



COLLEGE of  
CENTRAL  
FLORIDA

*–an equal opportunity college–*

**CF Resources Fair**  
**Aug. 12, 2020**

Kim Sellers – Association of Florida Colleges, CF Chapter  
[sellersk@cf.edu](mailto:sellersk@cf.edu), ext. 1266

Vanessa Scott – Appleton Museum of Art  
[scottv@cf.edu](mailto:scottv@cf.edu), ext. 1834

Cara Bennett – Career and Professional Employees Council  
[bennettc@cf.edu](mailto:bennettc@cf.edu), ext. 1447

Rena Robinson – College Park Elementary School Partnership  
[robinsor@cf.edu](mailto:robinsor@cf.edu), ext. 1915

Henri Benlolo – Counseling  
[benlolo@cf.edu](mailto:benlolo@cf.edu), ext. 1430

Traci Mason – CF Foundation  
[masont@cf.edu](mailto:masont@cf.edu), ext. 1436

Ron Kielty – Information Technology  
[kieltyr@cf.edu](mailto:kieltyr@cf.edu), ext. 1561

Teresa Faust – Library  
[faustt@cf.edu](mailto:faustt@cf.edu), ext. 1399

Tina Banner – Marketing and Public Relations  
[bannert@cf.edu](mailto:bannert@cf.edu), ext. 1556

Karla Wilson – MEGA Monday  
[wilsonkb@cf.edu](mailto:wilsonkb@cf.edu), ext. 1363

Marjorie McGee – Student Life  
[mcgeem@cf.edu](mailto:mcgeem@cf.edu), ext. 1578

Marco Gomez – CAMPUS USA  
Please contact Traci Mason, [masont@cf.edu](mailto:masont@cf.edu), ext. 1436

# Testimonials



"The AFC has helped me grow and become more visible as a leader and mentor among my colleagues, and to the most important people we serve, our students. My involvement with the AFC has provided a valuable networking platform to share great

leadership, innovativeness, empowerment, and lasting friendships. The AFC has challenged me to navigate both professionally and personally toward my own future and make my mission possible."

– Dr. Brenda Rante, Indian River State College

"My journey and steadfast membership with the Association of Florida Colleges has taken me places I thought only existed on my vision board. After joining the organization in 2013, I have been able to learn more about Florida's 28,



lead with purpose, serve effortlessly, and proudly support fellow institutions for the greater good of all students. Being a member of AFC, I feel a part of a broader community that is united together by a legacy of service, commitment, action and advocacy. I encourage everyone within the Florida College System to join, stay the course and get involved. We are AFC!"

– Daniella Pierre, Miami Dade College

# Membership

**Individual Membership** is open to any full-time college employee or employee of the Division of Florida Colleges.

**Adjunct Faculty Membership** is open to any person employed less than full-time in an instructional position at any college.

**Part-time Employee Membership** is open to anyone employed less than fulltime in any position at a college or the Division of Florida Colleges.

**Retiree Membership** is open to any person who has retired from a Florida college or the Division of Florida Colleges.

**Life Membership** is available to individuals employed fulltime and retired members.

# Member Benefits

Visit <http://www.myafchome.org/myafcmembershipresources> for a complete list of the many benefits including opportunities and scholarships for professional development, health insurance for part-time employees and retirees, special offers to popular theme parks and entertainment attractions nationwide and discounts for rental cars, and among others.

# Member Meetings and Professional Development

- Local Chapter Meetings
- Annual Commission Conferences
- Regional Meetings
- AFC Legislative Days
- AFC Conference on Teaching and Learning
- AFC Campus Safety Symposium
- AFC Annual Meeting and Conference



*AFC Chapter of the Year: Indian River State College*

# March to 10,000 members of the Association of Florida Colleges.

The Association of Florida Colleges, Inc. is the professional association of Florida's 28 public member institutions of the Florida College System, their boards, employees, retirees and associates, and the employees of the Division of Florida Colleges. The mission of the Association is to actively promote, represent and support members and institutions as they provide their students and the citizens of Florida with a world-class college system.



**Matthew White**  
2020 AFC President

Join Now!

Visit our website at [www.myafchome.org](http://www.myafchome.org)

Join Now!

# What's in it for me?

## Advocacy

The AFC is your voice in the Florida Legislature. You directly benefit from the advocacy efforts of the association where it matters most at the state level.

## Networking

Provides opportunities to connect with colleagues performing like work at your college and around the state.

## Professional Development

Develop skills in leadership, public speaking, teamwork and interpersonal relationships. As an AFC member you may be eligible to participate in the **Certified College Professional Program**.

## Access

Obtain inside information on issues and programs that affect higher education, the state college system, and you.

## Service

Get involved with other AFC members helping others through local and statewide service projects.

## Education

Attend workshops and conferences to learn new work-related skills and knowledge. Become eligible for discounts via AFC partnership scholarships and grants to continue your education.

## Collegiality

Develop lifelong friendships with other members who have similar interests and goals.

# Commissions

**Commissions bring together college employees with similar job responsibilities to enhance their professional skills and knowledge and to network, share, and recognize exemplary practices with colleagues from around the state.**

**Administration:** Represents the interests of administrative and business affairs staff.

**Campus Safety:** Provides a collaborative community in which all 28 state colleges in Florida can learn from each other's safety and security needs, situations, practices, policies, and procedures.

**Career and Professional Employees:** Promotes professional growth and networking among the career and professional (non-administrative, non-faculty) employees.

**Communications and Marketing:** Promotes professional growth and development among communications and marketing staff members.

**Equity, Diversity and Inclusion:** Provides leadership, counsel, and networking for professional development on EA/EO matters.

**Facilities:** Promotes the interests and issues of college facilities planning and institutional services.

**Faculty:** Promotes professional services and solutions on matters relating to faculty.

**Healthcare Education:** Promotes professional development, and recognition of best practices in all areas of healthcare education.

**Institutional Effectiveness, Planning, and Professional Development:** Improves institutional effectiveness, planning and research.

**Learning Resources:** Represents the interests of Learning Resources personnel.

**Student Development:** Involves members of the Student Affairs offices in carrying out the goals and objectives of the student personnel philosophy.

**Technology:** Represents the interests of Florida's college personnel in technology related activities or issues. The Technology Commission strives to enhance student learning, improve institutional effectiveness and promote effective participation in all aspects of technology management, planning, information sharing, eLearning and innovation.

**Trustees:** Promotes the role and education of Florida college trustees.

**Workforce, Adult and Continuing Education:** Promotes the interest of Workforce Adult and Continuing Education personnel.



Marjorie McGee  
AFC Past President

Visit our website at [www.myafchome.org](http://www.myafchome.org)

# Chapters

Broward College  
Chipola College  
College of Central Florida  
College of the Florida Keys  
Daytona State College  
Eastern Florida State College  
Florida Gateway College  
Florida SouthWestern State College  
Florida State College at Jacksonville  
Gulf Coast State College  
Hillsborough Community College  
Indian River State College  
Lake-Sumter State College  
Miami Dade College  
North Florida College  
Northwest Florida State College  
Palm Beach State College  
Pasco-Hernando State College  
Pensacola State College  
Polk State College  
St. Johns River State College  
St. Petersburg College  
Santa Fe College  
Seminole State College of Florida  
South Florida State College  
State College of Florida, Manatee ~ Sarasota  
Tallahassee Community College  
Valencia College



**THE ASSOCIATION OF FLORIDA COLLEGES CHANGES DUES STRUCTURE: Go Ahead and Buy That Latte Every Friday!**

Tallahassee – Beginning July 1, 2020 all **new** regular members pay only \$50 annually to join the Association of Florida Colleges.

**Do you pay less than \$50 annually now?** No worries – all current regular members in good standing can continue to pay the rate they have been paying *forever*. Lapsed regular members who wish to rejoin shall not be entitled to retain their regular member dues rate paid prior to July 1, 2020. Annual dues for adjunct faculty and part-time employees are \$25 per year.

**So how does this work?** All regular members in good standing on July 1, 2020 who are paying a dues rate above \$50 may elect to lower their rate at their next renewal period, or by adjusting their payroll deduction at their college. It's that easy!

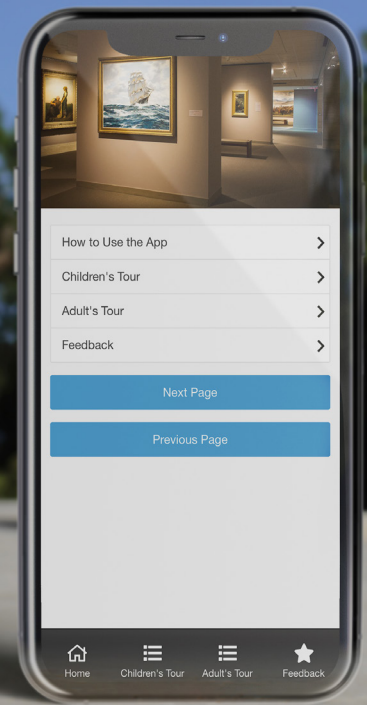
**But wait – there's more!** Effective July 1, 2020 AFC chapters will be reimbursed \$1.50 for each regular member and \$0.75 for each adjunct or part-time member in good standing. (Sorry – no reimbursement for retired members.) Reimbursement checks will be distributed in July of each year beginning July 1, 2020.

###



# EXPLORE THE COLLECTION FROM YOUR MOBILE DEVICE

Download the free Appleton mobile app to learn more about our collection no matter your location! Tours and activities available for children and adults.



## ART PROJECTS



### TEACHING TUESDAYS

Visit our website, YouTube [Teaching Tuesday playlist](#) or [Facebook](#) page each Tuesday at 10 a.m. for a brand new art project as part of our Teaching Tuesday series. Projects are perfect for children ages 7-12, or younger children with the help of an adult, and can be done using basic art supplies.

## ART VIDEOS



### ART MINUTES

Join Patricia Tomlinson, Curator of Exhibitions at the Appleton, in this weekly video series that takes a closer look at art and objects from our collection. Videos can be found on our website, [YouTube Art Minutes](#) playlist or [Facebook](#) page.

## PUZZLES



### VIRTUAL JIGSAW PUZZLES

We've created a variety of virtual puzzles featuring works of art from our permanent collection. Number of pieces vary from easy to more difficult so there's something for everyone!

College of Central Florida  
**APPLETON** Art  
MUSEUM of

**Museum, Appleton Store and Artspace Hours:**  
Temporarily closed; please check website for updates.  
4333 E. Silver Springs Blvd. | [AppletonMuseum.org](#)





# What is CPEC?

CPEC is a Governance Committee whose goals are:

1. to improve communication and work relations among career and professional employees, faculty and administration of the College of Central Florida;
2. to improve working conditions for all career and professional employees;
3. to encourage adoption and retention of a fair and equitable schedule of compensation for all career and professional employees;
4. to advise the President on matters of college improvement; and
5. to encourage professional growth for all career and professional employees.
6. CPEC will also support the vision and mission of the College of Central Florida.

The Career and Professional Employees Council (CPEC for short) functions as a representative council for the Career and Professional employees at CF. It exists by Board Policy (see below).

*Board Policy 6.29:*

*The career and professional employees of the College shall constitute an organization known as the Career and Professional Employees Council, whose purpose shall be to advise the President on matters of College improvement.*

*Membership shall be open to any full-time or permanent part-time career and professional employees of any campus of the College of Central Florida.*

*The organization shall operate under and in accordance with the Bylaws developed by the organization and approved by the College President. Rules and procedures adopted by the District Board of Trustees shall be observed in all of the Council's activities.*

## Let's work together to make CF better!

The questions, comments, concerns, and ideas sent to CPEC for discussion with the President should be the sort that will be for the betterment of CF and the career and professional employees as a whole, or as a group within the whole if it is something that impacts a number of employees. In the past, CPEC has made recommendations on the Tobacco Free Campus designation and on sharing funds with part-timers when one-time bonuses are given.

Questions that can be answered by the College's Policy manual or via discussions with an individual's supervisor should be handled at that level. CPEC will assist on a case-by-case basis with issues that have failed to be resolved and may need to be taken to Administration.

For more info go to:

<https://inside.cf.edu/departments/cpec/index.htm>

# Counseling Services for CF Students

The CF Counseling Department understands that, at times, it can be difficult to cope with the demands of college life or society as a whole. That is why we offer free mental health counseling for CF students to help face challenges

such as:

- Anxiety
- Bullying
- Depression
- Domestic Violence
- Eating Disorders
- Grief
- LGBTQ Issues
- Motivation
- Post-Traumatic Stress Disorder
- Procrastination
- Relationship Issues
- Self-Esteem
- Substance Abuse
- Suicidal Thoughts
- Time Management



Our support and services include:

- One-on-one free counseling sessions
- Therapy support groups
- Encouragement to discuss your emotions and experiences
- Exploration of the mind-body connection
- Community involvement, where you can improve your mental health by gaining knowledge

**To learn more, contact CF Counseling:**

**352-854-2322, ext. 1760, 1286 or 1540**

**ballardm@cf.edu, proctorr@cf.edu**

**or benloloh@cf.edu.**

**CF.edu/Assistance**

**Schedule your appointment today.**



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**CF.edu | 352-873-5800**



## The CF Library in Canvas

Reference Desk | Email: [library@cf.edu](mailto:library@cf.edu) / Call: 352-854-2322 x1345

The Library created a Canvas guide for College of Central Florida educators that introduces library resources and services, and provides information and instruction on how to integrate the Library and research support into your course.

Below is a summary of what is included. If you would like to be added to this shell, please email the Library ([library@cf.edu](mailto:library@cf.edu)) or Faithe Ruiz ([ruizf@cf.edu](mailto:ruizf@cf.edu)). Take care!

### Library Resources for Your Canvas Course

- Create Course Navigation Links to Library Resources
- Add a Library Resources Page to Your Course
- Request a Subject or Course Guide
- Create Reading Lists with Curriculum Builder
- Embed Streaming Video
- Add a Librarian to Your Course

### Library Services

- Research and Reference Help
- Library Instruction, on Campus and via Zoom
- Reciprocal Borrowing and Interlibrary Loan (ILL)
- Place an Item on Reserve in the Library
- Suggest Materials for the Collection
- Citation Help, APA & MLA Resources
- Copyright Compliance, Fair Use Fundamentals, Copyright-friendly Sources
- OER, Creative Commons, licensing your work, Finding OER

### Library Primer

- Remote Access: Logging in/Your account
- Searching the Catalog
- Databases
- PrepSTEP
- Search Techniques and Tips
- Plugging into Google Scholar





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# Marketing and Public Relations at the College of Central Florida

—an equal opportunity college—

## Marketing and Public Relations

Ewers Century Center,  
Room 102

### Lois Brauckmuller

Director of Marketing, Public  
and Community Relations  
brauckmuller@cf.edu  
Ext. 1374

### Tina Banner

Manager of Marketing  
and Public Relations  
bannert@cf.edu  
Ext. 1565

### Susan Bensch

Marketing and Public Relations  
Specialist  
benschs@cf.edu  
Ext. 1372

### Rachel Cote

Manager, Web Communications  
and New Media  
coter@cf.edu  
Ext. 1373

### Berry Davis

Audiovisual  
Specialist/Videographer  
davisb@cf.edu  
Ext. 1328

### Sarah Eshleman

Graphic Design, Web and  
Public Relations Coordinator  
Eshlemas@cf.edu  
Ext. 1536

[www.CF.edu](http://www.CF.edu)

[www.CF.edu/MPR](http://www.CF.edu/MPR)

[www.CF.edu/MPRservices](http://www.CF.edu/MPRservices)

The role of the Marketing and Public Relations Department at CF is to help shape and appropriately convey the college's image to both internal and external stakeholders. While the office focuses on the big picture, it is the individual projects that contribute to the overall image of the college.

The office provides marketing and public relations services, as needed, for all CF campuses, centers, departments and entities. Whether you want to promote a student performance or print T-shirts for a college event, Marketing and Public Relations should be your first stop.

### Request for Services

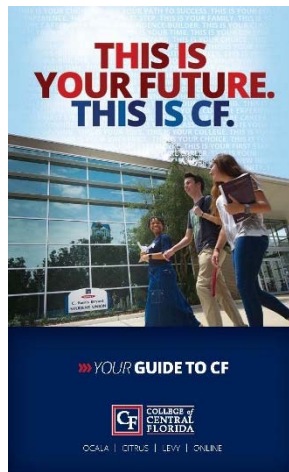
Marketing and Public Relations accepts requests for services via an online form, which is available at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

### Advertising

The office creates and coordinates placement of all college advertising, including newspaper and magazine, digital, radio and other media to support enrollment and promote college events in all communities. The college has negotiated special rates to ensure the best use of college funds.

### Brand & Style Guide

The CF Brand & Style Guide provides information to facilitate clear and consistent messaging, which is ultimately a reflection on our role as a learning institution. It includes a summary of Associated Press style (the basis for CF style guidelines), basic design principles, quick reference for addresses, and



much more. The guide is available on the Marketing page at [Inside.cf.edu](http://Inside.cf.edu). In addition to the Associated Press Stylebook, the office recommends Merriam-Webster dictionary.

### Communications Center

The Communications Center, located in the lobby of the Ewers Century Center, responds to inquiries for information received via telephone, website, and in person. The center also updates information for the plasma screen monitors in the Ewers Century Center.

### Community Relations

Marketing and Public Relations assists with outreach and community events, including receptions, award programs, community initiatives, etc.

### Insider Employee Newsletter

CFInsider.org is the college's employee news blog. News items include upcoming

events, Patriot Café menus, employee kudos and notes from the monthly CF District Board of Trustees meetings.

### Media Relations

The office serves as the news bureau for the college, creating and distributing news releases about college events and accomplishments, as well as handling media inquiries. Requests for the office to create a news release should be submitted at least one month prior to the event or immediately following the presentation of an award or honor. The CF Brand & Style Guide contains a section on working with the media.

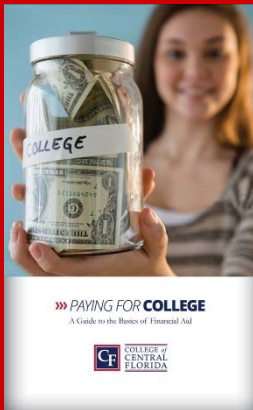
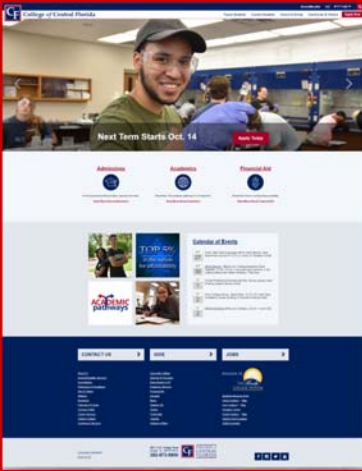
**The president or a designee serves as spokesperson for the college.** It is



## Communications Center

**Shena Grant**  
Communications Center  
Specialist  
grants@cf.edu  
Ext. 1587

**Jolene Smith**  
Communications Center  
Assistant  
Ext. 1208



important for college employees to contact Lois Brauckmuller or Tina Banner if they are contacted directly by the media. In the event of a campus emergency, the office coordinates college communications.

### Proofreading

All printed materials created for nonclassroom use (flyers, posters, letters for mass mailing, etc.) should be submitted to marketing for proofreading. Follow these easy steps to ensure that your documents are processed and ready for you in a timely manner.

- Provide your document to your department head for approval.
- Submit your document at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).
- Marketing and Public Relations will proof the document according to college style standards and return to you with indicated changes or corrections and a stamp bearing the reviewer's initials.
- Submit your revised documents, along with the stamped version, for printing to [printshop@cf.edu](mailto:printshop@cf.edu).
- Request for reprints of recently approved documents (less than three months) may be sent with approved-stamped version to [printshop@cf.edu](mailto:printshop@cf.edu) as long as no changes have been made since the previous printing.

If you are new to the college, it is suggested that you consult with the marketing office before starting a project. Personalized instruction is available on preferred formats, current taglines, etc., to help you get started.

### Publications

The office produces promotional and informational materials including the annual report, CF Fact Book, postcards, viewbooks, financial aid guide, academic program brochures, bookmarks, event flyers, and a series of more than 90 rack-style cards for academic programs. Email [pr@cf.edu](mailto:pr@cf.edu) for a rack card order form. Connection, the college's award-winning newsmagazine, is published twice a year to share the most recent college events. Current and recent issues are available on the website: search for CF Connection.

### Resources

Marketing and Public Relations has a number of resources available for download at <https://inside.cf.edu/departments/marketing/>. Resources include logos, branded PowerPoint and flyer templates, forms, email signature, and digital letterhead.

### Social Media

Marketing manages the college's official social media. You may request that information of collegewide interest be posted on [Facebook.com/CF.edu](https://www.facebook.com/CF.edu), [Instagram@CFPatriots](https://www.instagram.com/CFPatriots), [Twitter@CFedu](https://twitter.com/CFedu), or [Snapchat@CFPatriots](https://www.snapchat.com/add/CFPatriots).

### Website

CF.edu is the college's primary marketing tool. Marketing maintains the site with input from content managers throughout the college and support from Information Technology.

### Workshops

Marketing and Public Relations holds workshops on website content management, creating flyers and related topics. Customized workshops are also available for your group or department.

### Additional Marketing Services

- Creation and modification of college forms, with focus on standardization and usability.
- Creation of business cards and name badges.
- Loan of display items for promotional events: display boards, tablecloths, podium banners, etc.
- Coordination of the electronic sign on College Road.
- Loan of six-seater golf cart.

**For questions or concerns about Marketing and Public Relations at CF, contact Lois Brauckmuller at ext. 1374 or 325-873-5845.**

# Stay Informed with Student Life



**@cfstudentlife**



**@cfstudentlife**



**@cfpatriots**

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CF staff members are encouraged to participate in programs offered by the Corporate College, and may request to use their CF fee waiver to pay for classes.

We have partnered with the Ocala/Marion County Chamber and Economic Partnership to offer Remote Worker and Remote Leader virtual classes at no charge to participants. These will be offered several times throughout the Fall.

***Remote Worker: How to Effectively Transition to a Remote Work Environment***

*This two-part webinar provides participants with the tools they need to successfully transition to working remotely. This program is perfect for anyone who is working away from their regular worksite. Topics covered include exploring your technology toolbox, creating a safe and secure work environment, cybersecurity, remote work agreement, managing work and home boundaries and routines, and effective remote communication and collaboration between co-workers. Each webinar is 1.5 hours.*

***Remote Leadership: Successfully Managing Your Remote Team***

*This two-hour webinar is designed for managers at all levels who may be new to either remote working or to their roles within a remote organization. Remote leadership has special challenges and requires unique skills. Topics covered include exploring solutions to common leadership challenges while working from home, how to create an inclusive work-from-home culture, and how to establish rules of engagement to keep your remote team productive. Also, how to transition to a results-oriented view of productivity, the importance of good policy, and the Remote Worker Agreement. This program is intended to build on the concepts covered in the Remote Worker training course, so it is suggested, but not required, that the Remote Worker training course be taken before the Remote Leadership training course.*

For any of our programs or classes, including ed2go, contact Loren Carr or Lucy Torman at 352-873-5855 or [corporatecollege@cf.edu](mailto:corporatecollege@cf.edu).

PROUD Partner of



# CONVENIENT CHECKING

## Plenty of Perks!

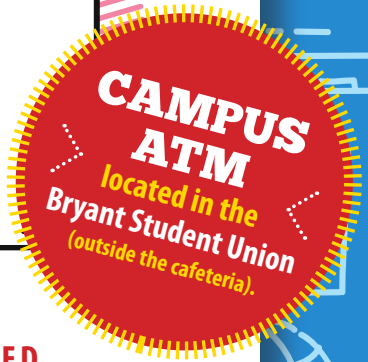
**1** **\$150 Cash Bonus<sup>1</sup>**  
when you open a **FREE Checking Account<sup>2</sup>**

**2** **No monthly fee**  
No minimum balance requirement<sup>2</sup>

**3** **Instant-issue debit cards**  
Receive same day – at convenient service centers



**4** **FREE CAMPUS and Publix Presto! ATMs**



**5** **CAMPUS Online and Mobile Banking and Mobile Deposit**

CAMPUS IS THE PREFERRED FINANCIAL INSTITUTION OF CF



Membership is open to students, faculty and staff of the College of Central Florida and all residents of Marion County!<sup>3</sup>

📞 Call **237-9060** and press 5 🚗 Visit any **CAMPUS Service Center**

➡️ Open an account online at **[campuscu.com](http://campuscu.com)**!

Use promo code: **CF150**

1. Credit approval required and initial \$50 opening deposit required. Offer is for new checking accounts only. Offer subject to change without notice. Member must elect to receive eDocuments and establish Direct Deposit of at least \$200 per month. If the requirements are met and the account remains open after 90 days, the \$150 bonus will be made available to the member. \$150 is considered interest and will be reported on IRS Form 1099-INT. 2. Credit approval and initial \$50 opening deposit required. Member must elect to receive eDocuments. 3. Credit approval and initial deposit of \$5 is required. Federally insured by the NCUA.

Visit **[campuscu.com](http://campuscu.com)** for a complete list of our convenient locations!