



Report for the Association of Florida College Board of Directors Meeting

January 2017

Agenda Item 4.4

Submitted by: Sheila Nichols, Communications and Marketing Commission Chair

AFC Annual Convention

Business Meeting: Officers were elected for 2017

- Chair-Sheila Nichols, Pensacola State College
- Chair-elect – Vacant
- Vice Chair – Laura Green, Gulf Coast State College
- Communications Officer – Johnathan Cook, North Florida Community College
- Past Chair – Teresa Araque, Florida Southwestern State College

2017 Communications and Marketing Commission Conference

July 17-19

Fort Myers

Florida Southwestern State College

Hilton Garden Inn/\$99 per night.

The CMC will host a stand-alone conference in the summer featuring interactive sessions regarding state-of-the-art marketing, public relations and communications topics, technology and techniques, which will include a sunset cruise social with networking opportunities. Goals are to reignite interest, strengthen the CMC Commission and build membership/participation. Details and registration information will be sent to AFC members in early February.

CMC is seeking input on topics of interest. Contact: Teresa Araque at teresa.araque@fsw.edu.

2017 LeRoy Collins Distinguished Alumni Awards

Please be advised that 2017 is the year we will seek nominations for and honor the LeRoy Collins Distinguished Alumni recipients. The entry deadline will be July 7 with winners in four alumni categories – Lifetime Achievement, Against the Odds, Hometown Hero and Rising Star. Recipients and nominees will be recognized at a reception in November at the AFC Annual Conference (Nov. 1-3, 2017 at Innisbrook Palm Harbor). Information regarding the awards will be distributed in February.

