. Edie advised that Ruth O'Connell submitted paperwork to promote the Spring Quarter Class Preview on Monday, February 29. Ruth, Howard Frank and Nancy Rogers will staff the table. 'Goodies' will be given only to those individuals who provide their contact information.
 - ii. Chuck Kimbrough will provide TELOS promotional information the first Wednesday of each month starting at 9 a.m.
- b. Speakers Bureau
 - i. Chuck, Steve Kalish and Steve Funk met on January 8 and agreed they would be willing to participate in a TSO Speakers Bureau. Chuck will develop baseline for PowerPoint presentation. Arnold Kern has also volunteered. Other potential speakers may be recruited.
- c. Distribution of information regarding TELOS class offerings
 - i. BCCE will pay for the printing of class handouts for designated libraries and Overlake/Westminster Senior Fair
 - ii. TSO will pay for the printing of class handouts for libraries outside BCCE's assigned territory as well as local Community Centers. Edie and Chris will arrange for printing.

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- iii. Chuck will arrange of distribution of materials through the King County Library distributions system.
- iv. Edie will arrange delivery to Community Centers

5. Facebook

- a. Joanne acknowledged that Katharina Bömers-Muller has provided helpful advice regarding Facebook design and development.
- b. Information regarding January and February events and club activities was posted.
- c. New URL: <http://facebook.com/TSO.TELOS>
- d. Recommend that Facebook be updated twice each week to promote engagement; more comments are wanted
- e. Edie will serve as back-up administrator

6. Overlake/Westminster Senior Fair (March 12 from 10 a.m. to 3 p.m.)

- a. Angela Young has secured the table reservation and ordered new promotional items; TELOS will participate in the hourly 'door prize' give-away
- b. Bill Greaver will line up 13 individuals to staff the table for one hour; he will involve as many new people as he can

7. Media

- a. *TELOScope* Sue Black (for Randy Buehler)
 - i. Next issue is ready to be printed/emailed; Sue will pursue distribution with Angela Young.
 - ii. In the past, the *TELOScope* has been emailed to all TELOS students with other announcements; the Marketing Committee recommends that it be sent in a *TELOScope* only distribution. If that cannot be arranged, it is recommended that a copy be sent to those on the TSO distribution list.
 - iii. It will also be posted on Facebook
 - iv. For the next issue, Joanne will write an article regarding aging
- b. Bellevue Reporter/Sound Publications
 - i. Thanks to the work of Howard Frank and others, TSO purchased an ad for \$340 which will be published in the Bellevue Reporter's Living Better special insert. This insert has an expanded distribution to Mercer Island.
 - ii. At the same time, Joanne submitted an article written by Gloria Campbell which will hopefully be published in the Living Better special insert at the same time.
- c. Radio Promotions
 - i. PSAs are tabled for now
 - ii. Chuck talked to KBCS and will send them information; will provide status at next meeting
- d. Television
 - i. Chuck has been trading voice mail; will provide status at next meeting

New Business

- 1. Farmers' Market-TSO will not be participating
- 2. Press releases
 - a. Per Jen Gralish, Sales Consultant for the Bellevue Reporter, TSO may be able to get more publicity for TELOS classes/events by issuing press releases.
 - b. Sue will create a press release for the March 10 Course Preview. This would serve as the template for future releases.
 - c. The Marketing Committee needs a volunteer to be responsible for issuing these releases.
- 3. Other locations for promotions

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- a. Dee Koger suggested that we could leave information regarding TELOS to doctors, dentists, geriatric clinics, hospitals, etc. Some venues may require approval before material can be left. Further discussion at next meeting.

The meeting was adjourned at 4:45 p.m.

The next regular Marketing Committee meeting will be held on Wednesday, March 2nd from **1:00-2:30 p.m.** in Room 1128.

Respectfully submitted,

Chris Steele
TSO Marketing Committee Member