

MARKETING COMMITTEE MINUTES

MARCH 1, 2017

PRESENT: Joanne Gainen, Paul Maffeo, Nancy Rogers, Bill Greaver, Edie Heppler, Chris Steele, Jordan McCabe.

VISITORS: Tim Hay, Mary Lou Hunt

ADMINISTRATIVE

1. February minutes approved by consensus. Draft attached.
2. Next meeting: Wednesday, April 5, 3:30-5:00, Room 1128

OUTREACH

1. Crossroads: Table in front of the Mini City Hall, Wednesday, March 8, 11:00-1:00. Jordan, Nancy, Edie & Joanne volunteered. Joanne will pick up tablecloths, brochures, swag, banner, and copies of TELOScope.
2. Overlake Active Senior Fair, Saturday, March 11: Bill Greaver has scheduled all volunteers for the Overlake Fair. He will bring supplies and oversee set-up before and take-down after the event.
3. Open House/Course Preview, Thursday, March 16, Room 1125: Tim Hay is in charge of set up; Chris Steele will be in charge of the program.
4. Catalogue Distribution for Spring Quarter: Paul reports the catalogs are going like hot cakes at Overlake ER. He'll distribute half now and half later.
5. Laurie Phillips has provided 300 copies of the 'skinny' Telos course brochures for Spring: 75 for crossroad mall; 200 for the Senior Fair; 25 for distribution for a total of 300.
6. The City of Bellevue's activities catalog includes the three TELOS classes at the Boys and Girls Club. B&G also has their own catalog
7. Extra copies of the Telescope will be distributed at events.
8. Collaboration with Eastside Neighbors Network. Over 100 people pre-registered for the Atul Gawande program, but it was cancelled due to severe weather in Boston and will be rescheduled. About 30 people still showed up to learn about the Eastside Neighbors Network. When the program is rescheduled, the invitation will be reissued to the TSO distribution list. Those who signed up initially will receive priority for registration.
9. Eastside Heritage dinner: Paul did not attend but was invited to be on the Board of Trustees.
10. New TSO Brochure: Joanne thanked Virginia Binder for proposing the new student brochure. TELOS students are using the contact form on the brochures to sign up for the TSO email distribution list.

11. TELOS/TSO Business Cards: Chris reports that the new 2-sided information cards are in process (printing and billing). The cards have TELOS contact information on one side and TSO contact information on the other. The objective is to reduce TSO-related calls to the TELOS office by helping students distinguish between the two organizations.

MEDIA

1. Sandi reports that the TELOScope came out on line and in print.
2. Facebook page: Edie has not yet figured out how to do this.
3. Chris has received three responses from Rotary Clubs interested in having a speaker from TELOS. Chuck Kimbrough will schedule the presentations.

NEW BUSINESS

1. The first-ever Instructor Appreciation day will be in Room 1125. Only the new spring instructors are invited. We expect 8-12 people. We'll hand out the Telos and TSO brochures. We will reserve a second room to access for set up. BCC pays for refreshments.
2. Public Service Announcement for TELOS: TSO has in the past investigated producing a PSA to run on the BC media channel. It could be a class project. Action: Joanne will ask BC instructor Leslie Lum, who teaches a class in Multicultural Marketing, who would be a good contact for a class project. Could also go through Faisal Jaswal, Student Programs. We need someone to "drive" this project; dance/theater instructor Claudia Lawrey might be interested.
3. City of Bellevue Human Services listening session opportunity: The City's biennial Human Services Needs Assessment includes a section on older adults, available here: <http://bellevuewa.gov/pdf/Parks/2015SP-OlderAdults.pdf>. For the 2017-2018 study, TSO has been invited to organize a listening session with Alex O'Reilly, lead researcher on the project. **Action:** Joanne & Edie will identify potential participants for the session and arrange a date.
4. Bill Greaver reported on a recent BCCE-advertised Virtual Reality tech talk.

All were tech types, but Bill found it most interesting and informative.
Could be great between-quarters seminar?

Meeting Adjourned 2:20 p.m. Next Meeting April 6 at 3:30 p.m., Room 1128.

Respectfully Submitted,
Jordan McCabe

Committee members receiving notice: Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele, Sandy Frederic, Jordan McCabe.
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cc: Sue Black, Howard Frank; Virginia Binder

Date	Time	Location
03/08/17	11:00-1:00	Community Table, Mini City Hall, Crossroads
03/11/17	10:00-3:00 – Overlake Senior Fair	Westminster Chapel
03/16/17	11:00-1:00 Open House/Class Preview	
04/05/17	3:30- 5:00	V1128