

## TSO Marketing Committee Meeting

### Minutes FINAL

Wednesday, September 9, 2015

1. **Call to order:** The meeting was called to order by Randy Buehler at 1:30. **Present:** Randy, Sue Black, Tim Hay, Jim Cushing, Bill Greaver, Virginia Binder, Chris Steele, Monica Hall, Joanne Gainen; Ruth O'Connell arrived after hosting a table at Crossroads.
2. **Approval of minutes:** Minutes of the August 12 meeting were approved.
3. **OLD BUSINESS**
  - A. **Update Status of Coffee and Wisdom** - Jim and Randy:
    - 1) **Location:** Coffee and Wisdom has clearance on the room through the end of the year. The Curriculum Committee has appointed Jim Maynard and Tim Hay to a task force on the Coffee and Wisdom series. They will work toward finding a location, with the Curriculum Committee taking over the series in January.
    - 2) **Next sessions:**
      - September 11 – Modern Art of India, Savita Krishnamoorthy
      - October 2 – Aging: Issues and Innovations, Ellen Berg
  - B. **Posting events on the Calendar:** Chris reviewed the process for updating the web site Calendar. Angela approves each event, and when it's approved, Chris posts the event name and date on the [Calendar of Events](#) page on the web site. When Virginia receives the detailed event description, she sends an announcement to everyone on the TSO contact list and opens it for registration. Virginia updates the registration status for each event – open, closed, or wait-listed.
  - C. **Feature article status:** Kathy was supposed to write a background article; **Sue will check in with her and let Randy know status.**
  - D. **Website progress report:**
    - 1) **Web site updates:** Virginia has completed and posted instructor biographies at <http://studentweb.bellevuecollege.edu/telos-tso/instructor-bios/> and a guide to online registration at <http://studentweb.bellevuecollege.edu/telos-tso/registering-online/>
    - 2) **Web site stats:** Virginia presented stats on web site visits. On average, the site hosted 30 sessions per day, with 53% repeat users. Usage spiked to 108 sessions on Friday, August 21, the day after she sent out an announcement about available courses and registration procedures. The most popular pages are:
      - Class listings
      - Instructor bios
      - Calendar
      - How to register online
    - 3) **Increasing web site and Facebook traffic:** The group discussed using stickers to promote the web site, for example by putting them on name plates and catalogues. Randy confirmed the budget could be used to purchase stickers, either rolls of name labels or bright yellow starbursts as suggested by Angela. Virginia agreed to check with

Angela by Monday about where she got the starbursts. Sue, Virginia, Joanne agreed to help distribute sheets with labels when they are ready. Virginia has started including links to Facebook and the web site in the signature line when she sends out TSO email messages.

- E. **Diversity Plan:** At the August meeting, Jim Cushing, Edie Hepler and Virginia Binder agreed to work on a plan. Report deferred to a future meeting.

F. **Outreach efforts**

- 1) **Speakers Bureau:** As reported last month, Chuck Kimbrough will develop a presentation template for use by TSO representatives, and will present to the Bellevue Sunrise Rotary in Factoria on October 20.
- 2) **Media notifications:** No report.
- 3) **Email address list status:** Edie was not available to report.
- 4) **Distribution group:** Sue, Chris, Jim, and Randy reported various efforts to distribute fliers, posters, and class lists at libraries, coffee houses, retirement centers, and Crossroads. They noted the need for a more systematic approach to distribution and a way to track effectiveness - as noted at the August meeting, a small committee is needed to take ownership of this process. To help evaluate effectiveness, the group agreed it would be helpful to know how people came to the course. Instructors (like Jim Cushing) who use their own course evaluations could add that question to their forms. This would be reasonable at least for active TSO instructors such as Jim, Sue Black, and Jim Maynard.

**Action item:** Marketing Committee suggested that we conduct a brief survey in coordination with TSO and other committees. Details to be worked out by Joanne, Sue, Chris, and Virginia and reported at the next meeting. **Joanne agreed to take responsibility for getting started.**

- G. **TSO Highlights** (Chris spoke in Edie's absence): Registration and copying volunteers are needed including a lead volunteer. **Chris will ask Hollis to provide written instructions on how to use the copier.** (She noted that the Curriculum Committee has volunteered to duplicate class materials only.) Registration help is needed at the Course Preview. Helping participants use computers on the second floor reduces the expense associated with people who call in to register. Currently one additional Customer Service employee is required to manage call-in registrations.

H. **Strategic Planning Committee update - Opportunities**

- 1) **AARP:** Randy will contact AARP about their "Life Reimagined" project.
- 2) **Facebook** - The Facebook page is up and running at:  
<https://www.facebook.com/TELOS-Student-Organization-TSO-895456947191029/>  
It features event descriptions and currently has 22 "likes." Joanne, Virginia, and Edie continue to post events and photos. As noted above, Virginia is now including a link to the site in the signature line of TSO emails along with the web site URL.

- 3) **Senior Fair: Ruth will follow up on this event for 2016**, which took place in May of this year. Chris recruited three instructors at that event.
- 4) **Chris Taylor Net Zero home presentation:** Jim Cushing will promote this event at the Fall Quarter Course Preview on September 11.

#### 4. NEW BUSINESS

- A. **Crossroads Mall Outreach:** Ruth O'Connell reported on her experience staffing a table for TELOS at Crossroads on Tuesday, August 25 and today (Wednesday, September 9). The focus today was to promote the Course Preview on Friday. Angela, Hollis, and Chris were there at various times to assist. Ruth felt the effort was successful. Highlights:

- 1) More seniors may be at the mall when the Farmers Market is open or other activities are scheduled. Ruth noted she saw more after about 1:30 so it might be best to schedule later in the day.
- 2) Several people took catalogs and a few signed up for the TSO mailing list, but not all were willing to give their email addresses.
- 3) Some wanted to know about taking a city bus. Three bus routes stop near North Campus, at 148<sup>th</sup> and NE 29<sup>th</sup> Place (221, 242 - commuter line, only runs early morning and late evening - and 249). Outreach efforts and marketing materials can encourage transit use.
- 4) The sign needs to emphasize learning and availability of courses. Sue recommended plastic stands to display fliers. Jim pointed out we have money and signage should be high priority.
- 5) A woman at Mini City Hall gave Ruth a card for the Community Services Coordinator who she said knows a lot of ways to market in the mall. She said there are events all the time but spaces fill up quickly. The calendar of events is available online at <http://www.crossroadsbellevue.com/EventsCalendar>

<b>Action Item:</b> Randy will contact Mini City Hall Center person for suggestions about marketing at Crossroads.
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- B. **Strategy for promoting classes with low enrollment:** As of this morning, there are 743 enrollments. Angela sent a list of low enrollment courses to Virginia for distribution. The Committee suggested a change to the title to clarify that these are not the only courses open ("Sample of Open Fall Courses"). Jim requested 60 copies for the Course Preview. Angela will send out another mailing to the full TELOS mailing list.
- C. **Additional outreach suggestions:** Randy noted all retirement centers have buses. Many at a center would sign up for classes on a certain day. Monica suggested advertising in the Seattle Symphony program; many retirement centers advertise there. **Randy will contact Seattle Symphony about ads.**

#### 5. ADJOURNMENT: Meeting adjourned at ~3:15.

**Next Meeting: October 14, 3:15**

**NOTE: The November meeting has been rescheduled for November 4, 3:15.**

*Respectfully submitted,*

*Joanne Gainen*

*September 21, 2015*