

March 4, 2014

TSO Marketing Committee Report

1. **TELOS Spring Quarter Newsletter** (Teloscope) was re-created, edited and printed. The final PDF draft of the newsletter was sent to Linda Roddis, TELOS Manager at BC, and under her supervision and authorization the newsletter was sent to the BC Marketing department for review. The BC Marketing department decided to distribute the newsletter via PDF file to all TELOS students, plus 30 retirement communities, as well as 300 printed copies that will be mailed. Expenses were covered by BC. The next edition of the TELOS newsletter will be electronically distributed through our TSO website in construction. The newsletter will be edited quarterly.
2. **The TSO website** team was identified: Randy Johnson will function as the webmaster and Sue Black will assist in the design of the TSO website. A contract for this purpose was sent by Hristo Stoynov (program manager) of BC Student Services, and Natalia Lubskaya (designer), to the TSO Marketing Committee. The contract was signed by Randy Johnson and sent to Hristo Stoynov. We are waiting for Natalia to assign dates to train Randy and Sue on the WordPress system. Natalia offered computers for the training as well as the connection to the various templates that are available for us. BC is changing their computer system to WordPress also.
3. **Several different TSO Marketing targets** are being studied by the TSO Marketing Committee and presented when ready.
4. **The TSO Marketing Committee is considering** attending the Westminster Senior Active Fair on March 8, 2014. We are looking to share a booth as vendors, to distribute and promote TELOS with the aid of the Spring catalog and Open House flyers. A booth is required for the participation. The cost of the shared booth is 200.00. A request for the cost of this booth was sent to L Roddis. We are waiting for response.
5. **Hristo Stoynov, computer programmer at BC Student Services** informed Ms. Beverly Vernon, TSO Secretary of the lack of presence of the TELOS program in the BC website. The TSO Marketing Committee

was not informed of this issue until 3/3/2014. This important matter will be presented in the next TSO Marketing Committee meeting on 3/7/2014, and the necessary information on the TELOS program will be delivered immediately to Mr. Stoynov to be placed in the BC website.

Thank you,

TSO Marketing Committee chair

Linda F. Alatrisme