

TSO Marketing Committee Meeting October 8, 2014

Bellevue College North, room 1124, 3:15 – 5:30 p.m.

I. Meeting was called to order at 3:15 pm by Sue Black

Members present: Gwen Bevard, Virginia Binder, Jim Cushing, Tim Hay, Edie Heppler, Chris Steele

Members absent: Penny Rathbun, Wes Zujko

Guest: Carl Ellis, Interim Vice President-Economic and Workforce Development (includes Continuing Education)

II. Welcomed guest Carl Ellis and new member Gwen Bevard

III. Minutes from September 15, 2014 meeting approved as submitted.

IV. Old Business

- a. Status of TSO website – Sue Black, Virginia Binder and Chris Steele are working on development. The current address is studentweb.bellevuecollege.edu/telos. The website will be demonstrated at the November TSO Council meeting. TSO -flier for website Virginia will develop and distribute a flyer in classes once the TSO Website is up and running.
- b. Speakers program update – Jim Cushing provided a handout of the schedule (see attached).
 - i. Marketing committee promotional activities for first Coffee & Wisdom event:

Task	Assigned to	Due Date
Letter	Jim	10/10
TSO Council approval to fund Handout	Tim	10/15
Email TSO	Virginia	10/17

Email all Telos Students	Virginia → Angela/Hollis	10/24
Create template for black & white flyer which will also include coming events	Sue	10/17
Print flyer	Jim	10/20
Handout placed on table tops in each class by Class Assistant	Virginia	Week of 10/24
Set up and take down	Tim & Edie	11/7 & ongoing

V. New Business

- a. Speaker program vs. lecture series-Alessandro Regio's event has been designated a seminar
- b. TSO tag line-the current TELOS tag line is [Life-long learning. Lifetime friends](#). For now, TSO will share the same tag line on appropriate media: website, newsletters, flyers, etc. The Marketing Committee will revisit this issue within current TSO Council's administration. Motion approved.
- c. Mona mentioned in her newsletter potential for combined support of lectures. Committee thought this was an interesting idea.
- d. Angela's readout
 - i. I have moved forward with our marketing team to get new postcards and brochures created. I am currently in a holding pattern until the 14th for printing (Paul is out until the 14th. Gayle (BC Marketing) is requesting verification on postage).
 - ii. I have changed Open House to *TELOS Winter Course Previews*
 - iii. Due to catalog printing schedule, *TELOS Winter Course Previews* is scheduled for December 12th from 1-3pm.

iv. Classroom has been reserved for Speakers program (I will supply coffee along with light refreshments. I'm waiting to hear back from Jim if he wants coffee only).

e. In order to assist in TSO planning, Virginia will ask Angela for catalog planning/printing schedule

f. Marketing Committee needs to develop a schedule similar to IV. c.1 above for various projects and post it on website

VI. Unfinished business:

Item	Assigned to	Due Date/Comment
Senior Fair		Overlake/Westminster March 2015
Farmer's Market		Applications due in april
Articles in Retiree Newsletters: -Lawyers: Life Begins -Boeing Retirees		-Need for Winter edition -TBD
RoadScholar		Telos program listed
Distribution Team		Deliver promotional material to libraries, Starbucks, etc
Marketing to Telosians re volunteering for Committees		
Replacement for Penny-Spring Q 2015		

VII. Meeting Adjournment

a. Jim moved to adjourn meeting at 5:33 p.m. Edie seconded. Motion approved unanimously.

Respectfully submitted,

Chris Steele

Interim Secretary