

TSO Marketing Committee Meeting Minutes-August 1, 2014

Bellevue College North, Room 1118, 1 – 3 p.m.

- I. Meeting was called to order at 1 pm by Penny Rathbun

Members present: Sue Black, Jim Cushing, Tim Hay, Chris Steele, Mona Zimerman

Guest: Dee Koger

- II. Minutes from May 30 meeting approved as submitted.

- III. Old Business

- a. Discussion based on TSO Marketing Committee Plan for 2014 submitted by Sue Black and Jim Cushing in December, 2013:-Fall Quarter activities:

- i. Administration-approved newsletter re Telos classes

1. Sue Black and Penny Rathbun will prepare Fall Quarter's by September 1. They will include occasional mentions regarding TSO and will include TSO website information.

- ii. Website (TSO only; does not need BCCE administration approval)

1. Virginia Binder has volunteered to coordinate TSO website; a backup is needed
2. The first iteration of the website will include a class grid and the contact information: info.telosso@gmail.com
3. The website can include the administration-approved newsletter and/or a TSO only newsletter. A TSO only newsletter should include information such as ways to trumpet what TSO has done for you, who go to if have idea, volunteering, having fun—

- iii. Fall Quarter Flyer

1. Sue will create a flyer which combines information regarding the Orientation/Open House/Information Session Sept 5 as well as class registration by September 1

iv. Press Release

1. Penny will send a press release to local newspapers & radio stations by September 1

IV. New Business

- Jim moved that the standing meeting for the Marketing Committee be scheduled for the third Monday of each month at 11 am beginning September 22. Tim seconded. Motion approved.
- Aug. 13 TELOS/TSO Picnic
 - Instructor recognition
 - Mona will introduce Angela and share about the Telos Program
 - Dee and Tim will talk about instructors as appropriate
 - Picnic Perk
 - Class grid—Mona will prepare grid of Fall Quarter classes as a handout
- Marketing Committee support for other committees
 - Mona advised that the fundraising/events would be one committee; no activity at this point
 - Curriculum committee; no activity at this point
- Promotional package:
 - Jim moved that by September 1, he create a first draft of a promotional package for distribution Fall Quarter to TSO Instructors and/or Class Hosts (if any). The purpose of the package would be to increase awareness of TSO, encourage membership and solicit participation on various TSO committees. Tim seconded. The motion passed.
- Outreach

- Mona advised that the Marketing Committee has primary responsibility for outreach. Members of the TSO Council should also do outreach.
 - Bulletin Board
 - Mona advised that the TSO Council is still working on getting Bulletin Boards.
 - TSO Business Cards
 - Dee suggested distributing Business Cards to all students in Fall Quarter classes (for possible inclusion in Promotional Package mentioned earlier). Chris and Sue agreed to design cards by September 1. TSO council approval would be required to fund this effort.
 - Valpak
 - Chris shared some research regarding previous interest in using a Valpak-type promotion. Usually 3-4 zip codes (10,000 addresses) are included in a distribution for \$300-350. Angela's input is needed before pursuing further.
 - Recruitment of new Marketing Committee Members
 - In addition to the promotional package mentioned, the best approach is to individually ask students to join.
 - Mona mentioned that it might be possible to get training regarding effective recruitment techniques.
- V. It was moved and seconded that an interim meeting would be held August 18 at 11 am. Motion passed.
- VI. Meeting Adjournment
- a. Sue Black moved to adjourn meeting at 3:03 p.m. Jim Cushing seconded. Motion approved unanimously.

Respectively submitted,

Chris Steele
Interim Secretary