**National Certified Public Manager® Consortium**

**Marketing/Website Goal Team Report**

**2018 Annual Meeting**

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| **Marketing/Website Goal Team**: Jan Sims, Champion Members**:** Ben Green (FL), Howard Balanoff (TX), Terri Callahan (KS), \*Ann Cotten (MD), Mary Hamilton (NE), Shondra Houseworth (MS), Jana Huffaker (ID), \*Hector Zelaya (AZ), Patty Morgan (ADMIN) |
| **Priorities for 2017-2018:**1. Provide a webinar for NCPMC (and potentially AACPM) members
2. NCPMC Facebook page
3. NCPMC store for purchasing branded products
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| **Progress on Identified projects:*** The inaugural webinar was held as part of the virtual mid-year meeting via WebEx on May 8, 2018; Mr. Haldane Davies, USVI CPM, presented on “Strategic Doing and the Baldrige Excellence Framework”.
* Patty Morgan is overseeing the NCPMC Facebook page; we have 127 likes and 128 followers
* Patty Morgan established a store prototype; the Governance Committee is establishing a policy before the store can go live.
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| **Plans for next 6 months (including timelines):**1. Offer a webinar with the next virtual mid-year meeting in 20192. Develop semi-annual communications to CPM programs regarding NCPMC Facebook page and store (once the store is live) 3. Collaborate with AACPM where applicable |
| **Resources requested or assistance/support needed from Administrator (If applicable):**No monetary resources requested; support from Administrator needed for Facebook page and store. |