

TLC Outreach Committee Minutes

Wednesday, January 3, 2018, 3:30-5:00, Room 1128

Present: Bill Greaver, Edie Heppler, Paul Maffeo, Chris Steele, chair Joanne Gainen
Chair convened the meeting at 3:45.

Administrative

- a. Approval of December minutes: Minutes were approved as written.
- b. Next meeting: **Wednesday, February 7, 3:30-5:00, Room 1128**

Vision, mission, and strategy review

- a. Brainstorm – implications of new name: The mission of the Outreach Committee is to plan and implement strategies to build awareness of TELOS in the community and promote enrollment in classes. Edie noted that we can reach out to our own TELOS community, but in addition, engage with the senior community. For example, have a TLC presence at regular events such as Cultural Conversations and the Eastside Neighbors Network socials. Internally, have task force of Council members who meet people at lunch to talk with them about committee service. Hold meetings between classes, for example, 11:30-12:00. Hold recruiting meetings for each committee at 11:30-12:00 during a single week or maybe two weeks. The Lounge by the Art Rooms is a possible location.

➤ Action Item: Bill and Paul volunteered to hold recruiting meetings Monday at 11:30-12:00, Tuesday at 11:30; Joanne and Chris on Tuesday, Joanne, Chris and Edie on Thursday. Agreed we should do it more than once; maybe do one week at 11:30 and another week at 1:30. To promote it, have class hosts distribute fliers; also personally invite people who make good contributions in class. One-on-one, "Talk it Up" campaigns are generally most effective.

➤ Edie will make this an agenda item for Council.

- b. Ambassadors – TELOS Community and beyond: on Council agenda.
- c. For first-time students whose class is cancelled, do a follow-up call or modify existing Customer Service call to encourage attendance at a different course. Edie will talk with Laurie about how to accomplish this.

Outreach Activities

- a. Spring catalog due out 6 weeks before classes start on April 2nd (about February 19th).
- b. Talks at organization meetings: Edie and Claudia Lawrey have been in touch with Kathy Wismer about talks at Issaquah Senior Center.
- c. New TSO/TLC registrations: Joanne/Raj (4 December)
- d. Overlake Senior Fair March 3rd: Bill recruited volunteers for one-hour shifts.
- e. TSO-TELOS Survey and possible focus group: Joanne will contact Gayle about list distribution so that TLC contact list members can receive personalized invitations and reminders. She will also set up an option to go directly to the focus group sign-up if they don't wish to complete the survey.

Media

- a. TELOScope report: The newsletter will continue to be published online with a limited print run for people who have requested it.
- b. Facebook page: Edie will contact Abby for referral to someone who can help.
- c. PSA Status: Joanne reported that a student has done preliminary editing on the video. Editing will resume in Winter Quarter.

Meeting adjourned – 4:42

Respectfully submitted by:

Joanne Gainen, January 6, 2018

Winter Quarter Schedule:

Date	Event	Time	Location
Wednesday, Feb 7	Regular Meeting	3:30-5:00	V1129
Saturday, Mar 3	Overlake Senior Fair	10:00-3:00	Westminster Chapel
Wednesday, Mar 7	Regular Meeting	1:30-3:00	V1129

Committee members receiving notice: Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Ron Lebieko, Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele. CC: Virginia Binder, Sue Black, Sandi Medendorp, Jerry Bunce, Steve Denison, Howard Frank; **TELOS:** Gayle Solberg