

# TSO EXTERNAL COMMUNITY COMMITTEE MEETING MINUTES

Tuesday, September 24, 2013

**Present:** Linda Alatraste, Rick Bodlaender, Jim Cushing, Randy Johnson, Dee Koger, Ahbreem Paige-Alatraste, Penny Rathbun, Kathy Shoemaker, Chris Steele, Bill Stephens, Beverly Vernon

The meeting began at 10:05 a.m., led by Chris Steele.

A Power Point presentation provided the meeting agenda. These minutes will follow the sequence of that presentation noting selected content about the slides, explanations, various additional comments, suggestions and discussion, some noted in italics and bold font.

- TSO Interim Structure – now through Wednesday, 11/13/13, consists of an Ad Hoc Committee > President, Vice President/President-elect, Secretary, Treasurer, three Standing Committees (Curriculum, Internal Community, and External Community), two Pro Tem Committees (Vision/Mission/Bylaws, and Leadership Selection)
  - ***The External Community Standing Committee needs to be renamed.***
- Potential Telosians (Bellevue, Issaquah, Kirkland, Mercer Island, Redmond)
  - Total number households: 117,300
  - Total number of households with one or more over 60: 34,419 (29%)
  - Total number households with only one person over 60 (living alone): 12,817 (37%)
  - Bellevue:
    - 60.7% of people living in Bellevue, Washington have a bachelor's degree or higher.
    - 31,875 people with a bachelor's degree
    - 19,412 people with a graduate or professional degree
- Brainstorm or run through Power Point presentation? ***A majority of the committee wanted Power Point and would write down ideas to discuss later.***
- Promote awareness of TELOS
  - The External Community is responsible for:
    - Distributing TELOS information
      - TELOS Open House/Orientation and courses to: libraries, senior centers, retirement homes, SHAG, Mini City Halls (e.g., Crossroads), neighborhood bulletin boards, C Main Campus, others?
      - Quarterly Course Schedule – ***BC will pay for this.***
        - **BC** – marketing tool-paper copy to continue for all students
          - Once courses are posted online, do an email 'push' Grid of Courses and Course Descriptions to TELOS students. ***BC has agreed to do this electronic push of these two documents for Winter Quarter 2014. It was tried for Fall Quarter 2013 but was not reliable partly because of bad email addresses.***
        - **TSO** – need folks to edit; provide team labor for mailing
        - **TSO** – have information available for last class of previous quarter
        - **BC + TSO** – ask students to forward information to their contacts who may be interested in TELOS
        - Possibility – draft of course grid available for last class of previous quarter. ***Rick said it would be good to hand out both the Quarterly Course Schedule and the grid then.***
    - **BC:** postcard
      - ***In a previous year, TELOS bought address lists for 98052 and 98007 and mailed postcards that featured a minority instructor's photo, "Lifelong learning. Lifetime friends.", course categories listed, a sentence about the relaxed environment, BC contact information, website, and a map. It was deliberately printed in black/ white to stand out more than the colored norm and to show our frugality.***
      - 8000 cards at \$.18 each totaled \$1411.
        - ***Our Development Fund has \$48,000 available to TELOS at this time some of which could be used for publicity or a major***

*purchase. Rick suggests pursuing BC funding for TELOS advertising. TELOS brings in state funds which is good for BC.*

- *BC has asked Chris to track the success of the postcard.*
- Posters, handouts
  - *Rick thinks seeing information on bulletin boards is more effective than websites, but most posters are in color and overdone. He agrees with Chris that b/w is good. We can mail posters to various sites, but it's more effective and quick if we hand-deliver. He and Wes Zujko delivered to every library listed in their GPS – 23 or so. Rick even went back to see if the librarians had accommodated them and found the flyers posted.*
- Staff events – various senior fairs and sponsored events
  - Overlake Hospital/Westminster-Active Senior Fair (March), Farmers' Markets, City Celebrations (Issaquah Salmon Days-Oct), Redmond-(July), Bothell Senior Day (Sept), Kirkland, Bellevue, Mercer Island, Trilogy, others?
    - *Some of these are passive events where people walk by and happen to notice set-ups or handouts. Dee described what it involves – need to carry box of handouts, bulletin board; it's tiring, but you staff it with a couple of people in the morning and a couple in the afternoon.*
  - KCLS – “More to Explore 50+” presentation program – information tables for groups related to the presentation. *TSO needs to monitor these fliers. They sometimes carry inaccurate, outdated information.*
  - Partner re training on how to download books. *Someone needs to lead this effort and publicize it.*
- Interface – media, retiree organizations, etc.
  - Newspapers
    - **TSO:** Reporter Newspapers -- *Rick said that there should be something about TELOS in the next issue of all of these publications.*
      - Bellevue, Kirkland, Redmond, Issaquah-Sammamish, Renton, Bothell-Kenmore, and Kent have on-line editions of Reporter Newspapers with a **Calendar of Events:**
        - Bellevue College's TELOS Program for Retirees Fall Quarter courses is open for registration NOW! Courses start September 30. There are more than 60 courses offered this fall. For more information, go to <http://continuingeducation.bellevuecollege.edu/ce/retiree-programs/> or refer to the Continuing Education Catalog which has been delivered to eastside King County residences.
        - *Wording is important – always need to run by Tish before finalizing.*
    - **BC:** Bellevue Reporter – *Need something in this publication.*
      - Offer article advising that due to increased number of retirees, BC's TELOS program for retirees has increased course offering for Fall Quarter to 60 courses
      - Tish to ask Lane Gossard to submit article to paper
    - **TSO:** Northwest Prime Time – *Chris thought with all the people we have who like to write, someone could do this.*
      - Published by NAMPA – an association of publishers producing newspapers and magazines for the boomer and senior markets- both printed and online editions
      - TELOS writers (instructors/students) publish column regarding keeping mind active in retirement and course offerings
      - Add TELOS info to <http://northwestprimetime.com/calendar/> has local events for seniors – *TELOS calendar should be here.*
    - **TSO:** Bellevue College's Watchdog (*formerly “Jibsheet”*)

- Article addressed to students taking credit courses informing them of TELOS offerings and encouraging them to mention it to the retirees in their lives – parents, grandparents, etc.
  - **TSO:** Get editors of the local papers interested in a TELOS instructor or groups of students who live in their area for a feature-style article
    - The Newcastle News regularly publishes articles of interest to retirees, including pieces featuring their accomplishments.
      - March 1<sup>st</sup> edition featured an article on a local musician who published her first book at age 87 years.
    - Woodinville Weekly and Seattle Weekly
    - ***Issaquah paper prints six editions/year – recently published excellent articles about Linda Roddis and Doris Toppen – “Lifestyles of the 50+”. Ellen Kurek, BC Marketing, could prepare stories about other Telosians. Our instructors earn so little and contribute so much.***
- Retiree organization’s newsletters
  - **BC:** The Boeing Management Association has online newsletter that goes to all its members (***would it print TELOS’ announcements?***)  
[https://www.bmagoldcard.org/wordpress/Newsletters/August\\_2013\\_Newletter.pdf](https://www.bmagoldcard.org/wordpress/Newsletters/August_2013_Newletter.pdf)
    - Mike Lavelle, former Director of Public Programs at Museum of Flight, is planning to do a course for us Winter Quarter on Aviation History.
  - **TSO:** Someone needs to research other such organizations’ newsletters – ***Randy suggested condo newsletters, e.g., his “Sixty-01” condo, and Trilogy.***
- Radio – (***Run by Tish anything we want to advertise.***)
  - **TSO:** Poll TELOS students and instructors about their favorite radio programs or ideas on programs that might provide a good means of publicizing TELOS courses.
  - **TSO:** KKNW 1150 AM from 7-8 a.m. on weekdays **Conscious Talk** – The show has a live call-in format and could be a good way to reach senior early risers. It regularly features guests and is also streamed live on their website at <http://www.conscioustalk.net/program.php>.
  - **TSO:** Bellevue College’s KBCS 91.3, 7-8 a.m.
    - The *Morning Blend* features a mix of local and national news and perspectives, as well as fresh new music locally and globally. Hosted by community members, it is a morning world of music and ideas. Start your day off right with The Morning Blend. – See more at: <http://kbc.fm/programs/morning-blend/#sthash.nFMpHvGw.dpuf>
    - Create 2-minute weekly TELOS segment for instructors to promote their courses or John Hanford talk about TELOS music class.
  - **BC:** KUOW NPR
    - Interview(s) and/or Public Service Announcement regarding lifetime learning for retirees.
- Websites -- Post TELOS information re class website on:
  - **TSO:** KCLS website – ***TELOS is already noted here but needs updating.***
    - ***Bill asked Rick if he’d met Ellen Kurek, BC Marketing, and suggested that he talk with her about websites. He said that sometimes it’s better to send a letter to the editor.***
  - **BC or TSO??: Tema Nesoff** – website consolidating retiree information. ***Bill deals with this service which is also involved with Seattle Senior Services. It keeps track of all educational programs in the area, so you can look at all programs offered everywhere and click on links to each individual program. Bill thought this service would probably be paid jointly by BC and TSO.***

- **TSO should know about publishable material.**
- Others? **Randy said that condo websites also have local news sections.**
- **TSO: create screensavers for BC webpages. Tish may be able to help with this.**
- **We can promote TELOS in districts where there is no other lifelong learning operation. Kirkland is okay. Cascadia-Bothell was cancelled, but Everett has taken over. The consequence of crossing lines is currently merely a slap on hand.**
- **Get the Seattle Times to print an article about TELOS; maybe suggest a topic, like Donnelly Wilburn's personal story, to spark ST's interest.**
- TV
  - BC TV College Channel 28?
  - Evening Magazine with Megan Black?
  - **Bill suggested Kirkland, Redmond and Bellevue local TV stations in addition to Seattle.**
- 'New' Media
  - Facebook – **Ask Linda Roddis.**
  - Etc.
  - **Bill just used the BC marketing people to send out an email. It's going on Facebook and other social media. Check with Ellen Kurek, Marketing.**
- Posters, handouts
  - **Rick thinks bulletin boards are more effective than websites – seeing things physically, but most posters are in color and overdone. He agrees with Chris that b/w is good. We can mail posters to various sites, but it's more effective and quick if we hand-deliver. He and Wes Zujko delivered to every library on their GPS – 23 or so. Rick even went back to check, and all librarians had posted them.**
  - **Chris said some libraries' bulletin boards are in bad spots, and you need to monitor them.**
  - **TSO members who live near libraries or senior centers (e.g., Kathy Shoemaker near Trilogy) need to establish a personal relationship with librarians and be responsible for keeping materials updated.**
- Outreach – minority communities, etc.
  - **BC + TSO: Speaker's Bureau/Bench – TSO as TSO is authorized to speak at various organizations' meetings – (Note: Needs to be handled on case by case basis under auspices of TELOS Director)**
    - **TSO: Identify groups needing speakers**
      - Service organizations: Rotary, Kiwanis, Lions, Exchange, Optimists, Soroptimists Alumni groups
      - Chambers of Commerce
      - **Each city has service organizations.**
    - Identify TSO members who would like to speak
    - Create suggested items to be discussed **using discretion – wouldn't talk about political, religious, or sex**
    - **Rick thinks courses should be held in some of the senior centers that have to rely on senior center transportation. Chris said that BC would need to have a policy, something we can talk about later.**
  - Lectures
    - **TSO: Create lecture series and promote it – possible fundraiser?**
      - **For example, following the "Silk Road", book authors who are doing tours, etc.**
  - Promotions
    - **BC: Ask BC Advertising class (MKT 234) to create campaign for TELOS promotion as class project**
    - **BC + TSO: Google/Microsoft volunteer time – ask for help to promote TELOS**
      - 'Advertise' on line?

- Google/Microsoft-Search Engine Optimization–get volunteer time/contribution
  - Partner
    - **BC:** Partner with other retiree educational programs, e.g., Road Scholar, Providence Point, Lifelong Learning, Osher, Center for Creative Retirement, SeniorNet
    - **TSO:**
      - AARP-National/local seminars are conducted
      - Tax-Aide on site??? ***This has been done before at BC.***
  - Outreach to Minority Communities ***would make TELOS more robust.***
    - Bellevue: Population by races
 

|                                |             |                |
|--------------------------------|-------------|----------------|
| ▪ White                        | 62%         | 76,547         |
| ▪ Asian                        | 27%         | 33,743         |
| ▪ Hispanic/Latino              | 6%          | 8,545          |
| ▪ Two or More Races            | 3%          | 4,831          |
| ▪ Some other Race              | 3%          | 3,746          |
| ▪ Black or African Am          | 2%          | 2,815          |
| ▪ American Indian              | <1%         | 452            |
| ▪ Three or more Races          | <1%         | 401            |
| ▪ Native Hawaiian Pac Islander | <1%         | 229            |
| ▪ <b>Total</b>                 | <b>100%</b> | <b>122,363</b> |
    - ***TELOS has recently recruited/employed African-American, American Indian, and other ethnic minority instructors. We need to recruit more instructors and students from several ethnic communities. Some Asian cultures seniors live with their younger families and tend to stick together. Euro-Americans tend to warehouse their elders.***
  - Miscellaneous
    - Kenmore Reporter
    - Singles 50 and over Coffee Social, Aug 10, 10 a.m., VRW Hall, 4330 148<sup>th</sup> Ave NE, Redmond WA 98052 – “Coffee social to meet singles 50 and over with a variety of interests. Learn about events that volunteers are sponsoring. We are a non-profit club with yearly dues under \$50.”
- Next Steps
  - Formation of External Community Committee – ***need to rename the committee***
- Discussion:
  - ***Bill reported 625 registrations at this time with more being processed; six courses have been cancelled. The cinema course will stay open.***
  - ***Rick wants to continue concentrating on Fall Quarter at this time – categorize immediate and secondary action items.***
  - ***Chris asked for indication of everyone’s level of involvement. Jim Cushing will participate but not as lead; Wes Zujko will work but not as lead; Dee will be involved with others doing mailings; others???***
  - ***Chris said 40% of TELOS students don’t understand TSO – we need to create a sense of need/participation with TSO.***
  - ***Post card and flyer distribution are needed immediately.***
  - ***Linda said many seniors still don’t deal with computers.***
  - ***Rick was designated as temporary External Communications Committee lead.***
  - ***Rick asked to consider combining External and Internal Committees. Randy didn’t think it would be a good idea.***
  - ***Chris reminded that TELOS has only 32 hours of paid staff; TSO must do the rest.***
  - ***Penny said that the nature of groups is for a core few to do all the work; those in the room today are that core – need to recognize that role and accept without complaining. She also said that when you’re in the public relations business, you do a lot of “babysitting” – contacting key newspaper editors many times for the same matter – you must be annoyingly persistent, and it will work – make yourself part of what they’re doing. AND, ALWAYS PUT BASIC INFO AT TOP OF POSTCARD/DOCUMENT AD SO IT’S EASY TO FIND – NAME OF EVENT, DATE, TIME, LOCATION.***
  - ***Chris asked everyone still in the room to introduce themselves. Following are partial descriptions for some of the folks.....Linda was a journalist, is from Mexico, multicultural, speaks two languages;***

*works collaboratively, simply and persistently; respects people; like a librarian. Rick retired from working in oil fields abroad and in the U.S.; having education is important and earns respect in most countries. Bill Stephens said TELOS is lucky – it can hire instructors without Ph.D. if they're good and know their stuff. Kathy is a retired school teacher who moved here; enjoys doing grunt work. Randy spent 40 years with computer software and working with the Web. Jim practiced law most of his career; took some TELOS courses and was snagged by Chris to teach; commented that the word, "Community" was removed from the school name, BCC, and he thinks TELOS has an opportunity to reinvent that "community". Dee was a teacher (first/second grade); has been involved in TELOS for many years with 12 years on the TAG board; facilitates a Views of the News course. Dee thinks that when people work together they tend to stay together and don't reach out to other students – suggests we make a point to pay attention to others, learn about them, invite to join in. Penny retired as journalist in Plano TX; she put together weekly arts events, websites. Ahbreem is originally from PA; educated on East Coast; has lived in four continents. Arlene is retired school teacher. Bev is retired executive assistant and/or done accounting with U.S. Senate, law firms, hospital/clinic, and university; minutes for TSO and various boards. Chris has three masters' degrees, management and leadership experience.*

**Delivery of flyers over the next couple of days:**

- Penny Rathburn – Renton SC, Redmond Library, Redmond City Hall
- Dee Koger – Bellevue Downtown Library, Lake Hills Library, Crossroads and Kirkland Libraries, Bellevue SC, Crossroads SC, Unitarian Church (may/may not allow); Bellevue City Hall, Kirkland SC, Crossroads City Hall
- Jim Cushing – around Redmond – Kingsgate Library (north of Evergreen Hospital), Bothell, Sammamish, and Woodinville Libraries
- Linda Alatraste – lives in Redmond -- minorities and senior centers (what are names and where located?)
- Kathy Shoemaker – Duvall and Carnation Libraries, Trilogy Country Club
- Ahbreem Paige-Alatraste – Mercer Island Library, MI Senior Center
- Rick Bodlaender – Renton and Fairwood Libraries, Renton SC
- Randy – will post/display in 15 different places in his Renton condo complex

**Next meetings:**

- Several immediate meetings; dates undetermined.
- Fri, 10/4, 11:00 – Next steps for External Community Committee (possibly to include Internal Community Committee, if combining under one committee is decided at tomorrow's Internal CC meeting). Rick needs to reserve room.
- Wed, 10/16, 3:00-4:30 p.m. – 10 minute summaries reported from all groups
- Wed, 11/13, 3:00-4:00 p.m. – Elections of TSO officers to serve until 12/31/13 or until 6/30/14

The meeting closed at 11:00 a.m.

Respectfully submitted,

Bev Vernon, Secretary/Recorder