

TSO Council Minutes

Wednesday, January 18, 2017
3:45 p.m., Room V1120

7 Voting Members Present: President Edie Heppler, Treasurer Arlene LaTurner, Secretary Jordan McCabe, Jerry Harkleroad, Steve Denison, Bryan Leyton, Nellie Spruch. This constitutes a Quorum.

2 Voting Members Absent: Diane Kester, Chuck Kimbrough

Other TSO Members Present: Joanne Gainen, Jim Cushing, Chris Steele, Virginia Binder, Jerry Bunce, Kathy Shoemaker, Carla Barnes, TSO member and Instructor.

Visitors: Chris Ma, Executive Director of Finance for BCCE

Meeting called to order at 3:42 p.m.

December minutes adopted by consensus.

1. Website Committee Report by Virginia Binder

Action: Virginia & Chris Steele will meet with Raj Patel, a student familiar with “WordPress” and consult on improving the Website.

Website traffic is slowly growing. Calendar is very popular.

Certificate of completion info is going onto the website.

2. Report from Laurie Phillips, by Virginia

BCCE is increasing the fee for Computer classes an additional \$10 to offset computer equipment, this is standard throughout Community Ed programs. This will affect one TELOS class. **Action:** Strategic planning will address this increase.

3. President’s Report by Edie Heppler

ValPak Ads: Edie reached out to the Lake Washington Technical Institute, Mike Potter. They are not the CE who complained about our ad. It was CCEC of Washington — Everett, Cascadia & Lake Washington. All

Lake Washington non-credit classes are run through CCEC. If we had classes there thru CCEC we could run ads in those districts.

- (a) Lake Washington is at capacity — classes & parking all full
- (b) All three institutions are smaller than BCCE.

CCEC might want to increase their revenue by doing TELOS programs. TSO will continue to reach out to them. They have a Redmond facility where TELOS might have classes.

- (c) Should TSO collaborate with them?

Discussion:

Con:

- All CE want to make money, so they might do their own competing TELOS program. TELOS would help CCED comply with their community service requirement. We could work with them and build up something really successful as currently with the Boys & Girls Club. CCED might want to do their own and keep all the \$\$.

Pro:

- Collaboration is a positive idea. If there's an opportunity to be presented, we should act soon.
- Currently, we cannot place ads in Kirkland or Redmond; the boundary is fixed. If TELOS was in their course catalog, then we could place ads in Kirkland and Redmond.
- CCED would take a long time to become profitable. Meanwhile, we would expand the TELOS program, ultimately reaching out to Renton Voc Tech as well.

Con:

- Chris Ma: Expressed concern about protecting our instructors. However, it was pointed out that we already share instructors with many other programs and it is a win/win.

Pro:

- Education is an industry. Therefore, collaborating could be tricky but, if they're going to introduce a program, let's have TELOS.
- We are well situated: We have the best location. If we're the best, we will be the leaders.
- If we do one or two classes at Redmond, attendees will receive BCCE catalog and this will build our Bellevue program. (This is like the B&G Club.)

- There's a large underserved population in the Redmond/Kirkland area.

Vote:

- 1. Should we seek collaboration with other East side institutions?** Yes: 2 No: 1 Abstained: 4
- 2. Should we develop additional information about the pros and cons of such collaboration?** Yes: 7 No: 0 Abstained: 0

Action: Edie Heppler and Jim Cushing will pursue the collaboration issue and develop more information.

- 4. Secretary's Report:** No news, other than a reminder that Jordan McCabe will not be seeking reelection at the end of her one-year term.

5. Treasurer's Report: Arlene LaTurner

- Arlene wants to change out "TAG" to "TSO" on accounting reports. The request has to come from Laurie Phillips.
- Arlene has a protocol for reimbursement: The original receipt is required. Also, Arlene needs to know who is submitting charges — what for, where from, amount of charge & whether the charge has been sent to BC for payment.
- In future: Let Arlene know if you submit a bill to BC.
- **Action:** Arlene has made a list that she will send out to the committee chairs.
- Balance as of January 10, 2017: \$13,721.10
 - This includes the \$5.00 TSO fees collection.

Bills outstanding: Total \$212.

Deducted from the balance leaves **\$13,508.71.**

\$158.75 for microphone; Jim Cushing has submitted this one to BC for payment.

- Marketing Budget: The 2016-17 budget = \$3,000. After deducting Quick copy & graphics costs of \$924 and Val pack marketing of \$708.32 :—
there's a balance of **\$602.68** remaining.

6. Curriculum Committee Report: Chris Steele

Please check the minutes. Current activities are shown in the March, 2017, agenda.

7. Marketing Committee Report: Joanne Gainen

It will help if we could have a headcount of new registrations from outside our normal area, to know how we're doing. Chris Ma will provide.

The article we submitted to the *3rd Act* magazine has to be presented as a blog post on their blog page.

Title: Eastside Lifelong Learners Find Classes & Community via Telos & TSO

3rd Act wants to put us on their resources page; they need a logo: Use the TELOS tree logo.

Reminder of the Atul Gawande joint presentation with Eastside Neighbors Network and TSO: Importance of Community and Opportunity as we Age. Registration link is on our website. Set-Up volunteers are welcome.

Edie Heppler reports that Bellevue Boys & Girls Club is advertising and promoting us.

8. Events Committee Report: Jerry Harkleroad:

- (a) Jerry is resigning as chair of the Events Committee June 30, 2017. Steve Denison is taking over. Jerry will remain on the Events committee, and will chair this year's Elections committee — Steve will resign from the TSO council.
- (b) **Holiday Party 2017** will be at the VFW Hall. Proposed date is December 6, Wed. No objections.

Events committee has made a \$500 deposit.

Jerry will talk to VFW's, Marla, about increasing the number of tables and chairs. She says she's already working on it.

(c) **2017 Picnic:** Report from Steve Denison re suggested new locations: Steve has done the research and makes the following report:

- Two community centers in Bellevue are available only on weekdays. Crossroads is not available at all.
 - North Bellevue CC (across from VFW) is available and is a real nice facility — tables already set up — but maximum capacity is 125. They have two rooms, so we could expand the numbers
 - outdoor area is very nice
 - lots of parking
- South Bellevue CC has round tables, not as available
- Highland CC (off BelRed Rd): This is a huge facility with limited parking but with an overflow to YMCA. Huge facility, large rectangular tables (not round)

Action: Steve should go ahead and set up the 2017 picnic with North Bellevue Community Center. He and Bryan Leyton will pursue it.

- Susan (the 2016 picnic caterer) had not yet been paid as of Jan 16, 2017.

9. Strategic Planning Committee Report: Jim Cushing

- No meeting was held in December, 2016, because of the holiday.
- Council recognizes the contributions of Chris Ma and Faisal Jaswal in promoting TELOS.
- Planning Committee will definitely challenge the \$10 increase for computer classes in light of the financial success of TELOS.

OLD BUSINESS

- Our new business cards will display on one side contact info for questions regarding TELOS classes. The other side will show contact information solely for TSO questions. Hopefully this will cut down on calls to Laurie Philips.
Action: Chris Steele will order them.
Council approves by consensus.

Edie will suggest that Laurie create a voicemail telling people where to call with TSO questions.

- The proposed annual Instructor Appreciation event:
 - The program for the first event will be Classroom Management/Leadership Many instructors were not formerly instructors; they have depth in their area of expertise.
 - The instructors will set the agenda for subsequent events.
 - The event will be held at Fairwinds and will include lunch, beverages, and a small gift.
 - This event is for all instructors, including nine new instructors.
 - Goal is for some time in March — otherwise it will be June.
 - Chris Ma and Laurie Philips are in agreement.
 - **Action:** Edie Heppler & Jerry Bunce will set it up. They have set up a meeting.

Chris Ma: Our instructors are not well paid (\$33/hour), but increasing instructor pay may result in higher tuition, bigger class size, etc. can offset this. Outreach is important

Class number: Chris Ma did not cancel any Winter Quarter class that had 8 or 9 people.

NEW BUSINESS

A Ted-X conference is coming up February 7 at the BC main campus. There'll be 14 speakers — we should look into a possible table; Joanne will follow up.

(Secretary's Note: *This event was postponed due to snow*).

Arnold Kern has submitted an announcement about a Washington trip for veterans. **Action:** It will go on the website Other Events section.

Long-time TSO friend and supporter Jackie Hayward has died. One of the TSO cards was circulated.

Meeting Adjourned at 4:51 p.m.

Respectfully submitted
Jordan McCabe
Secretary