



CCPRO Board of Directors
Meeting Minutes
Jan. 14, 2021

1) Call to order

K. Huyck

The meeting came to order at 8:33 a.m.

2) Roll Call

Name	Position	College	Absent/Present
Kristen Huyck	President	MiraCosta College	P
Peter Griggs	Vice President	Shasta College	P
Alex Breitler	Secretary	Delta College	P
Paul Bratulin	Treasurer	San Bernardino Valley College	A
Anne Krueger	Past President	Grossmont-Cuyamaca CCD	P
Cherie Colin	Membership	Skyline College	A
Lauren Milbourne	Communications	Allan Hancock College	A
Lillian Leopold	Region: Southern	Southwestern College	P
David Ysais	Region: Los Angeles	L.A. Trade Technical College	A
James Meier	Region: Inland Empire	Mt. San Jacinto CCD	P
Luz Reyes-Martin	Region: Central	Santa Barbara City College	P
VACANT	Region: Bay Area	N/A	N/A
Holly Dawson	Region: Northern	Napa Valley College	A
Eric Harnish	Mentor Coordinator	College of the Canyons	P

ACTION/DISCUSSION ITEMS

3) Approval of the December 2020 meeting minutes

A. Breitler

The December 2020 meeting minutes were approved (M/S/U L. Leopold/P. Griggs).

4) CCPRO Awards

J. Beresford

J. Beresford reported that awards submissions are off and running, with some activity already occurring. He is hopeful for a good response and will do some additional promotion to those who submitted awards in previous years. He is also working to recruit judges, including many of the same who participated last year. Judging will be Feb. 22-March 15.

A. Krueger inquired about the All-Pro Award and the PROMoter award. E. Harnish indicated he is willing to assist with these.

5) Membership update

P. Anning

P. Anning reported one college has joined in the past month, for a total of 97 members and 36 colleges or districts. With the conference free to members, and awards submissions coming up, P. Anning expects membership to increase.

K. Huyck said this is an opportunity for regional reps to reach out to neighboring districts and promote the free conference and discount on awards as benefits of membership

6) Marking and Communications

A save-the-date email has been sent. More communications are coming. K. Huyck has also been utilizing CCPRO's LinkedIn account to post about the conference, and asked Board members to invite their colleagues to also join the CCPRO Facebook group.

7) Conference

A. Krueger contacted last year's sponsors and the three main sponsors have all said they want to be platinum-level sponsors. She suggested opening up sponsors for other platinum levels as well. This means they would get a presentation and an opening or closing sessions.

K. Huyck said Cheryl Broom, previously of Interact, now of Graduate Communications, is proposing doing a survey of marketing and communication pros to get a benchmark of sizes of colleges and districts, how much money is spent and what tactics are used. The findings could be presented at the Conference. This information could help solidify or support college marketing budgets, or could help expand them. The survey would be done in exchange for a sponsorship level. K. Huyck will make the survey available to Board members for changes and revisions.

P. Griggs gave an update on potential conference keynote speakers. The Board had discussed three speakers, one for each Friday session. P. Griggs shared a list of names with the Board and asked for any additional suggestions. J. Meier asked if we need someone who can address diversity in marketing. P. Anning also suggested a student panel. K. Huyck suggested tying the student panel in with CCPRO communications student scholarships. Board members expressed support for that

idea. Board members discussed appropriate scholarship amounts; in the past, two \$1,000 scholarships have been awarded. L. Leopold is looking for the documents that we've sent out in the past.

8) Coordinator's report

P. Anning

P. Anning asked Board members to visit ccprotest.org to view the current draft website landing page redesign. The page includes carousels of college images and colleges logos. P. Anning asked for any ideas or suggestions.

The meeting concluded at 9:30 a.m.

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