

Marketing Committee Minutes

July 6th, 2016 1:45 – 3:00 p.m.

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

Meeting was called to order at 1:48 p.m. by Chair Joanne Gainen.

1. Administrative
 - a. June minutes were approved as amended.
 - b. Next meetings scheduled: Thursday, August 4 from 1:45-3, and Wednesday September 7 from 1-2:30
2. Postcard Promotion: Howard and Sandy
 - a. A draft of template and proposed modifications to the template were distributed.
 - b. Rather than pursue the postcard format, it was agreed that Howard and Sandy would contact Valpak and investigate their new client promotion of 50,000 free mailings. Chris will provide information to Howard and Sandy.
3. Display Holders
 - a. Chuck will follow-up with Chris Ma regarding status of display holders for TELOS/TSO information
4. TSO Tri-fold Brochure
 - a. Sandi distributed a draft; some further revisions were identified.
 - b. Final copy will be approved at the August meeting
 - c. Distribution is scheduled for Fall Quarter classes
5. Marketing for Summer Picnic/40th Anniversary Celebration
 - a. Flyer has been developed by Sue Black and will be distributed in classes during week of July 11.
 - b. There will be no further marketing efforts unless few reservations.
6. Outreach
 - a. Speakers Bureau update – Chuck -No new information
 - b. Catalog/brochure Distribution planning – Paul

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- i. Paul will contact Evergreen Hospital to see if they would like to have copies of class offerings
- ii. Paul will follow-up periodically with distribution of materials at Overlake Hospital

7. Media

a. TELOScope - Chris

- i. The Fall Quarter issue will include an ongoing column by Ellen Berg and a profile of Laurie Philips. Edie will provide images of students in David Smith's Houses of Worship class visiting Congregation Beth Shalom

b. Bellevue Reporter/Sound Publications

- i. Chuck will send a version of Joanne's article to the *Kirkland Reporter*

c. 3rd Act Magazine-Joanne

- i. Published in Summer 2016 Letters:
"Congratulations on your "New Beginnings" Spring 2016 edition of 3rd Act Magazine! We were delighted to see Lifelong Learning featured on the cover and to learn about era Living's partnership with the UW's Osher Lifelong Learning Institute. Here on the Eastside, we are fortunate to have a 40-year history of diverse lifelong learning opportunities available through TELOS, Bellevue College's Continuing Education program for retirees and active older adults. TELOS students also benefit from popular extracurricular lectures and social activities spearheaded by a dynamic organization of student volunteers.

We hope that in future issues you will continue to feature these and other great learning opportunities for the 3rd Act in the Puget Sound.

Joanne Gainen, Chris Steele and Edie Heppler

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Volunteer Committee Chairs

TELOS Student Organization, Bellevue”

- ii. Joanne previously submitted article regarding the TELOS program. Joanne followed-up with David Marshall and he indicated he will consider publishing it in the future.
- d. New Day NW on Channel 5 with Margaret Larson-.
 - i. Sandi suggested this idea at previous meeting. Angela is investigating BC policies regarding our participation in this kind of program.
- 8. New Business
 - a. Emerald Heights has a newsletter. Chuck will make contact to see if they would be interested in an article regarding TELOS.
- 9. The next meeting is August 4 at 1:45 p.m.
- 10. The meeting was adjourned at 2:50 p.m.

Respectfully submitted,

Chris Steele

Marketing Committee Member