**LAKE TAHOE ADULT EDUCATION CONSORTIUM**

Marketing & Community Outreach Workgroup

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**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, Virginia Berry, Rich Bodine, Jason Buckingham, Denise Castle, Angelo Clelan, Scott Craig, Christopher Croft, Jane Flavin, Alexis Foley, B Gorman, Bob Grant, Koko Green, Holly Greenough, Steve Hoggen, Heidi Hill Drum, Ivone Larson, Diane Lewis, Bill Martinez, Jenna Palacio, Randy Peshon, Brandon Reed, Shane Reynolds, Michelle Risdon, Melinda Stearns, Rebecca Strmiska, Gary Sutherland, Josh Sweigert, Lauren Tomaselli, Patrick Traynor, Michael Ward, Cheri Warrell, Megan Waskiewicz, Jenny Wilson

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**AGENDA ITEMS**

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| **Workgroup Purpose:** |          | 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. | Frank welcomed the group and introductions were made. 

Frank announced that all three program staff have officially started and they each introduced themselves:

Alexis Foley, Transition Coordinator, adfoley@ltcc.edu

Josh Sweigert, HTRR Coordinator, sweigert@ltcc.edu

Nicole Paulley-Davenport, Program Assistant, ndavenport@ltcc.edu |
| 1. Welcome, Introductions | 5 min    | Preview Agenda                             |                                                                                  |
| 2. Director’s Report     | 15 min   | Updates and Information Introduction of new staff |                                                                                  |
Wednesday, June 29th is the tentative start date scheduled to administer the first high school equivalency test at LTCC.

The request for quote proposal has been released. Frank proposed that the deadline be extended until Friday, June 17th and the group agreed.

| 3. Web Discussion | 10 min | Discuss future of Advance web presence and evolution/migration of LTCC site |

Group discussion began around web design and where Advance belongs on the new LTCC site. Advance link and/or page will go under an existing tab. Group initially agreed that Advance should be found under the Community Education tab, as the goal is to expand and redefine what community education means. Second choice would be under the Campus Resources tab. Diane stated that the goal is to launch the new site by August 1st and she will look into Advance’s options.

Michael joined the group and emphasized the importance of having a direct website for Advance and making it more community oriented/accessible. A single click access to “how to advance in Tahoe” was the vision.
from the beginning. The link will still be hosted on LTCC’s new site, but since it’s not currently linked to learning pathways, Michael suggested it belongs under the Campus Resources tab.

The group agreed and discussed potential domains (see below). Michael will determine the cost, buy five, and bring the options back to the group at the next meeting.

- advancetahoe.org
- advanceus.education
- advanceyou.education
- advanceyou.us
- myadvance.us

| 4. HTRR – Transition assigned work and Year 2 planning | 30 min | Review marketing/outreach needs of other work groups. Design strategy and work plan for completion. |

Michael provided an overview for new staff and discussed how we brand Advance, make this a functioning workgroup, and the need to put a community outreach strategy in place. Michael emphasized the importance of building a community outreach strategy bottom up from other workgroup requests. Jenna suggested developing a toolkit in google docs to create consistent messaging and tools that the other groups will have access to and the group agreed. Josh
| 5. Next Steps | Workgroup Meetings – 2nd Thursday | 10 min | Action Items Review  
Summer meeting/work schedule  
July 14, 12:30-2pm | will begin working on a toolkit draft and will create a google document by June 20th.  
Group agreed that July’s workgroup should be held after the Year 2 Planning meeting, from 12:30-2pm.  
Josh: Develop toolkit draft and put into a google doc by Monday, June 20th.  
All: Offer toolkit to other workgroups by July. |