

TSO Marketing Committee Meeting Minutes

May 13, 2015

- I. Meeting called to order at 3:17 by Sue Black
- II. Attendees: Bill Greaver, Jim Cushing, Andy Kranz, Dee Koger, Edie Heppler, Paul Maffeo, Chuck Kimbrough, Penny Rathbun, Sue Black, Virginia Binder, Chris Steele
- III. Edie Heppler was volunteered to act as temporary chairperson for June meeting.
- IV. Minutes of the 4/8/15 meeting were approved with correction
- V. Old business:
 - a. TSO participation in Overlake Hospital Senior Fair held at Westminster Chapel of Bellevue (13646 NE 24th Street) on **Saturday, May 16 from 10 a.m. to 3 p.m.**
 1. Bill Greaver has obtained volunteers to staff this event: Penny Rathbun, Edie Heppler, Alex Sytman, and Chris Steele. Bill will arrange to transport promotional items and set up the site. There are ads in the *Bellevue Reporter* and Overlake Hospital is also promoting the program.
 - b. Business Cards
 - i. TSO Business Cards have arrived and been distributed. The extra box of cards will be in the storage closet by Poppinjay's.
 - c. Coffee and Wisdom
 - i. Humanities of Washington requested that everyone attending the David Smith event complete a feedback form. Participation was high.
 - ii. Utility as a marketing tool:
 1. A total of 205 people have attended since commencing C & W
 2. Originally intended as an outreach tool to those not familiar with the program focusing on TELOS instructors as presenters
 3. Fills up quickly with same people returning repeatedly (they also attend other events)
 4. Handout (see attached)
 5. No longer attracting new people
 6. Information is sent to those students on the TSO list; not to other TELOS students
 7. Some reserve seat(s) and fail to cancel if unable to attend
 8. Ideas for outreach
 - a. Reserve 10-15 seats for new people
 - b. Investigate facilities with larger room capacity
 - i. Chuck will get information regarding other sites available for larger audience, i.e., Microsoft, Westminster Chapel, etc.
 - ii. TSO wants to focus sense of community at North Campus site

- iii. How handle situation if have room for 200 and only 60 register
 - iv. Outreach to Senior Centers
 - c. Marketing budget for TELOS is an issue; apparently cutting marketing funding for BC
 - d. Investigate other resources for sharing information regarding TELOS: Paul and Bill will research.
- 9. Question: what is the purpose of marketing?
 - a. Bring community together
 - b. Expose TELOS to new people
 - c. Both
- iii. Marketing Positioning Paper
 - 1. Jim Cushing will chair a subcommittee which will address the focus/priorities, both internal and external, of Marketing. Anyone wanting to participate should contact Jim. This subcommittee will report back within several months.
- iv. Promotional Items (tabled until positioning statement completed)
 - 1. Thumb drive with TELOS logo
 - 2. Lanyard with TELOS logo
- v. Clarification of Curriculum/Events/Marketing Committee Duties
 - 1. Tabled
- vi. Posters
 - 1. Posters sent to vendor by April 28 in time for scheduled May 4 delivery to sites and King County libraries.

VI. *New Business*

- a. *TELOS Only Catalog*
 - i. *BCCE is not willing to pay for a mini-catalogue, similar to the flyers that used to be sent to prospective students*
 - ii. *Following discussion, it was generally agreed that this matter should be delayed until a future date. Perhaps we will have sufficient funds someday to do this right, regularly publishing a TELOS-only course catalogue, with possible mailing to a targeted list.*
- b. *BCCE Funding for Marketing of TELOS Classes*
 - i. *BCCE is unwilling to spend any money on TELOS marketing. Chuck and Jim commented that this should be discussed with BCCE administration -- we understood that the TELOS program is assessed a 35% overhead charge, conceivably including expenditures for TELOS marketing.*
- c. *TSO Website*

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- i. Virginia passed around and explained a report based upon Google Analytics, showing the frequency and type of use of the TSO website. Following discussion, Virginia agreed to prepare a “Survey Monkey” regarding the website. This survey would be emailed to all on the TSO list, requesting feedback on the use and preferences of the TSO website.
 - d. TELOSCOPE
 - i. Sue commented on the need for volunteers to assist in the writing of articles for the TELOSCOPE. Several individuals were identified.
- VII. Funding for TELOS/TSO
- a. Paul indicated that a mechanism should be put in place for individuals and foundations that wish to contribute financially to TELOS. Chuck mentioned that this has been considered as a possible future endeavor for TSO to consider – to refine the process so contributions can be made with the assurance that the funds will be properly designated and spent on TELOS related activities.
- VIII. Farewell to Penny Rathbun
- a. Sue thanked Penny for all of her contributions to the TSO and the Marketing Committee, including her leadership, experience and skills, and sense of humor. All joined to echo those sentiments, to thank Penny and to bid her well.
- IX. Adjourned at 4:45 p.m.; next meeting Wednesday, June 10 starting at 3:15.

Respectfully submitted,

Chris Steele and *Jim Cushing*