

**Communications & Marketing Commission  
Association of Florida Colleges  
By-Laws  
November, 2014**

I. COMMISSION NAME

The name of the organization shall be the Communications & Marketing Commission (henceforth referred to as the Commission) of the Association of Florida Colleges (henceforth referred to as the Association).

II. MEMBERSHIP

Membership in the Commission shall be limited to members of the Association of Florida Colleges. Furthermore, Commission members shall be active or retired faculty, staff and/or administrative Florida public community/state college employees. CMC members shall be Association members whose occupational responsibilities include, but are not limited to: public relations, marketing, advertising, development, media relations, media productions (non-instructional), public information, resource development, and/or enrollment management.

III. COMMISSION PURPOSE

It shall be the primary purpose of the Commission to:

- a. Identify best practices in the areas of expertise of the membership, and to employ these practices in a collegial and non-competitive atmosphere.
- b. Increase awareness of the resources of our individual community/state colleges, and the Florida College System.
- c. Work in concert with our colleagues who are responsible for community/state college foundations, student affairs and academic affairs.
- d. Promote professional growth and development between and among Commission members through conferences, seminars, idea sharing, and other cooperative efforts.
- e. Promote the community/state college system in the State of Florida within the guidelines of the Association, the Commission, and other guidelines that may apply.
- f. Serve as leaders in the promotion and development of the Association.

- g. Serve as a resource for institutional advancement, marketing and communications activities to the Association and/or any state recognized lawmaking authority.

#### IV. COMMISSION OFFICERS

The officers of the Commission shall be the chairperson, chairperson-elect, vice chairperson, communications officer, and immediate past chairperson. These officers shall constitute the executive committee of the Commission whose duties and responsibilities will be to initiate and oversee the operation of the Commission.

Officers of the Commission shall be elected annually at the Association's annual convention by a majority vote of the Commission members present, excepting the chairperson who shall be the chairperson-elect elected at the previous annual convention and the immediate past chairperson. Nominations will be received from the nominating committee and from the floor before the vote. Vacancies on the board and/or executive committee, which occur after the annual election date and before the next annual election date, shall be filled at the discretion of the executive committee.

All terms of office and committee appointments expire on December 31 of the calendar year in which the term or appointment began, unless otherwise stipulated in these By-Laws. Officers' terms begin on January 1 immediately following the Association's annual convention.

- v. From time to time, other committees may be appointed by the chairperson upon approval of the executive committee.