

# Minutes

## Marketing Committee

Wednesday, November 4, 2015 (FINAL)

1. **Call to Order:** The meeting was called to order at 3:15 p.m.
2. **Present:** Randy Buehler, Chris Steele, Sue Black, Jim Cushing, Virginia Binder, Edie Heppler, Chuck Kimbrough, Bill Greaver, Paul Maffeo, Joanne Gainen
3. **Approval of Minutes:** Minutes from the meeting on Wednesday, October 14, 2015 were approved.
4. **Old Business**
  - a. **TSO Student Survey:** Joanne Gainen distributed a print version of the draft student survey for review by the committee. Considerable discussion followed. A question about changing the schedule was deleted because the change has already been planned beginning Spring term.

*A motion was made and seconded to approve the survey with revisions suggested by the Committee and to distribute invitations to the TSO email list on Monday, November 16. A preview of the survey is available at [https://az1.qualtrics.com/jfe3/preview/SV\\_72jtdARAKsOUMY](https://az1.qualtrics.com/jfe3/preview/SV_72jtdARAKsOUMY); full text of the final version is attached. Joanne will work with Virginia Binder to prepare the distribution.*

- b. **Purchased Email List:** The purpose of the email list is to recruit new students for TELOS. The list targets 12,000 residents over age 55, living in Bothell, Woodinville, Redmond, and Kirkland. A plan will be developed by Sue Black, Joanne Gainen, Chuck Kimbrough, and Randy Buehler. The committee agreed that the first mailing should contain a short introductory message with a “Learn more” button (or similar call to action) that can be tracked. Messages will link to a landing page to track response to the campaign. Randy agreed to compose a brief introductory message. The subcommittee will meet on

Wednesday, November 18 to firm up the plan and will report at the December meeting. The plan will include selection of a campaign management system, overall flow chart, pilot plan, sampling, message content and distribution schedule.

- c. **Coffee and Wisdom:** Bill Greaver, Jim Cushing, Paul Maffeo, Chuck Kimbrough, Jim Maynard, and Carol Maynard and Chris Steele met to hand off the Coffee and Wisdom program from Marketing to Curriculum. Chris is now the lead on this program beginning in January.
- d. **Outreach - Crossroads:** Edie and Kathy Shoemaker attended the Cultural Conversations meeting on Diversity at Crossroads Community Center (<http://www.bellevuewa.gov/cultural-conversations.htm>). They will continue to attend these meetings to build relationships and recommend that others from TSO go as well. There were about 100 women including leaders from Bellevue City Hall Community Outreach. They met with mediator, Marci McReynolds and talked with her about teaching a class for TELOS. Most of the people they talked to at the meeting did not know about TELOS, although there were a few other TELOSians there. Ruth O'Connell has been doing outreach at Crossroads, where she introduces people to TELOS and provides information on the Course Preview. Angela Young is eager to have Ruth continue and to do so the week before Thanksgiving. However, Ruth was not at this meeting and has been absent for classes, so someone else may need to be recruited. Chris offered to recruit Arnold Kern to continue this outreach. Chris left 30 Class Schedules at the Crossroads Library and all but one were taken. Chuck has been there as well and hands out catalogs. He noted it may take many attempts.
- e. **Outreach – Rotary:** Chuck Kimbrough gave a presentation on TELOS to Rotary where he distributed catalogs with a sticker on the front stating the page where TELOS courses are listed. Representatives from Sound Publications and King County publications were present;

Chuck will facilitate getting an article to the editor(s) for publication in Bellevue Reporter and elsewhere as appropriate. Gloria Campbell has written an article on the history of TELOS which will need to be approved by TELOS before submission.

**5. New Business:**

- a. **Toll reimbursement for Instructors from Seattle:** Paul Maffeo observed that instructors coming from Seattle can spend as much as \$10 on travel to campus. This could deter them from teaching for TELOS. He suggested that TELOS reimburse them for tolls.
- 6. Next Regular Meeting: *Moved to Thursday, December 10, 3:15.***
- 7. Adjourned:** 4:38 p.m.

Submitted by:  
Joanne Gainen