**CCPRO Board of Directors Minutes – June 2017**

**July 20, 2017, 12:00 p.m. – 1:00 p.m.**

1. **Call to Order**

A. Krueger called the meeting to order at 12:08 p.m.

1. **Roll Call**

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| --- | --- | --- | --- |
| **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 | P |
| Sheryl Herchenroeder | Treasurer  | Chaffey College | A |
| Laura Gropen | Past President | Palomar College  | A |
| Jeffrey Heyman | Communications | Peralta CCD | P |
| 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 | P |
| James Meier | Region: Inland Empire | College of the Desert | A |
| Coni Chavez | Region: Central | Yosemite College | P |
| Megan Rodriguez | Region: Bay Area | Canada College | A |
| Peter Griggs | Region: Northern | Shasta College | P |
| Jan Bernstein-Chargin | CCPRO Awards Chair | Gavilan College | A |

Guests: Alexander Boekelheide (Pasadena College), Gabe Ross (Los Rios CCD)

**CONSENT AGENDA**

1. **Approval of June 2017 Minutes**

The minutes from June 2017 were not approved due to lack of quorum at the start of the meeting; they will be agendized for approval at the August 2017 meeting.

1. **Treasurer’s Report**

No Treasurer’s Report was presented.

**ACTION/DISCUSSION ITEMS**

1. **CCPRO Mentoring Ad Hoc Committee**

T. Leong explained that as the CCPRO Mentor Coordinator, he has been exploring the idea of migrating from offering mentoring opportunities to professional development opportunities. Today he asked that the Board discuss:

1. surveying CCPRO members to gauge professional development desires
2. Lynda.com’s professional development offerings
3. strategies to engage All-PROs and retirees (who can provide professional development and/or mentorship value)

A. A short sample survey (created by G. Ross) was distributed to the Board members before the meeting. The purpose of the survey is to gather information in order to develop a professional development model. A discussion ensued, and the group liked the survey and agreed that it be sent to all PIOs (not just CCPRO members) in order to share the value of CCPRO membership. The group also discussed sending out a follow-up survey that delves deeper into topic areas.

B. A. Boekelheide presented a summary of courses available on the Professional Learning Network (PLN) for members to take advantage of (summary sent to Board members prior to meeting). The courses, provided by [Lynda.com](https://www.lynda.com/), are focused on marketing, public relations, government relations, and more. CCPRO could consider implementing a certification for members who complete trainings. T. Leong commented that the CCPRO site should have an area that includes resources from other colleges. This effort could then be duplicated on the PLN as a way to display the work of college marketing professionals, lending credibility to our work. Some agreed that such exposure would expand the visibility of what we do – concerns expressed included that doing so could detract from the value of being a CCPRO member and its exclusive access to the resources we offer.

At this time, the group agreed to move forward with looking into both the survey and Lynda.com.

C. The group discussed how CCPRO could utilize past All-PRO Award recipients and retirees. The upcoming conference will celebrate CCPRO’s 30th anniversary; it was suggested All-PROs and retirees be invited to help celebrate, and that they could be encouraged to volunteer to be matched with a CCPRO member seeking a mentor.

1. **Website Update**

Past meeting minutes will be uploaded to the new website. J. Heyman reported that updating the site would begin soon. The group was tasked with thinking about ways the site could be updated.

1. **Membership Drive**

A. Krueger reported that she emailed a second reminder re: CCPRO membership.

1. **Conference Update**
	1. **Hotel Visit**

The conference will take place April 11-13, 2017. A. Krueger reported that she is currently in Sacramento with T. Leong and others; they’ve visited the Holiday Inn, located right near Old Sacramento. They strongly endorsed the Holiday Inn for the conference site due to its convenient location to downtown, nice rooms, good conference space, and affordable cost. She will be visiting the Doubletree later in the afternoon. A. Krueger will request an e-vote on the recommended hotel. On Monday, 7/24, A. Krueger announced that the Board members voted in favor by email to hold the conference at the Holiday Inn Sacramento.

Yea votes:

A. Krueger

K. Marriott

S. Herchenroeder

L. Milbourne

L. Gropen

L. Leopold

M. Rodriguez

J. Meier

J. Heyman

C. Chavez

* 1. **Conference Theme**

At the last meeting, the tagline “30 Years of Capitalizing on Success” was suggested. A. Krueger asked if there are any new ideas; there were none. She asked the group to email theme ideas.

1. **Approval of CCPRO Regions**

Currently there are six CCPRO regions. Due to the location of some colleges, changes to the region they belong to are recommended in order to better align the regional membership to physical proximity.

A motion was made to approve the following changes to the regions (M/S/U – K. Marriott / M. Walker):

The Central Region will now include the following colleges (formerly of the Inland Region): Bakersfield, Cerro Coso, Porterville, and Taft.

The Inland Region will now include the following colleges (formerly of the Los Angeles Region): Antelope Valley, Citrus, and Mt. San Antonio.

Regional meetings have not yet been organized. K. Hyuck will request that each regional rep update their regional PIO contact lists and contact their constituents to organize some form of a meet-up. A master contact list will then be formed and shared with the Chancellor’s Office in order to ensure the all-PIO listserve is accurate.

1. **Update on Online CCPRO Awards**

K. Marriott reported that the subcommittee looking into online award vendors is moving forward; a demo with Better BNC was conducted and one with Judgify has been scheduled. A recommendation will be brought forward at the August meeting.

1. **Next Meeting Date**

August 17, 2017.

The meeting concluded at 1:00 pm.