

Community College Public Relations Organization
All-PRO Award Committee
Sue Bozman, Chair
sue.bozman@canyons.edu



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FOR INFORMATION CALL:
Sue Bozman, 661-362-3415

Peter Anning Named All-PRO for 2009

SANTA BARBARA--California's Community College Public Relations Organization (CCPRO) named Peter Anning, Director of Marketing, Public Relations and Graphic Design Services at Mission College, as the All-PRO award winner for 2009, on April 15, during the organization's 2010 annual conference in Santa Barbara.

CCPRO is a professional development and service organization for public relations and marketing professionals in the 112 colleges and 72 community college districts in California.

Each year, CCPRO confers the All-PRO award on one of its members, having initiated the award in 1989. Considered a career-culminating honor, it is given in recognition of the highest level of personal achievement and dedicated service to the honoree's college or district, to the California community college system and to the CCPRO organization.

Well known in his community, Anning has been coordinating marketing and public relations activities at Mission College in Santa Clara since 1993, and has held his current title and position since 2001. Mission College is one of two colleges in the West Valley Mission Community College District.

Harriett J. Robles, president of Mission College nominated Anning for the award saying that he "is literally everywhere, since his duties are vast . . . he serves in a very visible leadership capacity." Describing Anning's skills, she said, "He is competent, professional, creative, a team player, a problem solver and a visionary . . . He is an outstanding representative of the college."

Robles specifically praised Anning's work to provide a consistent public voice for the college, with a uniform image projected within all collateral materials. Putting his work into perspective, she said, "The college has had 24 presidents in its 30-year history, so the sense of institutional history and stability Peter can provide has been most critical."

Anning holds a bachelor's degree in liberal studies from San Jose State University and also a master's degree in education. He is responsible for all marketing, advertising, public and community relations for Mission College, and directs the design and publication of class schedules. He coordinates special events on and off campus, as well as producing press releases, photographs, press conferences, and managing communications during emergency and crisis situations.

CCPRO has recognized Anning's work during the past 17 years by honoring dozens of his projects with awards, including his radio and television advertisements, schedules of class publications and brochure designs.

On accepting the All-PRO award, Anning said he was deeply honored, and credited the CCPRO organization and its membership as having provided a support network of professionals that has helped him throughout his career. He will join other CCPRO All-PRO winners by becoming a mentor in a program to assist entry-level communications professionals in serving the California community college system.

The California community colleges enroll more than 2.9 million students each year.

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