

Marketing Committee Minutes

**Wednesday, December 7, 2016
Room 1128**

Present: Joanne Gainen (Chair), Edie Heppler, Bill Greaver, Paul Maffeo, Nancy Rogers, Sandy Frederic, Jordan McCabe

Absent: Virginia Binder, Sue Black, Randy Buehler, Howard Frank, Monika Hall, Chuck Kimbrough, Dee Koger, Sandi Medendorp, Ruth O'Connell, Chris Steele

Chair called meeting to order at 1:08

November Minutes approved by consensus

OUTREACH

1. TSO Tri-Fold Brochure:

Big News: In Sandi's absence, Joanne distributed printed copies of the brochure. The brochure is designed to be distributed to new students in class. It has a sign-up section for contact authorization.

The Committee admired the latest version, but commented on the lack of student diversity in the photographs. For the next printing they agreed to review possible new photos to appeal to students from diverse backgrounds.

The Marketing Committee approved the brochure and agreed to order 500 brochures at a cost of \$505 plus tax. Joanne placed the order during the meeting, and Linda Mondragon, the designer, indicated they would be ready by December 19th.

2. Crossroads Table, Nov. 30th

The TELOS table in front of Mini City Hall was staffed by Nancy, Joanne, and Sandy from 12:00-2:00 Wednesday afternoon, November 30th. Edie and Kathy Shoemaker also participated. The group distributed copies of the TELOS course listing, information about the courses at the Boys and Girls Club, and TELOS pens and water bottles, and talked with visitors. During the two-hour period, they also circulated to talk with older adults seated at tables throughout the mall. They reported good conversations and lots of interest. Edie noted some misinformation on the back page of the TELOS course listing, to be corrected for the Spring Quarter course listing. The group felt two hours was the right amount of time for this outreach effort.

3. Catalogue Distribution for Winter Quarter

Edie obtained about 20 copies of the TELOS course listing from Laurie during the meeting. Another 20 copies of the full BCCE catalogue were obtained as well. To highlight TELOS in the full catalogue, Joanne provided stickers with the page numbers for TELOS courses. Paul will attach the stickers and distribute these materials at Overlake.

Paul suggested a display table at Eastside Heritage evening event on February 8. He will obtain details and report back to the Committee.

4. Overlake 'Active Senior' Fair

The Active Senior Fair will be held on Saturday, March 11 at Westminster Chapel. TELOS purchases a table at this event, and TSO volunteers staff the table to promote the program and distribute Spring Quarter course listings, invite table visitors to complete a sign-up form to receive the catalog by mail, and provide promotional items such as TELOS-imprinted water bottles, pens, and tote bags.

Bill will arrange for TSO volunteers to staff the vendor table. He will send out notices to recruit volunteers and schedule them to work at the table. Laurie will provide copies of the Spring Quarter course listing for distribution at the Fair.

Joanne reported that Char Raunio, Education Coordinator at Overlake Hospital, will send vendor sign-up information to Laurie in January. In addition to having a vendor table, organizations can put on a workshop or lecture which includes having a table outside the workshop or lecture room. It's too late for 2017, but is something to consider for 2018.

5. TELOS/TSO Tee-shirts: tabled for January meeting

6. Au Pair ("Nanny") outreach:

Visas for some Au Pair programs may require employees to take classes. Sandi obtained the following contact information for outreach to Au Pairs working in the area:

Local Childcare Consultant:

Susan Pugel, Susan.pugel@lcc.culturalcare.com

USA office:

aupair@clturecare.com, 800-333-6056

MEDIA

1. **TELOScope:** No report
2. **ValPak Promotion** – Next publication date is Feb 1 or March 1.

Early ValPak Results: The first Valpak promotion resulted in 54 new students. Edie will check with Chris Ma to see if there were new out-of-area enrollments for Winter quarter attributable to the mailing on November 30.

Lake Washington Technical Institute (WTI) has complained that we're encroaching on their space by advertising classes instead of TSO. Next time, we'll advertise a TSO event (with food) and then talk about the classes. Edie noted that WTI does not have options for seniors so may welcome TELOS classes in their facility.

3. **New Day NW/Margaret Larson update:**
New Day NW is a feature program on King 5 hosted by Margaret Larson. Sandy submitted a segment request to have a group of TELOS students appear on the program. The web site states that if the producer does not reply within two weeks, they will not be able to do a segment on our program. Sandy has not received a reply. To learn more, Sandy will sign up for tickets to attend with Bill.

4. Class Preview (Open House), Tuesday, December 6

Eighteen people attended the class preview session, fewer than usual. The BCC marketing contact has been cooperating fully with TELOS/TSO and has been most helpful.

Spring Quarter starts April 4. The preview date has not yet been announced.

5. **Facebook page:** Nancy, Joanne
Nancy has been added to our Facebook page as an administrator. She posted information about our Holiday Party. The site has some traffic, but is limited. Joanne asked Committee members to sign up for Facebook and "Like" or "Follow" our page to help build traffic. All visitors can post comments and photos, and comments are helpful in building awareness of the site and what TELOS does.

6. 3rd Act Magazine update:

Earlier this year, Joanne submitted an article to David Marshall, publisher/editor at 3rd Act Magazine. he wrote back to say the article should focus more on the TSO community, which is a unique aspect of TELOS that he has not seen at other retiree programs. Joanne revised the original article with TSO focus and submitted it, but has not heard back from the editor.

BUDGET STATUS

No report.

NEW BUSINESS

Bellevue Boys & Girls Club has a gymnasium that would be a great substitute for 1125. (Except for the bad parking situation).

Next meeting: Wednesday, January 4, 3:30-5:00, Room 1128

Meeting Adjourned 2:10 p.m.

Respectfully Submitted,

Jordan McCabe
Secretary