

TSO Marketing Committee Minutes - **FINAL**

Wednesday, October 4, 2017, 3:30-5:00, Room 1120

Attendees: Joanne Gainen, Edie Heppler, Chuck Kimbrough, Ron Lebeiko, Alessandro Regio, Melissa Carnahan, Chris Steele

1. Administrative

- A. Meeting called to order at 3:35.
- B. September 6 minutes were approved as submitted.
- C. Next meeting: **Wednesday, November 1, 3:30-5:00, Room 1128**

2. Outreach

A. Mini-catalog

- i. Paul Maffeo and Chris Steele distributed 200 copies of the Fall Quarter mini-catalog.
- ii. Melissa discussed plans for the Winter Quarter mini-catalog.
 - a) Gayle Solberg will create a new version of the mini-catalog which will include the list of all TELOS classes offered, registration page, and an appropriate picture.
 - b) The number of copies to be printed for Winter Quarter will be determined at next meeting.
 - c) Gayle will ask Print Services to add bulk postage information to the catalog; the budget to be used for postage (TELOS Foundation or TSO) will be determined by next meeting. BCCE Marketing Budget will not be used.
- iii. Alessandro presented an analysis of TELOS demographics. 86% of TELOS students from last year live within 20 minutes drive of North Campus. The group discussed which zip code(s) should be targeted for mailing. Final decision to be made at next meeting.
- iv. TSO will provide address lists and personnel to attach address labels to the mini-catalog. If possible, address labeling will be included with printing and paid for from the Foundation or TSO budget.

Action Required: Draft proposal to Foundation to fund cost of publication and addressing of mini-catalogs for Winter and Spring Quarters.

B. Taste of TELOS

- i. The first Taste of TELOS, held on Saturday, August 26th, was a huge success; approximately 50 additional registrations were received within 48 hours.
- ii. The Marketing Committee will request information on costs for this promotion.
- iii. BCCE will sponsor Taste of TELOS again in Fall Quarter 2018. Committee members agreed to propose a Spring Quarter event to be sponsored by TSO.
- iv. Postcards may be an option to promote this event in the future.

Action Required: Draft proposal to Marketing Committee and TSO Council to plan, market, implement and evaluate Taste of TELOS event for Spring Quarter 2018.

- C. TSO Brochure: The new brochure was printed in September. Distribution is in progress to new students via class hosts. Raj Patel reported 10 new sign-ups in September, with 1 interested in the Marketing Committee (has been contacted but no response).
- D. Community Presentations: Edie Heppler gave a presentation to the Kirkland branch of Seattle's Sleepless Singles. The group meets weekly on Saturdays. <http://www.seattlesleepless.org/>
- E. Fall Quarter BCCE Catalog: Chuck Kimbrough delivered the TSO brochure and the BCCE catalog with TELOS classes highlighted to Kirkland Library.
- F. Posters: BCCE Marketing produces posters for TELOS for distribution twice/year through Keep Posted Poster Distribution and Display Services (<http://keepposted.com/>). Gayle has advised Joanne that posters cannot be displayed on campus.

3. Media

A. PSA/Ad for TELOS

- i. Filming at Bellevue College Television Services is scheduled for Saturday October 6. Rick Otte's students will produce the final copy. Completion date is unknown.
- ii. Distribution options include TSO web site, TSO Facebook page, possibly BCCE Facebook page, YouTube, and on the Bellevue College TV station. If the final product is ready by early December, we will show it at the Holiday Party, probably on a laptop for viewing by individuals and small groups.

B. TELOScope: Ron will submit an article on free student access to Office 2016.

C. Facebook: No report on Facebook activity.

4. Special Programs

- A. "Being Mortal," live streaming event co-sponsored with the Eastside Neighbors Network and KCLS, was attended by approximately 100 people at the Bellevue Library and 50 people at the Redmond Library. The program was well received at both locations. An estimated one-third of participants were TELOS students.

5. Survey

- A. There was some discussion regarding conducting another survey.
- B. Earlier this year, Joanne shared the TSO survey link and results with Alessandro at his request.
- C. Distribution might be done through the TELOScope as well as by email and on the web site and Facebook page.
- D. If we want to survey beyond TELOS, it was suggested that we contact the Village Theatre and see if they would provide access to their mailing list.

6. Meeting Adjourned at 5:00.

Respectfully submitted by Chris Steele

<p>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 Regio, Jasmina Dimic, Melissa Carnahan, Gayle Solberg</p>
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