

TSO Marketing Committee Meeting -- November 12, 2014

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

I. Meeting was called to order at 3:15 pm by Penny Rathbun

Members present: Virginia Binder, Jim Cushing, Tim Hay, Chris Steele

Guests: Bill Greaver, Edie Heppler, Andy Kranz, Ingela Von Haartman and Mona Zimerman

II. Minutes from October 8, 2014 meeting approved as submitted.

III. Old Business

a. Coffee and Wisdom Events

i. Jim Cushing provided a handout of a revised schedule (see attached).

ii. Review of November 7 Coffee and Wisdom Event

1. This was the first program of this sort implemented by the Marketing Committee. Consensus-event was a great success as all available seats were filled and feedback was positive regarding: Jim's planning and introduction; Audrey's presentation; Virginia's handling of the reservations; the promotional information created by Sue/Penny and distributed by Virginia and BCCE Staff; Edie and Jim resolving set-up issues; Hollis helping with refreshments.

2. Issues:

a. Jim requested that the Marketing Committee appoint an editor to edit promotional material for the speakers program. Penny and Sue agreed to provide editing assistance. It was further agreed that no further approvals by the Marketing Committee would be needed for this promotional material.

b. Delayed room availability and set-up: in the future, Tim, Jim and Jerry will coordinate crew to set up.

c. Some individuals with reservations did not come; some individuals without reservations did come.

No change in handling this situation will be initiated at this point.

- d. Next notifications will include mention that ‘an informal reception’ will follow the speaker’s presentation.
- e. Motion: Penny will propose that the TSO Council authorize \$80 to purchase 10 BC mugs as a thank you memento for Coffee and Wisdom speakers, Motion passed.

f. A table will be set up to provide TELOS/TSO promotional materials for future events. Items should include TELOS brochure, TSO sign-up sheet, volunteer activity information, etc.

g. If desired, space will be provided for speakers to share information about their organization.

iii. Planning for December 5 Coffee and Wisdom Event

- 1. Gerri Haynes, next guest--husband will want a seat

iv. Marketing committee standardized template for promotional activities for Coffee & Wisdom events:

Task	Assigned to	Due Date
Letter written	Jim	Due Date <minus> 30 days
TSO Council approval to fund Handout	Tim	DD-TSO Council meeting
Email TSO	Virginia	Due Date <minus> 24 days
If appropriate, email all TELOS Students	Virginia → Angela/Hollis	Due Date <minus> 21 days
If appropriate, create template for black & white flyer which will also include	Sue	Due Date <minus> 21 days

coming events		
Print flyer	Jim	Due Date <minus>18 days
Handout placed on table tops in each class by Class Assistant	Virginia	Due Date <minus> 14 days
1. Plan set up and take down 2.Stage manage	1. Tim, Jim, Jerry 2.Tim/Bill	1. Due Date <minus> 7 days 2. Day of event

b. TSO Website

- i. Virginia demonstrated the website. Website address:
www.studentweb.bellevuecollege.edu/telos-tso/
- ii. The website will be demonstrated at the November 19 TSO Council meeting.
 1. Virginia will email notification to TSO members
 2. Process for updating TSO website:
 - a. Content approval prior to posting-Bev Vernon-backup Virginia
 - b. Changes to website: primary Virginia- backup Chris
 - c.Design changes-Sue Black

Item	Assigned to	Due Date/Comment
Senior Fair	Tim	Overlake/Westminster March 2015; Tim to investigate by December meeting
Farmer's Market	Tim	Applications due in April; Tim to investigate by

		January meeting
Articles in Retiree Newsletters: -Lawyers: Life Begins -Boeing Retirees Newsletter	-Penny will work with Fred Frederickson -Look for candidates	-Need for Winter edition -TBD
Distribution Team	-Edie -Tim	Deliver promotional material to libraries, Starbucks, etc. -Poster Distribution Service (\$.85/each); Edie to discuss with Angela for TELOS; TSO cannot afford -Tim to check with Rick Bodlaender re his interest

IV. New Business

a. New Postcards

- i. Some members attached address labels to the new postcards which will be mailed to the mailing list for the 98007 zip code.

b. Telephone Tree

- i. Betsy Greene has volunteered to call TSO members without email to advise them of upcoming events.

c. Projects:

- i. OLS students approached Penny regarding their project to create backpacks for needy young people. Penny will suggest to the TSO Council that TSO identify an altruistic project which may help get TELOS name recognition. Items addressed during this discussion included:
 1. the difficulty some potential students may have in paying for tuition
 2. the reluctance of potential students to admit a need for a TELOS scholarship
 3. the recognition of the importance to continue to fight for lower tuition rates.

V. Unfinished Business

Marketing to Telosians re volunteering for Committees		
Business Cards		
Replacement for Penny-Spring Q 2015		Marketing Chair Newsletter content
Road Scholar		Telos program listed
Broadcast text messages		Tabled for now

VI. Next meetings: December 10 and January 7 at 3:15.

VII. Meeting adjourned at 5 p.m.

Respectfully submitted,

Chris Steele
Interim Secretary