

LAKE TAHOE ADULT EDUCATION CONSORTIUM

11/10/2016

8:30am – 9:45am

LTCC Board Room and Conference

Call:

888-450-4821

Passcode: 353961

Marketing & Community Outreach Workgroup

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

Facilitator: Michael Ward, HighBar Global

Recorder: ADVANCE Staff

Partners: Amber Aneloski, Marilyn Ashlin, Rich Bodine, April Boyde, Jason Buckingham, Denise Castle, Angelo Clelan, Aaron Darke, Alexis Foley, Sue Gochis, Frank Gerdeman, Bob Grant, Heidi Hill Drum, Diane Lewis, Maria Luquin, Bill Martinez, Cindy Martinez, Wendy McCray, Katharine Miller, Jenna Palacio, David Publicover, Shane Reynolds, Justin Sinner, Gary Sutherland, Josh Sweigert, Tere Tibbetts, Lauren Tomaselli, Patrick Traynor, Cheri Warrell, Michael Ward, Jenny Wilson, Jude Wood
Present Call-in

AGENDA ITEMS

Topic	Timing	Approach or Action Needed	Agreements/ Notes
<i>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.</i>			
1. Welcome, Introductions	5 min	Preview Agenda	<p>Frank welcomed the group. Alexis made the following updates:</p> <ul style="list-style-type: none"> • ADVANCE staff were present at "Treat Street" at LTCC. • ADVANCE staff were present at the Heavenly Job Fair on 11/5/16. Individuals were directed to Josh and Alexis to discuss advising/pathway planning and the culinary boot camp. • The shared orientation press release went out last week.
2. Director's Report	10 min	Updates and Information	<p>Frank made the following announcements:</p> <ul style="list-style-type: none"> • Several consortium partners and Michael attended the AEBG Summit. Cheri commented that the ADVANCE network seems much more developed than other consortiums. Frank added that success comes from the unique high level of partner engagement.

			<ul style="list-style-type: none"> • The intensive (1) week Culinary Boot Camp ended on 11/9/16. HR managers from Beach Retreat and Monte Bleu served as taste evaluators on the final day. They are very interested in the boot camp and paying their employees to complete the program. • A goal is to run a bilingual, survival English/Spanish version of the Culinary Boot Camp in the spring. Michael recommended Command Spanish and will provide contact information for the curriculum. • The group is unaware of any Spanish newsletters in the area. Alexis will check-in with Bill Martinez and Tere Tibbets.
3. Work Plan Update	15 min	Presentation/review of previous and current month (October/November)	<p>Frank reviewed the Spanish additions to the ADVANCE page on the LTCC website. Group consensus that ADVANCE needs a separate site from LTCC and needs to be branded as ADVANCE and not as Adult Education.</p> <p>Frank stated that ADVANCE/Work Experience will be the spring catalogue cover stories. Michael began a group discussion about image shifting and how to best utilize the launch of the catalogue to convey ADVANCE messaging. Michael stated that we need help from the larger network and need a follow up meeting to further discuss, map out stories, prioritize and identify who to reach.</p>
4. 3-month Work Plan	30 min	Review, update and build out next three months on the work plan (December-February)	<p>The group reviewed a newsletter publication from a company in Sacramento. Michael highlighted the use of image shifting through narrative throughout the newsletter. Frank stated that staff will be meeting with a company today to discuss utilizing their services. Michael discussed the idea of the “twitter function” and how to move to a larger network and best utilize our partners.</p>

5. Next Steps
Workgroup Meetings –
2nd Thursday

10 min

Action Items
Review
Next meeting:
12/08/16

Staff: Meet with Sacramento company to discuss their services in regards to a newsletter.
All: Additional marketing work session scheduled for 11/22/16 from 1-4pm.
