

Here is short review of where we have been and where we are now in our journey with the Speakers Bureau.

With the help of conference calls Marsha was able to get most of us together to discuss the goal of this committee and how to proceed. Allyson Williams, the new Communications and Marketing Coordinator, helped us accomplished several of our goals:

- ❖ A couple of minor edits were made to the online application, including copy regarding the amount of the time to fill it out. It has been decided that we will leave the online application as is and watch for feedback to adjust it if we need to.
- ❖ The Speaker Bureau web site page has been revised to include two separate sections, one for “Find a Speaker” and the other for “Join”. When someone clicks on “Find a Speaker”, categories are listed. Our eight speakers so far have been placed into the categories. You may view them on this page: <http://www.myafchome.org/speakers-bureau-request-a-speaker>
- ❖ Several marketing pieces with various taglines have also been created, depending on which audience is being targeted. They can be used as handouts or in e-mails, social media, etc.
- ❖ We will be working on a process of creating and tracking evaluations (ensuring the speakers are evaluated/reviewed).

The committee was charged to find expert on the following subjects:

Administration

Career and Professional Employees

Conflict Resolution

Developmental Education

Equity, Diversity, and Inclusion

Facilities

Institutional Effectiveness, Planning, and Professional Development

Leadership

Learning Resources

Research and Evaluation

Student Development

Student Affairs

Teaching and Learning

Technology

Workforce, Adult, and Continuing Education

We like you to visit the webpage and give us your feedback and most importantly, we would like you to advocate this very important opportunity for AFC members.