See you
in Austin
June 7-9
TACCM
2015

TACCM

Texas Association of Community College Marketers

Our Mission

The Texas Association of Community College Marketers (TACCM) is a statewide consortium of marketing and public relations professionals for public community and technical colleges in Texas.

The organization serves as a clearinghouse for information, promotes public community and technical colleges in Texas, and serves in an advisory capacity to other statewide organizations.

Welcome,

On behalf of the Board of Directors of the Texas Association of Community College Marketers (TACCM), welcome to the organization that is dedicated to serving the needs of marketing and public relations professionals for public community and technical colleges in Texas.

Since its formation in 2012-13, TACCM has already offered two well-attended conferences and grown to over 150 members representing 48 public community and technical colleges across the state.

Whether you are joining for the first time, renew-ing your membership, or thinking about joining, we are pleased that you are interested in being a part of this statewide consortium. In fact, our goal is to have representation from each public community and technical college in Texas.

Please take a moment to browse through this Welcome Packet to learn more about the consortium and how you can benefit from being a member of TACCM.

TACCM President
Darin Kazmir
Victoria College

Our Purpose

As a statewide consortium of marketing and public relations professionals for public community and technical colleges in Texas, TACCM will:

★ Establish a **statewide network** of marketing and public relations professionals and form cooperative partnerships **to promote public community and technical colleges in Texas.**

★ Develop, coordinate, and implement strategic marketing and communication plans to **address statewide initiatives** impacting public community and technical colleges in Texas.

★ Collaborate with other statewide organizations (THECB, TACC, etc.) to **develop consistent messages and provide counsel** relating to the advancement of public community and technical colleges in Texas.

Who should be a member?

Anyone who serves in a marketing, public relations, or recruiting role for a public community or technical college in Texas would benefit from a TACCM membership.

★ Provide **professional development opportunities that are relevant** to marketing and public relations professionals for public community and technical colleges **in Texas.**

★ **Sustain the TEXASgenuine brand and statewide CTE initiative** funded through the Texas Higher Education Coordinating Board with Discretionary Leadership funds received from the Carl D. Perkins Career and Technical Education Improvement Act of 2006.

Resources

Legislative Updates

TACC Monday Morning Messages are posted weekly at TACCM.org to help keep you up to date on important legislative issues and information.

Professional Development

TACCM provides professional development opportunities through webinars, regional meetings, and our annual conference.

Networking

Members can benefit from opportunities to network with their colleagues from thoughout the state at the annual TACCM Conference and regional events as well as online via Facebook and Twitter.

Regional Support

Networking through regional cohorts offers a great access to regional information and resources. Contact your Regional Director for more information on connecting with your regional TACCM members.

Career and Technical Education

TEXAS GENUINE ™

Victoria College awarded Perkins grant for **TEXASgenuine** initiative

Victoria College has been awarded a Perkins State Leadership grant for 2014-15 to sustain the statewide **TEXASgenuine** initiative in collaboration with TACCM.

TEXASgenuine.org, created as part of the statewide CTE initiative, is a free resource that career and college advisors are using to showcase the value of CTE programs and to help students explore their career options. Additionally, educators can complete the site's free MPOWER Texas e-course to learn more about the need for, value of, and availability of CTE pathways in Texas.

The website includes a splash page for each public community and technical college in Texas. If you have any questions or would like to make sure your college's content is up-to-date, please contact Jennifer Aries, **TEXASgenuine** Content/Communications Manager, at Jennifer@25comm.com or (925) 784-0574.

TACCM listserv Our members are our most valuable resource.

We encourage you to use the listserv to share information, ask questions and get advice.

Simply send an email to TACCM@listserv.brazosport.edu

Your message will go to all our TACCM listserv subscriber members. Don't worry about missing anyone. Our list is updated monthly to make sure all new members have been added.

Get Connected Stay Informed

with TACCM

Facebook:
TACCM

Twitter:
@TACCMarketers

Instagram:
TACCMarketers
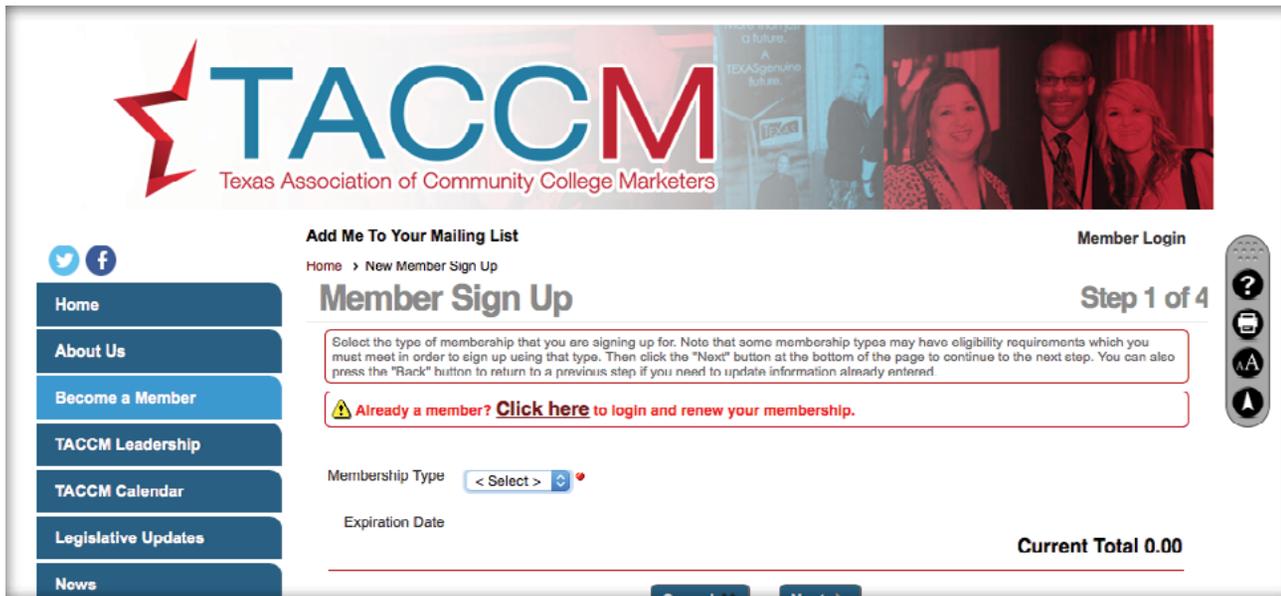
Get to know TACCM.org.

TACCM.org serves as TACCM's public website as well as the organization's members-only portal. The website features a membership directory, event calendar, and online event registration system.

Membership Directory

TACCM's online membership directory allows members to locate and contact other members. This feature is only available to members, so your personal information is only made available to other TACCM members. The membership directory displays "business cards," including each member's name, email address, phone numbers, and a photo (if provided).

How to Update Your Member Profile

You can update your Member Profile, which includes your personal information, member preferences, biography, and a photo. To access your Member Profile:

1. Click the MEMBER LOGIN link near the top of the screen and log in using your username and password.

2. Hover over your name and select PROFILE from the drop-down menu.

3. Update your BIOGRAPHY so that other members can get to know you better.

4. Upload a photo so that other members can put a face to your name. Click BROWSE, select the JPEG or GIF file from your computer, AND then click UPLOAD PHOTO. (We recommend that the photo be no more than 80x80 pixels.)

5. Click SAVE.

Events

Resources

Contacts
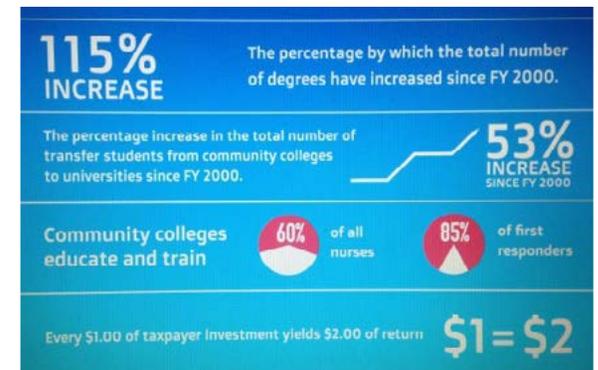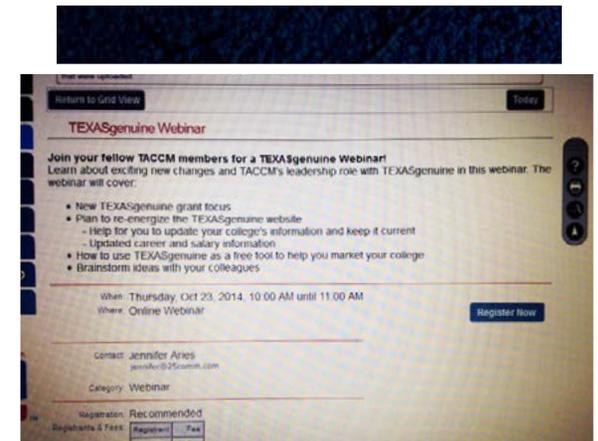
Regional Break Down

Central Texas
Austin Community College
Blinn College
Central Texas College
Hill College
McLennan Community College
Navarro College
Temple College
Texas State Technical College in Waco

East Texas
Angelina College
Kilgore College
Northeast Texas Community College
Panola College
Paris Junior College
Texarkana College
Texas State Technical College in Marshall
Trinity Valley Community College
Tyler Junior College

North Texas
Cisco College
Collin County Community College District
Dallas County Community College District
Grayson College
North Central Texas College
Ranger College
Tarrant County College District
Vernon College
Weatherford College

Southeast Texas
Alvin Community College
Brazosport College
College of the Mainland
Galveston College

Houston Community College
Lamar State College
Lee College
Lone Star Community College District
San Jacinto College
Wharton County Junior College

South Texas
Alamo Community College District
Coastal Bend College
Del Mar College
Laredo Community College
South Texas College
Southwest Texas Junior College
Texas Southmost College
Texas State Technical College in Harlingen
Victoria College

West Texas
Amarillo College
Clarendon College
El Paso Community College
Frank Phillips College
Howard College
Midland College
Odessa College
South Plains College
Texas State Technical College in West Texas
Western Texas College

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Institutional Memberships

This membership type allows your college to pay one flat rate ($350) for an unlimited amount of members for your institution. You can also use Perkins Basic funding from your campus to pay for this membership type. NOTE: A college must apply for a separate institutional membership if it is a campus with a separate president and a separate name.

Follow these directions to add members to an Institutional Membership:

How to Add or Remove Members to/from Your Institutional Membership

If you are the primary member for an Institutional Membership, you can add, remove, or edit organizational members. Once you have added members, they will be able to log in separately and edit their own profiles.

1. Click the MEMBER LOGIN link near the top of the screen and log in using your username and password.

2. Hover over your name and select PROFILE from the drop-down menu.

3. On the PROFILE page, in the PERSONAL INFO block, select ADDITONAL MEMBERS IN YOUR ACCOUNT.

4. Choose ADD to add organizational members and input basic information for the member being added.

5. Click SAVE.

6. Repeat until all colleagues are entered. (You can also EDIT or REMOVE organizational members.)

7. Click DONE.

Executive Committee

Directors

Jan Osburn
Mentor Director
Texas State Technical College

Shelle Cassell
Membership Director
Grayson College

Kyle Smith
Web & Social Media Director
Brazosport College

Teri Crawford
Legislative Director
San Jacinto College

Vacant
Public Relations Director
Temple College

Regional Directors

Ann Hatch
North Texas
Dallas County Community College
District

Clif-Ann Paris
Central Texas
McLennan Community College

Maria Aguirre
West Texas
Texas State Technical College

Jed Young
Southeast Texas
Lone Star College

Lynda Lopez
South Texas
Texas State Technical College

Jodi Weber
East Texas
Northeast Texas Community College

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Victoria College

Vice President
Melinda Eddleman
Del Mar College

Secretary
Tisha Sternadel
Victoria College

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Lisa Wilhelmi
McLennan Community College

Past President
Lynn Goswick
Alvin Community College