

LAKE TAHOE ADULT EDUCATION CONSORTIUM

05/12/2016

8:30am – 9:45am

Marketing & Community Outreach Workgroup Notes

LTCC Aspen Room
and Conference Call:
888-450-4821
Passcode: 260687

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

Facilitator: Michael Ward, HighBar Global

Recorder: Frank Gerdeman, Adult Education Director

Partners: Marilyn Ashlin, Virginia Berry, Rich Bodine, Jason Buckingham, Denise Castle, Angelo Clelan, Scott Craig, Christopher Croft, Jane Flavin, Sue Gochis, B Gorman, Bob Grant, Koko Green, Holly Greenough, Steve Heggen, Heidi Hill Drum, Ivone Larson, Bill Martinez, Katherine Miller, Jenna Palacio, Randy Peshon, Brandon Reed, Melinda Stearns, Rebecca Strmiska, Gary Sutherland, Lauren Tomaselli, Patrick Traynor, Cheri Warrell, Megan Waskiewicz, Jenny Wilson
Present

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	Updates and Information	Frank updated group on positions – hiring process completes this week and all three should be on board by end of May, high school equivalency testing continues to move forward with a June start date for official testing at LTCC, Data and Accountability allocation will be announced soon from the State
3. Logo RFP review/feedback	15 min	Review and approval of RFP for Logo work	Group reviewed the draft RFP that had been sent out prior to the meeting. Group felt it was important to set a short turnaround time (30 days), especially

			<p>given the approaching summer and “Tahoe time” phenomenon. In addition, the larger partner network will be working on the Year 2 plan July 14th – ideally we will have the logo design done and ready to launch. Michael underscored how important it was for this to tie to existing partner logos – we will be asking for those at the partner meeting following this one. Frank will amend based on group input and discuss process with Heather Cade (LTCC purchasing point person) to make sure it follows college guidelines and processes.</p>
<p>4. Intro to Shot List and input platform</p>	<p>20 min</p>	<p>Review draft shot list and introduce group to online platform for comments, feedback and selection(s)</p>	<p>Michael walked the group through the image list created by Jenna. Expansion of locations to include a variety of partner locations – ie, library, upcoming LTUSD parent education program, business/industry locations. In addition, discussed images/ visuals that would connect with participants (including potential participants and the larger local community. Michael transitioned the document from Excel into Google Docs so that work group members could work collaboratively (and</p>

			remotely) on this project. Frank will discuss possibility of having Pat and Diane from LTCC involved in the work. Advance Shot List – Image Gallery
5. Web Discussion	20 min	Discuss future of Advance web presence – location, layout, etc.	<p>Frank will send links to a few other consortium websites for work group to review. See below:</p> <ul style="list-style-type: none"> • Sierra Joint Consortium • Butte-Glenn Adult Education Consortium • Sequoias Adult Education Consortium • Santa Cruz Adult Education Consortium
6. Next Steps Workgroup Meetings – 2 nd Thursday	5 min	Action Items Review May 12, 8:30am-9:45am June 9, 8:30am-9:45am	<p>All :</p> <p>Continue to review/ update image list via google docs</p> <p>Review websites of other consortia</p> <p>Frank:</p> <p>Meet with Heather regarding RFP processes</p> <p>Meet with Pat/Diane regarding involvement in image work</p>