

MINUTES (FINAL)  
MARKETING MEETING JULY 8, 2015 @3:15 PM Room 1102  
Next Meeting: August 12, 3:15  
Meeting facilitator Edie Heppler (interim chair)

1. Call to Order @ 3:22; introductions.  
Present: Bill Greaver, Edie Heppler, Virginia Binder, Sue Black, Joanne Gainen, Ruth O'Connell, Randy Buehler, Lynn Thomas, Paul Maffeo
2. Approved minutes of last meeting (June 10, 2015).
3. **OLD BUSINESS**
  - A. **Coffee and Wisdom (Edie for Jim Cushing):** Edie noted that the monthly Coffee and Wisdom presentations have been very successful, filling up quickly (60 people). One goal was to sign up attendees as TSO members; that has been working. However, the room may no longer be available in the fall. If we want more non-TSO/TELOS participants, we will need to increase capacity and/or do something else. Discussion tabled until Jim returns.
  - B. **Staging (article "in the can") for use in newsletters and on-line postings:** The newsletter committee will meet on July 16. Sue and Randy are working on an "evergreen" article, and Bill Greaver has written a piece as well. Mona Zimmerman has agreed to write a personality piece on staff member. The newsletter committee has done pieces on Angela and Hollis. Edie would like to do one on instructors. Randy is working on an instructor piece now. The committee would also like a generic article on TSO, referencing TELOS. In addition we need an article for the Telescope regarding Coffee and Wisdom
  - C. **Instructor Profiles:** Virginia is working on web site profiles for TSO from various public sources; she is making a standardized guide and will run final content by instructors. It will take her through the summer to complete. Bill Greaver would like instructor bios to use at fairs.
  - D. **Groups to present to regarding Telos program:** Chris Steele, liaison with Rotary, reported that we have been asked to present to Factoria Rotary. Discussion was tabled until Chuck returns from vacation. Sue would like to have grid of all classes if available by then.
  - E. **Update on on-line Posting (Edie):** Edie recruited Marilyn Chase to post TSO/TELOS to 12 online calendars. Marilyn has agreed to post information on events, class previews, classes with low enrollment, etc. Edie posted information about two classes on the calendar of the *Bellevue Reporter*, where information about the class is displayed every week during the term. Sue noted it might look like the featured course is the only class running, so notices need to make clear that other classes are being offered. Posting is limited by geographic boundaries; Bellevue College can only advertise in Bellevue, Issaquah, and Mercer Island. However, TSO can advertise everywhere using the TELOS brand (without reference to Bellevue College or BCCE). These limitations are the same for online posts as they are for printed posters, flyers, and class lists. Bellevue College's Marketing department publishes and pays for a list of all TELOS classes for the coming term, which includes the date of the Class Preview.
  - F. **425 Magazine posting (Monica Hall):** Tabled.

- G. Web Site (Virginia):** The TELOS/TSO web site now has an abbreviated URL: [tinyurl.com/TELOS-TSO](http://tinyurl.com/TELOS-TSO). Building on the Web site survey results, Virginia Binder, Chris Steele, Sue Black and Joanne Gainen met to discuss ways to make the web site easier to use and will implement ideas in the coming months.
- H. Registration form - "How did you hear about us?" (Edie):** The class registration form includes a drop-down menu of responses to this question, but the list does not include the primary marketing tools used by TELOS and TSO: posters, flyers, the newsletter, the web site etc. Edie talked with Angela who was going to talk with Gayle Solberg, BCCE Marketing Director, about expanding the drop-down menu of choices to include these sources.
- I. Digitalization/Social Media:**
- 1) "Digital" programming: At the June meeting, Jay Balakrishnan talked about expanding TELOS courses to a wider, even global, audience using digital communications media. The committee agreed that programming is not part of Marketing Committee's charter; proposals on this topic would be directed to Telos.
  - 2) Social Media: To facilitate conducting TSO business and the use of social media by TSO, Edie will create a group using Google Apps. Council members, committee members, and other authorized users would each receive an email address in this account. The group account will provide an audit trail for the State, and an email address can be created specifically for TSO social media marketing (Facebook, etc.). Virginia mentioned that a new bylaw allowing the use of e-mail for meetings will be voted on at the picnic on August 6.
- J. Outreach options (Edie):**
- 1) Current catalog with starburst of retiree program. Edie has asked Angela to talk to Gayle again about adding a "starburst" highlighting TELOS (with page number) on the front of the catalog at least on a trial basis. The catalogue costs BC \$60K to publish; they are reluctant to focus attention on TELOS because our students are not their target market. As an alternative to printing the starburst on the catalogue, Edie has approached Chris Ma, BCCE, to see if we could put stickers on catalogues to be used in locations that reach our target market (Boomers, retirees, etc.). The group discussed ways to promote the program, including the question of how we find people who've just moved to the area. Ruth recounted how she had found TELOS through the BC catalogue.
  - 2) Class circular for Fall 2015 session to place in libraries and senior centers etc. The circular would include the grid (mentioned above) plus brief class descriptions. The question is how best to distribute the circular so it reaches people not already involved in TELOS.
    - Printing can be done at Main Campus using TSO account
    - Need list of places to distribute, and # for each place
    - Need TSO to take ownership of this process and create small committee to handle – volunteer(s) needed
    - Council has budget to cover these costs (new allocation or possibly part of the \$1,000 already allotted)

3) Partnerships and Diversity – tabled.

#### 4. NEW BUSINESS

- A. Email address list purchase in bulk (Edie).** Edie has identified a company that will sell us an email address list of retirees with some higher education. We would be able to use the addresses as often as we like (with an opt-out provision in the email message). In the broader market, 24,000 addresses came up; these would cost 8 cents each. Angela will buy Bellevue/Issaquah and emails can use BC logo. Outside the Bellevue/Issaquah area, communications can only use TELOS/TSO to avoid overlap with other programs. The email list could be used for notices about Coffee and Wisdom talks as well as classes. For classes, the message would include links to the grid/class list rather than the generic registration page. Edie will talk to Angela about purchasing Bellevue/Issaquah, TSO will purchase the rest. TSO Council will have to approve purchase; it will be considered at their meeting next Wednesday, July 15. Edie noted that we had 100 new students this year; she would like to triple this number. Sue noted that parking may be an issue, leading to discussion of exactly where students are able to park. We will verify parking locations with Chris Ma, and Randy will include parking information in the newsletter.
- B. Crossroad's Farmers Market (Bill):** Bill explained the challenges of setting up a station at the Farmers Market (or other events), and the group discussed the potential benefits. Crossroads Mall, which is very diverse, has a mini Town Hall and would let us set up a table in front of it. Is it the right demographic? Ruth O'Connell talked about her experience at the mall and reported that she did not see a lot of people in our demographic. Consensus seemed to be that we would not pursue setting up a station at the market at this time.
- C. BC email address and ID, benefits through the College (Andy Kravitz):** Tabled until Andy returns.

#### 5. ADJOURNED – 4:45 PM

Minutes submitted by Joanne Gainen  
7/20/2015