

TSO Marketing Committee Meeting Minutes-September 15, 2014

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

I. Meeting was called to order at 11:05 am by Penny Rathbun

Members present: Virginia Binder, Sue Black, Jim Cushing, Edie Heppler, Chris Steele

Members absent: Tim Hay, Mona Zimmerman

Guest: Angela Young

II. Minutes from August 18, 2014 meeting approved as submitted.

III. Angela Young-Issues discussed:

- a. Angela really wants to 'market' the Telos Program
- b. Angela is meeting with Faisal Jaswal, Assistant Dean of Student Programs and Paul Feazel, Director of Foundation Finance and Planned Giving, to review parameters for using Telos Development Funds. Items to be discussed/clarified include:
 - i. What are parameters of Telos Development Fund? Rename to Promotional Fund?
 1. Marketing only? Confirm administration-approved promotional material re Telos classes and marketing events may be paid from Development Fund:
 - a. Promotional materials regarding classes offered to potential Telos students
 - i. Marketing handbills posted in libraries, Starbucks, etc.
 - ii. Classes offered information flyer (not catalog)
 - iii. Postcards
 - iv. Business Cards

v. Banner

b. Printing and mailing of Telescope newsletter should be considered a BCCE marketing expense for Telos students who do not have email.

c. Speaker program is considered a Marketing endeavor; refreshments and associated promotional expenses may be paid from Development Fund

ii. Funds for purposes other than Development, i.e., Scholarships- does this require another account designated for Telos?

iii. Printing of instructor handouts:

1. BCCE imposed budget limits or higher fees. Explore options for printing on campus and through vendors, i.e., FedEx.
2. Given Americans with Disabilities Act considerations associated with this age group, can Development Funds be used?

c. Other concerns Angela will investigate/pursue:

i. BCCE Website Registration page:

1. In order to track marketing promotions, can *How did you learn about us* information be modified to include flyer, postcard, etc.
2. Include class grid by day of week rather than subject format currently used
3. BCCE withdrawal and refund policy information needs have more obvious linkage or presentation

ii. Fall Quarter Catalog

1. Excess Catalog delivery:

- a. Two catalogs received on same day-one addressed to student and one via ECRWSS (Extended Carrier Route Walking Sequence Saturation (USPS)). Jim and Edie received a total of four catalogs in this manner.
 - b. Other students received two deliveries (a total of three catalogs).
 - c. Overhead costs assigned to the Telos Program as a result of catalog expenses may be of concern
- 2. Telos classes are not included in the index on page 55
- 3. Nice article on Jim Maynard and nice tease on Speaker program
- iii. What BC approval (if any) is required for posting information to TSO website?
- iv. Do TSO need signed 'model permission' forms before can include images in TSO publications/website? Where is this requirement documented? Which form is to be used?
- v. Press release to local newspapers & radio stations sent by TSO or BCCE Marketing?
- vi. Mercer Island Reporter (etc.) posting of Telos information by TSO or BCCE Marketing or Hollis?
- vii. Bulletin Board status
- viii. BCCE ok with Val-Pak promotion?
- ix. Schedule next Open House on November 21
- x. What were the parameters regarding postcard promotion for BCCE class *Successful Retirement Strategies*? How could this postcard promotion impact proposed Telos postcard promotion?
- xi. Flyer using BC logo apparently as promotion for Financial Advisors

IV. Old Business

- a. Website
 - i. Virginia advised that Natalie is no longer providing WordPress training; tutorials are available via BCCE website.
- b. Speakers program: TSO Presents Coffee & Wisdom
 - i. Purpose of program was discussed. It was agreed that the current effort should be to promote Telos instructors.
 - ii. Jim distributed tentative schedule for Nov-April. (See attached) It was agreed that Jim would confirm availability of speakers for November, December and January.
 - 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
 - 3. Signup process needs to be determined
- c. Promotional package:
 - i. Jim distributed the promotional package for distribution Fall Quarter to TSO Instructors and/or Class Host (see attached). The purpose of the package would be to increase awareness of TSO, encourage membership and solicit participation on various TSO committees. After some discussion, it was agreed to delay implementation until Winter Quarter.
- d. Recruitment of new Marketing Committee Members
 - i. Definite need, especially for distribution of flyers

V. New Business

- a. Marketing Committee Meetings will be scheduled the Wednesday prior to the TSO Council Meeting: October 8 and November 12 will be at 3:15.

VI. Meeting Adjournment

- a. Chris Steele moved to adjourn meeting at 3:03 p.m. Jim Cushing seconded. Motion approved unanimously.

Respectively submitted,

Chris Steele

Interim Secretary