

TSO Marketing Committee Minutes - FINAL

Wednesday, August 2, 2017, 3:30-5:00, Room 1128

1. Attending: Joanne Gainen, Edie Heppler, Paul Maffeo, Chuck Kimbrough, Ron Lebeiko
2. Administrative
 - a. July minutes were revised and approved with revisions.
 - a. Next meeting: Wednesday, September 6, 1:00-2:30, Room 1128
3. Picnic Update: About 50 people have signed up for the TSO Picnic, lower than usual by this time, possibly due to issues with email distribution and/or Saturday scheduling (August 19th, North Bellevue Community Center).
4. Outreach
 - a. TSO Brochure update/reprinting: Joanne reported that the brochure is in the final stages of editing and will be submitted by Monday, August 7th.
 - b. New TSO registrations: Raj Patel reported (via email) 7 new TSO registrations, none expressing interest in the Marketing Committee.
 - c. Fall Catalog Distribution
 - 1) Edie reported that Alessandro will mail copies of the TELOS-only course catalog to residents in 4 ZIP codes with foundation funding.
 - 2) Chuck will distribute copies to the Kirkland Library, while Paul will continue to distribute in hospitals (primarily Overlake).
 - d. Talks at organization meetings
 - 1) Chuck @ Mercer Island Rotary August 15th
 - 2) Seattle Sleepless Singles – Kirkland still pending
 - e. Marketing Committee membership check: Summer schedules are limiting participation by some; others have not responded.
 - f. Gerontology contacts (list from Chris), Senior Care Coalition: Joanne will look for opportunities to provide literature.
 - g. Employee magazines
 - 1) Boeing Leadership Network Retirees – as reported earlier, Jerry Bunce has placed a website listing with BLNR (<https://blnretirees.org/useful-links>; <https://blnretirees.org/>). Jerry has asked that the article/ad he submitted be included in the September newsletter. He has identified other Boeing employees and would like to have them write about their TELOS

experiences as a follow-up in a future newsletter. [Note: consider for our publications as well.]

- 2) Ron suggested identifying other employee newsletters to contact. Committee members are encouraged to follow up with employers and retiree programs they are familiar with.
- h. Marketing to BCCE language classes: Edie will check with Melissa on feasibility of a cross-selling effort.
- i. Posters in North Campus walk-in areas: Joanne will check with Gayle.

5. Media

- a. PSA/Ad for TELOS: Joanne reported that Tracy Koretsky has provided two scripts. The first ad will simulate a “focus group” and will be filmed in the BC Digital Media Services studio. Tentative date is October 7. If interested, contact Joanne or Claudia Lawrey.
- b. TELOScope: Fall quarter edition has been distributed by email. The print version will be available soon. Virginia noted that she would like to coordinate timing with the notice of classes such that the newsletter comes out about one week earlier to seed interest in courses offered.
- c. Facebook page:
 - 1) Edie will meet with Jasmina to coordinate planning and work out a budget for sponsored ads.
 - 2) Edie’s blog post is featured in the Student Spotlight section of the BCCE Fall Quarter newsletter, <http://mailchi.mp/bellevuecollege/news-and-events-for-fall-quarter> (abbreviated URL, <http://bit.ly/2uhow2Y>). Also featured on the BCCE and TSO Facebook pages.

New business

- a. “Being Mortal” live streaming event planning: On September 25th, TSO will join Eastside Neighbors Network (ENN) and KCLS to host a live-streaming conversation with Dr. Atul Gawande, author of Being Mortal: Medicine and What Matters in the End.” The talk is presented by Beacon Hill Village in Boston and the Village to Village Network, of which ENN is a member. ENN grew out of a 2015 TELOS class based on the book, taught by Ellen Berg. The program will be a conversation on the value of community and choice as we grow older. Registration will be available on the KCLS Calendar beginning August 7. ENN will send out an email blast the week of August 7th; to get on the mailing list, visit <http://eastsideneighborsnetwork.org>. TSO will send out an email blast on this event in early September.

- b. Ron suggested that TSO consider setting up an opt-in TELOS social connections registry, where TELOS students can learn about other TELOS students to facilitate initiating contact in class or at TSO events.

Meeting adjourned at 4:45.

Submitted by Joanne Gainen.

Date	Event	Time	Location
08/19/17	TSO Summer Picnic	11:30-2:00	NBCC
09/06/17	TSO Marketing Committee	1:00-2:30	V1128
09/25/17	"Being Mortal" (Value of Community and Choice...) with ENN, KCLS	1:30-3:00*	Redmond, Bellevue Libraries

**Pre-registration required.*

Committee members receiving notice: Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Ron Lebieko Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele
cc: Virginia Binder, Sue Black, Sandi Medendorp, Jerry Bunce, Steve Denison, Howard Frank; TELOS: Alessandro, Jasmina, Melissa, Gayle