

## GOLDEN CONNECTION

NCMPR's 2012 conference provides a golden opportunity to connect with some of the latest trends in community college marketing and PR. It's also a great way to make lasting connections with colleagues from across the country.

The 2012 conference takes place **March 11 to 14 in San Francisco** – the “City by the Bay” known for its spectacular sights and scenery and iconic attractions such as the Golden

# JOIN US!

# GO CONNECTION

**THANKS TO OUR CORPORATE SPONSOR** NCMPR is pleased to have Digital Architecture as a corporate sponsor for the 2012 national conference. **DIGITAL ARCHITECTURE** is the provider of a leading academic catalog management system (ACMS) – Acalog – which is the delivery platform for more than 1,000 college and university e-catalogs. In addition to robust administrative tools for catalog managers, the Acalog e-catalog portal includes powerful search and personalization features that reinforce brand, build relationships with prospective students, and help direct them to admissions for that “next step.” An effective e-catalog supports the critical imperative today to reduce reliance on printed catalogs, which saves money and time, improves services, and contributes significantly to environmental goals. The Acalog ACMS is not just some repurposed content management system – it's a best of breed solution, built from the ground up to meet the unique challenges and opportunities associated with managing academic information and presenting it in a useful and compelling format for the Web and mobile devices, for print, and other emerging media. And, entirely unique to the Acalog solution, is an enterprise edition that enables sharing of any catalog content across multiple branded institutions. Course information and degree plans – any catalog content – can be maintained in one location and made available in read-only format in any number of “aliased” catalogs, which may also contain unique content and styling.

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**acalog**<sup>™</sup>  
Academic Catalog Management

Gate Bridge and Alcatraz. Conference sessions span a broad range of topics on promoting two-year colleges – from marketing and recruitment to social networking, public relations, graphic design and much more.

Conference **headquarters** is the historic, turn-of-the-century Fairmont San Francisco. The hotel's location high atop **Nob Hill** offers panoramic views of the city and the bay. Its central location also offers convenient access – by foot

or by cable car – to a host of city attractions, including Chinatown, Fisherman's Wharf and Pier 39, Ghirardelli Square, Union Square, theaters, museums and so much more.

**Mark your calendar now** – and don't miss this opportunity to connect with colleagues during NCMPR's biggest professional development event of the year.



# KEYNOTE SPEAKERS

## **MIKE ROBBINS**

**Author, Speaker, Coach**, San Rafael, CA

Mike Robbins is the author of two best-selling books, "Focus on the Good Stuff" (Hardcover, Wiley) and "Be Yourself, Everyone Else is Already Taken" (Hardcover, Wiley), which have been translated into 12 different languages. As an expert in teamwork, emotional intelligence, and the power of appreciation and authenticity, Robbins delivers keynote addresses, leads customized seminars, and works one-on-one to empower people and organizations to work together effectively and be more successful. He has worked with top organizations such as Google, AT&T, Apple, Yahoo, Adobe, Stanford University, Wells Fargo, the San Francisco Giants, and many others. Prior to his speaking, writing and coaching career, Robbins was drafted by the New York Yankees out of high school but instead chose to play baseball at Stanford University, where as a standout pitcher he helped lead his team to the Pac-10 Conference Championship and an appearance in the College World Series. Robbins was drafted by the Kansas City Royals out of Stanford and played three seasons of professional baseball with the Royals before arm injuries ended his playing career at the age of 24. After that, Robbins worked in sales for two Internet startups. When the dot-com "bubble" burst in 2000 and he was laid off, Robbins decided to follow a deeper passion – empowering and inspiring people.

## **ANGELA SINICKAS**

**President**, Sinickas Communications, Lake Forest, CA

Angela Sinickas, ABC, IABC Fellow, is president of Sinickas Communications, Inc., an international consulting firm that helps organizations plan and measure successful communication. Her firm's clients include AOL, Amdocs (Israel), Verizon, World Bank, Barclays (UK), Genzyme (Belgium) and Novartis (Switzerland), among others. Before establishing her firm, Sinickas worked as a public information officer at the University of Illinois Medical Center; as manager of internal communication for the Chicago Tribune Company; as vice president of communication at Secomerica, Inc.; and as principal and senior communication consultant with William M. Mercer, Inc. She is the author of the manual, "How to Measure Your Communication Programs," and over 140 professional articles. She has conducted presentations in 28 countries and has earned 17 international communication awards.

## PROFESSIONAL DEVELOPMENT SCHOLARSHIPS AND GRANTS

NCMPR awards professional development scholarships and grants in the amount of \$400 each to help offset the expenses of attending the national conference. The scholarships are designated for new members who have never attended a national NCMPR conference and to seasoned professionals who would benefit from attending. The grants are designated for those employed at institutions with restricted travel budgets for the current year. The awards don't cover all conference costs, but they go a long way toward making attendance at a national conference possible. For details about eligibility guidelines and how to submit your application, go online to [www.ncmpr.org/scholarship-app](http://www.ncmpr.org/scholarship-app). The application deadline is Jan. 13, 2012. Submit yours today!

## CLIMATE

Overall, San Francisco enjoys an eternally spring-like climate. March, April and May are some of the most inviting months to visit San Francisco because they are characteristically cloudless and mild. Temperatures in March range from an average high of 61 to an average low of 49. It's suggested that you have a light jacket handy.

# ABOUT SAN FRANCISCO

## 10 THINGS NOT TO MISS in SAN FRANCISCO

Although San Francisco is "big" in terms of attractions, it is geographically small – only 49 square miles – so it's easy to see a variety of things in a short period of time. According to the San Francisco Travel Association, here are 10 things you won't want to miss.



**THE GOLDEN GATE BRIDGE**, the most famous bridge in the world, spans 1.7 miles. Approximately 120,000 automobiles drive across it every day; a pedestrian walkway also allows the crossing on foot, and bikes are allowed on the western side.

**CABLE CARS** have been transporting people around San Francisco since the late 19th century. Tickets may be purchased at the cable car turnarounds at the ends of each route. Each one-way ride provides spectacular views of the city's celebrated hills.

**ALCATRAZ**, the notorious former prison, is located on an island of the same name in the middle of San Francisco Bay. Some of the United States' most notorious criminals were incarcerated there, and although several tried, no inmate ever made a successful escape from "The Rock."

**FISHERMAN'S WHARF** is home to Pier 39, a festive waterfront marketplace. A community of California sea lions has taken up residence on the floats to the west of the pier, and from there it's a short walk to the famous crab vendors selling walk-away crab and shrimp cocktails.

**UNION SQUARE** is the place for serious shoppers, with major department stores and the most exclusive designer boutiques lining its surrounding streets. The Westfield San Francisco Shopping Centre houses the largest Bloomingdale's outside of New York and the second-largest Nordstrom in the U.S.

**NORTH BEACH**, the city's Italian quarter, is a neighborhood of European-style sidewalk cafes, restaurants and shops centered near Washington Square along Columbus and Grant avenues. Coit Tower atop Telegraph Hill offers a splendid vantage point for photos of the bridges and the Bay.

The **ENTRANCE TO CHINATOWN** at Grant Avenue and Bush Street is called the "Dragon's Gate." This city within a city – with exotic shops, renowned restaurants, food markets, temples and small museums – is best explored on foot.

**DINING** in San Francisco is an attraction in itself. Choose your cuisine – Chinese, Japanese, French, Italian, Spanish, Moroccan, Indian, Malaysian, Mexican, Greek, Russian or "fusion," a combination of any or all of these influences.

**NIGHTLIFE** in San Francisco is a constantly changing scene. The "hottest" clubs currently are in the South of Market and Mission districts, with live and recorded rock and Latin music. Jazz, blues, swing and "oldies" music can be found all over town.

**CULTURAL EXPERIENCES** abound. The San Francisco Museum of Modern Art, the Asian Art Museum, the de Young Museum, the Palace of the Legion of Honor and other museums and galleries are devoted to the finest of classical and contemporary arts. San Francisco is also home to the California Academy of Sciences – the only place on the planet with an aquarium, a planetarium, a natural history museum, and a four-story rain forest all under one roof.

For exhaustive lists of things to do while in San Francisco, visit [www.onlyinsanfrancisco.com](http://www.onlyinsanfrancisco.com).

## HOTEL ACCOMMODATIONS

### CONFERENCE HEADQUARTERS

The Fairmont San Francisco  
950 Mason Street  
San Francisco, CA 94108  
(415) 772-5000  
[www.fairmont.com/sanfrancisco](http://www.fairmont.com/sanfrancisco)

**ROOM RATE.** \$159 a night/single or double occupancy (plus applicable state and local taxes)

**RESERVATIONS.** To make your room reservation, call (800) 441-1414 or go online to <https://resweb.passkey.com/go/ncmpr>. Be sure to identify yourself as an NCMPR member.

**IMPORTANT! Reservation Cutoff Date: Feb. 17, 2012 (by 5 p.m.)** This guarantees the rate but not room availability, so make your reservation early! NCMPR has blocked a limited number of rooms at the special group rate of \$159. If NCMPR's room block sells out before Feb. 17, you may still be able to get a room, but the rate may be higher based on availability. If the hotel has no rooms available, you will have to reserve a room at another nearby property.

**HOTEL AMENITIES.** The Fairmont San Francisco offers numerous guest services, including: the Tonga Room & Hurricane Bar, which offers exotic Asian cuisine in a tropical rain forest setting; the Laurel Court Restaurant & Bar, featuring seasonal menus; Club One at Nob Hill, with state-of-the-art cardio and strength-training equipment; and wireless Internet access in guest rooms.

**NOTE:** For NCMPR conference attendees who are staying at the hotel, access to the fitness center and to wireless Internet in your guest room is FREE – but you need to enroll in the Fairmont President's Club in advance of your arrival. There is no cost to do this. To sign up for the President's Club, go online to <https://www.fairmont.com/fpc/FPCEnroll.htm>. It takes less than a minute!

Because NCMPR negotiated FREE Internet access in guest rooms, a Cyber Café will NOT be provided during this year's conference.

**HOTEL PARKING.** The hotel's parking garage is located on the corner of Powell and California streets. Parking for guests is \$52 per day, plus local taxes. Parking fees will NOT be waived.

## AIRPORT TRANSPORTATION

There are several shuttle services that provide ground transportation from the airport to the hotel, with fares ranging between \$15 and \$25 one way. Reservations may be made online:  
American Airporter Shuttle:  
[www.americanairporter.com](http://www.americanairporter.com)  
Lorrie's Airport Service: [www.sfovan.com](http://www.sfovan.com)  
SuperShuttle San Francisco: [www.supershuttle.com](http://www.supershuttle.com)

The Bay Area Rapid Transit also runs from the airport to downtown, with tickets averaging about \$10 one way ([www.bart.gov](http://www.bart.gov)). Cab fare typically runs about \$50 one way.

## ODDS & ENDS

### EXHIBITORS AND CORPORATE SPONSORS

Every year, NCMPR lines up representatives from marketing and advertising agencies and consulting companies to exhibit their products and services. If you'd like to participate as an exhibitor or corporate sponsor, contact Becky Olson, NCMPR executive director, at [bolson@ncmpr.org](mailto:bolson@ncmpr.org) or (970) 330-0771.

### LITERATURE EXCHANGE.

Bring or send samples of your best work to display and share with colleagues. If you send your materials in advance, ship them no earlier than three days before the conference begins. Be sure to indicate on the box that the items are for Literature Exchange. Address your package to:

**Your Name (or Individual Receiving Package)**  
c/o The Fairmont San Francisco  
Shipping and Receiving  
950 Mason Street  
Sacramento Street Loading Dock  
San Francisco, CA 94108  
Attn: Laura McClurg, Convention Services  
(415) 772-5349  
NCMPR National Conference  
March 11-14, 2012  
Onsite contact: Becky Olson  
Literature Exchange

**DRESS CODE.** The suggested attire for all conference events, except for the Paragon Awards, is business casual. For the Paragons, business or evening attire is requested.



## CONFERENCE FEES

	PAID ON OR BEFORE FEB. 10, 2012	PAID AFTER FEB. 10, 2012
<b>Conference Registration</b> NCMPR Member (includes Paragon Awards)	\$550	\$600
<b>Pre-Conference Intensive</b> (NOT included in conference registration fee)		
SOCIAL MEDIA 101	\$75	\$90
CREATING POWERFUL TEAMS	\$75	\$90
<b>One-Day Conference</b>		
SUNDAY/MONDAY (includes Sunday opening keynote and reception and Monday's sessions and awards luncheon)	\$275	\$300
TUESDAY/WEDNESDAY (includes sessions on Tuesday and Wednesday mornings and Tuesday night Paragon Awards dinner)	\$275	\$300

**NOTES:** Registration fees include all conference materials and admission to all conference events as listed on the program. Conference registrants are responsible for their own lodging and transportation.

FOR NONMEMBERS, you must join NCMPR first. Go online to [www.ncmpr.org](http://www.ncmpr.org) and click on "Join NCMPR." The cost for an individual membership is \$225.

All questions regarding the 2012 conference should be directed to Becky Olson, (970) 330-0771. For guest registration information or if you have special dietary requirements, call Debbie Halsey at (505) 828-4996.

## CONFERENCE REGISTRATION

To register and pay for the conference, go online to [www.ncmpr.org/conference-reg](http://www.ncmpr.org/conference-reg).

**PAYMENT** may be made by check or credit card. (No refunds will be granted.)

IF PAYING BY CHECK, complete the registration and payment form online. An invoice will be emailed to you. Submit the invoice to your business office for processing. Personal checks are accepted; purchase orders and billing requests are not accepted.

IF PAYING BY CREDIT CARD, complete the registration and payment form online. A confirmation receipt will be emailed to you.



## NEED TO JOIN NCMPR?

If you would like to join NCMPR or need to renew your membership, go online for complete details at [www.ncmpr.org](http://www.ncmpr.org) or contact Becky Olson, NCMPR executive director, at (970) 330-0771 or [bolson@ncmpr.org](mailto:bolson@ncmpr.org).



# 2012 NCMPR CONFERENCE PROGRAM (TENTATIVE)

## SUNDAY, MARCH 11

### NOON TO 2 P.M. CONFERENCE REGISTRATION

### 1 TO 4 P.M. PRE-CONFERENCE INTENSIVES

#### SOCIAL MEDIA 101:

#### HOW NOT TO BE A SOCIAL MEDIA “NOOB”

Social media has now become a standard communication channel for all industries, including higher education. Whether you're new to the game or having trouble keeping up, this overview of the current state of the “socialsphere” will focus on strategies and tactics that will outlast the flavor-of-the-month platform, be it Facebook, Foursquare or Google+. (Note: The fee is \$75, in addition to the regular conference registration fee.)

*Derek DeVries, Communications Technology Manager, Grand Rapids Community College, MI*

#### CREATING POWERFUL TEAMS

This interactive workshop is designed to empower participants to know themselves better so they can better understand their teammates. Using Erik Erikson's stages of adult development, participants will: note their own internal dialog as it relates to how they respond to others in various situations; look at the difference between temperament and personality; and explore the inner stages of development and how they play out in every new situation. The overall objective is to help participants arrive at greater self-awareness, which leads to improved team coherence and the ability to get jobs completed in a timely and cost-effective fashion. (Note: The fee is \$75, in addition to the regular conference registration fee.)

*Suzann Robins, Owner, Inner Visions and Rainbow Resources, CO*

### 4 TO 6 P.M. CONFERENCE REGISTRATION

### 5 TO 6 P.M. NEWCOMERS “MEET AND GREET”

This informal gathering for first-time conference goers and those new to NCMPR offers an opportunity to meet colleagues and new friends to connect with for the duration of the conference – and beyond.

### 6 TO 7:15 P.M. WELCOME

#### RECOGNITION OF PROFESSIONAL DEVELOPMENT

#### SCHOLARSHIP RECIPIENTS

#### OPENING KEYNOTE

#### OPENING KEYNOTE:

#### THE POWER OF APPRECIATION

##### Mike Robbins

##### Author, Speaker, Coach

Appreciation is one of the most powerful, yet overlooked, aspects of successfully motivating and empowering people and teams. When individuals and organizations put more attention on what IS working, instead of focusing on “problems,” they thrive. In this keynote presentation, author and coach Mike Robbins illustrates exactly how appreciation improves morale; enhances productivity; creates a positive environment and winning mindsets; helps people effectively deal with adversity or overcome obstacles; and provides the tools and techniques needed to motivate self and others.

### 7:30 TO 9 P.M. PRESIDENT'S RECEPTION

## MONDAY, MARCH 12

### 7:15 TO 8 A.M. CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST

### 8 TO 9:15 A.M. CONCURRENT BREAKOUT SESSIONS

(choose one)

#### MAKING SOCIAL MEDIA MAGIC

Most colleges today have Facebook pages and Twitter accounts, but have they really figured out how to make social media magic? This session provides a fresh perspective on how to successfully incorporate social media into your college's marketing mix. It highlights easily applied strategies to increase enrollment, find new audiences, build your brand and maximize the potential of the most amazing communication platform since the invention of the television. Most importantly, it gives tips on how to work as a team without adding hours to your overall workload.

*Renee Summers, Marketing Manager, and Russell Thomas, Director of Marketing and Communications, Keyano College, Canada*

#### EDITING FOR THE WEB

Writing for online consumption is very different than writing for printed publications. For starters, you have much less time to grab someone's attention and, often, fewer words to do it in. This presentation focuses on writing Web content that is easy to navigate and likely to get read. Topics include: crafting good headlines; drawing readers in with the first two sentences of an article; using subheads and hyperlinks to make articles interactive and easy to read; and cutting down large documents for easier online viewing.

*Katie Schrank, Communications Officer, The Michener Institute for Applied Health Sciences, Canada*

#### HAVE A NICE CONFLICT

While unresolved or poorly managed conflict is costly to an organization, well-managed conflict can have positive results. This lively and interactive session offers creative ways to address the interpersonal conflicts we face each day. Based on the research of pioneering psychologist, Dr. Elias H. Porter, this relational approach to conflict consistently leads to better results, stronger relationships, and a reinforced sense of self-worth for all involved. This session

is particularly suited to organizational leaders and managers who want to improve relationships and manage conflict for greater productivity in the workplace.

*Michael Patterson, Vice President for Business Development, Personal Strengths USA, CA*

#### REINVENTING YOUR VISUAL IDENTITY AND BRAND

A proposed logo change at MiraCosta College quickly evolved into passionate campus debates about the college's brand and a nearly two-year-long process to redefine its visual identity. This session will take you from the RFP process to campus buy-in and implementation, including how to capture the “feel” of your college and then sell the change to those on and off campus. Discussion also includes an interesting byproduct of the sometimes painful process – a shift in the way the college views and works with the marketing and communications department.

*Cheryl Broom, Director of Marketing and Communication, MiraCosta College, CA*

#### THE BP OIL SPILL: LESSONS LEARNED

When British Petroleum's massive oil spill occurred, reputation management became critical to preserving the Gulf Coast's \$90 billion tourism industry. This crisis communications case study features firsthand accounts and analysis about the catastrophe and the response, including the role of social media and research in the campaign. It will examine the efforts to regain the public trust amid one of the worst crises in U.S. history. The presenter led the Louisiana Office of Tourism's response to the BP oil spill, and his team counseled other clients regarding the spill.

*John Deveney, ABC, APR, PRSA Fellow, President, Deveney Communication, LA*

### 9:30 TO 10:45 A.M. CONCURRENT BREAKOUT SESSIONS

(choose one)

#### REBRANDING: FROM BRAND PROMISE TO BUSINESS CARDS

With the ever-changing and increasingly competitive landscape in the world of higher education, developing a successful and values-driven brand has never been more important. Late in 2009, Langara College embarked on a rebranding journey that grew out of a new strategic plan. This presentation provides an overview of the entire process from initiation to brand launch. It will highlight the successes, failures, pitfalls and problems encountered along the way and provide a critical review 16 months after the brand launch.

*Dr. David Ross, President and CEO, and Ian Humphreys, Associate Vice President for Student Development and Marketing, Langara College, Canada*

#### STREAMLINING WEBSITE MANAGEMENT

This session explores strategies for decentralizing website development and management to save time, save money, reduce staff workload and increase ownership of Web content among a wide array of stakeholders. Topics include: open-source solutions for content management; team approaches to development; the role of a robust communication plan;

and how to overcome common obstacles in website development and maintenance.

*Sarah McMaster, Assistant Director of New Media, and Robin Duncan, Vice President of Marketing and Communications, Mount Wachusett Community College, MA*

#### BUILDING A COMMUNICATION STRATEGY FOR RETENTION

While most college retention efforts are coordinated by student and academic affairs offices, there is one aspect in which college public relations professionals should be included – communication. This session examines ways to build a cross-functional, multi-office campus retention communication strategy including: creating a virtual community of conversation with students; communicating retention messages through a number of different channels; responding to student needs and questions; making parents partners in the effort; and creating a timeline-based communication plan from first contact with students through graduation.

*Eric Melcher, Coordinator of Communications and Public Relations, and Tami Wallace, Director of Public Relations, Volunteer State Community College, TN*

#### EVERYTHING YOU NEED TO KNOW ABOUT BRAND MANAGEMENT

We all know the culprits – we can find them wherever a computer sits with some sort of “design” program. So how does a marketing office keep brand management manageable? This session discusses how to implement, manage and maintain your college's visual brand. Topics include: choosing and using color, typography and images; implementing guidelines; allowing associates to have an “independent” viewpoint; and keeping the brand cohesive.

*Jill Carrico, Publications Specialist, Bristol Community College, MA*

#### THE SAN FRANCISCO 49ERS: IMPACTING KIDS ON AND OFF THE FIELD

This session examines the wildly successful community programming sponsored by the San Francisco 49ers, who have been recognized as one of the most outstanding sports philanthropy organizations in the United States. In 2010, nearly 90 percent of 49ers players gave 450 hours of community service in 48 community events. These events – including memorabilia donation programs, “Tickets for Youth,” gameday drives, awareness campaigns for issues such as breast cancer and youth football programs – touched the lives of hundreds of thousands of youth in the Bay Area. In addition, the 49ers Foundation in 2010 hosted charitable fundraisers and provided \$1.8 million in grants to local nonprofit organizations that support the foundation's mission of keeping kids “Safe, on Track, and in School.”

*Joanne Pasternack, Director of Community Relations and the 49ers Foundation, CA*

### 11 A.M. TO 12:30 P.M. AWARDS LUNCHEON

(Pacesetter, Communicator, Petrizzo and President's Awards)

## 12:45 TO 3:15 P.M. ROUNDTABLES

Roundtables are 30-minute, small-group discussions that give presenters time to hit the highlights and participants a chance to share their own ideas, all in a more informal setting. There's time to attend four.

### 1 THE HIGHER EDUCATION OPPORTUNITY ACT AND ITS IMPACT ON MARKETING

Reviews federal regulations within the Higher Education Opportunity Act that have an impact on the everyday work of community college marketing and public relations practitioners.

*Richard Pokrass, Director for Communications and Public Relations, Middle States Commission on Higher Education, PA*

### 2 GETTING CREATIVE IN TOUGH TIMES

Shares five key concepts to keeping marketing at the forefront of your institution's decision-making process, even amid budget cuts. Covers online marketing, the use of social media, cost-saving measures, involving others, and thinking outside the box to do more with less.

*Nancilee Burzachechi, Vice President for Institutional Advancement and External Relations, and Tanya Sander-Marks, Executive Director of Marketing and Communications, Community College of Allegheny County, PA*

### 3 CELEBRATING ON A SHOESTRING

Provides a case study of Fresno City College's centennial celebration and shows how to create, plan and implement a milestone anniversary or special celebration on your campus – all while maximizing limited resources.

*Cris Bremer, Director of Marketing and Communications, Michael Guerra, Vice President for Administration, and Sean Henderson, Director of Student Activities, Fresno City College, CA*

### 4 "SPEED SOCIAL MEDIA": 15 SOLUTIONS IN 30 MINUTES

Offers tools, tips and tricks for managing social media expectations with limited time and resources.

*Scott Crow, Public Information Officer, Folsom Lake College, and Amber Chiang, Director of Marketing and Public Relations, Bakersfield College, CA*

### 5 OUTSOURCING: SELECTING SUITABLE PARTNERS

Focuses on what to look for when selecting outside agencies or freelancers, with emphasis on doing the right research and matching outside talent with your internal goals and objectives.

*Mark Parfitt, Director of Marketing and Community Relations, SUNY Adirondack, NY*

### 6 CHANGING YOUR NAME WHEN EVERYBODY KNOWS IT

Chronicles how Palm Beach State College, with virtually 100 percent name recognition, proceeded with a name change when bachelor-degree programs were added to its curriculum. Details the research-based approach that was used and the lessons learned during the process of repositioning the college's brand in the community.

*Grace Truman, Director of College Relations and Marketing, Palm Beach State College, FL*

### 7 HOSTING OVERNIGHT CAMPUS VISITS TO RECRUIT STUDENTS

Discusses how Snow College, a small residential college in Utah, each year hosts some 700 prospective students from throughout the state and Intermountain West for an overnight campus visit with impressive results – on average, nearly 90 percent of those attending "Snow Blast" end up as students.

*Greg Dart, Director of Admissions and Communications, Snow College, UT*

### 8 DIGITAL SIGN SOLUTIONS

Examines one digital sign system, "Retriever," which is being used at North Central State College, and discusses its benefits, including versatility, the ability to support multiple users, the ability to make updates quickly and easily, and cost-effectiveness.

*Keith Stoner, Director of Marketing and Creative Services, North Central State College, and David Damron, Owner/President, DRM Productions, OH*

### 9 CREATING VIDEOS IN-HOUSE

Explains how Laramie County Community College switched from outsourcing to in-house video production to cut costs and improve overall efficiency and effectiveness.

*Josh Thein, Promotions and Video Production Specialist, and Lisa Murphy, Public Relations Director, Laramie County Community College, WY*

### 10 WHAT TO EXPECT WHEN YOU'RE EXPECTING A MASCOT

Covers the basics of creating and successfully introducing a mascot, based on the experiences of Central New Mexico Community College and the "birth" of Sol the Suncat.

*Miranda Evjen, Marketing Specialist, Central New Mexico Community College, NM*

### 11 FROM RESEARCH TO ROLLOUT: SUCCESSFULLY REBRANDING YOUR COLLEGE

Explores how Atlantic Cape Community College completed a two-year branding process that began with extensive research into how stakeholders viewed the college and ended with the rollout of a wide-reaching integrated marketing campaign.

*Kathleen Corbalis, Executive Director of College Relations, Atlantic Cape Community College, NJ, and Kathi Swanson, Ph.D., President, CLARUS Corporation, NE*

### 12 IMPLEMENTING A SIMPLE FACEBOOK STRATEGY

Provides tools for implementing a simple Facebook strategy, including tips and tricks to engage students and strategies to gain institutional and administrative buy-in.

*Alexis Kerschner, Director of Marketing and Public Relations, Central New Mexico Community College, NM*

### 13 TEAM SPIRIT: WORKING TOGETHER TO CREATE A STUDENT-CENTERED ORIENTATION

Describes the "Smart Start Saturday" new-student orientation program at Fullerton College, which was started three years ago with low overhead and a sense of teamwork from faculty and staff, who donate their

time to the event, and local businesses, which donate food and beverages.

*Andrea Hanstein, Public Information Officer, and Stephanie Reyna, Campus Marketing and Outreach Assistant, Fullerton College, CA*

### 14 CONNECTING THE COMMUNITY IN COMMUNITY COLLEGE

Shows how Ozarks Technical Community College gives back to the community with a major annual event featuring free health screenings, product giveaways, free welding repairs, home energy efficiency tips, kids activities, fine arts activities, a car show and more – all done with faculty, staff and student volunteers and at very little cost to the college.

*Steve Koehler, Coordinator of Publications, Joel Doepker, Director of Communications and Marketing, and Hope Brooks-Lovan, Graphic Artist, Ozarks Technical Community College, MO*

### 15 REACHING KEY BUSINESS AND THOUGHT LEADERS TO TELL YOUR STORY

Chronicles how the Lone Star College System focused on reputation management first and student recruitment second in a new integrated marketing campaign – designed to reach key business and thought leaders – that included sponsorships with the Houston Astros, Houston Rockets, and Univision radio and TV, and focused messaging at the Houston Airport, in the *Houston Business Journal* and on local PBS and talk radio stations.

*Laura Morris, Associate Vice Chancellor, Marketing and Communications, and Emily deMilliano, Director, Marketing Services, Lone Star College System, TX*

### 16 10 DEADLY SINS IN AGENCY/CLIENT RELATIONSHIPS

Discusses how to effectively work with an advertising agency, including understanding the agency/client relationship, keys to success, and how to avoid finger-pointing failure.

*Rick Griffin, Office of College and Community Relations, Grossmont College, CA*

### 17 DEVELOPING AN IMAGE BANK ON A BUDGET

Showcases a system for storing, archiving and retrieving image files developed internally by North Central State College that uses a combination of Adobe CS software and freeware available to all, resulting in a solution that is cost-effective, versatile and secure.

*Mark Hupp, Webmaster, and Teri Myers, Art Director, North Central State College, OH*

### 18 COMMUNICATING WITH EMPLOYEES VIA THE INTRANET

Discusses the challenges of communicating effectively with employees, particularly at multicampus institutions, and shows how the best solution is an employee intranet.

*Michele Morrical, Director of Social Media and Student Communications, Ivy Tech Community College, IN*

### 19 NCMPR PRIMER

Takes a look at the various NCMPR member services and how to tap into resources that will help you develop professionally and maximize your effectiveness as a leader at your college.

*Sally Chapman Cameron, NCMPR Vice President, and Vice President for College Communications, Bristol Community College, MA*

### 20 USING FACEBOOK TABS

Examines the use of Facebook tabs to drive targeted traffic to your website to enhance your college's brand management and inform students of various college services.

*Martin Birdsall, Chief Operating Officer, SEMGeeks, NJ*

## AND MORE!

### 3:30-4:30 P.M. DISTRICT MEETINGS

Get an update on activities within your district and take time to network with colleagues.

### 4:30 P.M. FREE TIME/DISTRICT DINNERS

## TUESDAY, MARCH 13

### 7:15 TO 8 A.M. CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST

### 8 TO 9:15 A.M. CONCURRENT BREAKOUT SESSIONS

(choose one)

#### EFFECTIVE MARKETING USING THE "BROKEN WINDOWS" THEORY

In 1982, two social scientists developed the Broken Windows Theory of Criminology to explain how people's perceptions of something, such as a building with broken windows, can affect their behavior. The idea that perception affects behavior is not new to marketers, and recently, some have begun to use this theory to examine the effectiveness of business communications. This session discusses different types of "broken windows" – including facilities, product quality and customer service – that can negatively affect your organization's marketing efforts. Participants will break into small groups to identify broken windows at their own colleges and come up with creative solutions to fix them.

*Nicole Finkbeiner, Director of Public Information and Marketing, Kellogg Community College, MI*

#### WHAT DO STUDENTS THINK?

Join this interactive panel discussion featuring two-year college students from all over the country who will give us the honest story about what works and what doesn't when reaching them. Bring your questions, your ideas, and your thoughts to bounce off some of our best and brightest, and learn how to better speak to our target markets.

*Facilitators: Kyle Schwarm, Executive Director, Statewide Marketing, Wisconsin Technical College System, WI, and Fred Peters, Director of Marketing and Public Affairs, Tyler Junior College, TX*

# ROUNDTABLES

## USING SOCIAL MEDIA TO PROMOTE EVENTS AND CREATE BUZZ

When promoting events, most people think of fliers, posters, news releases, advertisements and other traditional media. But what about social media? It's (mostly) free; even better, it's made to be viral and can even be self-sustaining. This presentation shows how to successfully create a social media campaign to promote an event and create buzz. Topics include: mapping out a social media plan before the event; building buzz; using photos from the event to draw new users to Facebook; live tweeting during the event; and increasing overall interaction on your social media network while promoting the event.

*Kanna Taylor, Marketing Specialist, St. Charles Community College, MO*

## SUN TZU: THE ART OF (THE WEBSITE REDESIGN) WAR

Sun Tzu's "The Art of War" is widely recognized as a classic of military warfare literature. It also is recognized as a step-by-step guide to successfully advancing an initiative. This presentation borrows from the 13 strategies outlined in the book and applies them to the challenges of redesigning a college website. Topics include: how to gain institution-wide support; what and how to outsource; how to integrate new technologies, including social media; controlling content management; the battle for homepage real estate; the almighty power of analytics; and working in harmony with your information technology department.

*Kristina Henk, Director of Marketing, Lynette Brown-Sow, Vice President for Marketing and Government Relations, and Eve Markman, Director of Communications, Community College of Philadelphia, PA*

## DISCUSSION GROUP: PRESIDENT FOR 150 DAYS

For 150 days in 2011, Dr. Jim Stockton served as the interim president of North Arkansas College. He was not a candidate for the permanent job, but during his tenure he raised tuition, settled a lawsuit, went through an accreditation visit, represented the college during a session of the Arkansas General Assembly, prepared a budget, and handled a myriad of other duties. This session – designed especially for senior-level marketing and PR professionals with higher career goals – provides a candid discussion about the demands of a college presidency and how doing the job changed Dr. Stockton's own views about the role of a two-year college president.

*Jim Stockton, Vice President for Institutional Advancement, and Micki Somers, Director of Public Relations and Development, North Arkansas College, AR*

## 9:30 TO 10:45 A.M. CONCURRENT BREAKOUT SESSIONS

*(choose one)*

### THE SUPER SUNDAY EVENT: RECRUITING DIVERSE STUDENT POPULATIONS

Research indicates that future growth in higher education will come from underrepresented populations. Knowing this, in February 2011, the Kentucky Community and Technical College System launched a "Super Sunday" event in which the system's 16 colleges partnered with African-American churches to host college fairs for prospective students and their families. At each location, college representatives were on hand to share information about the college planning

process, admission, degree programs, financial aid and more, and college presidents were given "pulpit time." This session highlights how this event reached more than 5,000 individuals statewide and ultimately led to a jump in African-American student enrollments.

*Terri Giltner, Director of Marketing and Communications, and Natalie Gibson, System Director Diversity, Kentucky Community and Technical College System, KY*

### THINK AGAIN: COMMUNICATING THE ECONOMIC IMPACT OF COMMUNITY COLLEGES

In a time of budget cuts and downsizing, Delgado Community College developed its "Think Again" campaign to demonstrate the college's value to regional economic development. The campaign featured data-driven industry analysis and economic impact studies that showed how the college's graduates support the regional economy. This session offers an overview of the campaign and how it succeeded in influencing opinion leaders, changing perceptions about Delgado's role in workforce development, and convincing the state legislature to lessen the severity of proposed budget cuts.

*Carol Gniady, Executive Director of Public Relations and Marketing, Delgado Community College, and Rafe Rabalais, Senior Urban Planner, GCR & Associates, LA*

### COPYRIGHT AND COMPLIANCE: POSTING VIDEOS ONLINE

Posting videos online about the great success stories at our colleges is the fun part. What's more difficult is making sure those videos don't cause headaches. This presentation takes a look at key questions to keep in mind when creating and posting online videos. Topics include: ADA compliance issues as they apply to videos; closed captioning; using (or not) U2 songs (or others) in the background; Creative Commons licensing; and working on a low budget using HD flip cams, which have come a long way.

*Bruce Battle, Director of Public Relations and Marketing, College of the Canyons, CA*

### WHO GIVES? A PROFILE OF COMMUNITY COLLEGE ALUMNI DONORS

This presentation focuses on community college alumni and a multistate study that explored various factors – including student experiences and demographics – that may predict their likelihood of giving. The session outlines these characteristics and suggests strategies, based on the research, for effectively communicating and engaging alumni.

*Lisa Skari, Vice President for Institutional Advancement, Highline Community College, WA*

### DISCUSSION GROUP: PR AND MARKETING MEASUREMENT: DEMONSTRATING ROI

In this age of "assessment," community college PR and marketing professionals are being asked more and more to prove the effectiveness of their work to supervisors, presidents and boards. This discussion group will highlight best practices for showing return on investment and address your questions and winning strategies.

*Kathleen Corbalis, Executive Director of Communications and College Relations, Atlantic Cape Community College, NJ, and Sonya Spencer, Director of Marketing and Public Information, Cedar Valley College, TX*

## 11 A.M. TO 12:15 P.M. CONCURRENT BREAKOUT SESSIONS

*(choose one)*

### DATA-DRIVEN MARKETING: HOW TO MAXIMIZE YOUR ROI

For community college marketing directors, budget cutting is now the norm rather than the exception. This means doing more with less, justifying all marketing dollars spent, proving results, and still communicating effectively with increasingly complex markets. The secret to this balancing act is data – having it and using it appropriately. This session examines the data-driven metrics community college marketing directors should be using to measure their return on marketing investment. It will cover: the key marketing metrics for measuring ROI; obstacles to data-driven marketing and how to overcome them; and how to communicate ROI to constituents.

*Kathi Swanson, Ph.D., President, CLARUS Corporation, NE*

### TYING YOUR SOCIAL NETWORKS TOGETHER

So you have some social media channels established. Now what? Do you have defined strategies for each channel and measures to evaluate effectiveness? Have you strategically tied your online social efforts together? Are you driving traffic to your website? Marketing managers who have added social media to the mix need to tie their communication streams together. This session includes a case study of a college that has successfully done this with positive results, including better ROI on the social media time investment and data to drive decision making.

*Barb Dreger, Director of College Marketing, Fox Valley Technical College, WI*

### MEDIA BUYING MADE SIMPLE

This fast-paced, hands-on presentation will provide tangible take-aways to help you negotiate more successful media buys, substantiate your decisions and tout your outcomes. Emphasis will be on understanding the "jargon" involved in making media placements on the Internet (page views, unique visitors, click-through rates, impressions, visits, run-of-network), radio and TV (reach, frequency, dayparts, ROS, come, avails) and on billboards (DEC, EOI, CPM calculator, CPP calculator).

*Darby Dwyer, Marketing Specialist, MorningStar Media Group, IL*

### SPLASH VIDEO: IT'S FAST. IT'S FUN. IT'S BIG.

The streaming capabilities of the Web, the soaring popularity of YouTube, and the growth of video and editing technology have made video a powerful communication tool. Columbus State Community College is making waves with so-called splash video, using short, quickly produced video features to inform and entertain students and prospects. Its most popular program, Real Community, recently won a prestigious Telly Award. This session explores how to: acquire the staff talent and technology to develop a video program; write for video; produce and distribute high-impact video on a tight budget; involve students; measure results; and link video to your other communication initiatives.

*Will Kopp, Vice President for Institutional Advancement, Mark Vanhorn, Video Communications Coordinator, and David Wayne, Media Relations Coordinator, Columbus State Community College, OH*

## DISCUSSION GROUP: REORGANIZING YOUR TEAM TO MAXIMIZE MEASURABLE ACTIVITIES

A few years ago, the marketing office at Tyler Junior College (TJC) conducted informal surveys of marketing offices at area two-year and four-year colleges to look at staff sizes and job descriptions. The results showed that TJC was understaffed when compared with its counterparts. That information was presented to the college's executive cabinet, which approved two new full-time staff positions in marketing – all at a time when the college was under new leadership with a new strategic plan that had identified shortcomings with the college's marketing efforts. This discussion group will focus on making changes that can be measured for a marketing office's benefit. In this age of doing more with less, sometimes a case can be made for removing old tasks to create more flexible and responsive staffs or even add staff members.

*Fred Peters, Director of Marketing and Public Information, Tyler Junior College, TX*

## 12:15 TO 5 P.M. FREE AFTERNOON

### 6 TO 7 P.M. PARAGON RECEPTION

### 7 TO 8 P.M. PARAGON AWARDS CEREMONY

### 8 TO 9 P.M. PARAGON DINNER

## WEDNESDAY, MARCH 14

### 8:30 TO 9 A.M. CONTINENTAL BREAKFAST

### 9 TO 11 A.M. BUSINESS MEETING/CLOSING KEYNOTE BUSINESS MEETING

Everyone is welcome to attend this brief portion of the closing session in which you'll get an update on national activities.

### CLOSING KEYNOTE: CALCULATING THE ROI ON YOUR COMMUNICATIONS

#### Angela Sinickas

**President, Sinickas Communications, CA**  
Measuring the effectiveness of communication isn't enough anymore. Our presidents and VPs are asking for more direct correlation between the money spent on communication and the outcomes resulting from it – in the case of higher education, this means how it increases enrollment or improves retention. This closing session will show many examples of how other organizations have connected their communication activities to desirable business outcomes, including examples of return on investment. Topics will include: planning communication in a way that it ties to behavior change; demonstrating a linear connection between your communication activities and the resulting behavior change; translating behavior change into dollars; taking the appropriate amount of credit for the behavior change using either pilot studies or survey questions; and calculating a return on investment based on the credit you can take vs. the cost of the communication.

## 11 A.M. CONFERENCE ADJOURNS