

## ***TSO Marketing Committee Meeting Minutes***

May 30, 2014

Bellevue College North, room 1118, 1 – 3 p.m.

- I. Meeting called to order 1:12 pm by Penny Rathbun  
  
Members present: Sue Black, Gloria Campbell, Jim Cushing, Mona Zimmerman  
Member absent: Tim Hay  
Members resigned: Linda Alatraste, Randy Johnson
  
- II. Minutes from March 28 meeting approved as submitted.
  
- III. New Business
  - a. Organization of Marketing Committee
    - i. TSO President appoints heads of committees
    - ii. Committee consensus would recommend:
      - 1. Penny Rathbun serve as chair
      - 2. Secretary be identified at next meeting
  - b. Review of Bellevue College changes to Telos and TSO Marketing Committee response regarding increase in tuition and decrease in number of class sessions
    - i. Sue moved that Jim prepare report from the Marketing Committee to the TSO Council regarding Marketing Committee concerns involving the changes to the Summer Quarter schedule and likely impact on Fall Quarter registrations. Gloria seconded. Motion passed.
  - c. Possible expansion of TSO marketing committee mission and membership.
    - i. Gloria moved to table discussion until future meeting. Jim seconded Motion passed.
  - d. Reports regarding other Retiree Programs
    - i. Jim Cushing reported on similar academic program in Salem, Massachusetts-Salem State University
      - 1. Explorers Lifelong Learning ([explorerslli.org/](http://explorerslli.org/))
      - 2. Member directed, self-contained program
      - 3. 340 lively members-all passionate learners; want to grow to about 400 members
      - 4. Salem State University Professor serves as liaison; use university printing facilities

5. Tuition is \$140/semester—entitles students to take 5 classes per semester—
  6. Spring semester offered 40 classes; prefer minimum of 8 students per class but will go with four; instructors are not paid; pay rent for own space which includes common area with refrigerator, coffee urn and tables with 3 classrooms nearby—
  7. Engaged curriculum committee selects & screens instructors
  8. Speakers program on many Fridays
- ii. Gloria reported on new effort at Northshore (Bothell) Senior Center—
    1. Was the site of the largest senior center in the nation with 4700 members; now second largest senior center with 2500 members; hope to expand
    2. Will offer academic classes starting in fall; Gloria and Sue will be teaching classes
    3. Tuition is \$75/class—Instructors will receive 80% of tuition
    4. Not affiliated w college
  - iii. Gloria reported that she is working with Senior Services of Seattle regarding doing some classes for them.
- e. Possible change of meeting time
    - i. After extensive discussion, the Committee painfully came to conclusion that it would be best to keep the meetings scheduled on Fridays from 1-3.

#### IV. Old business

- a. Update on last TSO council meeting including status of liaison group to work with administration
  - i. Mona summarized liaison meeting
    1. Kintea & Radhika advised that they support the Telos program with the understanding that BCCE staff are responsible for making all decisions regarding the program
    2. Liaison group will hopefully be able to schedule future meetings with BCCE Staff
    3. During the May 15 meeting Edie did not present her plan regarding 3 classrooms/day
- b. Status of newsletter – direction going forward regarding sponsors and distribution
  - i. Sue and Penny discussed that Angela was going to talk to marketing about emailing the Telos newsletter. BCCE will pay if the Telos newsletter is approved and distributed by BCCE.

- ii. If TSO wants to have its own newsletter, it will need to pay all associated costs and make arrangements for its own distribution list.
  - iii. Angela suggested that press releases be sent periodically regarding new classes offered
  - iv. Angela advised
    - 1. a survey would be sent to current Telos students by the end of May
    - 2. a survey would be sent to random individuals in Telos-targeted population in zip code 98005.
  - c. Review TSO Marketing Committee Plan for 2014 submitted by Sue Black and Jim Cushing in December, 2013. Pick several marketing ideas to work on for fall quarter.
    - i. Per item III.b. above, this has been tabled for now.
  - d. Other
    - i. Website needs to be developed and maintained.
      - 1. Tabled until new TSO Council assumes responsibilities.
- V. Adjournment
  - a. Sue Black moved to adjourn meeting at 3:15 p.m. Jim Cushing seconded. Motion approved unanimously.

Respectively submitted,

Chris Steele  
Interim Secretary