

Marketing Committee Minutes

June 1st, 2016 1 – 2:30 p.m.

Attendees: Joanne Gainen, Howard Frank, Sandy Fredric, Bill Greaver, Edie Heppler, Chuck Kimbrough, Paul Maffeo, Sandi Medendorp, Chris Steele

Meeting was called to order at 1 p.m. by Chair Joanne Gainen.

1. Administrative

- a. New member Sandy Fredric was introduced.
- b. May minutes were approved as submitted.
- c. Next meetings scheduled: Thursdays July 7 from 1:45-3, August 4 from 1:45-3, and Wednesday September 7 from 1-2:30

2. Outreach

- a. 'Letter to Friends' template for promoting the TELOS Program has posted to the TSO website in the Forms/Document section of the TSO Council tab.
- b. Speakers Bureau update – Chuck -No new information
- c. Sandi took fifteen catalogs to a Sleepless Seattle meeting. Information regarding Sleepless Seattle can be posted on TSO website.
- d. Catalog/brochure Distribution planning – Paul
 - i. Paul and Chris met with Michelle Kiefel at Overlake Hospital and delivered approximately 50 copies of Summer Quarter class offerings which will be placed in the lobby and emergency room locations.
 - ii. Michelle's request for additional copies has been referred to Angela Young.
 - iii. Paul will contact Evergreen Hospital to see if they would like to have copies of class offerings

3. Media

- a. TELOScope - Chris

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- i. The Summer Quarter issue has been released including information regarding 40th Anniversary Celebration at the August 23rd Picnic and results of the TSO Survey
 - b. Bellevue Reporter/Sound Publications
 - i. Joanne submitted an ad by May 27th due date
 - ii. Chuck advised that he has a connection at Sound Publications who may be able to assist prioritizing publication of items submitted
 - c. *3rd Act Magazine*-Joanne
 - i. Joanne submitted article regarding the TELOS program. David Marshall indicated that they would post it on their digital version but not in the printed version. As the online version would not reach our target population, Joanne will negotiate with David to possibly withdraw article and submit it to Sound Publishing.
 - d. Rick Otte- Bellevue College Digital Media Director
 - i. Joanne, Chuck and Chris met with Rick Otte on May 13th on Main Campus. They toured the facility and discussed options available for promoting the TELOS program. A Public Service Announcement (PSA) could be created with the help of an advanced student for \$300-500. Rick could broadcast it on the BC station (Channel 28) and Bellevue TV (Channel 21). The PSA could also be made available for distribution to other TV stations.
 - ii. Rick also suggested an ad for the BC radio station KBCS.
 - e. Sandy Fredric suggested connecting with Margaret Larson-New Day NW on Channel 5. Angela would need to approve and then Sandy would pursue.
4. Internal Marketing

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- a. Sandi distributed her draft of the brochure describing TSO which is to be provided to students. Sandi will incorporate suggested revisions to Joanne by June 8.

5. New Business

- a. Bellevue Neighborhood Conference-Saturday May 25
 - i. Edie, Joanne and Chris attended.
 - 1. TELOS/TSO may want to use nextdoor.com app as promotion vehicle
 - 2. Downtown Association representative may want a speaker
- b. Postcard Promotion
 - i. Chris will send information regarding previous postcard promotion
 - ii. Howard will lead the effort to pursue

6. The next meeting is July 7 at 1:45 p.m.

7. The meeting was adjourned at 3:45 p.m.

Respectfully submitted,

Chris Steele

Marketing Committee Member