

TSO MARKETING COMMITTEE MEETING MINUTES – FINAL
Wednesday, March 2, 2016 Room 1124, 1:15-2:30 p.m.

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
Guest: Laurie Philips

The meeting was called to order by the chairwoman, Joanne Gainen, at 1:15 p.m.

The minutes of the 2/3/16 TSO Marketing Committee Meeting were approved by consensus.

Updates

1. Administrative

- a. Meeting dates: First Wednesday of the month; next meeting will be April 6th from 3:45-5 p.m.
- b. Potential member contacts
 - i. Joanne and Bill have finished contacting those individuals who had expressed an interest regarding serving on the Marketing Committee.

2. TSO Member email Survey – Joanne Gainen

- a. Joanne facilitated discussion regarding the attached PowerPoint. Overall satisfaction with TELOS and TSO is high.
- b. Some respondents provided contact information; Joanne will create a comment list; Edie volunteered to contact these individuals and report at April meeting.

3. Email Marketing Campaign– Sue Black and Joanne Gainen

- a. Overall plan: Joanne advised that the process has been set up to send 6,000 emails. The campaign is intended to create awareness of TELOS courses, instructors, and TSO activities and to attract new students. The original distribution vendor did not work out so Joanne purchased one month of service from another vendor. There is a learning curve for the new software program. Joanne will be sending 120 emails per hour until all the purchased email addresses have been sent the information. There are a lot of bad emails addresses. Future email blasts will depend on the results of this effort.

4. Outreach

- a. Crossroads:
 - i. Howard and Nancy reported that the February 29th promotional event at Crossroads Mall was successful. Ruth O'Connell, Howard and Nancy initiated contact and obtained contact information from prospective students. People were attracted by the 'Goodies' offered.
- b. Speakers Bureau
 - i. Chuck and Chris will meet with Steve Kalish, Steve Funk, Arnold Kern and John Bishop to finalize draft of a PowerPoint for TSO Speakers Bureau presentations.
- c. Distribution of information regarding TELOS class offerings
 - i. Chris delivered TELOS class offerings to libraries (Bothell, Crossroads, Kenmore, Kirkland, Redmond and Woodinville) as well as Community Centers (Crossroads, North Bellevue and Peter Kirk).
 - ii. Nancy will deliver to Newcastle Library and South Bellevue Community Center.
 - iii. Chuck will arrange future dissemination of materials through the King County Library distributions system.
 - iv. Future action item: develop subcommittee for distribution of information

5. Facebook (<http://facebook.com/TSO.TELOS>)

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- a. Joanne advised that information regarding February and March events and club activities was posted.
 - b. Back-up administrators should update Facebook twice each week to promote engagement
 - c. More comments (and likes) are wanted
 - d. The Facebook page retains all events and other posts along with related comments, providing an online history of TSO activities.
6. ***Overlake/Westminster Senior Fair*** (March 12 from 10 a.m. to 3 p.m.)
- a. Bill advised that everything is on track for the TELOS/TSO participation. He has recruited 13 volunteers to staff the table.
 - b. Bill is meeting with Angela Young on Monday and will pick-up supplies
7. ***Media***
- a. *TELOScope* Sue Black (for Randy Buehler)
 - i. Spring Quarter issue was emailed to TSO participants on February 14. Sue will pursue information regarding printed distribution with Angela Young
 - ii. Summer Quarter issue has three articles written; Sue has requested write-ups from participants in March seminars
 - b. Bellevue Reporter/Sound Publications
 - i. Both Gloria Campbell's article and the ad designed by Howard appeared in the *Living Better* insert of the February 26th editions of the *Bellevue Reporter* and *Mercer Island Reporter*.
 - ii. Next opportunity: Bellevue Resident's Guide (deadline 5/27/16) \$275
 - iii. Press Releases regarding Course Preview: Sue composed and Joanne submitted to the Bellevue Reporter. Nothing has appeared so far.
 - c. Television
 - i. Chuck will provide status at next meeting

New Business

- 1. Tracking of TSO/BCCE marketing efforts was discussed. This has been addressed previously with BCCE staff. No changes to current arrangements are contemplated at this time.
- 2. BCCE Marketing sent a survey soliciting feedback. Edie responded suggesting that the TELOS program should be promoted. The next email blast from BCCE Marketing included information regarding TELOS. Edie will express our appreciation.
- 3. Chuck will send Chris a letter which can be sent to friends marketing the TELOS Program. Chris will email to members of the Marketing Committee.
- 4. Edie suggested investigating using RSVP Cards promotion. She will pursue.
- 5. Bill suggested offering incentive of discounted tuition for referral of new student registration.

The meeting was adjourned at 2:30 p.m.

Respectfully submitted,
Chris Steele
TSO Marketing Committee Member