



Communications & Marketing Commission

Chris Thomes, Chair (Gulf Coast State College)

Report to the Board of Directors

July 11, 2018

- **“Spring Super Conference”**
 - Joint Spring Conference – Communications & Marketing Commission and Student Development Commission was a success; diverse topics, wonderful speakers and great feedback/evaluations

- **CMC Business Meeting** – held May 17, 2018 at Gulf Coast State College
 - 14 CMC members in attendance
 - Treasurer’s report of \$25,631.64 (CMC regular budget); \$1,996.33 (LeRoy Collins event budget)
 - CMC & SDC Spring Conference T-Shirts & Notebooks were 100% donated by local vendors
 - Members voted to donate \$250 to Anchorage Children’s Home which was the Spring Conference Service Project
 - Members discussed the Awards of Excellence categories and descriptions; Chair-Elect Johnathan Cooks unveiled the timeline & deadlines for the awards, including Exemplary Practice
 - Submission deadline is September 17, 2018
 - Members voted to make minor changes to existing categories and modernize the video submission process; added a new category with the addition of “Microsites” as a companion category to “Websites”
 - Past-Chair Sheila Nichols led members in a review & evaluation of the 2017 LeRoy Collins Distinguished Alumni Awards; all agreed to spread the word among colleagues and peers at the schools which did not participate last year
 - “The Magnificent 12” book project has entered the proofing stage and is anticipated to be ready for sale by the November Fall Conference in Orlando.