

TSO MARKETING COMMITTEE MEETING MINUTES – FINAL
Wednesday, December 10, 2015, Room 1118, 1:30-3:00pm

Committee members present: Randy Buehler, Edie Heppler, Chuck Kimbrough, Chris Steele, Sue Black, Bill Greaver, Paul Maffeo, Joanne Gainen
Absent: Virginia Binder, Andy Kranz, Monica Hall

- The meeting was called to order by the chairman, Randy Buehler, at 1:35 p.m.
- Attendees and absentees are noted above.

The minutes of the 11/4/15 TSO Marketing Committee Meeting were approved by consensus.

Updates

1. TSO Member Survey – Joanne Gainen

- a. Approval of revised schedule: The committee approved the revised schedule developed by Virginia Binder and Joanne Gainen, timed to avoid competing with other TSO announcements and sign-ups.
- b. The final schedule is as follows:

Invitation: Tuesday, January 12 th , 7 PM
Reminder 1: Tuesday, January 19 th , 7 PM
Reminder 2: Tuesday, January 26 th , 7 PM
Last-chance reminder: Friday, January 29 th , time TBD
Survey closing date: Monday, February 1
Reporting date: Marketing Committee meeting, February 10th

2. Crossroads Outreach - Chris Steele

- a. Recent outreach: Chris reported that Ruth and Angela were not able to connect for Crossroads outreach because no one had scheduled a table. To get a table, we have to put in an application. Organizations that have a table are permitted to hand out materials to Crossroads visitors.
- b. Timing: Crossroads outreach should take place about 2 weeks before the Course Preview. Edie recommended that we request March 3 for the Spring Quarter preview. Chris put in a call to Angela to check on the date. Sue emphasized the need to promote the Preview actively.

3. December Events

- a. Registrations: As of this date, there were 90 people signed up for the holiday party and 40 TSO members for the concert. Sue reminded everyone to take photographs at the events for use in promotional messages.
- b. TELOSCOPE reporting on events: Sue indicated we should have a class-oriented article and an event-oriented article for TELOSCOPE. **Chuck volunteered to write a piece about Jim Maynard's talks on the American Polity, and also will write up the concert and the party. Chuck also offered to ask Kathy Shoemaker to write up the Emergency Preparedness and Birds in Winter sessions. Articles are due the first week in January.**
- c. Microphone for use at TSO events: Chuck offered to ask a friend about the best options for wireless microphones.

4. **Radio and Newspaper Advertising**

- a. Options for media promotion: Bellevue Reporter publishes special inserts with expanded distribution at various times throughout the year. Publications, deadlines, and pricing for the smallest available ads are listed below. Jen Gralish, Sales Consultant for the Bellevue Reporter, indicated that creative services are available at no extra charge. Purchasing ad space increases the likelihood of getting an article published.

Living Better (deadline 2/2/16) \$340 - expanded distribution to Mercer Island
Bellevue Resident's Guide (deadline 5/27/16) \$275
Senior Housing & Services (deadline 10/5/16) \$340 expanded distribution to Issaquah

- b. Funding: Funding for advertising is available through TSO (service fee, other accounts?). TELOS cannot pay for advertising although funds may be available through the Development Fund.
- c. Article to accompany ads: Gloria Campbell has written an article on the history of TELOS. **Sue or Randy will send a copy to Joanne, Edie, and Chuck.** Joanne will check with Ellen Berg, instructor for the class on aging, for information about the founders, both women whose intention was to help older people live a more fulfilling life through learning opportunities.
- d. Recorded ad for possible PSAs: Chris played a recording of a TSO promotion for a radio ad recorded by Wes Zucko. **Chuck will look into the mechanics of radio advertising on commercial radio.**
- e. Possible feature on local public radio: One suggestion was to investigate whether KUOW, KPLU, or KBCS could do an article on retirement education in WA State, which would include an interview about TELOS.

A motion was made by Edie Heppler, and seconded, to put ads in the Bellevue Reporter publications listed above. The Committee approved the motion unanimously.

5. **Email Marketing Campaign**— Sue Black and Joanne Gainen

- a. Overall plan: Sue and Joanne presented a plan to create awareness of TELOS courses, instructors, and TSO activities and to attract new students. The plan calls for distribution of promotional messages for Spring and Summer quarter.
- b. Schedule: Messages will be distributed in three waves for each quarter: an introduction emphasizing lifelong learning opportunities on the East Side (February 1), a follow-up highlighting specific courses (February 15), and final message with the theme, “last chance to register” (February 28). Links to customized landing pages will be used to track results.

A motion was made, and seconded, to conduct the email marketing campaign as outlined in the document provided by Joanne and Sue. The Committee approved the motion unanimously.

New Business

- Randy recommended that we cross-train people to do various functions such as work on the Web site, email campaign, and Facebook.
- Chuck will put Joanne in touch with Katrina who is teaching the Social Media class, to discuss promoting the class.
- Bill Greaver stated that he will remain with the Marketing Committee. He will continue moving tables for Coffee and Wisdom and will do the Westminster Senior Fair. The Fair is scheduled for March 12, 2016 (information is available here: <http://www.overlakehospital.org/services/senior-care/events/active-senior-fair/>). Bill has contacted Angela about the Fair and asked Edie to follow up. Bill emphasized the need to have

class lists to hand out. Edie will have a class grid available. The grid will be useful for the Course Preview as well.

The meeting was adjourned 2:53.

The next regular Marketing Committee meeting will be held on Wednesday, January 6th, from 3:15 p.m.-5 p.m. in Room 1128. Note change of meeting schedule to first Wednesday of each month.

Respectfully submitted,

Joanne Gainen
TSO Marketing Committee Member