



Communications & Marketing Commission Update

January 29, 2016

2015 Annual Meeting & Conference (November 2015) CMC meeting:

- **LeRoy Collins Distinguished Alumni Awards**
 - Reception and award presentation was meaningful and successful
 - 15 entries
 - Winners are:
 - Marcia Mayer/Lifetime Achievement Award-North Florida CC
 - Kristina Garcia/Against the Odds – St. Johns River State College
 - Edwin O. Swift III, Hometown Hero Award – Florida Keys CC
 - Forrest “Max” Gooding, Rising Star Award – South Florida State College
- **Awards of Excellence**
 - Raised over \$5000 for the second consecutive year
 - 24 colleges represented with 252 entries

2016-2017:

- **Joint Conference**
 - Because it is no longer being held, CMC elected to join the Student Development Commission at Valencia in May
 - Discussion to continue whether to host on CMC conference in 2017
 - This would enable CMC to present programming specific to the interests of marketing/PR professionals
- **2016 CMC Officers:**
 - Chair: Teresa Morgenstern, Florida SouthWestern State College
 - Chair-Elect: Sheila Nichols, Pensacola State College
 - Vice-Chair: Lois Bracukmuller, College of Central Florida
 - Communications Officer: Kim Scarboro, North Florida Community College

