

CCPRO Board of Directors

Agenda

August 17, 2017

12 p.m.-1 p.m.

1. Call to order Anne Krueger

Started about 12:05 p.m.

1. **Roll Call**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Position** | **College** | **Absent/Present** |
| Anne Krueger | President | Grossmont-Cuyamaca CCD | P |
| Karin Marriott | Vice President | Mt. San Jacinto College | P |
| Lauren Milbourne | Secretary | Cuesta College | A |
| Sheryl Herchenroeder | Treasurer | Chaffey College | A |
| Laura Gropen | Past President | Palomar College | A |
| Jeffrey Heyman | Communications | Peralta CCD | A |
| Kristen Hyuck | Membership | MiraCosta College | P |
| Tim Leong | Mentor Coordinator | Contra Costa CCD | P |
| Lillian Leopold | Region: Southern | Southwestern College | P |
| Miya Walker | Region: Los Angeles | Cerritos College | A |
| James Meier | Region: Inland Empire | College of the Desert | P |
| Coni Chavez | Region: Central | Yosemite College | A |
| Megan Rodriguez | Region: Bay Area | Canada College | A |
| Peter Griggs | Region: Northern | Shasta College | P |
| Jan Bernstein-Chargin | CCPRO Awards Chair | Gavilan College | A |

**CONSENT AGENDA**

1. Approval of June & July 2017 minutes Lauren Milbourne

**NOTE:** No quorum to approve the minutes.

1. Treasurer’s report Sheryl Herchenroeder

**NOTE:** No Treasurer’s report was given

**ACTION/DISCUSSION ITEMS**

1. Professional development update Tim Leong

Tim Leong will put out a survey to the PIO list serv. His group is working on a list of courses to help people to achieve master public information officer/marketing/PR level.

1. Website update Jeff Heyman

Jeff has been asked to come up with a plan on what updates the website needs and how to keep content current.

1. Membership drive Kristen Hyuck

Kristen will send out reminders to PIOs who have not joined CCPRO once she gets an updated membership list.

1. Writing scholarship Anne Krueger

CCPRO offers $1,000 scholarships to students who get something published in local media about their college. The scholarships were included in the CCPRO bylaws to help qualify as a 501 (3) (c) nonprofit. Anne expressed concern about encouraging students to go to the media without working with their college PIO. She suggested a review of the scholarship application to consider other options, such as students writing a press release or creating a video.

Lillian Leopold and Coni Chavez volunteered to review the scholarship application, with help from Tim if needed.

1. Conference update Karin Marriott
   1. CCPRO is considering inviting all of the 30 former All PRO honorees to the 2018 conference as part of the 30th anniversary celebration. The group discussed whether to offer the honorees free registration or include a free night at the conference hotel. Discussion also ensued about what role the honorees would play at the conference, such as a panel discussion about why CCPRO was created. It was expected that 10-15 retired honorees might attend, based on initial interest when contacting them.

The topic will be discussed at the September board meeting with an analysis of the cost to the organization of having the honorees attend.

* 1. Conference theme

Karin proposed a conference theme of “Pearls of Wisdom,” in recognition that pearl is the gift for a 30th anniversary. A previous suggestion had been “Capitalizing on Communications Success.”

The six people on the call agreed on Pearls of Wisdom. Because there was no quorum for the meeting, it was agreed to have an email vote.

* 1. Graphic artist

Karin: Need one. Paid $1,200 last year.

1. Volunteer opportunities Anne Krueger
   1. Conference program (Meier)
   2. Conference gifts (Donna Hoffman)
   3. PROmoter Award
   4. Writing scholarship (Chavez)
   5. All PRO honorees
2. CCPRO-hosted event at CCLC meeting Anne Krueger

Giselle Nunez at Chabot-Las Positas is looking to host us.

1. Online CCPRO Awards update Karin Marriott

Looking at a final vendor; more of an update at the next meeting.

1. Next meeting date

September 21, 2017

The meeting concluded at 1:09 pm.