

Minutes

Marketing Committee

Wednesday, October 14, 2015 (Final)

1. **Call to Order:** Meeting was called to order at 3:17.
2. **Present:** Randy Beuhler, Sue Black, Virginia Binder, Edie Heppler, Chris Steele, Joanne Gainen
3. **Approval of Minutes:** Minutes from the Wednesday, September 9, 2015 meeting were approved.
4. **Old Business**
 - a. **Coffee and Wisdom:** Virginia presented a tally of attendance patterns to identify no-shows, late cancellations, and walk-ins. Several people have consistently been no-shows. Virginia will continue to monitor the situation. A meeting to plan the transition of this program to Curriculum Committee is scheduled for Tuesday, Oct 20 and will be held at the Marriott. The most recent Coffee and Wisdom program, entitled, "Aging: Issues and Innovations," was presented by TELOS instructor Ellen Berg. The program attracted approximately 60 attendees, and was followed by an hour-long coffee and discussion session. Close to 30 attendees signed up for follow-up information on the proposed Eastside Villagers project. Sue suggested a follow-up article in TELOScope on the Village concept.
 - b. **TELOScope:** The current issue of the TELOScope has been distributed and Virginia has posted it on the web site at <http://studentweb.bellevuecollege.edu/telos-tso/files/2014/10/TELOS-Newsletter-Fall-2015-Final.pdf>. In addition, 250 paper copies were printed at TSO expense for Virginia to include in course packets. (Copies that are not picked up are placed in the rack.) Randy will send email to Angela and Hollis with the TELOScope asking them to send the publication in a separate email blast, rather than as part of a larger mailing. Virginia sends the Telescope Extra to all TSO members and

posts it on the web site. Instructors are encouraged to call attention to these publications.

- c. **Website:** Virginia added information about checking out media equipment and other items from the Bellevue College Library Media Center under Helpful Tips:

[\(http://studentweb.bellevuecollege.edu/telos-tso/helpful-tips/ \)](http://studentweb.bellevuecollege.edu/telos-tso/helpful-tips/)

- d. **TSO/TELOS Survey:** A draft TSO/TELOS survey is attached and can also be previewed online at:

https://az1.qualtrics.com/jfe/preview/SV_72jtdARAKsOUMYZ

The committee suggested adding a question to assess whether students would prefer classes to begin at 10:00 instead of 9:30. (See question 7 in the attachment.) The survey will be distributed to the TSO contact list on final approval and determination by the Council of appropriate timing.

- e. **Email address list:** Edie reported that National Data Group payment has been sent. The list will be used for a series of outreach messages to 10,000 contacts outside the Bellevue College target area: Bothell, Woodinville, Redmond, and Kirkland. Messages will link to a landing page to track response to the campaign.
- f. **Fall Quarter enrollment:** Enrollment growth has been reported in a previous meeting.
- g. **On-line postings to local news and information sites:**
 - A. Who is in charge? Volunteer still needed.
 - B. Copy to Charlotte Benson (no one was sure of the source of this request)

5. New Business:

- a. **Storage of Historic Documents:** Gloria Campbell is writing a background article on TELOS for use in newspaper promotion and local area presentations. Beverly Vernon determined that TSO, TAG, or TELOS members do not have to pay for access to storage.

Members of the public, not affiliated with the above groups, have to pay to view the materials.

- b. **Timeline for promotional items:** Chris Steele requested that information for promotions be submitted by Friday, October 17.
- 6. **Next Regular Meeting: *Moved to Tuesday, November 4, 3:15.***
- 7. **Adjourned:** 4:45.

Submitted by:
Joanne Gainen