

TSO Marketing Committee Minutes
August 12, 2015

Next Meeting: September 9, 1:30

1. Called to Order @ 3:15 by Randy Buehler
Present: Bill Greaver, Edie Heppler, Virginia Binder, Sue Black, Joanne Gainen, Ruth O'Connell, Randy Buehler, Paul Maffeo, Chuck Kimbrough, Jim Cushing, Dee Koger, Chris Steele, Kathy Shoemaker (left early)
2. Approved minutes of last meeting (July 8, 2015).
3. **Coffee and Wisdom** - Goal to involve more non-TSO/TELOS participants.
 - a. Jim Cushing: North Campus has limited room size and availability. Chuck Kimbrough, Paul Maffeo and Jim will meet and research room availability options potentially including: increasing frequency of C&W i.e., consecutive Fridays, televising sessions into adjoining rooms, other locations
 - b. Virginia Binder: Late Cancellations occurring more frequently; may need to develop a procedure for chronic abusers
 - c. C&W moving to Curriculum Committee starting January 2016; Jim will work with transition process
 - d. For September, Savita Krishnamoorthy, will provide a lecture on "Contemporary Art in India: Emergence from Colonialism"; Jim will initiate efforts to increase awareness of the TELOS program in the Indian community.
 - e. Investigate possibility of C&W presentations off-campus-Jim and Randy will pursue
4. **Feature Article for Media**
 - a. By August 21, Kathy Shoemaker agreed to draft a 350 word feature article on the background of TELOS to provide to media outlets and other interested parties.
5. **Website:**
 - a. **Instructor Profiles:** Virginia has completed drafts of information for most recent instructors which will be posted shortly on the website. These bios are not perfect and feedback would be welcomed.
 - b. **Helpful tips** page will be added and will include information such as benefits available by being a student at BC
6. **Community Outreach**
 - a. **Class Circular:**
 - i. Based on information provided by Hollis Rendleman, Edie developed and Virginia/Bev edited a Fall Quarter Class Circular. Angela will print on 'fall color' paper and it will be distributed as appropriate to Bellevue City Hall and at Crossroads Mall (see 6e and 7f below). Sue Black will provide BC diversity statement and logo to Edie.
 - b. **Bridle Trails Community Meeting**
 - i. Chuck Kimbrough set-up a table in order to promote TELOS Program information including a brochure describing Fall Quarter class offerings. Very positive response from this networking effort.
 - ii. Bridle Trails Community has two e-letters: *The Rover* and *The Vine*; these may offer opportunities to inform about TELOS classes
 - c. **City of Bellevue Resources**

- i. **Mike McCormick Huentelman**, Neighborhood and Community Outreach Manager-Chuck to communicate
 - ii. **Dan Lassiter**, Community Services Supervisor, Chuck and Paul to communicate
 - iii. **Network on Aging**- need representation
 - d. **Speaker's Bureau**
 - i. Chuck Kimbrough will develop a 20-25 minute slide presentation template for representatives from TSO to present to various community groups, i.e., Rotary, Kiwanis, etc.
 - ii. Chuck will present to the Bellevue Sunrise Rotary (Factoria) on October 20
 - e. **Crossroads Mall**
 - i. Ruth O'Connell will be at Crossroads Mall from 11-2 on Tuesday, August 25, Wednesday, September 9 and Friday, September 25 outside the Library. Dee Koger will also participate. Randy Buehler will serve as backup as needed. 'Goodies' will be given to those who provide their contact information. (See 7f below)

7. Promotional Items

- a. **Facebook page:**
 - i. Joanne Gainen created a Facebook page: Telos Student Organization. TSO members are encouraged to view and 'like' the page and encourage their friends to do likewise.
 - ii. Administrators: Joanne and Edie Heppler
 - iii. Inappropriate comments will be deleted without a response
- b. **Starburst on Catalog**-no information
- c. **Purchase of email addresses**- Edie has not heard back from the vendor
- d. **Registration form - "How did you hear about us?"** Edie will continue to pursue
- e. **Update on on-line Posting**- Edie advised not changed
- f. **Goodies**
 - i. Angela has purchased pens, identification holders, water bottles, coffee mugs in addition to TELOS bags. These will be used at Crossroads Mall and other appropriate venues. Note: none of these items were produced exactly as Angela requested

8. NEW BUSINESS

- a. **Budget**
 - i. TSO Marketing Committee will have \$3,000 during this budget year to promote the TELOS Program. Effectiveness of spending will be reviewed in February.
 - ii. The Strategic Planning Committee will develop a process to evaluate effectiveness of BCCE/TSO spending on Marketing. Chuck will request information from BC regarding BCCE TELOS marketing expenditures.
- b. **Potential Other Media**

i. Primetime, Eastside Senior Housing and Health Guide, Educations for All
(Sound Printing)- Edie will call and determine whether it is appropriate to pursue articles regarding the TELOS program

c. Instructor profile of Jim Wilke, Jazz, possibly in WQ TELOScope

d. Diversity- Jim Cushing, Edie Hepler and Virginia Binder will develop plan

9. ADJOURNED – 4:50 PM

Minutes submitted by Chris Steele