

TSO MARKETING COMMITTEE MEETING MINUTES
Wednesday, April 6, 2016 Room 1124, 3:45-5:30 p.m.

Committee members present: Virginia Binder, Joanne Gainen, Bill Greaver, Monika Hall, Edie Heppler, Chuck Kimbrough, Dee Koger, Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele

The meeting was called to order by the chairwoman, Joanne Gainen, at 3:45 p.m.

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

Updates

1. Administrative

- a. Meeting dates: First Wednesday of the month; next meeting will be May 4th from 3:45-5 p.m.
- b. Members
 - i. Monika Hall-re-activating participation
 - ii. Sandy Frederic and Sandy Medendorp will meet with Joanne to discuss joining the Marketing Committee

2. Outreach

- a. Overlake Senior Fair
 - i. Bill reported that the event was successful.
 - ii. Idea for next year: TELOS/TSO could sponsor a Workshop at the 2017 Fair for \$150. Perhaps the Speakers' Bureau could offer their presentation or perhaps a presentation could be recorded on a loop with volunteers standing by to answer questions.
- b. Cards from Overlake Senior Fair and Table at Crossroads
 - i. Information obtained about potential new students was given to Angela.
 1. Edie will follow up with Angela regarding action taken with this information. [Chris, I think we will all be at the meeting with Angela about the survey and will bring it up then.]
 2. This Committee may want to develop a 'Welcome to TELOS' package for these potential students
- c. Speakers' Bureau
 - i. Chuck advised that first meeting of the group was held.
 - ii. John Bishop volunteered to enhance the PowerPoint presentation and has added graphics.
 - iii. Chuck is pursuing obtaining contact information for various organizations from the City of Bellevue.

3. Media

- a. TELOScope
 - i. Ellen Berg was going to write an article on aging for the next issue. This will be featured in a future issue.
 - ii. Joanne and Chris will be preparing a 250-word article regarding the recent TSO survey.
 - iii. Kathy Shoemaker has submitted articles regarding the Bill Jaquette's Coffee and Wisdom seminar on the Death Penalty as well the Crow Funeral lecture by Kaeli Swift
 - iv. Sue Black has prepared an article regarding Merle and Marty Arnot's lecture: Safari in Sub-Saharan East Africa
 - v. Sue Black will need information about the August 23rd TSO Picnic and the celebration of TELOS' 40th Anniversary.

- b. Bellevue Reporter/Sound Publications
 - i. Better Living Guide (Bellevue and Mercer Island Reporters)
 - 1. Apparently, there has been no response to the article and ad
 - ii. Bellevue Resident's Guide (deadline 5/27/16)
 - 1. Approval of \$275 expenditure previously obtained for ad in this publication.
 - 2. Edie and Ruth will prepare draft article prior to the next Marketing Committee Meeting.
 - iii. Sound Reporter Papers
 - 1. Chuck has a contact with management responsibilities for all seven Sound Reporter papers. Chuck will investigate the submission of articles about TELOS.
 - iv. Email marketing
 - 1. Of the 12,000 names purchased, 3200 emails were actually delivered and a total of nine people viewed the message.
 - 2. Given that it takes a number of overtures, Joanne will send another email, this time alerting people to watch for Summer Quarter offerings.
 - 3. Per the survey results/comments, the best way to learn about TELOS is the catalog and/or word of mouth. Email marketing is probably not a cost-effective option for TELOS/TSO.
 - v. Facebook
 - 1. More people have signed up; want more people to 'like' the page
 - 2. Facebook is being updated frequently so people will find it a valuable tool
 - vi. Press Release
 - 1. Sue Black developed a release; Joanne sent it to the *Bellevue Reporter* but does not know whether or not it was printed

4. New Business

- a. Letter to friends to promote TELOS
 - i. Chuck has developed a draft and will email it to committee members
- b. Schedule for Summer Quarter marketing
 - i. Due to fewer class offerings and probable lower attendance, it was agreed that this committee would do minimal marketing for Summer Quarter classes
- c. Distribution of Marketing Material
 - i. Paul and Ruth agreed to lead an effort to distribute TELOS brochures to more locations
 - ii. Chris agreed to provide information regarding sites used in the past
 - iii. Ideas for target population locations:
 - 1. Geriatric Health Clinics
 - 2. Doctors office?
 - 3. Avoid retirement communities
 - iv. Dee mentioned that some time ago Angela Young suggested adding a sticker on the cover of BCCE catalogs highlighting information regarding the TELOS program. This was not pursued due to cost.

The meeting was adjourned at 5:02 p.m.

Respectfully submitted,
Chris Steele
TSO Marketing Committee Member