



Communications & Marketing Commission

Chris Thomes, Chair (Gulf Coast State College)

Report to the Board of Directors

September 21, 2018

- **CMC Awards of Excellence**

- Judging is being coordinated by CMC Chair-Elect Johnathan Cooks from North Florida Community College
- Colleges received “Call for Entries” emails and postcards starting in July and running through the deadline of September 10
- Improved digital video & audio submission by replacing the CD/DVD entry format to an online upload and/or file sharing link capability
- Awards of Excellence presentation and announcements will take place on Thursday, November 8 at 11:10 a.m.
- Exemplary Practice winner will be announced shortly; presentation will take place on Thursday, November 8 at 2:30 p.m.
- Low entry fee of \$20 encourage maximum participation; no increase in fee since 2004; raised \$3,780 for the commission
- 18 Colleges participated with a total of 189 entries submitted
 - Recent activity:
 - 2017 – 11 colleges with 129 entries (deadline was the week after Hurricane Irma; low participation was expected even with a deadline extension)
 - 2016 – 26 colleges with 222 entries
 - 2015 – 24 colleges with 252 entries

- **Conference Info**

- The Communications & Marketing Commission (courtesy of The Gulf Coast State College Foundation) is donating a two night stay in a Deluxe Beach Front Room at the Edgewater Beach & Golf Resort on beautiful Panama City Beach. Also included in the package is a round of golf (for up to 4 golfers) at Camp Creek, ranked #2 by Golf Digest’s “Places you can play in Florida.”
- CMC Business Meeting is scheduled for Thursday, November 8 from 7:30 – 8:30 a.m.