

LAKE TAHOE ADULT EDUCATION CONSORTIUM

09/08/2016

8:30am – 9:45am

LTCC Board Room and
Conference Call:

888-450-4821

Passcode: 631824

Marketing & Community Outreach Workgroup

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

Facilitator: Michael Ward, HighBar Global

Recorder: Nicole Paulley-Davenport, Program Assistant

Partners: Amber Aneloski, Marilyn Ashlin, Rich Bodine, April Boyde, Jason Buckingham, Denise Castle, Angelo Clelan, Christopher Croft, Alexis Foley, Jane Flavin, Frank Gerdeman, Sue Gochis, Bob Grant, Holly Greenough, Steve Heggen, Heidi Hill Drum, Ivone Larson, Diane Lewis, Maria Luquin, Bill Martinez, Cindy Martinez, Wendy McCray, Katharine Miller, Jenna Palacio, Randy Peshon, David Publicover, Brandon Reed, Shane Reynolds, Michelle Risdon, Justin Sinner, Melinda Stearns, Gary Sutherland, Josh Sweigert, Tere Tibbetts, Lauren Tomaselli, Patrick Traynor, Cheri Warrell, Megan Waskiewicz, Michael Ward, Jenny Wilson, Jude Wood

AGENDA ITEMS

Topic	Timing	Approach or Action Needed	Agreements/ Notes
Workgroup Purpose:	PURPOSE: Establish relationships with key individuals and agencies to serve as community hubs for the dissemination and promotion of information that connects adults to learning and career pathways offered through ADVANCE.		
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 HSE testing has expanded and a regular schedule will be established starting this month. The second Monday of every month will be held at the FRC in Spanish, the second Wednesday will be held in English (possibly held at LTCC or another location within the community), and the fourth Saturday will be held at LTCC in both English and Spanish. Michael asked the group if outreach should be done to recruit additional workgroup members to handle increased workload. Frank stated that staff job descriptions include most tactical items, and if needed, contract workers can be hired. Jenna and Frank

			stated that they will do outreach to increase workgroup capacity.
3. New Charter Discussion	15 min	Share and review consortium expectations for current program year	<p>Michael reviewed the charter of work google document and prompted members to adopt or reframe the workgroup purpose. Group consensus to reframe purpose statement (see google doc).</p> <p>Michael reviewed HTRR and A/T plans for the rest of the year to help focus marketing plan. Group discussion around needed collateral for Culinary Boot Camp and WIOA/JOIN, Inc. /ADVANCE joint orientation sessions.</p> <p>Michael presented ADVANCE letterhead examples and members preferred first option on screen.</p> <p>Continued charter of work discussion—consensus to have M/O group manage main template of collateral and then distribute to partners for needed input. Consensus to have ADVANCE staff take the lead on Culinary Boot Camp/joint orientation flyers and to keep products live and not wait for monthly meetings to get projects approved.</p>
4. Marketing Plan for PY16-17	30 min	Create marketing plan for the current program year through June 2017 (informed by item 3)	Consensus to prioritize Culinary Boot Camp for October 2016 press release.
5. Next Steps Workgroup Meetings – 2 nd Thursday	10 min	Action Items Review Next meeting: 10/13/16	<p>Action Items:</p> <ul style="list-style-type: none"> • Culinary Boot Camp & joint orientation flyers • October press release • Chairs- increase group membership

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| | | | <ul style="list-style-type: none">• Activate network partners in soliciting Culinary Boot Camp participation |
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