

LAKE TAHOE ADULT EDUCATION CONSORTIUM

06/09/2016

8:30am – 9:45am

Marketing & Community Outreach Workgroup

**LTCC Board Room
and Conference Call:**
888-450-4821
Passcode: 511045

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 Heggen, 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
Present

AGENDA ITEMS

| Topic | Timing | Approach or Action Needed | Agreements/ Notes |
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| <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 | Frank welcomed the group and introductions were made. |
| 2. Director’s Report | 15 min | Updates and Information Introduction of new staff | 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 |

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| | | | <p>Wednesday, June 29th is the tentative start date scheduled to administer the first high school equivalency test at LTCC.</p> <p>The request for quote proposal has been released. Frank proposed that the deadline be extended until Friday, June 17th and the group agreed.</p> |
| <p>3. Web Discussion</p> | <p>10 min</p> | <p>Discuss future of Advance web presence and evolution/migration of LTCC site</p> | <p>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.</p> <p>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</p> |

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| | | | <p>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.</p> <p> advancetahoe.org advanceus.education advanceyou.education advanceyou.us myadvance.us </p> |
| <p>4. HTRR – Transition assigned work and Year 2 planning</p> | <p>30 min</p> | <p>Review marketing/outreach needs of other work groups. Design strategy and work plan for completion.</p> | <p>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</p> |

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| | | | will begin working on a toolkit draft and will create a google document by June 20 th . |
| 5. Next Steps Workgroup Meetings – 2 nd Thursday | 10 min | Action Items Review Summer meeting/work schedule July 14, 12:30-2pm | 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 20 th . All: Offer toolkit to other workgroups by July. |