

LAKE TAHOE ADULT EDUCATION CONSORTIUM

03/10/16

8:30am – 9:45am

Marketing & Community Outreach Workgroup Meeting 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 Aneleski, Marilyn Ashlin, Virginia Berry, Rich Bodine, John Brase, Jason Buckingham, Denise Castle, Angelo Clelan, Scott Craig, Christopher Croft, Jane Flavin, Frank Gerdeman, Sue Gochis, B Gorman, Bob Grant, Koko Green, Holly Greenough, Steve Heggen, Heidi Hill Drum, Ivone Larson, George Marley, Bill Martinez, Katherine Miller, Jenna Palacio, Randy Peshon, Brandon Reed, Shane Reynolds, Michelle Risdon, Melinda Stearns, Rebecca Strmiska, Gary Sutherland, Lauren Tomaselli, Patrick Traynor, Michael Ward, Megan Waskiewicz, Cheri Warrell, Jenny Wilson

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	Michael walked us through the agenda and introductions. Jenna chaired the meeting.
2. Naming	20 min	Discussion of options for “naming” the AEBG/ LTAEC directed initiatives from a user centric perspective	Michael started the discussion with some reminders – this is not just about CTE pathways, keep in mind that we include Alpine County, and how do we look outward. He also shared three examples to get the group thinking about possible approaches (see slides). This kicked off a brainstorming session on concepts/themes for contextualizing the work (see image A). From there, Jenna led the group through a naming exercise asking what one word (or two

			<p>words) captured the concepts/themes from the previous exercise (see image A). Michael then challenged the group to pick the top 3 words (names) to forward to the network partner meeting for consideration. The following three were selected:</p> <p>Ascend, Step Up, and Advance.</p>
3. AEBG Messaging	40 min	Preliminary discussion of outreach channels, methods/ platforms, potential messaging approaches including “campaign”	<p>Michael and Jenna then walked us through a brief discussion on messaging and keywords (see image B). The group felt strongly that focusing on the partnerships – between organizations, between learner and consortium were important. Also the idea of meeting learners/students where they are – Cheri summed it up with “When you are ready, we are here.”</p>
4. Images for Partner Collateral	20 min	Photo for Business Walk Leave Behind	<p>While this specific ‘ask’ was no longer relevant, the group did discuss imaging options and the idea of an image campaign. The use of people (versus logos), process (ie, local context and environments) and outcomes were determined to be critical in framing this work.</p>
5. Short Term Initiatives and Priority	20 min	Set workgroup agenda through June – Review Project Management Worksheet	<p>In addition to forwarding the three potential names to the</p>

			larger partner meeting, the group set a 30-60 day goal for branding and image campaign to broaden the awareness and understanding of this project's work in the greater regional community.
6. Next Steps Workgroup Meetings – 2 nd Thursday	10 min	Action Items Review Apr. 14, 8:30am-9:45am May 12, 8:30am-9:45am June 9, 8:30am-9:45am	See above