

# LAKE TAHOE ADULT EDUCATION CONSORTIUM

04/14/16

8:30am – 9:45am

Marketing & Community Outreach Workgroup

## NOTES

LTCC Aspen Room  
and Conference Call:  
719-785-4469  
Passcode: 457163

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

**Facilitator:** Michael Ward, HighBar Global

**Recorder:** Frank Gerdeman, Adult Education Director

**Partners:** Amber Aneloski, April Boyde, Sue Gochis, Bill Martinez, Katherine Miller, Cheri Warrell  
Present Call In

## AGENDA ITEMS

Topic	Timing	Approach or Action Needed	Agreements/ Notes
<i>Workgroup Purpose:</i>	<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	
2. Director’s Report	10 min		Frank provided updates on the hiring process for the three positions – first interviews will be the week of April 18 <sup>th</sup> . LTCC is moving forward on becoming a GED testing center, hope to be testing by end of June or early July.
3. Presentation of work from 3-29-16 work session	30 min	Review results of the ad hoc work session and determine implications for next steps.	Jenna walked the group through the results of the special work session that was held on March 29 <sup>th</sup> with a small group including some recommended factors for imaging campaign (see attached word document) and discussion of tag lines which led to a brainstorming session in this meeting (see

			attached image A). The group liked the inclusion of the phrase “Learn to earn” – Michael informed the group that this was already in play and connected to the block grant work around the State which could be beneficial, especially for transient learners and in consistent branding of programs.
4. Logo	15 min	Intent behind Advance name and thoughts on “look”	Michael moved the discussion into work on identifying Logo factors (see attached image B)
5. Next Steps Workgroup Meetings – 2 <sup>nd</sup> Thursday	10 min	Action Items Review Apr. 14, 8:30am-9:45am May 12, 8:30am-9:45am June 9, 8:30am-9:45am	Frank – work with Diane Lewis on integrating into LTCC plans and Pat Leonard-Heffner re image bank collaboration Frank – Draft one-page RFP for Logo/Branding for review and feedback at next meeting All – identify/review/collect images as samples (and possible inclusion) in image bank Jenna – “shepherd” the image bank work