



Report for the Association of Florida Colleges Board of Directors Meeting  
June 2017

Agenda Item 5.4

Submitted by: Sheila Nichols, Communications and Marketing Commission Chair

### **Communications and Marketing Commission 2017 Officers UPDATE**

- Chair-elect – Sill Vacant as of June 2017

### **2017 Communications and Marketing Commission Conference - The Great 28 Conference **You still have time to register!!!****

July 19-21

Fort Myers

Florida SouthWestern State College

Hilton Garden Inn/\$109 per night

Conference Registration: Members \$149, Non-Members \$179

The CMC will host a stand-alone conference this 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. To register for the conference and hotel, go to the AFC Communications and Marketing Commission website. We are targeting a minimum of fifty attendees.

For more information, contact Teresa Araque at [teresa.araque@fsw.edu](mailto:teresa.araque@fsw.edu).

### **2017 LeRoy Collins Distinguished Alumni Awards**

We are currently seeking nominations for the LeRoy Collins Distinguished Alumni Awards. Submission deadline is July 10. Recipients and nominees will be recognized at a reception in November at the AFC Annual Conference (Nov. 1-3, 2017 at Innisbrook Palm Harbor). Submission packets are available on the AFC Communications and Marketing Commission website. For additional information, contact Sheila Nichols at [snichols@pensacolastate.edu](mailto:snichols@pensacolastate.edu).

**2017 Communications and Marketing Commission  
Awards of Excellence and Exemplary Practice Award**

Categories are currently being critiqued and judges selected. A call for entries email will be distributed on July 17. Entry deadline is set for September 18.

For additional information, contact Laura Green at [lgreen@gulfcoast.edu](mailto:lgreen@gulfcoast.edu).