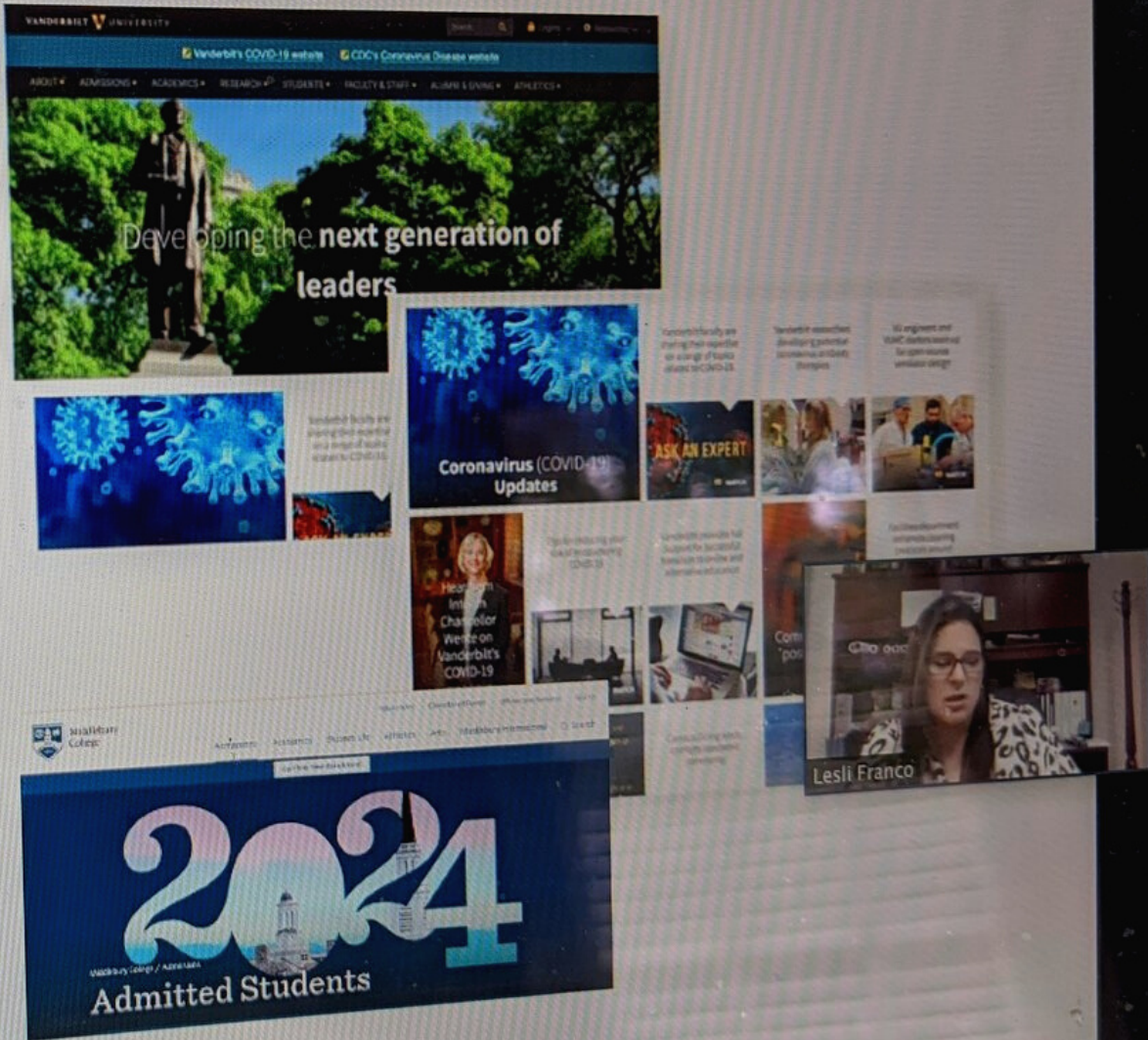


onse 24/7



# CMC

MacBook Air

2019 - 2020

# Spring Conference



**From:** [afc@memberclicks-mail.net](mailto:afc@memberclicks-mail.net) <[afc@memberclicks-mail.net](mailto:afc@memberclicks-mail.net)>  
**Sent:** Friday, January 24, 2020 3:27 PM  
**To:** Banner, Tina <[bannert@cf.edu](mailto:bannert@cf.edu)>  
**Subject:** EXTERNAL: CMC/FPRA Professional Seminar - i2020 - registration open!

## TOPICS INCLUDE:

Branding  
Social Media Auditing  
Integrated Marketing  
Internal Communications  
Crisis Communication  
Personal Growth  
And more!

(See the full conference line up  
and hotel information at  
[FPRAocala.org](http://FPRAocala.org))

- **\$65 for members** (FPRA/AFC)  
through Jan. 31
- **\$80 for nonmembers**  
through Jan. 31
- **\$85 for members** (FPRA/AFC)  
through March 15
- **\$100 for nonmembers**  
through March 15



Communication and marketing professionals continue to be challenged to use **innovative** tools to **inform** and **inspire** our audiences to take action. Don't miss out on this full day of professional development packed with information on emerging trends in the changing market along with traditional and new media communication elements.

**WEDNESDAY, APRIL 1 | 8 A.M.-4:30 P.M.**

COLLEGE OF CENTRAL FLORIDA  
3001 S.W. COLLEGE ROAD, OCALA

**REGISTER AT [FPRAOCALA.ORG](http://FPRAOCALA.ORG)**

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The 2020 FPRA Ocala Chapter and the Association of Florida Colleges  
Communications and Marketing Commission's professional development seminar



**Telling Our Own Success Stories**

Presented by:  
 Greg Turchetta  
 Florida SouthWestern State College

**FPRA Ocala Chapter**  
 Published by Tina Banner · June 5 ·

Week one of i2020 Innovate. Inform. Inspire. is complete! Seminar participants engaged with speakers who **#informed** them about some free tech tools and **#inspired** them to be more self aware personally and professionally. More to come next week!

**From:** [afc@memberclicks-mail.net](mailto:afc@memberclicks-mail.net) <[afc@memberclicks-mail.net](mailto:afc@memberclicks-mail.net)>  
**Sent:** Tuesday, February 25, 2020 8:39 AM  
**To:** Banner, Tina <[bannert@cf.edu](mailto:bannert@cf.edu)>  
**Subject:** EXTERNAL: Sneak-A-Peek into the CMC Seminar Speaker Line-up

This is no joke! You don't want to miss out on this incredible line-up of speakers for the annual AFC Communications and Marketing Commission. AFC will be partnering with the Ocala Chapter of the Florida Public Relations Association to bring you a day packed with professional development, branding, integrated marketing plans, social media, personal growth and more. Communication and marketing professionals will learn about e

Click the [HERE](#) for more details.

**FULL DAY. TWELVE SPEAKERS.**



**FULL DAY. TWELVE SPEAKERS.**


**i2020**

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The 2020  
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professional  
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## TOPICS INCLUDE:

Branding  
Social Media Auditing  
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Internal Communications  
Crisis Communication  
Personal Growth  
And more!

(See the full conference line up  
and hotel information at  
**[FPRAocala.org](http://FPRAocala.org)**)

- **\$65 for members** (FPRA/AFC)  
through Jan. 31
  - **\$80 for nonmembers**  
through Jan. 31
  - **\$85 for members** (FPRA/AFC)  
through March 15
  - **\$100 for nonmembers**  
through March 15
  - **\$100 for members** (FPRA/AFC)  
through March 27 when  
registration closes
  - **\$120 for nonmembers**  
through March 27 when  
registration closes
- Half day options available

# i2020

INNOVATE. INFORM. INSPIRE.

Communication and marketing professionals continue to be challenged to use **innovative** tools to **inform** and **inspire** our audiences to take action. Don't miss out on this full day of professional development packed with information on emerging trends in the changing market along with traditional and new media communication elements.

**WEDNESDAY, APRIL 1 | 8 A.M.-4:30 P.M.**

COLLEGE OF CENTRAL  
FLORIDA  
3001 S.W. COLLEGE ROAD, OCALA

**REGISTER AT [FPRAOCALA.ORG](http://FPRAOCALA.ORG)**

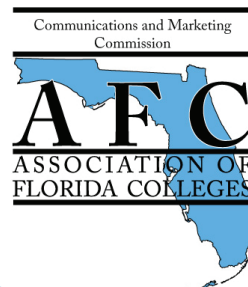
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# 2020

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**FPRA Ocala Chapter** and the **Association of Florida Colleges Communications and Marketing Commission's** virtual professional development seminar





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# WELCOME

Dear members and guests,

We'd like to personally welcome each of you to i2020, this year's professional development seminar of the Florida Public Relations Association Ocala Chapter and Association of Florida Colleges Communication and Marketing Commission. We never imagined that we would be bringing this seminar to you remotely, but we are so excited to bring our two associations together to learn from great professionals around the state.

It's an exciting time for the field of public relations and marketing as we continue to innovate, inform and inspire our publics. Both organizations are confronting a time where change is imminent, the noise is louder than it's ever been, and keeping up with technology continues to challenge us head on. The world of communications is an exciting area in which to work, study and play, and we'll continue to bring inspired people together in a variety of professional development opportunities like this, to ensure that we remain at the cutting edge.

This month's line up of speakers will keep you on your toes by sharing tips, tools and techniques on how to be successful in life and on the job. Speakers like **Jeremy Williams**, owner and operator of Chick-fil-A Ocala, who will share success tips you need in your toolbox of life, or how to tell your own success story from **Greg Turchetta** from Florida SouthWestern State College, or how important self-awareness is personally and professionally by **Hardy Smith**. You will hear how to prepare for disruptive marketing by **Joe Hice, APR, CPRC** from the University of South Florida, and how to create messaging for Generation Z in the workplace by **Megan Richardson** from Dynamiccorp. From integrated marketing campaigns to engaging your audience with tech tools, you will not be disappointed in this month's line up!

We are transforming the way we operate to continuously improve our ability to innovate, inform and inspire. We thank each of you for participating and know that as organizational leaders, you have the vision, the knowledge and the experience to help us pave our way into the future. You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support and leadership.

Take a moment to review the sponsors for this event in your program and enjoy some of the goodies sent to you in your participant packet. Their support has made it all possible. Now it's time to prepare for the future. Get ready to learn about that innovation, to be informed and to be inspired! #transform #innovate #inform #inspire



**Tina Banner, APR, CPRC**  
College of Central Florida  
*FPRA Ocala Chapter Communications Director*  
*AFC Communications and Marketing Commission Chair-Elect*



**Travis Jordan**  
Tallahassee Community College  
*AFC Communications and Marketing Commission Chair*





FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. FPRA is comprised of 15 professional and 12 student chapters throughout the state, providing professional development, networking and professional recognition opportunities. Members come from many backgrounds – private and public corporations, government entities, non-profit organizations and counseling

firms. FPRA offers members the opportunity to a variety of things such as professional development, leadership opportunities, achieving professional credentials such as the Accreditation in Public Relations and the Certified Public Relations Counselor option. The organization offers professional recognition through the local Image and state Golden Image Awards and offers networking with more than 1,200 members throughout the state. The Ocala FPRA Chapter, [www.fpraocala.org](http://www.fpraocala.org), was established in 1980 and was named FPRA's Chapter of the Year in 2016 and 2018.



The Association of Florida Colleges is the only organization which represents all employees, presidents, and trustees associated with a college system. AFC actively promotes, represents, and supports members and institutions as they provide their students and the citizens of Florida with a world-class college system. Through professional growth and development, advocacy, leadership, community, innovation and networking, AFC offers members an opportunity to learn more about the Florida College System to help their institution in the communities it serves. The Communications and Marketing Commission is geared specifically to those in public relations, marketing, graphic and/or web design, development, and communications positions.



## State Economic Impact

- \$11.7 billion economic impact**
- Third largest state in horse population**
- 113,079 jobs**
- 717,000 acres**
- \$1 billion in thoroughbred sales (OBS 2010-18)**

## Florida has produced

- 1 Triple Crown winner**
- 52 National Champions**
- 71 National titles**
- 6 Kentucky Derby winners**
- 7 Preakness winners**
- 6 Belmont winners**
- 28 Breeders' Cup winners**
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# SPEAKER LINE-UP

## Wednesday, June 3, at 10 a.m.



### **“How to Use Self-Awareness as a Personal and Professional Asset”**

Hardy Smith  
*Consultant and Speaker*

Learn how to use self-awareness to your benefit. This program will provide you with how-to action items for recognizing personality differences, communicating effectively and strengthening relationships. Presenter Hardy Smith will utilize personal stories, humor, motivation, a dose of tough love and audience engagement to reinforce key learning objectives.

## Thursday, June 4, at 2 p.m.



### **“Engage Your Audience with Free Tech Tools “**

Breanna Perry  
*Pasco-Hernando State College*

Learn how easy it is to engage your audience with tech tools. Participants will learn how to use Slido to poll the audience live and Padlet for group sharing during presentations.

## Monday, June 8, at 3 p.m.



### **“Communications in the Aftermath of Hurricane Michael”**

Chris Thomes  
*Daytona State College*

Communicating effectively with students, stakeholders and the community is always challenging, but especially so in the wake of Category 5 Hurricane Michael in Northwest Florida. This presentation highlights the college's communication efforts before, during and after the storm.

## Tuesday, June 9, at 10:30 a.m.



### **“Move Over Millennials — Here Comes Gen Z. Managing the Next Generation in the Workplace”**

Megan Richardson  
*Dynamiccorp*

Millennials rocked the world of HR, causing many to scratch their heads at the need for work-life balance. But we've changed and adapted to help incorporate them into our cultures. Gen Z, a larger group than even the Millennials, are now entering the workforce with their own challenges and expectations. Learn how to effectively lead this generation.

## Thursday, June 11, at 9 a.m.



### **“Tools for Life”**

*Jeromy Williams*

*Owner and Operator of Chick-fil-A Ocala*

Over the years, you'll add tools to your life's toolbox. Jeromy will talk about the three buckets that each tool in your life needs to fit into in order to be successful.

## Tuesday, June 16, at 3 p.m.



### **“The Evolution of an Internal Communications Program”**

Colleen Thayer, APR, CPRC

*National Alliance for Mental Illness Sarasota-Manatee*

Internal audiences are arguably the most important target audience for any organization. Communicating effectively to an internal audience can be challenging. Colleen will share the process her team utilized to develop and implement an Internal Communications Program in a governmental organization with more than 350 employees and lessons learned that can be utilized in any organization — large or small.

## Wednesday, June 17, at 10 a.m.



### **Disruptive Marketing and the Branding Process**

Joe Hice, MBA, MA, APR, CPRC

*University of South Florida*

To truly disrupt a major brand, one must be a brave soul. As a veteran marketer in higher education and the corporate world, Joe Hice, APR, CPRC, has managed transformational changes at places like the University of Florida with their famous Gator Nation campaign, Enterprise Florida, Harley-Davidson and more. Learn how to create a culture open to change and how to implement that change. But beware, not everyone will be ready for the disruption that is sure to follow.

## Tuesday, June 23, at noon



### **“Telling Our Own Success Stories”**

Greg Turchetta

*Florida SouthWestern State College*

Does your business/school have a negative stigma attached to it? Do you live in a university's or another organization's shadow? Having trouble getting real media attention for your positive success stories? Take control of the narrative and tell your own success stories! This session will show you five things you can do right now to tell your own success stories using the digital tools and communication channels you already own. Greg put these tips to use and is changing the narrative about his college all the way to Tallahassee.

**Wednesday, June 24, at 2 p.m.**



**“Google Analytics: Tracking What Matters”**

Selina Starling  
*Tallahassee Community College*

Google Analytics is one of the most important tools out there when it comes to measuring what matters, whether you’re running a campaign, or you’re trying to figure out where your audience comes from. In this presentation, participants will review Google Analytics, how it is used at Tallahassee Community College to make data-driven decisions and how it’s allowed the organization to track metrics better on a campaign level.

**Thursday, June 25, at 2 p.m.**



**“TCC2Work: Year-Round Integrated Marketing Campaign from Soup to Nuts”**

Travis Jordan, Selina Starling  
and Ayanna Young  
*Tallahassee Community College*

Hear about a 52-week integrated campaign designed to bring awareness to Tallahassee Community College’s 70+ workforce-focused programs and to introduce TCC as a place to learn the skills needed to go straight into a career. As one of the most ambitious campaigns in TCC history, our workforce programs are promoted individually on a weekly schedule that includes print, earned media, broadcast, social media, digital marketing and more!



# CONNECTING BUSINESSES & CANDIDATES

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8 a.m. to 5 p.m.

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CareerSource Citrus Levy Marion and its affiliate Talent Center in partnership with the College of Central Florida are equal opportunity employers/programs. Auxiliary aids/services are available upon request to persons with disabilities and in Spanish. Phone numbers may be reached using TTY/TDD equipment via Florida Relay at 711. For accommodations, call 844-364-9859, ext. 7879 or 800-434-5627, ext. 7878. Proud partner of the American Job Center network and member of CareerSource Florida.

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The 71<sup>st</sup> AFC Annual Meeting and Conference  
 Sheraton Bay Point | Panama City, FL  
**November 18 - 20, 2020**

[www.myafchome.org/myafcannualconference](http://www.myafchome.org/myafcannualconference)



## Florida Public Relations Association Membership Benefits



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**Learn More at [FPRA.org/join/](http://FPRA.org/join/)**



# i2020

INNOVATE. INFORM. INSPIRE.

**FPRA Ocala Chapter** and the **Association of Florida Colleges Communications and Marketing Commission's** professional development seminar

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The logo for 'i2020' features the letters 'i2020' in a stylized, geometric font. The 'i' is a vertical bar, and the '2020' consists of four circular shapes made of blue and teal triangles. To the right of the logo is the text 'INNOVATE. INFORM. INSPIRE.' in a bold, blue, sans-serif font.

# i2020 INNOVATE. INFORM. INSPIRE.

The 2020 FPRA Ocala Chapter and the Association of Florida Colleges  
Communications and Marketing Commission's professional development seminar

The webinar will start at 2 p.m.

# Welcome

## Webinar #10

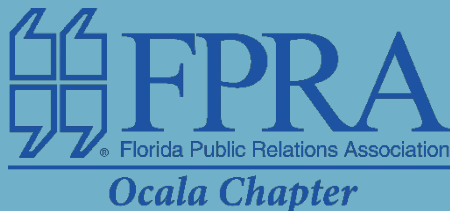
### TCC2Work: Year-Round Integrated Marketing Campaign from Soup to Nuts

Presented by Travis Jordan,  
Florida Department of Education

Selina Starling and Ayanna Young  
Tallahassee Community College

# Thank You to Our Sponsors

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## Audio

If you have audio difficulty, it may be due to bandwidth issues if you connected via the internet using computer audio. Try connecting to audio by phone if needed.

## Recording of webinar

Available on FPRA Ocala Chapter website. We will send you a link to the page after this webinar is over.

## Connect

FPRA Ocala Chapter and AFC CMC both have Facebook pages.  
@FPRAOcala @AFCCMC or state wide at @FPRA @myAFChome.org

## Survey and Drawing

## Questions

# Today's Presenters

## TCC2Work: Year-Round Integrated Marketing Campaign



Travis Jordan  
Florida Department of Education



Selina Starling and Ayanna Young  
Tallahassee Community College



# Additional Resources

**FPRA.org**

**MyAFCHome.org**

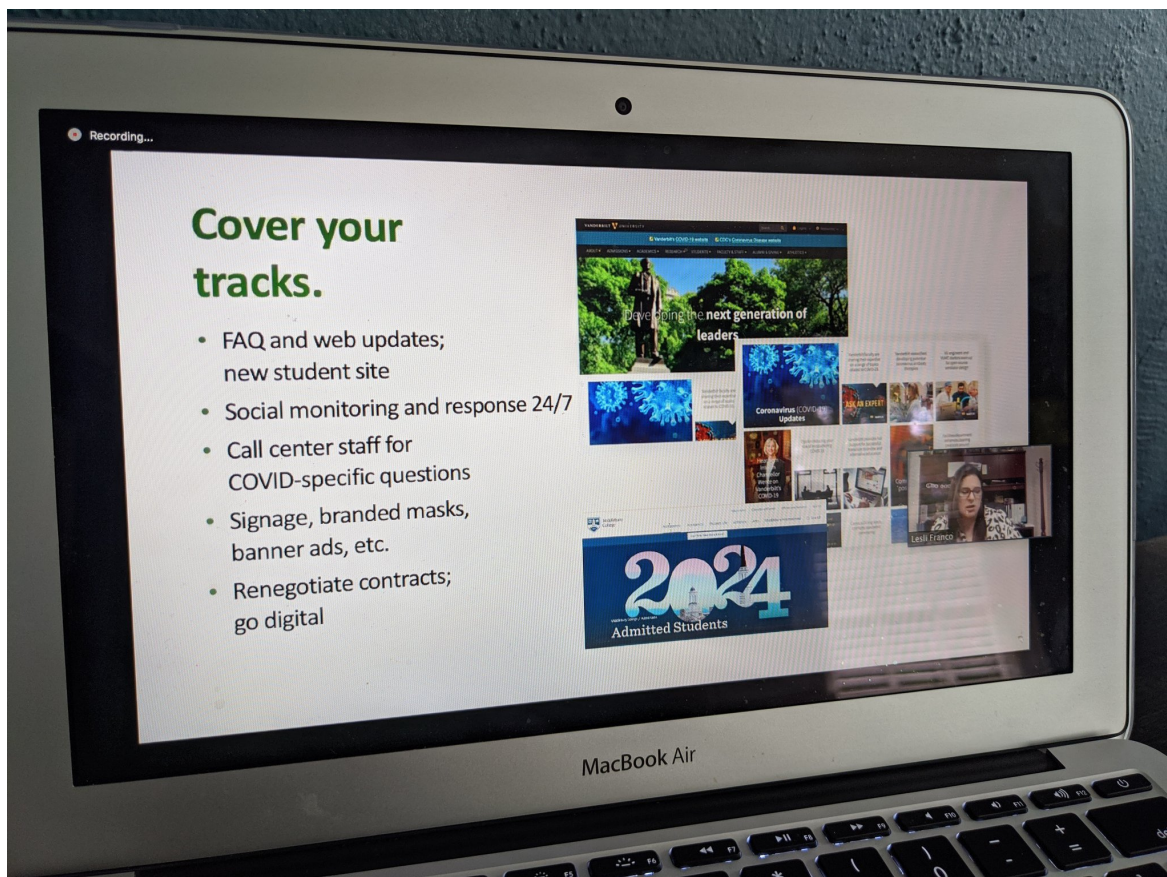


# \*NEW!\*

# Bi-Monthly Virtual Roundtable Series

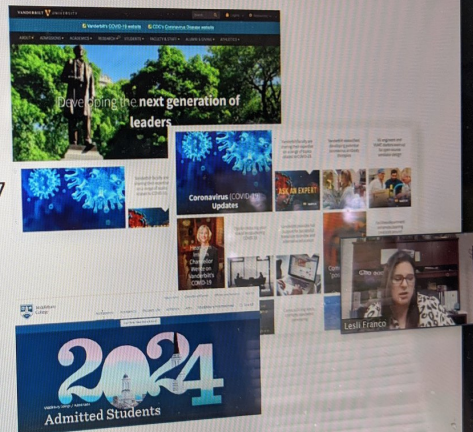
AFC Communications & Marketing Commission

## VIRTUAL ROUNDTABLE



### Cover your tracks.

- FAQ and web updates; new student site
- Social monitoring and response 24/7
- Call center staff for COVID-specific questions
- Signage, branded masks, banner ads, etc.
- Renegotiate contracts; go digital



MacBook Air

**From:** [afc@memberclicks-mail.net](mailto:afc@memberclicks-mail.net) <[afc@memberclicks-mail.net](mailto:afc@memberclicks-mail.net)>  
**Sent:** Tuesday, September 15, 2020 4:30 PM  
**To:** Banner, Tina <[bannert@cf.edu](mailto:bannert@cf.edu)>  
**Subject:** EXTERNAL: RSVP Now: CMC Virtual Roundtable

AFC Communications & Marketing Commission

# VIRTUAL ROUNDTABLE

September 28 | 2 p.m.



Register at the link below to join us for our next AFC Communications and Marketing virtual roundtable on September 28th at 11 a.m. Our featured guest will be Chancellor Henry Mack from the Florida Department of Education, Division of Career and Adult Education.

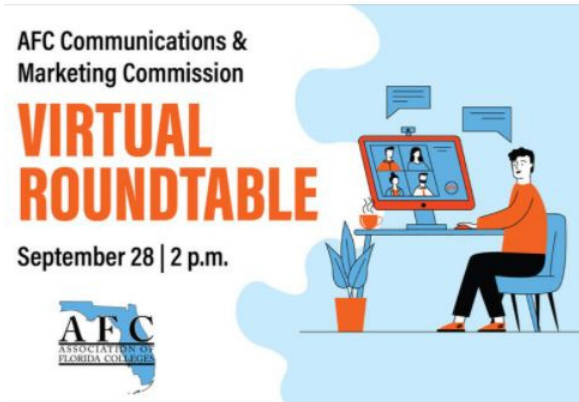
**Topics to include:**

- Rapid credentials
- Workforce education updates
- Update on statewide marketing campaign
- Open discussion on workforce marketing best practices at your institutions
- Q&A

# Social Media

Join us for our next virtual roundtable on September 28th at 11 a.m. Our featured guest will be Chancellor Henry Mack from the Florida Department of Education, Division of Career and Adult Education. Register in advance for this meeting: <https://tccfl.zoom.us/j/.../Uwrf...>

Topics to include:  
Rapid credentials  
Workforce education updates  
Update on statewide marketing campaign  
Open discussion on workforce marketing best practices at your institutions  
Q&A



**Travis Jordan**  
Admin · August 6 · 🌐

The Awards of Excellence is NOW OPEN for submissions! FULLY ONLINE this year! Check your email for the PDF of categories, then enter now: <https://afcawardsofexcellence.secure-platform.com/a>



**CMC** AFC Communications and Marketing Commission  
Published by Travis Jordan · August 6 · 🌐

The Awards of Excellence are NOW OPEN for submissions! FULLY ONLINE this year! Check your email for the PDF of categories, then enter now: <https://afcawardsofexcellence.secure-platform.com/a>



**Lina Marie**  
Admin · May 5 · 🌐

Hello AFC CMC members,

We hope you and your family are healthy and safe during these uncertain and unprecedented times.

The Commission would like to host a virtual roundtable to discuss what colleges are doing for Summer and Fall enrollments during the global pandemic. The zoom meeting is scheduled for Thursday, May 14, 2 p.m.

The open discussion will allow us to share best practices for enrollment, what's worked and what hasn't for institutions and try to answer each others questions!

PLEASE RSVP HERE:  
<https://afccmc.wufoo.com/forms/z1o20k6b0u635xn/>

👍 Travis Jordan and 2 others

Seen by 13

**CMC** AFC Communications and Marketing Commission  
Published by Travis Jordan · July 22 ·

Welcome to our newest FCS President!




IRSC - Indian River State College  
July 22 ·

The #IRSC District Board of Trustees has selected the College's fourth President: Dr. Timothy Moore. Moore has a 35-year career in higher education, federal, co... See More

**Travis Jordan** created a poll.  
Admin · March 3 ·

REMINDER: The CMC will hold a business meeting the night before the April 1 seminar on March 31 at Carabbas' Italian Grill, 2370 SW College Road, Ocala, FL 34471, which is just two miles from the hotel! Please let us know if you'll be attending!

Added by **Travis Jordan**  
Yes - I'll attend the business meeting  2 votes

Added by **Travis Jordan**  
No - I can't make it  1 vote

Add an option

 3

Seen by 17

**Travis Jordan** shared a link.  
Admin · March 2 ·

We need your input! We are planning our first best practice phone call. Could you help us by filling out this survey?



DOCS.GOOGLE.COM

## AFC - Communications and Marketing Best Practices Call

Please select a topic for our first best practices phone call.

 3

Seen by 16

# \*NEW!\*

## Professional Development Scholarships



AFC Communications and Marketing Commission - Professional Development Scholarships

← ↶ →



○ Association of Florida Colleges <afc@memberclicks-mail.net>

Wednesday, October 14, 2020 at 10:15 AM

To: ● Ayanna Young

CAUTION: This email originated from outside of the college. Do not click links or open attachments unless you recognize the sender and know the content is safe.



Hello AFC CMC members,

The AFC Communication and Marketing Commission is proud to announce the launch of our AFC CMC professional development scholarships. The commission is awarding 10 scholarships at the amount of \$150 each. This is a perfect time for scholarship recipients to use the funds toward registration for the upcoming virtual AFC conference or signing up a new AFC member for the 2020-2021 year!

**Apply by October 19**

**To apply for the Scholarship, please complete the form below by October 19:**

Please submit a short paragraph detailing why you would like the scholarship and how the funds will be utilized [HERE](#).

Travis Jordan  
Statewide Director of Outreach and Recruitment  
Florida Department of Education  
Division of Career, Technical, and Adult Education  
325 West Gaines Street | Tallahassee, FL 32399  
Office: (850) 245-9520

ASSOCIATION OF FLORIDA COLLEGES

2020

AWARDS OF  
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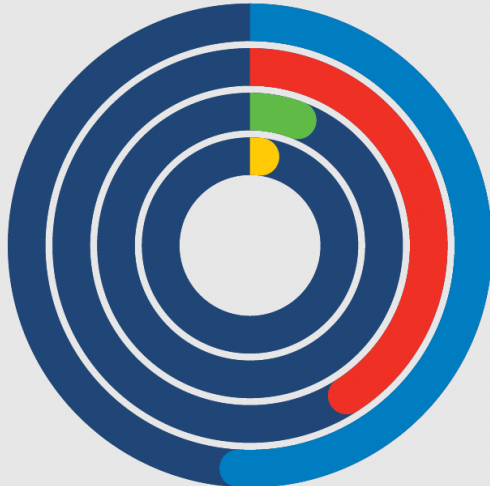


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1 Exemplary Practice • 2 Best of Show  
75 Gold • 47 Silver • 40 Bronze



**109** Print    **12** Miscellaneous  
**87** Digital    **4** Exemplary Practice

**Total Submissions: 212**



**21 out of 28**  
**colleges submitted entries**

CHIPOLA COLLEGE  
COLLEGE OF CENTRAL FLORIDA  
EASTERN FLORIDA STATE COLLEGE  
FLORIDA SOUTHWESTERN STATE COLLEGE  
FLORIDA STATE COLLEGE AT JACKSONVILLE  
GULF COAST STATE COLLEGE  
INDIAN RIVER STATE COLLEGE  
MIAMI DADE COLLEGE  
NORTH FLORIDA COLLEGE  
PALM BEACH STATE COLLEGE  
PASCO-HERNANDO STATE COLLEGE  
PENSACOLA STATE COLLEGE  
POLK STATE COLLEGE  
SANTA FE COLLEGE  
SEMINOLE STATE COLLEGE OF FLORIDA  
SOUTH FLORIDA STATE COLLEGE  
ST. JOHNS RIVER STATE COLLEGE  
ST. PETERSBURG COLLEGE  
STATE COLLEGE OF FLORIDA, MANATEE-SARASOTA  
TALLAHASSEE COMMUNITY COLLEGE  
THE COLLEGE OF THE FLORIDA KEYS

**\$5,300**

Total amount raised

# AFC CMC Awards of Excellence Redesign & Restructure

**Number of categories in 2019: 37**

**Number of categories in 2020: 50**

For the 2020 Awards of Excellence, the commission decided to provide clarity and variety to the entry categories. We divided the categories into four main groupings: print, digital, miscellaneous, and exemplary practice.

## Analog to Digital

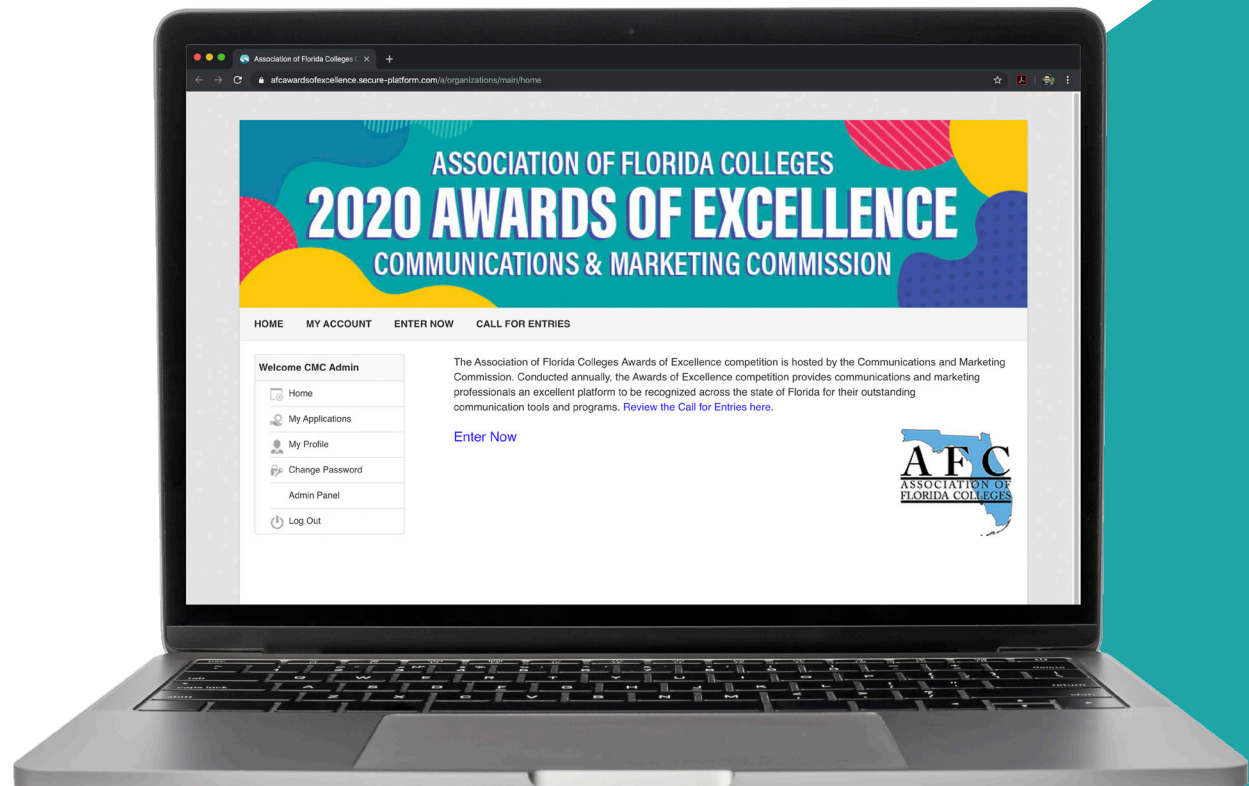
In previous years, the Awards of Excellence entries were all submitted via mail and each entry was required to be mounted on foam board. We realize everyone is busy and due to the economic climate, the commission voted to move the Awards of Excellence completely online. The online platform accepted credit card payments and eliminated the tedious process of mounting and mailing entries.



Cover Design



Email Blast Header





ASSOCIATION OF FLORIDA COLLEGES

2020

AWARDS OF  
EXCELLENCE

COMMUNICATIONS & MARKETING COMMISSION



Aug. 5, 2020

Greetings College Marketing and Public Relations Professionals:

The Association of Florida Colleges (AFC) Awards of Excellence competition is hosted by the Communications and Marketing Commission. Conducted annually, the Awards of Excellence competition provides communications and marketing professionals an excellent platform to be recognized across the state of Florida for their outstanding communication tools and programs.

The last five months have been challenging but as communication professionals there is no doubt that we have stepped up to the challenge and pivoted in ways we would never have imagined. This year's AFC Communications and Marketing Commission Awards of Excellence is no different as we are proud to announce that our awards platform is going completely online!

All submissions from your best work from the past year (Aug. 1, 2019-July 31, 2020) and payment can now be done through our new online platform to help make things seamless along with the judging process.

Winners will be recognized virtually at the 71st AFC Annual Meeting and Conference in November. Each year the CMC looks forward to honoring outstanding achievement among Florida college marketing and public relations professionals. This year is no exception; we can't wait to see what you've created this past year.

We have reformatted the call for entries placing categories within divisions to make things easier. After you've selected the award categories you plan to enter, be sure to check out the entry and submission guidelines. All entries and fees must be received online by Friday, September 11, 2020, at 11:59 p.m. (ET) (no exceptions). Winners will be notified in October.

**Included in this call for entries:**

- General Entry and Awards Guidelines
- Submission Guidelines and Rules
- Award Categories

Please note the FTE criteria for each category. Two sets of awards are presented (FTE criteria: Less than 10,000 and more than 10,000) unless otherwise indicated.

Colleges participating in the Exemplary Practice/Overall Campaign must include a letter of support signed by their president. The winning college is required to make a presentation at the Annual Meeting and Conference in November.

We look forward to working with each of you and anticipate the competition to be an exciting event. Do not hesitate to contact Zack Blessing, Awards of Excellence Chair at 850-484-1791 or [zblessing@pensacolastate.edu](mailto:zblessing@pensacolastate.edu) if you have any questions or concerns. Information about past winners can be found on the Communications and Marketing Commission web page at [myafchome.org/myafccommunicationsandmarketing](http://myafchome.org/myafccommunicationsandmarketing).

Sincerely,

AFC Communications and Marketing Commission

## **AFC Communications and Marketing Commission 2020 Awards**

### *General Entry and Award Guidelines*

**Please read and follow guidelines carefully. To be eligible for competition, entries must meet guidelines.**

1. Eligible entries must have been produced during the period of Aug. 1, 2019, through July 31, 2020. All entries and fees must be received online by Friday, September 11, 2020, at 11:59 p.m. (ET) (no exceptions).
2. A contestant may submit as many entries in each category as desired.
3. Cost is \$25 per entry. Payment can be made online through the submission portal. If you prefer to submit a check, please make payment for multiple entries with one check. Make checks payable to AFC Communications and Marketing Commission. No purchase orders will be accepted. Categories with less than two entries will not be judged. Refunds will be granted in the event of a non-judged category.
4. AFC CMC Gold, Silver and Bronze awards will be awarded in the college's name. In case of multiple creators or authors, additional certificates bearing the names of those individuals may be obtained for \$5 each.

### **Submission Guidelines and Rules**

1. **Create Your Account or Log In**  
Since this is your first time logging in to the award platform, go to [afcawardsofexcellence.secure-platform.com/](https://afcawardsofexcellence.secure-platform.com/) to create an account.
  - a. Select My Account on the top navigation bar.
  - b. Complete the required fields under Create My Account. You will receive an email confirmation that your account has been successfully set up.
2. Entries must be submitted in the most appropriate division and category.
3. Entries for the same project may not be entered in more than one category in the same year; however, pieces from an entry may be entered into other categories.
4. Some part of the entry must have taken place between Aug. 1, 2019 and July 31, 2020.
5. Entries must be submitted electronically in separate.pdf or jpg files.
6. The final attachment needed to submit your entry is a .jpg or .tiff image representing your entry. This image will be used in the event your entry should win.
7. Payment for the entry fees can be submitted online or by check. Please include the name of entry, division and category when making payment. Checks made out to AFC Communications and Marketing Commission, should be attached to a photocopy of the entry form and mailed to: AFC CMC Awards of Excellence, Zack Blessing Pensacola State College 1000 College Blvd, Pensacola, FL 32504.

**Disclaimers:**

- The judges reserve the right to reclassify entries if deemed necessary.
- Entries that do not follow all of the Rules for Entry may be disqualified.
- No part of the entry may be submitted after the deadline.
- Fees for disqualified entries will not be refunded.

**The decision of the judges is final.**

**Judging**

The Awards of Excellence will be judged by a combination of AFC peers and industry experts. Submissions will be judged on creativity, originality, relevance to category guidelines and effectiveness. Each entry will only compete with entries in the same category (i.e. entries in A6 will not compete with entries in A7, A8, or A9 categories). If there are not enough entries to properly judge a single category, then the category will not be judged.

All entries must be submitted via CMC's online Awards of Excellence platform to be considered as an official award entry. Through this platform, judges will score entries by answering a series of questions that correspond with the provided rubric.

**Full-Time Equivalent (FTE) Criteria**

Unless otherwise noted, entries will only compete with entries that meet the same FTE Criteria.

- a. Less than 10,000
- b. More than 10,000

## Division A: PRINT

1. **Annual Report – College** (No FTE Criteria)
2. **Annual Report – Foundation** (No FTE Criteria)
3. **Article In a College-Produced Publication** (No FTE Criteria)
4. **Article/Story Pitch Resulting in Publication** (No FTE Criteria)
5. **Brochure**
6. **Direct Mail Postcard**
7. **Direct Mail Special Event Invitation**
8. **Direct Mail Recruiting Material**
9. **Direct Mail Campaign**  
2-4 pieces may be submitted from that qualify in categories 6-8
10. **Faculty-Advised Student Publication**  
Publication must be developed and produced by currently enrolled students with faculty supervision. Examples include newspaper, literary magazine and athletic guides. Follow all standard and print submission guidelines.
11. **Magazine Advertising Full Page or Less — Single Unit**
12. **Magazine Advertising Spread, Multiple Page or Insert**
13. **Magazine Advertising Campaign**  
2-4 pieces may be submitted from that qualifies in categories 11 and 12
14. **Newsletter**  
Single- or multiple-page issues; published at least twice a year.
15. **Newspaper Half Page or Less — Single Unit**
16. **Newspaper Full Page — Single Unit**
17. **Newspaper Campaign**  
2-4 pieces may be submitted from that qualifies in categories 15 and 16
18. **Outdoor Single** (No FTE Criteria)  
Messages or notices of events that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc. Vehicle advertising is included. May include digital or animated movement or changing graphics. Follow standard submission guidelines.
19. **Outdoor Campaign** (No FTE Criteria)  
2-4 pieces may be submitted from that qualifies in category 18
20. **Poster Single**
21. **Poster Campaign**  
2-4 pieces may be submitted from that qualifies in category 20
22. **Single Sheet Flyer** (color and/or black and white)  
Fliers should be no larger than 8.5x11". No trifolds please.
23. **Student Handbook/Orientation Guide**  
Handbook is defined as a tool for students, such as an orientation guide, date book, etc. Not a recruitment piece.
24. **Table Top and Retractable Displays**
25. **Viewbook/Recruitment Piece**  
Publication must be used primarily for student recruitment, not an orientation guide.
26. **Magazine**  
Submit only one issue. Follow all standard and print submission guidelines.

## Division B: DIGITAL

1. **Digital Advertising Single**  
(i.e. Web Banners, Google Ads, etc.)
2. **Digital Advertising Campaign**  
2-4 pieces may be submitted that qualifies in category 1
3. **Digital Publication**  
Must have been created with the original intent of being utilized on a digital platform and not print.
4. **Digital Newsletter**  
Single- or multiple-page issues; published at least twice a year.
5. **Single Sheet Flyer**
6. **Social Media Single Post (Paid)**  
Effective communication campaigns and programs including social media such as Facebook, YouTube and Twitter. Provide a brief description of the campaign as well as a screen shot. Please include the amount spent and the results.
7. **Social Media Campaign (Paid)**  
2-4 pieces may be submitted that qualifies in categories 6 and 7.
8. **Social Media (Unpaid)**  
Effective communication campaigns and programs including social media such as Facebook, YouTube and Twitter. Provide a brief description of the campaign as well as a screen shot. Organic ROI should be reflected (# of views, impressions, link clicks, etc.)
9. **Television 60 seconds or less Single Spot**
10. **Television Campaign**  
2-4 spots may be submitted .
11. **Video/Digital Promotion 60 seconds or less**  
Recruitment/image pieces apply.
12. **Video/Digital Promotion 60 seconds or more**  
Recruitment/image pieces apply. Maximum length is 5 minutes.
13. **Video/Digital Promotion Campaign**  
2-4 pieces may be submitted that qualifies in categories 11 and 12.
14. **Website**  
Focus on college's entire website.
15. **Microsite/Landing Page**  
Landing page dedicated to a department or campaign that is developed to track leads and conversions.

## Division C: MISCELLANEOUS

1. **Best Photography in a Published Piece Single**
2. **Best Photography Campaign**  
2-4 pieces may be submitted from that qualifies in categories 1
3. **Foundation Print Single Fundraising Piece**
4. **Foundation Digital Single Fundraising Piece**
5. **Foundation Campaign**  
2-4 pieces may be submitted that qualifies in categories 3 and 4.

**6. Redesign**

A redesign of an existing piece. Please include before and after samples.

**7. Specialty Advertising Apparel (No FTE Criteria)**

**8. Speciality Advertising Promotional Items**

**Division D: EXEMPLARY PRACTICE (No FTE Criteria)**

One \$500 award will be presented for the winning entry.

Overall Campaign involving mix of print, digital and miscellaneous. Minimum of 5 pieces.

An exemplary practice is defined as a broad-based communications endeavor using two or more communication tools to achieve a marketing or public relations objective.

**Bonus:** Although it is not an entry category, the awards competition also will award the Best in Show. The judges will select from winners of other categories. There are two awards: \$250 to a college with less than 10,000 FTE and \$250 to a college with more than 10,000 FTE.

**ASSOCIATION OF FLORIDA COLLEGES  
BOARD OF DIRECTORS' ZOOM MEETING  
Tuesday, October 6, 2020  
2:00 P.M.**

**AGENDA**

**1.0 General Business**

- 1.1 Call to Order – Matthew White, President
- 1.2 Roll Call – Marsha Kiner
- 1.3 Consent Items for Approval or Ratification
  - 1.3.1 Approval, Board of Directors' Agenda, October 6, 2020
  - 1.3.2 Approval, Board of Directors' Meeting Minutes, July 30, 2020
  - 1.3.3 Ratify, Capital Health Plan, Group Renewal
  - 1.3.4 Ratify, Attendify, Virtual Annual Conference Platform
  - 1.3.5 Ratify, The Link Event Professionals, Virtual Conference Management
  - 1.3.6 Ratify, Carroll and Company, Certified Public Accountants
  - 1.3.7 Ratify, Ford Henley Consulting, LLC, Commercial Lease

**2.0 President's Report – Matthew White, President**

**3.0 Executive Director/CEO Report – Marsha Kiner**

- 3.1 Approval, AFC Financial Report
- 3.2 Information, Thank you cards

**4.0 AFC Foundation – Andre Hawkins, Chair**

**5.0 Commissions Business – John Fey, Vice President for Commissions**

- 5.1 Administration – Lynne O'Dell
- 5.2 Campus Safety – Yakir Fernandez
- 5.3 Career and Professional Employees – Sharon Walker
- 5.4 **Communications and Marketing – Travis Jordan**
- 5.5 Equity, Diversity and Inclusion – Daniella Pierre
- 5.6 Facilities – Govindah Ramnarain
- 5.7 Faculty – Jean Scheppers
- 5.8 Healthcare Education – Ann Hubbard
- 5.9 Institutional Effectiveness, Planning and Professional Development – Michael Pelitera
- 5.10 Learning Resources – Mercedes Clement
- 5.11 Student Development – Chalah Harris
- 5.12 Technology – Jessie Clayton
- 5.13 Trustees – Barbara Miedema



5.14 Workforce, Adult and Continuing Education – Ryan Buckthorpe

## **6.0 Regional Business**

- 6.1 Region I – Wanjiku Jackson
- 6.2 Region II – Joyce Smith
- 6.3 Region III – Charlene Latimer
- 6.4 Region IV – Jaimie Pagels
- 6.5 Region V – Brenda Rante
- 6.6 Chapter Business

## **7.0 Standing Committees – Ray Coulter, President-Elect**

- 7.1 Awards – Evelyn Ward
- 7.2 Bylaws – Bill Mullooney
- 7.3 Certified College Professional – Charlene Latimer
- 7.4 Human Resources and Finance – Byron Todd
- 7.5 Legislative – Jessica Kummerle
- 7.6 Member Services – Melonie Miner
- 7.7 Membership Development – John Barbieri and Kim Sellers
- 7.8 Nominating – Marjorie McGee
- 7.9 Planning and Development – Juanita Scott
- 7.10 Policy and Advocacy – Angela Falconetti
- 7.11 Service Projects – Sandi Barrett

## **8.0 Liaisons and Special Committees – Marjorie McGee, Past President**

- 8.1 AFC Retirees – Randey Burnette
- 8.2 Speakers' Bureau – Juanita Scott

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  - 1.3.6 Ratify, Carroll and Company, Certified Public Accountants
  - 1.3.7 Ratify, Ford Henley Consulting, LLC, Commercial Lease
  - 1.3.8 Ratify, McLean Mortgage Corporation, Commercial Lease
  - 1.3.9 Ratify, Alexis Simoneau, Commercial Sub-Lease

**2.0 President's Report – Matthew White, President**

- 2.1 AFC Membership Letter

**3.0 Executive Director/CEO Report – Marsha Kiner**

- 3.1 Approval, AFC Financial Report
- 3.2 Ratify, AFC 2020 Audit
- 3.3 AFC Virtual Conference Update
- 3.4 Information, Thank you cards

**4.0 AFC Foundation – Andre Hawkins, Chair**

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**Thursday, July 30, 2020**  
**2:00 PM**  
**AGENDA**

**1.0 General Business**

- 1.1 Call to Order – Matthew White, President
- 1.2 Roll Call – sign-in sheet
- 1.3 Consent Items for Approval or Ratification – Marsha Kiner
  - 1.3.1 Approval, Board of Directors Agenda, July 30, 2020
  - 1.3.2 Approval, Board of Directors Zoom Minutes, April 23, 2020
  - 1.3.3 Approval, Board of Directors Emergency Meeting Minutes – July 3, 2020
  - 1.3.4 Ratify, Moore, Inc., Public Relations & Media Consulting Services – COP
  - 1.3.5 Ratify, Politico- Data Point Sharing Contract- COP
  - 1.3.6 Ratify, Philadelphia Insurance - Directors and Officers Liability Insurance
  - 1.3.7 Ratify, Southern-Owners Insurance- Commercial Umbrella Policy
  - 1.3.8 Ratify, Parker Services- A/C Preventative Maintenance Contract

**2.0 President's Report– Matthew White, President**

- 2.1 Informational, Financial Overview
- 2.2 Informational, COP Update
- 2.3 Informational, Update 2020 AFC Annual Conference

**3.0 Executive Director/CEO Report - Marsha Kiner**

- 3.1 Approval, Proposed 2020/21 AFC Budget

**4.0 AFC Foundation – Andre Hawkins, Chair**

**5.0 Commissions Business – John Fey, Vice President for Commissions**

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**8.0 Liaisons and Special Committees – Marjorie McGee, Past President**

- 8.1 AFC Retirees – Dolores Teter
- 8.2 Speakers' Bureau – Juanita Scott

**OTHER?**

**ADJOURN**

**Communications & Marketing Commission Board Report**  
**Reporting Date: January 2020**  
**Submitted by Travis Jordan, Chair**

**1. New CMC board members**

- **Chair:** Travis Jordan, Tallahassee Community College, jordantr@tcc.fl.us, (850) 201-6083

**Chair-Elect:** Tina Banner, College of Central Florida, bannert@cf.edu, (352) 873-5800 ext. 1565

**Vice Chair:** Zack Blessing, Pensacola State College, zbleasing@pensacolastate.edu, (850) 484-1791

**Communications Co-Chairs:**

Ayanna Young, Tallahassee Community College, youngay@tcc.fl.us, (850) 201-8470

Selina Starling, Tallahassee Community College, starlins@tcc.fl.us, (850) 201-6217

**2. Spring Conference**

- a. Communications and Marketing Commission (CMC) Partners with the Ocala Chapter of the Florida Public Relations Association (FPRA) to Offer 2020 Professional Development Seminar, April 1, 2020
- b. Ocala, FL

**3. Fundraiser Recap from 2019**

- a. Awards of Excellence competition Received 226 entries from 19 colleges (20% increase in entries from 2018) **Raised \$4,520**

**4. Other business**

- a. Considering using our surplus to offer professional development scholarships to assist with conference registration fees, etc for CMC members

**5. Financial Report**

- a. Have not received updated balances from AFC office (as of 1/26/20)

**Communications and Marketing Board Report**  
**July 30, 2020**  
**Travis Jordan - Chair**

**Spring Conference Highlights: FPRA / AFC Partnership**

- I2020 was a great success offering 9 sessions (1 pending) to 58 registered individuals throughout the month of June.
- Overall individual session survey responses are positive. (attached)
- A networking session was set up for attendees to meet each other at the end of the month.
- AFC CMC revenue from event was \$1,018.50.

**Awards of Excellence:**

1. Announcement to go out first week of August.
2. Moving all submissions to a fully online system.
3. All judging will be fully online

**Other business**

1. Late August we will be announcing (25) - \$100 professional development scholarships that our commissions will be encouraged to use for AFC related professional development or to encourage them to sign up a new member at the new \$50 rate.
2. We've held two best practices calls. Guest presenters have attended this free round table event to engage on topics such as Enrollment and returning to campus in the Fall. We are looking to continue this series every other month throughout the year to increase engagement. We've had about 30 people each time and have seen colleges attend from the across the state and many schools who haven't participated in the past because of their geographic location.

**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.