

# **Marketing Committee Minutes (FINAL)**

**May 4th, 2016 3:45-5:00**

Attendees: Virginia Binder, Joanne Gainen, Monika Hall, Chuck Kimbrough, Dee Koger, Paul Maffeo, Sandi Medendorp, Nancy Rogers, Chris Steele

Meeting was called to order at 3:45 p.m. by Chair Joanne Gainen.

## **1. Administrative**

- a. New member Sandi Medendorp was introduced.
- b. April minutes were approved as submitted.

## **2. Outreach**

- a. Discussed 'Letter to Friends' for promotion of the TELOS Program as developed by Chuck, Sandi, and Joanne. TELOSians will be encouraged to email this template to their friends as appropriate. A copy of the template will be posted to the TSO website in the Forms/Document section of the TSO Council tab (<http://studentweb.bellevuecollege.edu/telos-tso/tso-forms/>).
- b. Speakers Bureau update – Chuck
  - i. Draft of PowerPoint is available
  - ii. Possible speaking opportunity at City of Bellevue's Network on Aging-Arnold Kern is pursuing
  - iii. Sandi Medendorp agreed to locate a program contact for the Retired Teachers Association.
  - iv. Need other members/volunteers to identify program contacts and initiate contacts/schedule requests for speakers.  
Requests should be routed through Chris and Chuck.

## **3. Catalog/brochure Distribution planning – Paul**

- a. Paul and Ruth are working on a process; Chuck offered additional assistance. Paul is a lifelong VFW member and will see about distribution through that organization.
- b. Information will be provided at the next meeting

#### 4. Media

##### a. TELOScope - Chris

- i. Next issue ready to go pending information regarding 40<sup>th</sup> Anniversary Celebration at the August 23<sup>rd</sup> Picnic

##### b. Bellevue Reporter/Sound Publications - Joanne

- i. Article and ad for Bellevue Resident's Guide (due 5/27/16)- Joanne and Edie will create and submit article by due date
- ii. Changes to ad – Monika provided input; Jen Gralish has been notified and requested changes will be made by their Creative Department.

##### c. 3<sup>rd</sup> Age Magazine-Joanne

- i. Reintroduction and new format of magazine published by David and Victoria Starr Marshall.
- ii. Angela Young is interested in submitting an article regarding TELOS' 40<sup>th</sup> Anniversary in the next edition. Joanne, Edie and Virginia will pursue.

##### d. Bellevue College Digital Media Director Rick Otte- meeting tentatively scheduled for 1:30 on May 13th - Chuck, Edie, Chris, Joanne will attend and report out at next meeting.

#### 5. Summer Quarter: Joanne

- a. Schedule is due out in mid-May; twenty-six classes are being offered
- b. BC administration is planning a minimal marketing effort

#### 6. New Business

- a. TSO tri-fold Brochure to explain the purpose and opportunities to support the TELOS Program. Chris will provide template of previous TELOS brochure. Sandi will draft a brochure with input/assistance from Virginia, Edie, and Joanne

- b. John Bishop is connecting with AARP to see if linkages could be built to the mutual advantage of both groups.
- 7. The next meeting is Wednesday, June 1, **1 p.m.-2:30 p.m.** Room 1120
- 8. The meeting was adjourned at 4:55 p.m.

Respectfully submitted,

Chris Steele

Marketing Committee Member