**AFC CMC Meeting Minutes**

**Nov. 1, 2017**

**Attendees:**

Sheila Nichols, Teresa Araque, Deborah Bell Latter, Rebecca McConnil, Kelly Hogan, Lois Brauckmuller, Susan Kessler, Chris Thomes, Emily Mifsud.

**Welcome:**

The meeting began at 2:10 p.m. with 2017 Chair Sheila Nichols welcoming the attendees and giving an overview of the accomplishments of the CMC during the year. This year has been especially busy with the Leroy Collins Awards, The Marketing Awards of Excellence, and The Great 28 CMC Conference. Sheila asked Teresa Araque to give an overview of The Great 28 Conference.

**The Great 28 Conference:**

Teresa Araque stated the conference was a great success – not only due to the feedback of the attendees, but also the speakers who were involved. The conference was held July 19-21, 2017 on the Fort Myers campus of Florida SouthWestern State College. Evaluation forms were completed by nearly 78 percent of the attendees. On a scale of 1-5 with five being the highest, the overall average score for the conference was 4.87, with the overall event scoring a 4.8. This conference was the result of the CMC board listening to the needs and wants of the membership, that wanted a conference that focused solely on their professional development needs. Thanks to Florida SouthWestern State College and Pensacola State College for their Gold sponsorship, and iPartner Media with their Silver sponsorship.

**CMC Awards Recap:**

Chris Thomes said that 11 colleges participated with 129 entries in 27 categories. One category was not judged. He said CMC collected $2,580 in entry fees, with no expenses. He stated judges including representatives from the local ABC, NBC and CBS TV affiliates; newspapers; Air Force Public Affairs and the American Advertising Federation. Attached to this report are the notes that Chris shared during the meeting.

**2017 LeRoy Collins Recap:**

Chair Sheila Nichols stated that there were 13 entries this year. The Rising Star category did not receive any nominations, although every effort was made to encourage nominations in all the categories. The three recipients are:

Lifetime Achievement: Tessa Angelo Suplee/State College of Florida, Manatee-Sarasota

Against the Odds: Tangie Archer/St. Johns River College

Hometown Hero: Christine Jefferson Taylor/Indian River College

The reception and presentation of the medals was successful, as was the presentation of the awards during the Presidential Gala.

**2018 Spring Super Conference with CMC & Student Development:**

Chris Thomas handed out a flyer to promote this conference, which will be held May 15-17, 2018 at Gulf Coast State College in Panama City.

**Financial Report:**

Chair Sheila Nichols shared the financial status of the CMC.

The LeRoy Collins account has about $2,000 remaining, and recommended that some funds be transferred to this account in order to cover the awards and catering of the 2019 awards.

The CMC, as of October 31, 2017, has a balance of $26,846.64

**Future of CMC and Direction:**

Chair Sheila Nichols opened the floor, asking members to offer their ideas and opinions of the direction of the CMC moving forward. Teresa Araque recommended that the CMC continue with a standalone conference, at least every other year, to continue meeting the needs of the membership. The pros and cons of partnering with other commissions were discussed, with Chris Thomas stating that the one with Student Development makes sense since it is at his college and he can arrange for speakers to address CMC member topics that appeal to them. No members offered to host/chair a standalone conference.

**2017-2018 CMC Slate of Officers:**

Chair Sheila Nichols opened the discussion by first letting members know what a rewarding experience the past year has been for her. She also stated that getting new members to step up into leadership positions is important for the commission. She handed out the descriptions of each position to the members. Chris Thomes said he wanted to be Chair for the upcoming year, and that Johnathan Cooks had agreed to be Chair Elect. Deborah Bell Latter volunteered to be Communications Officer. Sheila Nichols is Immediate Past Chair. The position of Vice Chair was not filled.

The members discussed further the responsibilities of each position, and attached is the updated version.

The members then voted to accept the 2017-2018 slate as follows:

Chair: Chris Thomes/GCSC

Chair-Elect: Johnathan Cooks/NFCC

Vice Chair/Treasurer: Open

Communications Officer: Deborah Bell-Latter/SFSC

Immediate Past Chair: Sheila Nichols/PSC

The meeting was adjourned at 3:05 p.m.

Respectfully submitted,

Teresa Araque

Immediate Past Chair, FSW