

TSO MARKETING COMMITTEE REPORT

3/30/2014

- **TSO WEBSITE:** On 3/14/2014 at 9:00am-11:00am, at BC North Campus, Randy Johnson, Sue Black and Linda F Alatrisme had first training with BC web designer Natalia Lubskaya, on the WordPress system. Natalia instructed how to access and register in WordPress and start practicing with this new computer system in the construction of the new TSO website. New templates and progressive instructions were given. Randy, Sue and Linda were to access the system and practice until next training scheduled for 3/28/2014. However, Natalia cancelled the 3/28/2014 appointment due to urgent work at BC. Nevertheless, Randy, Sue and Linda decided to attend the scheduled training to practice with the WordPress system. At this meeting, two templates were selected from those available for the TSO website. Next training with Natalia scheduled for 4/4/2014, 12pm-2pm at BC North Campus.
- **SPEAKERS PROGRAM:** The new proposed 'Speakers Program' by Jim Cushing (Marketing), was presented at the last Curriculum Committee meeting. It was well accepted. Bill Greaver was assigned from the Curriculum Committee to work with Jim in this new project. Jim Cushing is already working in the process of selecting possible instructors.

Based on the information discussed at the Marketing Meeting of Friday 3/28/2014, BC North Campus, room 1118, at 12:00pm:

- **SPRING CATALOG:** The excessive number of catalogs that were sent to TELOS students for the Spring Quarter, was brought to the attention of the Marketing Committee. When marketing question about this issue, we were informed that a large amount of mail is necessary in order to sustain the low cost of BC postage.
- **TELOS RADIO STATION:** Tim Hay brought new marketing ideas to the meeting. His idea about having TELOS its own radio station was considered interesting. New research will be done to assess existing and feasible possibilities.

- **NEW MEMBERS:** Several TELOS students interested in the Marketing Committee were contacted, based on the list of names provided by Beverly Vernon, TSO Secretary. Two have responded. Shamus Johnson and Lyn Thomas. Shamus came to our last meeting, bringing very interesting ideas to the committee. Lyn Thomas sent email. She will be attending next meeting.
- **IMPLEMENTATION OF NEW BUSINESS MODEL STRUCTURE 2013-2014:** Due to the pressing issue of shortage of hours for the Summer Quarter classes, our committee decided to put on hold all marketing projects, until this matter is resolved. The amount of classes and students for the Summer Quarter, will definitely alter our marketing projects.

Thank you,

Linda F. Alatrisme

TSO Marketing Committee Chair