

Marketing Committee Minutes

September 7th, 2016 1:00 – 3:00 p.m.

Attendees: Virginia Binder, Sandy Fredric, Joanne Gainen, Billy Greaver, Edie Heppler, Sandi Mendendorp, Ruth O'Connell, Nancy Rogers, Chris Steele

Meeting was called to order at 1:05 p.m. by Chair Joanne Gainen.

1. Administrative
 - a. August minutes were approved.
 - b. Next meetings scheduled: Wednesday, October 5 from 3:45-5 pm
2. Valpak Promotion: Edie
 - a. On August 31, the Valpak envelopes were received by residents of Kirkland and Redmond Ridge.
 - b. Additional envelopes will be sent at the end of October and November to the same areas.
 - c. To help assess effectiveness of promotion, Chris Ma will run a recap on individuals who access the TSO website for the first time.
 - d. The cost of this promotion is \$708.
 - e. A copy of the coupon is attached.
3. TSO Tri-fold Brochure
 - a. Suggestions were made regarding the sequencing of pages of the draft.
 - b. Sandi will contact Diane Harbolt at the BC Print Shop and request assistance in the design and printing of the brochure.
 - c. Distribution is scheduled for Fall Quarter classes
4. Outreach at Crossroads
 - a. No information table will be setup at Crossroads during September
 - b. Nancy will contact Maer Robertson at Crossroads (mrobertson@roireit.net) to reserve space for November 30th from 11-1
5. Fall Quarter Marketing Initiatives
 - a. Speakers Bureau Update– Chuck-No status
 - b. Catalogue Distribution –
 - i. Joanne created stickers which can be added to BCCE catalogs: TELOS tree logo and phrase 'Unique Courses for Retirees pages 34-37'. Joanne will create more stickers and provide them to Ruth the week of September 12
 - ii. Sandy will deliver catalogs to both the Kirkland library and Senior Center
 - c. New shorthand URL for TSO web site: <http://tso-telos.org>
 - d. New Day NW/Margaret Larson
 - i. Sandy will pursue a feature segment for late November
 - e. TELOScope
 - i. Sandi will contact Sue Black regarding an article regarding TSO working on students' behalf by purchasing its own sound system
 - f. Facebook
 - i. Nancy agreed to assume responsibility for updating TSO Facebook page; Joanne will provide coaching
 - g. *Bellevue Reporter*/Sound Publications
 - i. TSO's \$340 purchase of ad appeared on page 18 of Bellevue Residents Guide insert. Image of ad:

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- ii. Feedback was received from BC administration requesting that any future such purchase indicate that the ad was sponsored by TSO not BC.
- iii. The next insert will be for Senior Housing and Services with expanded distribution to Issaquah. The deadline for submittal is October 5, 2016. Joanne will discuss with Jen Gralish, Sound Publishing representative, and determine whether another \$340 ad purchase is appropriate.
- iv. TSO will no longer post class information on *Bellevue Reporter* calendar.
- h. *3rd Act Magazine*-Joanne
 - i. Joanne advised that David Marshall will not print an article on TELOS but may include one in online edition if we provide it. He likes the TSO/community aspect of the TELOS Program. Joanne will continue working on an article. TSO will not purchase advertising in the publication as it is expensive and has a broad regional focus.
- i. Trilogy
 - i. While Trilogy hosts the Osher program, its format is different from TELOS's
 - ii. Ruth will research marketing opportunities within this community
- j. Posters
 - i. Chris will provide information regarding previous poster efforts to Joanne and Sandi
- k. Off-Campus Programs –Bellevue Boys and Girls Club
 - i. Until final approval has been given, information regarding TELOS classes offered starting Fall Quarter will not be included in the BCCE catalog. The information is available online.
 - ii. Angela Young and Laurie Philips may distribute printed information regarding the classes to residences located near the Bellevue Boys and Girls Club
- l. Gift Certificates

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- i. Edie will discuss with Chris Ma the feasibility of offering gift certificates for TELOS classes
 - 6. Budget for TSO Council
 - a. Joanne led discussion regarding funds needed by the Marketing Committee:
 - i. Valpak: \$708 for each mailing (estimate total of 3)
 - ii. TSO brochure: 300 copies plus design fees approximately \$300
 - iii. Posters:
 - 1. Keep Posted service used previously maximum \$100 each delivery up to eight times per year-\$800
 - 2. BCCE Marketing previously designed posters; Sandi will investigate design options and costs
 - 7. Bill Greaver confirmed that he will continue to be responsible for:
 - a. The set-up of 1125 for Coffee & Wisdom
 - b. The Westminster Fair
 - i. To be considered at a future date: the purchase of TELOS shirts
 - 8. The meeting was adjourned at 2:38 p.m.
- Respectfully submitted,

Chris Steele
Marketing Committee Member