

TSO COUNCIL MINUTES

Wednesday, September 20, 2017, 3:30 pm. Room 1120

Present: Edie Heppler, President; Carla Barnes, Virginia Binder, Jerry Bunce, Jim Cushing, Steven Denison, Joanne Gainen, Ron Lebeiko, Brian Layton, Sandi Medendorp, Alexa Munoz, Alessandro Regio, Chris Steele

Absent: Arlene LaTurner, Diane Kester, Chuck Kimbrough, Kathy Shoemaker, Sue Black

Minutes: Minutes of August 16, 2017 were approved as submitted.

Reports from Officers

Vice President: Jerry Bunce

- a. Changes in the PowerPoint host presentation announcements need to be made, but the presentation will be available for use when classes start on September 25th.
- b. Regulations on decorum are not allowed. Rewording is needed regarding the use of scents, possibly revising to read “frown on overpowering perfumes”.

Secretary: Alexa Munoz

Committee minutes should be signed by the person taking the minutes. If that person is temporary, the term “Secretary *pro tem*” should appear following their name.

Faculty Advisor: Alessandro Regio

- a. “Taste of TELOS” generated 50 registrations, and averaged 20 registrations per day afterward. A schedule of market releases about 4 to 5 days following “Taste of TELOS” helped to boost registration.
- b. More than 50 classes for Winter quarter creates a greater variety, but may result in less attendance.
- c. TELOS needs further communication concerning the marketing.
 1. Unknown is the distribution of the 200 TELOS only catalogs.
 2. Unknown is exactly how the foundation finances are used for the TELOS only catalog.

Reports from Committees

Curriculum: Chris Steele

- a. The October 6th C&W will feature Michael Hay discussing *Ice on the Earth*.
- b. In November there will be seminar on a train trip to Montana.
- c. On December 17th the Vice-Consul of Finland will speak on Finland’s independence from Russia.
- d. There was an excellent presentation on Metro transit on September 18. A proposed light rail excursion has been postponed until March.
- e. Marketing and Telescope requested a list of upcoming seminars and C&W topics.

Marketing: Joanne Gainen

- a. The brochure is approved for 500 copies, but the stock photos are questionable. The photos need to be livelier,
- b. The PSA script is evolving for the taping on October 7. The studio time has been reduced to \$40-50 per hour.

- c. More members are needed for the Marketing Committee.
- d. Atul Gawande will be interviewed by Robin Young on Monday, September 25 from 1:30-3:30. A handout packet on aging will be given to those in attendance at the Redmond and Bellevue Library locations.
- e. The Boeing retirement ad has had a cumulative effect on advertising.

Events: Steve Denison

- a. Picnic
 - 1. Due to a policy change at the Botanical Gardens the location was changed to the North Bellevue Community Center.
 - a. The center set up the tables; then the caterers set up the food
 - b. There was a low turn-out possibly due to vacations and the site was not as attractive.
 - c. The North Bellevue Community is a possibility for the Holiday Party because there is more parking. The VFW Hall deposit has already been made for this year.
 - b. An Instructors event was held on September 11, and was a successful format with Alessandro Regio speaking.
 - c. Events Committee will organize periodic instructor forums.

Strategic Planning: Jim Cushing

The President and Chair met in August with the Administrator of the Corporate and Continuing Education Center (CCEC) located in Everett. Their observations are:

- a. The Administrator was concerned about the cost, guarantee of money, and advertising costs involved in setting up, administering, and attendance of the TELOS program.
- b. The two particular issues of interest were the branding—Bellevue College is not a part of this college system—and the revenue stream.
- c. There was some concern about the opportunities available and the notion of a learning community spread out through whole community.
- d. A one page advertisement in their catalog costs \$1,000.

Website: Virginia Binder

- a. There are changes occurring on the Website.
- b. Raj Patel will develop and send announcements for C&W and Seminars. He will also be responsible for the RSVP's.

Telescope: Sandi Medendorp

- a. Articles are being solicited along with photos from the picnic.
- b. Future articles include Winter quarter classes, seminars and C&W.

Old Business

Host appreciation event is on permanent hold.

Adjournment: The meeting adjourned at 4:42.

Next Meeting: Wednesday, October 18, 2017 at 3:30 pm, Room 1120

Submitted by Alexa Munoz, Secretary