**Business Meeting Minutes**

**AFC Communications and Marketing Commission**

**May 17, 2018**

**Members Present:**

Chris Thomes (Chair), Jonathan Cooks, Susan Kessler, Paula Harris, Deborah Latter, Kim Scarboro, Kelly Hogan, Tabatha McDonald, Emily Mifsud, Sheila Nichols (via phone), Bryan Craven, Lucia Fishburne, Mary Mabins, Margaret Wilkerson

**Call to Order**

At 9:30 a.m., the business meeting of the AFC Communications and Marketing Commission was called to order at Gulf Coast State College by Commission Chair Chris Thomes.

**Treasurer’s Report**

* Chris Thomes reported that the commission currently has on hand $25,631.64
* **Anchorage Children’s Home Conference Service Project:** Paula Harris made the motion, seconded by Jonathan Cooks, for the commission to donate $250 to its conference service project, Anchorage Children’s Home. The motion was carried by unanimous vote.

**LeRoy Collins Distinguished Alumni Awards**

Sheila Nichols, who oversaw the 2017 LeRoy Collins Awards, reported that the awards events at the November AFC Annual Conference went smoothly. She indicated that 13 nominations were submitted, indicating that fewer than half of the colleges participated. The only category not submitted was for “Rising Star.”

In answer to the question of lowering the submission fee, Thomes explained that the $250 fee hasn’t changed in over a decade and that the commission is required to host it as a self-supporting event.

Nichols suggested that we may need to communicate more frequently to AFC membership and within the commission and to engage our college presidents and chapter presidents in the nomination process.

Thomes suggested everyone encourage counterparts within our Regions to spread the word.

**2018 Awards of Excellence Update**

Jonathan Cooks will coordinate the Awards of Excellence this summer.

First correspondence to AFC CMC members regarding the awards submissions will be distributed in June. Materials eligible for competition must have been created prior to July 31, 2018. Deadline for materials to arrive, in his hands, is Monday, Sept. 17. This is not the postmarked date.

Cooks covered a list of Judging Notes from last year and changes to categories were discussed. Paula Harris made the motion, Kim Scarboro seconded, to make the following changes to the AFC CMC Awards of Excellence judging procedures. The motion was carried by a unanimous vote.

* No more entries will be accepted on CD or DVD; rather, they must be digital file submissions or via links.
* Category numbers must appear on the entry forms.
* “Electronic” as a title will be changed to “digital.”
* Microsites will be judged separately (new category) from full-blown websites.

**Old Business**

 **Magnificent 12 Book Project Update**

Thomes indicated that, currently, the book is in the proofing state. The project will be completed by fall 2018, to be ready for the November AFC Annual Convention for Dr. Smith to sign copies. Proceeds will be split between the AFC Foundation and the Walter Smith Library. The cost of each book is still estimated to be approximately $25. The books will be soft cover and available for printing on demand through CreateSpace.com.

**Adjournment**

Meeting was adjourned at 10:45 a.m.