**Business Meeting Minutes**

**AFC Communications and Marketing Commission**

**Nov. 13, 2020**

**Members Present:**

Travis Jordan, Florida Department of Education (Chair); Tina Banner, College of Central Florida (Chair-Elect); Zack Blessing, Pensacola State College (Vice Chair); Greg Turchetta, Florida Southwestern State College; Paul Felarca, Broward College; Alexa Heinrich, St. Petersburg College; Lois Brauckmuller, College of Central Florida; Mary Mabins, Pensacola State College; Margaret Wilkerson, North Florida State College; Suzanne Seldes, Indian River State College; Gladys Wills-Major, Miami-Dade College; Charity LoGiudice, Seminole State College; Sharlee Whiddon, AFC.

**Call to Order**

At 10:49 a.m., the business meeting of the AFC Communications and Marketing Commission was called to order through video conferencing by Commission Chair Travis Jordan.

**2020 Awards of Excellence**

Vice Chair Zack Blessing shared that this year the awards ceremony went to an online platform that overall produced much success. There were 212 submissions with 165 winners. Twenty-one out of 28 state colleges participated. Zack shared that we formatted the categories and placed them under divisions this year to help organize the submissions better. Print category had 109, digital had 68, misc. category had 12 and four exemplary practice were submitted. The commission raised $5,300.

We worked with a company called Open Water that helped make the online submission and judging process flawless. We had 24 judges from all over the state of Florida. Tina was able to work with the Florida Public Relations Association chapters to recruit marketing and public relations practitioners to assist with the judging which was all done online. Survey results to college participants resulted in good feedback and overall satisfaction with the new process.

The awards will be presented at the AFC Annual Conference next week.

**2020 Spring Conference**

Tina Banner shared this past year the conference was conducted in partnership with the Florida Public Relations Association Ocala Chapter. The i2020 Seminar event was scheduled for April 1. Three weeks before the event the COVID-19 pandemic hit and we were forced to pivot and get creative. We had 62 registered for the in-person event and 12 speakers. It was decided to host the sessions virtually throughout the month of June and spread out the sessions. After that announcement, four participants requested a refund and two speakers were unable to be rescheduled.

All participant packets were mailed out to continue to provide value to members who paid. An average of 20 people attended each session and they were all recorded for those participants who could not attend to view at a later time. Five Amazon gift cards were also given out randomly at each session to continue to provide value to participants. Speakers included a mixture of state college speakers and public relations professionals from around the state. The commission profited a little over $1,000 from the event. Survey results to participants resulted in good feedback and overall satisfaction with the event.

**Virtual Roundtable**

Travis reported that the commission held four virtual roundtable events for members to attend that featured expert panelists on different topics like digital marketing and enrollment,PR/communications, workforce education and social media accessibility coming up in December. We had approximately 28 members attend per session. Only feedback was to allow more time for members to network and ask questions among themselves. We will be continuing those in the future.

**Professional Development Scholarships**

This year the commission set aside $2,500 to award scholarships for commission members to use for professional development opportunities. We had six people apply for scholarships for the AFC Annual Conference at $150 each. We have $1,600 remains to give out in 2021. This was a way to give back to commission members.

**Treasurer’s Report**

Travis reported that the commission started the year with $28,577.55 in the CMC budget. He went through the budget with members.

* We spent $2,975 on the Open Water platform
* We profited $1,018.50 from the i2020 Seminar/conference
* We profited $5,300 from the Awards of Excellence
* We will spend $900 on professional development scholarships
* We will spend $1,000 total on the winners for the Exemplary Practice and Best in Show awards

This should leave us with $29,571.85, a profit of approximately $1,000 for the year.

Next year we will have expenses for the LeRoy Collins Award as well.

**Nominations for 2021 CMC Officers**

Travis shared that we have just about a full slate for next year minus someone for the Communications role. Travis shared the job descriptions with those in attendance.

* **Chair – Tina Banner, College of Central Florida**
* **Chair-Elect – Greg Turchetta, Florida SouthWestern State College**
* **Vice-Chair – Zack Blessing, Pensacola State College**
* **Communications – VACANT**
* **Past Chair – Travis Jordan, Florida Department of Education**

Travis shared that if anyone was interested in the Communications role to let him know. Travis asked for a motion to approve the slate as presented. Charity LoGiudice made the motion to approve the slate as presented. Paul Felarca seconded the motion. No discussion. Motion passed.

**NOTE:** After the meeting,Alexa Heinrich from St. Petersburg College expressed an interest.

**Open Discussion**

Lois Brauckmuller asked about the update to the Magnificent 12 reprint of the book and where that project stood. Sharlee Whiddon from AFC said she would follow up to find out more.

**NOTE:** After the meeting,Chris Thomes from Daytona State College said there were only a few chapters left and Paula Harris at St. Johns River State College is working on those layouts. We’ve been communicating over the last month or so to get this completed. It had been suggested that once the layout is finished, that we send the proof to a freelance book editor for a final professional review.

**Adjournment**

Meeting was adjourned at 11:25 a.m.