**National Certified Public Manager® Consortium**

**Marketing/Website Goal Team Report**

**2018 Annual Meeting**

|  |
| --- |
| **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 |
| **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. |

|  |
| --- |
| **Plans for next 6 months (including timelines):**  1. Offer a webinar with the next virtual mid-year meeting in 2019  2. 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. |