

LAKE TAHOE ADULT EDUCATION CONSORTIUM

08/11/2016

8:30am – 9:45am

Marketing & Community Outreach Workgroup

**LTCC Board Room
and Conference Call:**
888-450-4821
Passcode: 914983

Chair: Frank Gerdeman, Adult Education Director
Jenna Palacio, Work Experience Coordinator

Facilitator: Michael Ward, HighBar Global

Recorder: Nicole Paulley-Davenport, Program Assistant

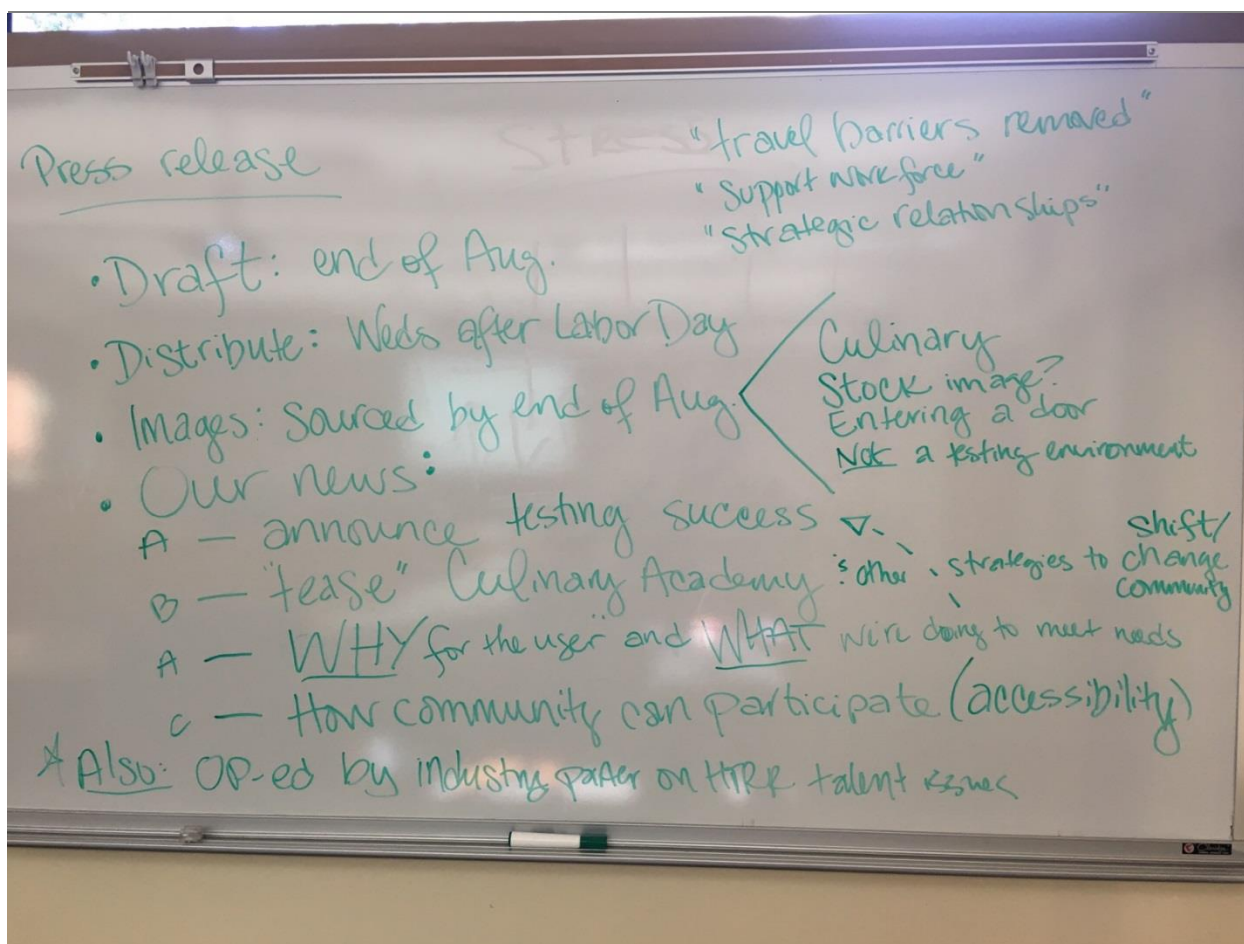
Partners: Marilyn Ashlin, Rich Bodine, Jason Buckingham, Denise Castle, Angelo Clelan, Christopher Croft, Jane Flavin, Alexis Foley, Bob Grant, Koko Green, Holly Greenough, Steve Heggen, Heidi Hill Drum, Ivone Larson, Diane Lewis, Bill Martinez, Katharine Miller, Randy Peshon, Brandon Reed, Melinda Stearns, Rebecca Strmiska, Gary Sutherland, Josh Sweigert, Lauren Tomaselli, Patrick Traynor, Cheri Warrell, Megan Waskiewicz, Jenny Wilson
Present

AGENDA ITEMS

Topic	Timing	Approach or Action Needed	Agreements/ Notes
Workgroup Purpose:	<i>Connect South Lake Tahoe adults to the “learning ecosystem” offered through the AEBG. Inspire participation in learning pathways leading to individual self-sufficiency and community resilience.</i>		
1. Welcome, Introductions	5 min	Preview Agenda	Frank welcomed the group and introductions were made.
2. Director’s Report	10 min	Updates and Information	Frank announced that the first Saturday HSE testing will occur on 8/27. One evening testing session per month will be added in September and each testing session will be offered in both Spanish and English. Spanish sessions may be held at FRC site, and if space is appropriate, English sessions may be held at the middle school. Group discussion around marketing/press release of HSE testing began and was deferred to agenda item #4. Frank announced that the College Board

			consented to moving forward with CommunityPro Suite and design of the system will start to take place.
3. Logo Discussion	20 min	Review the most recent samples from Charter and determine presentation approach at the Network meeting (10:00-Noon)	Members reviewed ADVANCE logo revisions from Charter Design in both English and Spanish. Group came to a consensus of what versions to present to the larger ADVANCE Network meeting and agreed to 2-3 color scheme.
4. Impact/Implications of July 14 and Year 2 plan	30 min	Develop chart of work for year 2 based on initial year 2 plan	Jenna led discussion around creating a marketing timeline and ADVANCE news (see attached white board notes). Consensus for press release after Labor Day and Michael encouraged the timeline to follow the school schedule to stay on track with clients. Consensus that imagery should demonstrate impactful outcomes versus activity. Michael agreed with this and also emphasized the importance of normalizing and destigmatizing adult learning as a non-threatening experience and that every release should build on one clear idea. Further discussion continued and a list was developed for which possible media outlets to reach out to for a yearlong series of pieces on the

			ADVANCE learning services (see attached white board list).
5. Next Steps Workgroup Meetings – 2 nd Thursday	10 min	Action Items Review	Jenna- present logo options to ADVANCE Network meeting partners. All - map out a marketing and outreach plan for program year 16-17 at September meeting



Outlets

- Tribune
- LTTU
- LT News
- KRLT
- So. Tahoe now
- Mtn. News
- Record-Courier

• LTCC.edu

- Convocation - Sept. 17^{LTCC}
- Job fairs → resorts Nov. 7
- LTUSD "Parents' news letter"
- Cafecitos @ local schools
- Alpine Co. "Diamond Digest"
- Alpine Co. blogs / e-blasts
- e-newsletter to Consortia partners
- Lake Tahoe Collaborative's eblast