

TSO COUNCIL MINUTES

Wednesday, June 21, 2017 at 1 p.m., Room V1120

Present: Edie Heppler, President; Steve Denison, Joanne Gainen, Arlene LaTurner, Ron Lebeiko, Alessandro Regio

Absent: Jerry Harkleroad, Diane Kester, Bryan Leyton, Kathy Shoemaker, Nellie Spruch, Chris Steele

Guests: Virginia Binder, Jim Cushing, Sandi Medendorp, Alexa Munoz

Minutes of May 17, 2017 were approved by consensus

Reports from Officers

President: Edie Heppler

- a. The Council expressed gratitude to the President for recently hosting a Council social Gathering.
- b. Alessandro Regio is the new Assistant TELOS Manager.
- c. The President suggested cancelling the July and August Council meetings, but the Council declined to cancel those meetings.

Treasurer: Arlene LaTurner

Balance as of June 21, 2017 is \$11,672.20

Faculty Advisor: Alessandro Regio

- a. Summer classes are being held with 322 students enrolled in 23 classes
- b. There will be 72 courses offered in the Fall. Each course must have a minimum student enrollment of 8.

Reports from Committees

Marketing: Joanne Gainen, Chair

- a. Committee needs more members.
- b. The Chair will hold a vote on proposed meeting time changes.
- c. Advertising for recruitment of new students is limited by the Community College District boundaries even though there is no competition for TELOS. Crossing boundaries, even though there is no competition, creates friction among the administrators. The Bellevue College district includes Bellevue, Renton, and Issaquah. Redmond and Kirkland are excluded because they are in other community college districts.
- d. Marketing methods that have been utilized by TELOS include: e-mails; magazine articles; newspaper articles; ValPak distribution; and a speakers bureau.
- e. Current marketing projects are: targeted ads on Facebook; specific senior demographic site ads; ValPak distribution limited to Bellevue; and a 30 second video Public Service Announcement (PSA).

Events: Steve Denison

- a. Everyone on the election ballot was elected by the 85 ballots cast.
- b. The caterer hired for the picnic was injured, but has referred TSO to a very capable replacement.

Website: Virginia Binder

Two new pages have been added to the site: 1) Q and A about classes; and 2) clubs and social activities are now listed separately from seminars.

Telescope: Sandi Mendendorp

The next issue will be published at the beginning of August. Contents will include details of the picnic planned for Saturday, August 19 from 11:30 am to 1 pm. A list of upcoming Seminars will be included.

Strategic Planning Special Committee: Jim Cushing, Chair

- a. Attended Bellevue College Board of Trustees meeting on June 9. The trustees passed the budget including TELOS allocation, and were very congenial and interested in TELOS.
- b. Wrote letter to Al Lewis confirming the previous discussion which identified the following issues:
 - 1) Develop relationship with Bellevue College Foundation in order to access funds, and build funding for projects that serve TELOS;
 - 2) Further market the TELOS program by creating a separate TELOS course catalog mailing. Alessandro Regio will follow-up for a fall quarter TELOS only mailing;
 - 3) Institute free one-time class visits. There was confusion concerning the free “look-in” class concept because the law requires payment for classes.~A portion of this letter was released to YouTube since TELOS is part of the larger program of the College Continuing Education Center (CCEC) which is organized to serve community needs.
- c. The Chair presented a *Statement of Activities* which indicated: 1) growth was in double digit figures until this year (2016-17); and minimal classes were taught in spring (2017). Despite these setbacks, TELOS contributed \$55,000 to the College.
- d. The Committee recommends that the name of TSO is changed so that it is more inclusive of the community and the maturity factor. The committee feels there is a need to encompass the whole—“we”, and “take ownership” to fully integrate the administration/instructor/student relationship in all facets of the program. Suggested as a new name is “TELOS Learning Community” (TLC).

Old Business

- a. Raffles have been suggested at the picnic or holiday party. The President referred fundraising proposals to the Marketing Committee.
- b. Host appreciation event is pending.
- c. Committee budgets for the upcoming year are due.

Adjournment: The meeting adjourned at 2:50 p.m.

Next Meeting: Wednesday, July 19, 2017 at 3:30 p.m. to 5 p.m.

Submitted by Steve Denison, Secretary *pro tem*