

TSO Marketing Committee Meeting Minutes-August 18, 2014

Bellevue College North, room 1118, 11 – 1 p.m.

I. Meeting was called to order at 11:12 am by Penny Rathbun

Members present: Virginia Binder, Sue Black, Jim Cushing, Tim Hay, Edie Heppler, Chris Steele, Mona Zimmerman

II. Minutes from August 1, 2014 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

i. Document dated 12/20/13 draft is the current version of document

ii. Motion: put off prioritization for list of tasks until have input from council. Approved.

b. Flyer for September 5 Preview of Class Offerings

i. Mona needs to clarify with Angela that flyer should be paid for by BCCE since it is promoting BCCE classes.

ii. The number printed needs to be justified/approved/tracked

iii. Per Hollis recent flyer does not meet BCCE standards; the flyer format was previously revised per requests from BCCE Marketing. More information is required before we can address.

iv. A copy of the flyer should be posted to website once website is up

v. Need to investigate if possible to add option of flyer to registration page question: how did you learn about us?

vi. Flyers handed out to committee members for distribution

c. Newsletter

- i. Administration-approved newsletter re Telos classes should be considered a BCCE marketing effort; it may be created by TSO Marketing Committee. This needs to be clarified with Angela.
 - 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.
 - 2. Printed version is only for students who do not have emails
 - 3. Emailed by Hollis/Angela
 - 4. Copy of newsletter should be on TSO website
 - 5. Question: Should a copy be sent to senior residences
 - ii. TSO only newsletter (If there is one) should be paid for by TSO and not approved by BCCE.
- d. Website (TSO only; does not need BCCE administration approval)
- i. Sue advised that there were three practice sites created for Linda Alatraste , Randy Johnson, Sue Black. Once the beta was created and 'tested', it would be moved to real site. Need a practice site created for Virginia.
 - ii. Virginia advised that she has not been successful in getting WordPress training scheduled
 - iii. Images
 - 1. Need signed 'model permission' forms before can post images
 - 2. Telos purchased stock images some years ago. Chris agreed to send them to Sue.
 - iv. It was moved and seconded that Penny propose to the August 20 TSO Council: Marketing Committee has the authority to use its best judgment regarding creation & content of website. Motion passed unanimously.

- v. Chris has volunteered to serve as Virginia's backup for TSO website
- vi. The first iteration of the website will include a class grid and the contact information: info.telosso@gmail.com
- e. Press Release regarding Fall Quarter Classes
 - i. Penny will send a press release to local newspapers & radio stations by September 1
- f. Aug. 13 TELOS/TSO Picnic Lessons Learned
 - i. Picnic Perk: Printed copy of Fall Quarter class grid will be available for everyone next year
- g. Speakers program: TSO Presents Coffee & Wisdom
 - i. First Friday either 10 or 11 am Oct 3 or Nov 7 for 1 hour + Q & A
 - ii. Angela will reserve room and provide refreshments
 - iii. Email to announce and sign up noting limited seating
 - 1. First email to TSO members only as an advantage of being TSO member
 - 2. Second email to all Telos students
 - ii. No fee will be charged at this time
- h. Marketing Committee support for other committees
 - i. Fundraising/events; no activity at this point
 - ii. Curriculum committee; no activity at this point
- i. Promotional package:
 - i. Jim distributed the 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.

j. Outreach

- i. At the Picnic, Farida Hakim noted that outreach to minority communities is needed. Chris suggested that someone from TSO Council lead outreach efforts.

k. Bulletin Board

- i. No new information. Tim is investigating how Main Campus handles bulletin boards.

l. TSO Business Cards

- i. It was moved and seconded that Penny propose to the August 20 TSO Council: the Marketing committee create a business card which it will design and order and distribute after website operational; cost not to exceed \$50. Motion passed.

m. Valpak

- i. No further information regarding last meeting's suggestion that there might be 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.

n. Recruitment of new Marketing Committee Members

- ii. Farida Hakim, Jerry Harkleroad and Nancy Rogers were invited to attend.

IV. New Business

- a. During August 1 meeting, Jim moved that the standing meeting for the Marketing Committee be scheduled for the third Monday of each month at 11 am beginning September 15. Tim seconded. Motion approved. This schedule will be reconsidered at September 15 meeting.
- b. *Choice Resource Guide for Seniors*-Annual Publication
 - i. Marketing Committee will explore possibility of publishing article in next publication

V. 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