

Minutes TSO Marketing Committee

June 10, 2015

Present: Virginia Binder, Paul Maffeo, Edie Heppler, Randy Buehler, Jay Balakrishnan, Chuck Kimbrough, Joanne Gainen, Jim Cushing, Monika Hall, Sue Black, Tim Hay, Chris Steele.

Edie Heppler called the meeting to order at 10:05 a.m. and asked for a volunteer to take minutes. Joanne Gainen volunteered.

For the benefit of new participants, Jim Cushing briefly explained the purpose of the marketing committee.

Those present introduced themselves.

Minutes of the 5/13/15 meeting were approved as submitted

OLD BUSINESS

I. Senior Fair at Westminster –

a. Bill Greaver chaired TSOs participation. Since Bill was unable to attend this meeting, Edie Heppler presented the review

- Volunteers (Edie Heppler, Penny Rathbun, Alex Sytman, and Chris Steele, Mona Zimmerman) worked in 1 and 2-hour shifts and gave out tote bags at the booth which was in an area set aside for vendors. They reached out beyond the table to gain interest.
- There was no cost for non-profits to have a booth at this event.
- Edie Heppler noted that the longest lines were for health checks. She acknowledged it's time consuming effort but feels it is worthwhile to get word out and create a higher profile for the organization.
- Sue Black suggested that there is value in setting up system so that we know how to do it and have signage, etc. ready to go when opportunities come up.
- Sue Black also suggested that for future events we can set up a video of classes or events in a loop on screen to attract attention.
- Chris Steele noted that there were fewer people in the afternoon and that the music was unpleasantly loud. In terms of the value of TSO participation, she found 3 teaching prospects.

II. Coffee and Wisdom

a. Jim Cushing distributed a handout on the goals and mission of the Coffee and Wisdom program.

- Goal #1: Foster our academic community by bringing us together with an academic focus.
- Goal #1A: Serve as a marketing tool for TELOS and TSO, including increasing TSO membership, raising the profile of TELOS, promoting TELOS instructors and classes, providing a forum for announcements, and promoting diversity within TELOS. For example, Jay Balakrishnan will teach a course on Gandhi this summer; Jim Cushing hopes to bring him as speaker as well. Jim Cushing

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distributed a handout on the goals and mission of the Coffee and Wisdom program.

- b. Jim Cushing observed that promoting diversity and raising the TELOS profile supports the goals of the marketing committee as a whole. How do we change marketing strategy to focus on raising profile with greater Eastside community? Coffee and Wisdom programs display a way to sample TELOS and attract different groups.
 - c. Discussion ensued about ways to promote C&W. These included:
 - Article for newsletter on C&W talking about variety of speakers; history of success since last fall (an overview rather than a single class); emphasis on Coffee & Wisdom is a low-cost way to experience TELOS.
 - Responding to a question from Monica Hall, Jim Cushing stated that BCCE provides refreshments.
 - Staging – have article(s) ‘in the box’ ready when we do a promotion newsletter specifically geared to existing community. Create for outside as well as current participants/members.
 - Chuck Kimbrough – 25 or so groups in Bellevue that serve retired/older adults and others who might be interested in TELOS. In the Bridle Trails area, there is the Bridal Trails Community Club with about 2500 members; Rover, an electronic list of commentary and problems in the community; the Vine, run by one woman, may be good outlet.
 - Sue Black – can we videotape C&W clips to show easy way into TELOS? Winston Brill arranged for his presentation (Secrets in Our DNA) to be taped. That tape can now be used for TELOS promotional material
 - Sue Black and Chuck Kimbrough-TSO could arrange program speakers for community service organizations such as Rotary, Kiwanis, etc.
 - Edie Heppler – local papers
 - Chuck Kimbrough – if we supply article and picture, Bellevue Reporter and others might print it. Need to go out and meet them.
 - Paul Maffeo offered to contact Bellevue Reporter
 - Randy Buehler – Newspapers have few resources. Pre-written article would probably be welcomed but no control over when, where it would appear. Sending information for calendar of events is important.
 - Virginia Binder--in terms of marketing what we have, C&W sign-ups have been popular but does not mean participants take classes
 - Monica Hall - 425 Magazine is also a good outlet. We should all consider ourselves ambassadors to the community. We should put website information on business cards, newsletter, etc.
 - Jim Cushing raised the question of where C&W will reside structurally. With the new Council, Jim Cushing’s role changing, need new leadership for C&W. This will be discussed at the next meeting.
- III. TSO Website Survey
- a. Virginia Binder conducted the survey and reported:

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- Survey went to about 400 via emails; 73 respondents, 18.5%
- Not quite 50% of respondents had taken courses in the past 3-5 years; many longer so traditionalists participated.
- About half use web frequently: Many do web searches; many not.
- 75% knew TSO had web site. 25% never visited it, 10% (6 people) look at it once/week or more. Most use it when we send a link. (Virginia now puts a link to site in email replies)
- Most learned from email announcement.
- TSO site is most often viewed of all student organizations.
- Easy to use – most; most often used to link to registration materials. 2nd for looking up dates of events and committee meetings. Suggestion – page for people to meet up. Some liked What’s New page. Profiles of instructors, put an app on google store.

IV. Other items:

- a. Posters-no information regarding June poster distributions
- b. Need to change ‘how did you hear about us?’ box on BCCE registration page in order to provide effectiveness of various promotional experiments
- c. Need to post TELOS information on various online calendars
- d. Paul and Bill were to visit to Bellevue City Hall; limited response to overtures

NEW BUSINESS:

I. Digitalization.

- a. Coffee and Wisdom marketing topic led to extensive discussion on how to use digital media for outreach and program distribution.
- b. Jay Balakrishnan stated that he would like to see more emphasis on digital world, technology. “Beating the drums”- world out there that does not read newspapers, etc. Intellectual, academic community big-head-no-wallet young, looking for things to do. (No age limit). Jay Balakrishnan – question to ask – where is forum for discussion? Where is TELOS going? Digital or physical?
- c. Jim Cushing – to extent fostering academic community, we are bringing people in. It would be great to tap new people through technology.
- d. Sue Black – absolutely on board with growing digital options. TELOS started with the idea that our audience is not as tech oriented; that’s why marketing has been driven toward print. She noted that the TELOS program prioritizes face-to-face contact; it is the primary reason people participate.
- e. Several members noted that expanding programming to digital world is a Council issue. Policy decisions about TELOS are made at that level. Edie Heppler stated that the Marketing Committee can address digital marketing without Council approval.
- f. Sue Black mentioned that the BCCE online Registration page needs to update the options for ‘How did you hear about us?’ box. TSO should continue pursuing.
- g. Edie Heppler has located full-page list of calendars in area
- h. Tim Hay suggested that Jay Balakrishnan make a proposal for what he would like to see happen.

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- i. Chris Steele suggested that Marketing Committee form a subcommittee to explore digital programming idea, present to new Council at future date. Jay Balakrishnan, Randy Buehler, Joanne, Chris Steele agreed to meet and work on a digital plan.
- II. TELOS Class Information Circular
 - a. Chris Steele presented TELOS Class circular which until 2014 was mailed to everyone who had taken classes and distributed to all libraries, retiree centers, etc. It was charged to TELOS development fund; BCCE does not want to pay for it anymore.
 - b. If TSO could raise funds, we could pay for it without BCCE's involvement. Will be looking into it on new council.
- III. Partnerships & Diversity
 - a. Crossroads City Hall and Senior Services have provided contact information. TSO needs an outreach coordinator.
- IV. Personal Contact
 - a. Monica Hall talked to her neighbor regarding TELOS classes. The information inside the current catalog is not seen unless people know it is there. Monica advised that her neighbor will sign up in Fall Quarter.

Meeting was adjourned at 12:05 p.m. Next meeting: July 8 at 3:15 p.m.

Submitted by Joanne Gainen with a little assistance from Chris Steele