



## Communications and Marketing Commission

With the new year well under way, your Communications & Marketing Commission is gearing up for a great 2013. Twenty members attended our last business meeting in November, and we were glad to see some new faces (along with our faithful regular attendees!). For those of you who could not make the meeting, here's a quick rundown.

1. The 2013 slate of officers was elected (term to run Jan. 1 – Dec. 31, 2013):
  - Chair: **Chris Thomes, Gulf Coast State College**
  - Chair-elect: **Dr. Jim Froh, Chipola College**
  - Vice-chair: **Kim Scarboro, North Florida Community College**
  - Communications Officer: **Paula Harris, St. Johns River State College**
  - Secretary/Treasurer: This position was replaced with the new position of Communications Officer since the Chair handles funds through the AFC Tallahassee office. Oversight is still maintained since any request must be e-mailed to all CMC officers with approval before AFC will release the funds. AFC also processes deposits and maintains the ledger.
  
2. A donation to the “Burst the Balloon” AFC Foundation Campaign of \$1,212 was approved.
  
3. Discussion of the new AFC Website (*please see question below*).

In other news, the details of the **Spring Conference** are being worked on right now, and we will be meeting about it at some point during the AFC Leadership Conference this week in Tallahassee. Chair-elect Jim Froh is coordinating our part of the conference and he will send out more information as the planning continues to move forward. This will be an important Spring Conference as the Awards of Excellence and LeRoy Collins Distinguished Alumni Awards will be discussed (to include entry criteria and deadlines).

I'd also like to take this opportunity to ask for some feedback to better communicate with everyone. As you may know, AFC launched its new website in October. There is a social media component built into the system, and we are curious to know what you think about it. Is it helpful? Are you connecting with other CMC professionals in our “circle”? Are you frustrated with it? Did you even know it existed? Please e-mail me ([cthomes@gulfcoast.edu](mailto:cthomes@gulfcoast.edu)) and I'll compile the results for CMC members to see (anonymously, of course). Please send me your comments by next Tuesday, February 5.