



## Communications & Marketing Commission

Chris Thomes, Chair (Gulf Coast State College)

Report to the Board of Directors

April 3, 2018

- **“Spring Super Conference”**

- Joint spring conference – Communications & Marketing Commission and Student Development Commission
- Dates: May 15 – 17, 2018
- Location: Gulf Coast State College, Panama City, FL
- Several emails have been sent to marketing, public relations, graphic designers and communications professionals in AFC.
- Finalized sessions/presentations are:
  - **“Crisis Communication: Before, During & After”** – Pat Sabiston, The Write Place Marketing Communications Consultants
  - **“Anatomy of the 2010 Bay District School Board Shooting from the PR Point of View”** – Karen Tucker, Bay District Schools, Public Information Officer (retired)
  - **“Tools to Evaluate Your Marketing Spend”** – Ann Hofferberth, VXRWorks
  - **“Everyday Photoshop: Retouching, Color Balance & More”** – James Braun, VXRWorks
  - **“Get the Most Out of Your Digital SLR”** – James Braun, VXRWorks
  - **“Higher Education Public Records Requests”** – Pat Gleason, Florida Office of the Attorney General and Derrick Bennett, GCSC Board Attorney
  - **“Strategic Thinking vs. Tactical Plans”** – Jack Kerigan, Kerigan Marketing Associates
  - **“Roundtable Discussion: Trends & Best Practices”** – Open discussion/participation for all; topics to include marketing/advancement organizational structures, CRM systems & logistics, social media trends, etc.
  - **CMC Business Meeting** – discussion items include:
    - updating & editing Awards of Excellence categories and descriptions; developing upcoming deadlines for 2018 submissions, including Exemplary Practice
    - review of 2017 LeRoy Collins Distinguished Alumni Awards (evaluating all parts of the process including relevance of categories, deadlines, judging, reception and gala event)