AACC AFFILIATED ORGANIZATION ANNUAL REPORT

Under the guidelines established by the AACC Board of Directors, each AACC-affiliated organization is required to submit an annual report by August 15 of each year. The report should cover the period July 1, 2011-June 30, 2012, which is the Board Year. Please provide all information requested. Failure to submit a complete report by the due date may result in withdrawal of affiliation. Information about 2012-2013 activities will be used for postings on the AACC Web site. Reports are copied and given to the Board and Staff Contacts for each Council. Please submit this report via email as a Word document, for receipt at AACC by August 15, 2012, to Delinda Frazier, Events & Technology Specialist & COAC Liaison, at dfrazier@aacc.nche.edu

You may mail a copy of your current brochure or updated materials under separate cover to Delinda Frazier at: AACC, One Dupont Circle, Suite 410, Washington, DC 20036

General Information

Affiliated Organization Name: National Council for Marketing & Public Relations

Year for which report is submitted: July 1, 2011-June 30, 2012

Person submitting report: Becky Olson

Organization position: Executive Director

Professional title (please write out):

Complete Address: PO Box 336039

City: Greeley State: CO Zip: 80633

Phone: 970-330-0771 Fax: 970-330-0769

Email: bolson@ncmpr.org

Organization website address: www.ncmpr.org

Year Organization was founded: 1974
**Membership Information**

1. Current number of members: 1,578 members from 575 institutions

2. Month/Year when newly elected officers assume positions: March 2012

3. Length of officers’ terms: 1 to 2 years

   Please include the following:
   Roster of officers for 2011-2012 (Attachment 1)
   Roster of officers for 2012-2013 (if known) (Attachment 2)

**2013 Convention Information**

A. 2013 AACC Convention meeting/forum space contact:

   Name of person handling paperwork: Becky Olson
   
   Title: Executive Director
   
   College/Institution: NCMPR (National Council for Marketing & Public Relations)
   
   Address: PO Box 336039
   
   City: Greeley  
   State: CO  
   Zip: 80633
   
   Phone: 970-330-0771  
   Fax: 970-330-0769
   
   Email address: bolson@ncmpr.org
B. Please list the name of the person from your organization who will read and review proposals for the 2013 AACC Annual Convention. Readers will receive materials in October 2012.

Name: Sally Chapman Cameron

Title: Vice President, College Communications

College/Institution: Bristol Community College

Address: 777 Elsbree St.

City: Fall River State: MA Zip: 02720-7307

Phone: 508-678-2811, ext. 2174 Fax: 508-730-3262

Email address: sally.cameron@bristolcc.edu

Future Meeting Dates

AACC will post your Organization’s meeting dates on the AACC website Event Calendar and link the listing to your organization’s website. Please provide us with information on the meetings you wish posted.

Annual Meetings:

A. Meeting Name: NCMPR 39th Annual National Conference

Dates: March 10-13, 2013

Start and End Times (if applicable): Sunday, March 10 at 1 p.m.;
Wednesday, March 13 at 11:30 a.m.

City/State: Chicago, IL Hotel/Other: Fairmont Chicago Millennium Park

Theme: Superheroes in the Second City

Description: Annual professional development conference for community college communicators, featuring general sessions, breakouts and roundtable discussions on the latest trends in two-year college marketing and PR

Post on AACC Web site: Yes

If yes, please provide link: www.ncmpr.org/conferences

Revised June 6, 2012
B. Meeting Name: NCMPR 40th Annual National Conference

Dates: March 6-9, 2014

Start and End Times (if applicable): Thursday, March 6 at 1 p.m.;
Sunday, March 9 at 11:30 a.m.

City/State: New Orleans, LA Hotel/Other: The Westin New Orleans Canal Place

Theme: TBD

Description: Annual professional development conference for community college communicators, featuring general sessions, breakouts and roundtable discussions on the latest trends in two-year college marketing and PR

Post on AACC Web site: Yes

If yes, please provide link: www.ncmpr.org/conference

C. Meeting Name: NCMPR 41st Annual National Conference

Dates: TBD

Start and End Times (if applicable): TBD

City/State: Portland, OR Hotel/Other: TBD

Theme: TBD

Description: Annual professional development conference for community college communicators, featuring general sessions, breakouts and roundtable discussions on the latest trends in two-year college marketing and PR

Post on AACC Web site: Yes

If yes, please provide link: www.ncmpr.org/conference
Leadership Programs

AACC is interested in partnering with the Councils on various leadership programs. Please list the title, date, and location of leadership programs your council will host between June 2012-June 2013.

NCMPR does not generally schedule programs focusing solely on leadership, but does routinely incorporate leadership development in its national and district conference programming.

Publications

Please list the publications that your organization produces.

- COUNSEL – quarterly news magazine
- e-News – a monthly online newsletter
- Invitation to Join – membership campaign brochure
- Paragon “Call for Entries” brochure
- National conference registration brochure
- National conference program

Statement of Affiliated Organization’s Purpose and Goals

Please include a statement of the overall purpose and goals of this Council/Organization. The guidelines for affiliation require that a Council’s bylaws support the purposes and objectives of AACC.

The National Council for Marketing & Public Relations is a professional organization for individuals involved in marketing, communications, public relations and enrollment management at community and technical colleges. NCMPR provides professional development opportunities, advocates on behalf of the profession and the institutions it serves, and recognizes professional excellence.
Program Activities
July 1, 2011-June 30, 2012

Please tell us about pertinent Council/Organization Activities, including annual and regional meetings, seminars and workshops; information on new and on-going publications; and any other information that may be of interest to your colleagues and the AACC. This information will be photocopied and shared with all AACC Councils, and Board and Staff Contacts.

In 2011-12, NCMPR completed the following activities:

- recognized excellence in communications and community college service through several award programs, including the Paragon Awards, Pacesetter and Communicator of the Year awards and the D. Richard Petrizzo Career Service Award.

- promoted the professional development of its members through national and regional conferences. The 38th annual NCMPR national conference was held March 11-14, 2012, at the Fairmont San Francisco, CA. Six NCMPR districts held regional conferences in the fall of 2011.

- held Summer Institute 2012 on July 12 and 13, focusing on "Do It Write." Forty-six community college marketing professionals attended the one-and-a-half-day workshop.

- hosted seven webinars on the topics of: “Crafting a Social Media Policy That Works,” “Building Microsoft Word Design Templates,” “Online Resources for Graphic Designers,” “Social Media for Small Shops,” “Measuring Marketing Effectiveness,” “QR Codes: Go Beyond Black and White” and “Getting the Most From Direct Mail.” Webinars are designed to provide low-cost professional development opportunities that don’t require travel.

- sent representatives from NCMPR to present workshops at the AACC national conference.

- placed emphasis on communicating regularly with its members by producing several publications, including a quarterly news magazine, Counsel. NCMPR also maintained its own website (www.ncmpr.org) featuring information about member services; conference and workshop schedules; awards and entry deadlines; and a “members-only” section containing past issues of Counsel and district and national conference handouts.

- expanded online services on the NCMPR website and increased social networking opportunities. In addition to an NCMPR blog and district and national Facebook pages, NCMPR has national and regional Twitter accounts and a LinkedIn account. NCMPR also sponsors a PR Listserv that provides a forum for discussion on current issues in two-year college marketing and PR.

Revised June 6, 2012
• maintained its commitment to promote the professional growth and development of its members. As part of this commitment, the organization awarded scholarships to new and seasoned professionals so they could attend the national conference or their own district conferences.

Program Activities
July 1, 2012-June 30, 2013

Please tell us about pertinent future Council/Organization Activities, including annual and regional meetings, seminars and workshops; information on new and on-going publications; and any other information that may be of interest to your colleagues and the AACC. This information will be photocopied and shared with all AACC Councils, and Board and Staff Contacts.

In 2012-13, NCMPR will conduct the following activities:

• continue to recognize excellence in communications and community college service through several award programs, including the Paragon Awards, Pacesetter and Communicator of the Year awards, the President’s Award and the D. Richard Petrizzo Career Service Award.

• promote the professional development of its members through national and regional conferences. The 39th annual NCMPR national conference will be held March 10-13, 2013, at the Fairmont Chicago, IL. Six of the seven NCMPR districts will hold regional conferences in the fall of 2012.

• offer Summer Institute 2013, focusing on current trends and exemplary practices in community college marketing and PR.

• offer eight webinars as another means to promote the professional development of its members. Webinars are designed to provide a low-cost, convenient learning option that doesn’t require travel.

• conduct workshops at the AACC national conference.

• strive to communicate regularly with its members through Counsel, e-News, other publications, the website, e-mail broadcasts and other appropriate communication channels.

• continue to expand and enhance online services on the NCMPR website.

• continue to expand and enhance e-communications with members.
 award scholarships to new and seasoned professionals so they may attend a national or district conference.

 evaluate and, where feasible, expand member services.

 establish more leadership development programs.

 maintain its commitment to advocate for critical higher education issues.

 begin planning for the 40th annual NCMPR national conference, which will be held March 6-9, 2014, at the Westin New Orleans Canal Place, LA.

Please complete your report by remitting via email or mail the following information:

• a copy of your audit report and/or balance sheet for the period July 1, 2011- June 30, 2012 (Attachment 3)

• Your organization’s constitution or by-laws, if there have been changes. No changes.

• Other supporting information that you wish to send (brochures, publications, etc…)

Please send these additional materials to Delinda Frazier at dfrazier@aacc.nche.edu or mail these materials to the following address:

Delinda Frazier
re: Annual Report
American Assn of Community Colleges
One Dupont Circle NW #410
Washington, DC 20036

All materials are due to AACC by **August 15, 2012**
**2011-12 NCMPR Board of Directors**

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2012-13 NCMPR Board of Directors

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