

# **TSO Marketing Committee Meeting Minutes - FINAL**

## **Wednesday, May 3rd, 2017, 3:45-5:00, Room 1128**

Present: Edie Heppler, Chris Steele, Chuck Kimbrough, Paul Maffeo, Joanne Gainen.  
Visitor: Marty Leeds (guest of Paul).

### **Administrative**

1. April minutes (draft distributed 4/11) approved.
2. Next meeting: Wednesday, June 7, 1:00-3:00, Room 1128
3. Visitor orientation: Chuck and Edie provided background on the Marketing Committee and its role in promoting growth of the TELOS program. Chuck stated that most people over age 55 are not aware of it. Edie indicated the classroom space is available to increase the number of students substantially, although because of parking, some classes would need to be offered on Fridays or at another location.

### **Outreach**

1. Rotary Talks: Chuck Kimbrough has spoken to the Woodinville and Redmond Rotary Clubs, and is in touch with the Mercer Island group about scheduling a future meeting. Chuck estimates that about half of the 50 Rotary Clubs in King County are on the Eastside, and he would like to speak to most of them. Kiwanis also has clubs, including an active one in Kirkland. Women's organizations include AAUW and PEO. We will continue to identify organizations for outreach.
2. A goal is to be able to track results of promotions such as Senior Fair and Valpak.
3. Edie is scheduled to speak to a Kirkland group, Seattle Sleepless Singles, <http://www.seattlesleepless.org/>
4. City of Bellevue Human Services Commission: Joanne reported on a "Listening Session" she organized for the Commission to provide input on their biennial Needs Assessment Update (section on Older Adults). Paul Maffeo, Lorene Sheppard, Raj Patel, Karen Strudwick, and Joanne were present from TELOS. Themes that emerged were access to transportation, senior/affordable housing, communication, and isolation/community. The full report will be available in early 2018.

## 5. TSO Brochure Update:

- a. New TSO registrations: Raj and Virginia are reviewing all brochure contact forms to make sure data is current and complete with the aim of tracking registrations submitted each quarter.
- b. Potential Marketing Committee members: Joanne and Edie will follow up with students who indicated interest in the Marketing Committee.
- c. Reprints will be ordered for Fall quarter after a review/update of content.

## Media

1. TELOScope report: Sue sent email to Joanne on 4/29 to say that she will be able to send the Summer issue to the administration for approval when she receives the latest list of class topics. She also indicated offers to write articles are welcome.
2. Facebook page, "Be Neighborly Kirkland": Edie, Nancy, and Joanne are updating the page. Edie will set up admin access for Jasmina (Mina) in Marketing. Edie is also working out how to manage payment for sponsored ads.
3. Proposed PSA for TELOS: Joanne contacted Claudia Lawrey (instructor) and Tracy Koretsky (former student); Claudia reached out to Mark Waldstein and a meeting is scheduled for May 17<sup>th</sup> at noon in Poppinjays. Chuck suggested Katarina Boehman as well, and Chris provided contact information for Wes Zujko, who had offered to help with a PSA in the fall of 2013. Joanne will contact both Katarina and Wes.

## New business

1. TELOS/TSO Marketing Program review/coordination:
  - a. Chris, Edie and Joanne met with with Melissa Carnahan, Director of TELOS/Teen/ Personal Development programs; Gayle Solberg, BCCE Marketing; and Jasmina Dimic to review Marketing initiatives and explore new ideas.
  - b. Gayle suggested an alternative to the Course Preview, "A Taste of TELOS." Four to eight instructors will teach concurrent mini-sessions to give participants a sample of their course content and instructional style. TELOS will pay for instructors' time and refreshments. We agreed to set this up for fall quarter. By May 15th we will know which instructors will be teaching in fall

quarter. Chris will facilitate arrangements and identify instructors to participate. Marty volunteered to assist with table set-up.

2. Host Supplement Slide Show: Jerry Bunce has developed a set of PowerPoint slides to be displayed in classrooms at the start of each class session. The slides will rotate through a loop to display 5-6 messages with information about TELOS and TSO events that can be updated. Examples would be requests for volunteers. [Note: on the last day of class, slides could encourage comments on the evaluation forms for possible publication.]
3. Reprint TSO brochures: Feedback on the TSO brochure should be sent to Joanne by Friday, May 19<sup>th</sup>. Joanne will ask Sandi Medendorp to pull up the previous order, make changes, and schedule printing so the new ones are ready for Fall quarter.
4. Catalog Distribution for Summer: Summer classes begin June 26<sup>th</sup>. Online registration begins May 12<sup>th</sup>. Catalogs will be printed and distributed around that date. Paul will pick up catalogs for Overlake Hospital, either TELOS course list or bulletin with TELOS sticker. More catalogs being delivered to retirement communities. Chris delivered TELOS course list to Kirkland Library personally, put in entry way, checked back and a few were still there. Gayle will send email blast to all TELOS students. Chuck suggested asking instructors in most populated courses to invite students to share TELOS course catalogs. This could be included in the slide set as soon as new catalogs are available.

Meeting adjourned at 5:00.

Minutes submitted by Joanne Gainen.

Schedule:

Date	Time	Location
05/12/17	Online registration begins	
06/07/17	Marketing Meeting 1:00-2:30	V1128
06/26/17	Summer Classes begin	

**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.

**Other notifications:** Virginia Binder, Alexa Munoz, Steve Dennison, Sue Black, Howard Frank, Tim Hay