



## MEMBERSHIP- PR HIGHER EDUCUATION 2015 ANNUAL REPORT

1. Certificates and thank you letters were sent to the 2014 conference participants. We included information about the 2015 convention.
2. A call for proposals was sent out in the spring, and I assisted the Higher Ed. Committee Chair in getting the word out to the Illinois higher education community.
3. A database of Communication and Theatre faculty contacts at Illinois community colleges, four-year colleges and universities is being compiled with the goal of increasing the membership and getting the ICTA name in front of more people in higher education across the state. My flash drive crashed in the spring, and I have been working to recreate a list of contacts.
4. Representatives from several higher ed. textbook companies were contacted about sponsoring the conference. I received fewer positive responses this year – some representatives mentioned tighter budgets and less flexibility to attend smaller conferences.
5. The following sponsors provided support for the 2015 conference: Cengage, McGraw-Hill, Pearson, and SpeechWire. Sponsorship totals to date amount to almost \$1,000.00. Also, two textbook companies plan to set up tables at the conference.
6. Email invitations were personally sent to community college contacts across Illinois inviting them to attend the 2015 convention.
7. A conference session feedback form was developed for 2014 as a way to assess participant reaction to conference sessions and to aid in planning next year's conference. We received some very good feedback and are planning to use the feedback form again for the 2015 conference.
8. Amanda and I revised a previous membership survey and plan to use it at the 2015 conference to ask about attendee preferences and interests and to aid in planning for the future. The survey is a googleforms document and will be sent through email, facebook and twitter.
9. The New Member form, Mentor form, and Conference Highlights form was updated for the conference. Amanda and I worked to plan for the 2015 New Members Orientation sessions.

10. ICTA postcards were created and printed to promote the organization and will be given out at the 2015 conference along with two ceramic mugs with the ICTA logo that can be given as door prizes.

Respectfully Submitted,

Julie Weishar, Membership-PR Co-Chair