

Current Officers

Would you like to know more about the benefits of CCPRO membership? Feel free to contact any one of the current members on the Board of Directors, listed below.

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[www.ccprocalifornia.org](http://www.ccprocalifornia.org)



Welcome to CCPRO:



Grow, connect, and *succeed*  
in your profession as a  
member of the  
Community College  
Public Relations  
Organization  
(CCPRO)!

CCPRO has been leading, supporting and representing community college marketing and public relations professionals since the 1980s. Our members represent college districts from all over California with North, Central and South representatives for local-area coordination.

Membership includes Marketing Directors, Communications Directors, Public Information Officers, Graphic Designers, Foundation Directors, Webmasters, Writers, Social Media and Content Specialists, Outreach Coordinators and all positions that classically fall under the “Marketing umbrella” within California Community Colleges.

Activities

CCPRO is an active organization with an annual conference held in various locations throughout the state and

drive-in workshops planned as regional endeavors. The annual conference gives members the chance to attend timely workshops, learn current best practices, visit vendor booths, attend legislative updates and receive the latest market research. We are all about sharing! At the conference, CCPRO, in

conjunction with local area professionals, also receives, judges and gives “Pro Awards” for the best in design, execution, format, content, photography and writing in marketing, public relations and outreach materials. An individual member with outstanding service to the organization, his or her college, district and the community at large is also honored each year as the “All-Pro.” Students with a goal of entering public relations or a related field are also offered the chance to attend the conference and receive scholarships based upon the quality and publication





track record of their writing, as judged by a panel of experts.

Drive-in workshops are informally scheduled throughout the state and coordinated by regional representatives. Topics are varied and reflect the needs and interests of the members. These have included legislative updates, bond campaign strategies, digital photography, paper selection for stand-out publications, effective writing workshops and many



more. If a member has an idea about a topic they'd like to lead,

or one they'd like to know more about, just a simple call to their regional representative will get this started.

[www.ccprocalifornia.org](http://www.ccprocalifornia.org)



## Member Resources

There are other resources for members as well. The CCPRO website: [www.ccprocalifornia.org](http://www.ccprocalifornia.org) has a wealth of resources and information. One such resource is our quarterly

newsletter, with updates and reviews about recent events as well as words of wisdom from past All-Pros and the general membership. Then there is the CCPRO Facebook page, with humorous, interesting or cautionary posts nearly every day. Members tweet as well! To support the 'newbies' to the business of Community College Marketing and Public Relations, CCPRO offers a mentorship

program. As a member of CCPRO, you are never far from a cadre professional colleagues with a breadth and wealth of experiences who are all glad to help out.



## Liaison

CCPRO liaisons with other professional organizations, including the Association of California Community College Administrators (ACCCA), National College Marketing and Public Relations (NCMPR), the Community College League of California (CCLC), the California Community College Athletic Association (CCCAA) as well as the State Community College Chancellor's Office. CCPRO also

serves as an advocate for state initiatives that benefit community colleges and the students we serve.

## Membership

There are three options for becoming a member of CCPRO. Individual, Departmental, and Institutional.

Individual memberships are \$50.00 per year, Departmental (up to 4 people) are \$175 per year, and Institutional (up to 10 people) is \$300 per year. Join at the membership level that makes the most sense to you, your staff and your budget.

