



**NCMPR District 1 Annual Conference
Sheraton Inner Harbor Hotel**

To all my NCMPR Colleagues:

I would like to personally invite each and every one of you to join me at this year's 2011 District 1 Conference in Baltimore, MD. **It won't be long before it's here.** We have an outstanding agenda, an amazing hotel, and a destination with a long list of things to see and enjoy. I know we're all faced with budget challenges and increasing demands on our time, but **this is one professional development opportunity you can't afford to miss.** You'll be able to learn from industry experts, network with your community college counterparts, and recharge your creative energy. The best news of all is the affordable value.

Don't wait... register today! Conference registration is done online, and the early bird deadline is Thursday, October 13. The hotel reservation deadline is also October 13, so please don't delay. **Hope to see you in Baltimore.**

Ron Taber
2011 NCMPR District 1 Director

NCMPR • District 1
c/o CCBC
800 South Rolling Road
Baltimore, MD 21228

Non-Profit Org.
U.S. Postage
PAID
Permit No. 4195
Baltimore, MD

**Early Bird and
Hotel Reservation
Deadline is Oct. 13th!**



dates:
NOV 13
to
NOV 15
BALTIMORE, MARYLAND

district 1
ANNUAL CONFERENCE
NOVEMBER 13-15, 2011



Welcome to Bawlmer, HON!

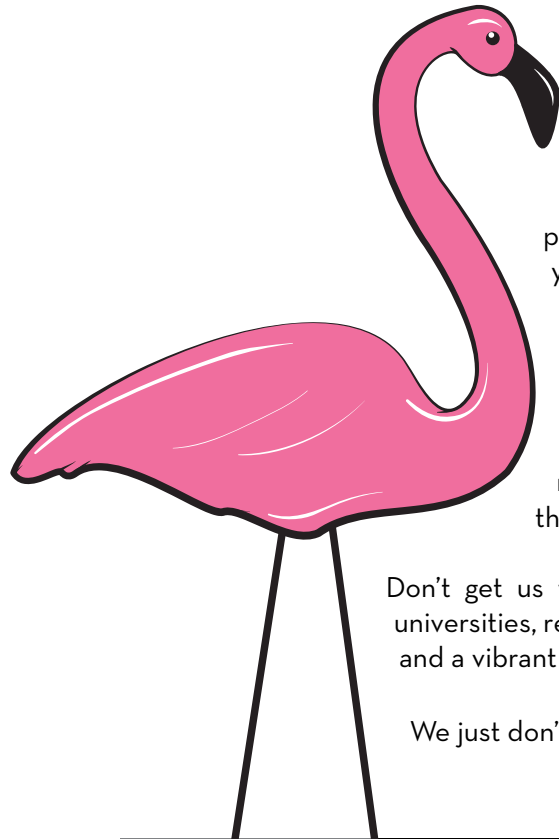
Call us kitschy, call us quirky (please call us quirky!) – but there’s no denying it. You’re in for a rare treat when you visit Baltimore. It’s like the mullet of Maryland – business in the front, party in the back!

Where else can you find the top-ranked hospital in the U.S. as well as the oldest continuously running bar in North America? A city where pink flamingoes are as ubiquitous as Ravens, Baltimore (“Bawlmer,” if you want to sound like a native) is the epicenter of equal-opportunity quirkiness on the east coast.

It’s where the Star Spangled Banner meets Hairspray. Where five-star restaurants peacefully coexist with neighborhood joints serving fried lake trout (even we’re not sure what that is). Where you can enjoy music by the world-class Baltimore Symphony Orchestra one day and the Amish Outlaws the next.

Don’t get us wrong – Baltimore is proud to be home to top-notch colleges and universities, renowned medical centers and research facilities, burgeoning businesses and a vibrant arts community.

We just don’t take ourselves too seriously, Hon.



SUNDAY, NOVEMBER 13th

1:00 to 3:00

Registration

Sheraton Inner Harbor, Baltimore, Maryland

2:00 to 4:00

Afternoon Activity – AMERICAN VISIONARY ART MUSEUM

AVAM is America’s official national museum and education center for self-taught, intuitive artistry. Founded in 1995, the museum seeks to promote the recognition of intuitive, self-reliant, creative contribution as both an important historic and essential living piece of treasured human legacy. Current exhibition: ALL THINGS ROUND: Galaxies, Eyeballs & Karma, is a celebration and call to awareness of the circular and voluptuous nature of life. This wholly original art exhibition features the exuberant works of 70+ inspired, intuitive artists including: Scott Weaver’s 100,000 toothpick wonder, ‘Rolling Through The Bay’; Adolf Wölfl’s intricate mandala-like works; the 3-D sacred yarn paintings of the Huichol Indians; and a cosmic tribute to cyclical notions of time – including an exploration into the fast-upcoming, 2012 Winter Solstice “end” of the Mayan Calendar!

5:30

Sunday Evening Social Event – DINNER AT CAFE HON

Walking down “The Avenue” in Hampden, it’s hard to miss Cafe Hon with its 30-foot flamingo hanging on the front of the building. The diner celebrates Baltimore’s flashy fashion of beehives, funky glasses, spandex and leopard print. Enjoy a home-cooked dinner in a unique restaurant, complete with a dessert you won’t want to miss!

REGISTRATION

NCMPR DISTRICT 1 NOVEMBER 13-15, 2011 • BALTIMORE, MD



To register

All attendees must register online whether paying by check or credit card. Visit www.ncmpr.org and click on District Connections >>District 1.

Registration fees

The registration fee includes all conference materials and admission to all conference events. The registration fee for non-members includes a one-year membership to NCMPR. The conference registration deadline is October 28, 2011. (Note: Hotel registration deadline is October 13)

NCMPR members

Conference, Meals and Activities:

- Paid on or before October 13th: \$250
- Paid after October 13th: \$275

Monday only - One Day - Conference and Awards Dinner:

- Paid on or before October 13th: \$175
- Paid after October 13th: \$200

Non-members

Conference, Meals and Activities:

- Paid on or before October 13th: \$475
- Paid after October 13th: \$500

(Please note: Monday only option is not available to non-members)

Additional guest options

The Sunday afternoon Museum stop, the Sunday evening dinner, and the Medallion Awards dinner are included for paid conference attendees. Attendees may pay for additional guests to attend one or all of the activities at the following cost:

AVAM: \$20 per guest

Sunday Evening Dinner: \$60 per guest

Monday Evening Medallion Awards Dinner: \$60 per guest

Contact if you have questions:

Ron Taber, District 1 Director

978-556-3954 • rtaber@necc.mass.edu

The National Council for Marketing & Public Relations is the only organization of its kind that exclusively represents marketing and PR professionals at community and technical colleges. As one of the fastest-growing affiliates of the American Association of Community Colleges, NCMPR today has more than 1,500 members from nearly 600 colleges across the United States, Canada and other countries.

NCMPR District 1 includes Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island, Quebec, Scotland, and the United Arab Emirates.

SHERATON INNER HARBOR HOTEL

INNER HARBOR, BALTIMORE, MD
1-800.325.3535 or www.sheraton.com/innerharbor

AGENDA

MONDAY, NOVEMBER 14TH

In the heart of Baltimore's Inner Harbor area, the Sheraton Inner Harbor is just one block away from shopping and dining at Harborplace, and is within walking distance of local attractions such as the National Aquarium, the Maryland Science Center, Port Discovery Children's Museum, Oriole Park at Camden Yards, and M&T Bank Stadium (home of the Baltimore Ravens).

The Sheraton's 100 percent smoke-free rooms feature "Sheraton Sweet Sleeper" beds, new flat-panel TVs and high-speed Internet access (additional fee applies). The hotel includes a fitness center as well as a sauna and an indoor heated pool.

Conference Room Rate – The standard, non-smoking, single or double occupancy room rate is \$149 per night, \$169 for three people and \$189 for four people (available from Saturday, Nov. 12 through Monday, Nov. 14).

The reservation cut-off date is Friday, Oct. 13 to guarantee the conference rate. Call 1-800.325.3535 or 410.962.8300 for reservations, and reference the group name NCMPR when reserving a room for this event. Please reserve your room as early as possible to ensure availability.

All guest room rates are quoted exclusive of applicable state and local taxes, currently 15.5 percent. There is an overnight guest parking fee of \$20 per night for self parking and \$32 per night for valet parking.

Check-in time is 3 p.m. and check out is at noon. Complimentary wireless Internet service is provided in the hotel lobby. Wireless high speed Internet is available in all guest rooms and meeting rooms at \$5.95 – \$9.95 per day.

GETTING TO BALTIMORE

Air: Baltimore/Washington International (BWI) Thurgood Marshall Airport (www.bwiairport.com) is located eight miles, a 15-minute car ride, from the Sheraton Inner Harbor Hotel.

Airlines servicing BWI Airport include Air Canada, AirTran, American, British Airways, Cape Air, Continental, Delta, Jet Blue, Southwest, United, US Airways and USA 3000. Transportation from the airport to the hotel is available by shuttle (approx. \$18 round trip), taxi (approx. \$24) and limousine service. Car rentals also are available.

Dulles International Airport (IAD) and Ronald Reagan Washington National Airport (DCA) are two additional airports closest to Baltimore.

Train: The Amtrak station (www.amtrak.com) is located at Penn Station, just two miles from the Sheraton Inner Harbor Hotel. Amtrak trains also provide service to the BWI Marshall Rail Station, where free shuttles serve the airport terminal.

Bus: Greyhound (www.greyhound.com) services Baltimore daily.

Car: Baltimore can be reached easily via Interstate 95. Visit the hotel's website for driving directions, including the best MapQuest and GPS address/destination information.

GETTING AROUND BALTIMORE

Although nearly everything you may want to do and see is within easy walking distance, you can also explore our many one-of-a-kind neighborhoods, museums and attractions via the fast, free and green Charm City Circulator.

The Light Rail, part of the Maryland Transit Authority transportation system, has a stop located just blocks from the hotel on Conway Street, and is available to transport our guests throughout the city and beyond. Other enjoyable options include water taxis, trolley tours or harbor cruises. There will be additional information available at the NCMPR registration table.

Enterprise Rental Car is located in the Hotel Lobby or by calling 410.547.1885. Taxis are also readily available in front of the hotel.

VISITOR RESOURCES

With all the things that make up the "Baltimore Experience" – the first-rate restaurants, exciting nightlife and beautiful architecture to name a few – it's easy to have a great time. Visit www.baltimore.org for additional information.

THINGS TO DO

Located in central Maryland along the tidal portion of the Patapsco River, an arm of the Chesapeake Bay, Baltimore is a beautiful city that offers visitors a wide variety of cultural events, dining and nightlife.

Baltimore is home to historic sites, great attractions and fine museums including:

- Fort McHenry, an 18th century brick fort that defended Baltimore Harbor during the War of 1812 and the birthplace of our national anthem.
- The National Aquarium, Baltimore's most popular attraction, featuring such exhibits as the dolphin show and Jellies Invasion: Oceans Out of Balance.
- The Maryland Science Center with three levels of exhibits, an IMAX theater and a planetarium show.
- Baltimore Museum of Art, featuring collections ranging from ancient mosaics to contemporary art.
- Basilica of the National Shrine of the Assumption of the Blessed Virgin Mary, America's first Roman Catholic cathedral.

Be sure to plan a visit to Harborplace, located right on the waterfront, where you will find unique shops, restaurants and more. The city is also home to many colleges and universities including Johns Hopkins University, University of Baltimore, Maryland Institute College of Art, College of Notre Dame of Maryland, Loyola University and the Baltimore International College.

For more information, visit the following websites:

- Visit Baltimore - www.baltimore.org
- Baltimore Basilica – www.baltimorebasilica.org
- Baltimore Museum of Art – www.artbma.org
- Fort McHenry – www.nps.gov/fomc
- Harborplace – www.harborplace.com
- Maryland Science Center – www.mdsci.org
- National Aquarium – www.aqua.org

If you want to include a visit to our nation's capitol during your stay, Baltimore is located just 40 miles from Washington, D.C.

7:30 • REGISTRATION

Sheraton Inner Harbor Hotel

7:45 TO 8:45 • BREAKFAST

8:45 TO 9:30 • KEYNOTE ADDRESS

Mary Alice Yeskey, Director of Marketing,
Charm City Cakes

MARKETING CHALLENGES? PIECE OF CAKE!

Marketing a college is a lot like selling a cake. While some may think an eye-catching exterior is all you need to attract customers, showing the substance inside is even more important. Sure, there are some sweet ingredients and some tart, a few are dry and others juicy, but when mixed in just the right proportions by an experienced chef and dedicated assistants, the results are magical.

Much the same is true for Charm City Cakes – the world-renowned Baltimore bakery led by renegade Pastry Chef Duff Goldman. For ten seasons, the bakery was featured on the Food Network's hit reality show, "Ace of Cakes." The extraordinary cakes the team created were the visual centerpieces of the weekly program, but it was the people of Charm City Cakes – in all their goofy quirkiness – that became "characters" and stars in their own right (whether or not they intended to).

Mary Alice Yeskey, Duff's right-hand woman and the bakery's Director of Marketing, will describe what happens when a small company suddenly becomes the focus of national - and international - attention.

Yeskey lives in Baltimore with her husband and 11-month-old son. She holds a BA in English from the University of Maryland College Park and a master's in Publication Design from the University of Baltimore.

9:30 • COFFEE BREAK WITH VENDORS

9:45 TO 10:45 • BREAKOUT SESSIONS

THE MOBILE MARKETING CHALLENGE

Today's target market is on the go. They are tech-savvy; they have the world at their fingertips (literally); and they do not suffer fools gladly. Moreover, they are too impatient to read a college catalog, sit at a desk or even wait for a Web page to load. They simply have more important things to do – like play Angry Birds.

Like it or not, the rules of the game have changed. And marketers need to keep up. This session explains the challenges and opportunities of mobile marketing.

continued

We'll discuss:

- When mobile is appropriate as a marketing tool.
- How to engage the audience through available (and emerging) technologies.
- How to harness the power of mobile websites.
- The role mobile marketing plays in an organization's branding.
- How to document the success of a mobile strategy.

Presenters:

Laura Pasternak and Michael Zimmerman, MarketPoint (Md.)

BRAND MANAGEMENT - LOSING CONTROL? IT'S THE BEST THING YOU CAN DO!

Brand management is not about control, but about raising awareness of your key brand elements. Open the floodgates and arm your employees – faculty and staff – and watch how your brand unfolds.

The College of Southern Maryland's award-winning Marketing Department walks you through how they moved from process and procedures to access and guidelines – creating a completely new army of marketers!

You will also get a glimpse into best practices for marketing through Facebook and other social networking sites. Learn about the college strategy for using these sites, what policies and procedures apply and how you can use these tools in your own brand management efforts.

Presenter:

Theresa Johnson, Senior Executive Director of Marketing, College of Southern Maryland (Md.)

10:45 • COFFEE BREAK WITH EXHIBITORS

11:00 TO NOON • BREAKOUT SESSIONS

SURVIVING THE CHANGING MEDIA LANDSCAPE

Hear what members of the media identify as their biggest challenges in getting the news and keeping the attention of their audiences. How have they adapted to a shrinking market share for traditional media and an upsurge in requests for news in digital formats?

Today's panel will share how the profession is evolving, and how that evolution affects the way they interact with media relations practitioners. They will offer advice on the best methods for engagement, share tips for making successful pitches, and identify media forums they seek out for news ideas.

Panelists:

*Sherrie Johnson, education reporter, WMAR-TV
Dan deVise, higher education reporter, Washington Post
Penny Riordan, editor, Patch.com (Catonsville, Md. edition)*

AGENDA

MONDAY, NOVEMBER 14TH

QR CODES FOR MARKETING METRICS

A QR (Quick Response) code is a specific matrix barcode (or two-dimensional code). Dedicated QR barcode readers take information from a transitory media (like a brochure page, product label or poster) and transfer it to cell phones and other communication devices.

The reason they are more useful than a standard barcode is that they can store (and digitally present) much more data, including URL links, geo coordinates and text. Users can generate and print their own QR codes for others to scan and use by visiting one of several free QR code-generating sites.

Learn how to create, manage and analyze real-world QR codes in action – and how to do it for free! See how one college successfully used QR codes in a variety of advertising efforts and how it tracked the results. This presentation is geared toward graphic designers and marketing professionals.

Presenters:
Lynn M. Holl and Edyta Kuciapa, Mercer County Community College (N.J.)

NOON TO 1:30 • LUNCH PACSETTER & COMMUNICATOR AWARDS

1:45 TO 3:30 • ROUNDTABLES (SELECT 3)

Using Traditional and New Media to Make Connections

The Community College of Beaver County's marketing team created a billboard campaign that pushed interactivity with the college through a variety of media channels. This roundtable discussion will chart CCBC's progress from concept to reality, note successes and failures along the way, and give participants the tool kit needed to execute a similar campaign on their own campuses.
Leslie Tennant, Community College of Beaver County (Pa.)

Challenger Brands: Competing Against the Four-Year Schools

Community colleges face enormous challenges as they compete for mindshare among prospective students. Across the board, their four-year counterparts have bigger marketing budgets, more active alumni associations and broader name recognition. Learn how to establish a "lighthouse" identity for your institution, and make others navigate by your rules.

Michael Zimmerman, Senior Marketing Strategist, MarketPoint (Md.)

Students as Marketers: Starting a Student Blogging Program

This session will share tips for starting a successful student blogging program. Learn the key to finding good student bloggers and keeping them motivated. Exchange ideas and find out what is working and what challenges student blogging presents.

Hope Davis, Community College of Baltimore County (Md.)

SunTzu: The Art of (the Website Redesign) War

Not only is *The Art of War* widely recognized as a classic of military warfare literature, it is also recognized as a step-by-step guide to successfully advancing an initiative. Learn how to use the 13 chapters or strategies from Sun Tzu's book to explore the challenges of redesigning your website, from initial planning through site launch and ensuing ownership and maintenance.

Kristina Henk, Lynette Brown-Sow and Eve Markman, the Community College of Philadelphia (Pa.)

Sweet Starts: Thrifty Ideas for Launching a Facebook Page

Harford Community College promoted its new Facebook page by giving away inexpensive but memorable treats. Check out an example and share your thoughts. You will also hear about things that have worked well – and not so well – for HCC's new Facebook community.
Tarah Wilson and Julie Cioccio, Harford Community College (Md.)

Speech writing? Yikes! Was That in My Job Description Too?

Of all the "other duties as assigned" that face community college PR teams, the one that bedevils so many is that of becoming the resident speechwriters for the college president. This session will arm you with effective tips to help take your speech-writing and speech-coaching abilities to new heights.

Steve Simon of Simon Public Relations, LLC (Md.)

Working Your Social Media Plan

You're on Facebook and Twitter, now what? We will cover the basics of developing a social media plan and working the plan. The group will discuss setting goals, creating benchmarks, finding your voice, and getting your message heard. We will also discuss rising above the challenges that can come with building a new online community.

Danielle Peterson and Keva M. Marable, Prince George's Community College (Md.)

Data-Driven Marketing: Maximize Your Return on Investment

Today, budget cutting is the norm rather than the exception. Administration's expectation of marketing is to continue to do more with less, justify all marketing spent, prove results, and still communicate effectively. This session will examine the data-driven metrics you should be using to measure your return on marketing investment (ROMI).

Dr. Kathi Swanson, Clarus Corporation (Ne.)

Streamlined Website Management on a Community College Scale

The decentralization of website administration allows for more ownership of content for a wide array of stakeholders. Topics covered will include open source solutions for content management, team approaches to site development, the role of a communication plan, and how to overcome obstacles in development and maintenance.

Sarah McMaster and Robin Duncan, Mount Wachusett Community College (Ma.)

Is your newsroom a graveyard for old press releases?

At NECC, our online newsroom has evolved from a static site to a dynamic, fully online site. In this session, we'll share how the site was created and how we maintain it with limited resources. We will discuss how we are using it to reach key audiences, including the media, and how the site is helping to boost our online searchability.

Hanna Arnold and Ernie Greenslade, Northern Essex Community College (Ma.)

Media Buying 101: For the Diverse Community College Audience

Community colleges are constantly challenged to reach potential students who have a variety of goals and interests, and often on limited budgets. This session will help community college marketing professionals identify potential student audiences and determine the best combination of media to effectively reach them.

Megan Olson, Media Works (Md.)

3:30 • FREE AFTERNOON

6:45 • RECEPTION

7:30 • DINNER & MEDALLION AWARDS

AGENDA

TUESDAY, NOVEMBER 15TH

7:45 TO 8:30 • BREAKFAST

8:30 • REPORT FROM NCMPR NATIONAL PRESIDENT

Kyle Schwarm, Executive Director, Statewide Marketing, Wisconsin Technical College System, WI

8:45 • DISTRICT 1 BUSINESS MEETING

9:45 TO 10:45 • BREAKOUT SESSIONS

INQUIRING MINDS WANT TO KNOW

Don't have the time or money to conduct a focus group, but interested in what students think? Get the "scoop" directly from the people we serve – students – as they answer your provocative questions.

What's their preferred method of communication? Do they still want printed schedules or do they prefer an online version? Have a candid conversation with students to find out what they really think and what really matters to them.

Submit your questions ahead of time to Deidra Hill at hilldw@pgcc.edu

Presenters:
Students from Maryland community colleges

USING MARKET RESEARCH TO DEFINE AN ADVERTISING CAMPAIGN

Student outcomes are not only becoming the national "buzz," but the federal government and many states are mandating that community colleges measure and document outcomes.

This presentation will explore how marketing directors can utilize research on student outcomes and turn those dry statistics into a creative advertising campaign. This presentation will use Bucks County Community College (Pa.) as a case study.

Learn how Marketing staff worked closely with BCCC's institutional research and research company to define questions in the study that would provide the basis for a creative advertising campaign. Find out how to utilize the research studies at your college to develop new and innovative communication strategies and marketing messages that will most effectively position your institution.

Presenters:
Marta Kaufman, Bucks County Community College (Pa.)
Kathi Swanson, President, CLARUS Corporation

11:00 TO 12:00 • CLOSING ADDRESS

Denise Whiting, founder of Café Hon...and more

CAFE HON: ONE HOMETOWN GIRL'S JOURNEY

"Hon", short for Honey, is a classic example of "Bawlmerese." For generations, it has expressed the warmth and affection bestowed upon neighbors and visitors alike by our mothers and grandmothers, women with beehive hairdos, bright-blue eye shadow, spandex pants and anything with leopard print!

Recognizing the word's local appeal, Denise Whiting opened Cafe Hon in the early 1990s. It has since grown into a tourist destination thanks to national attention in publications and television shows.

Denise will share how the humble beginnings of a small business morphed into a gigantic brand – including a restaurant, bar, store, festival and trademarked word "HON."

A Maryland community college and University of Baltimore graduate, Denise will also speak about how her brand is influenced by the people in her community and her clientele.

Be sure to attend Sunday night's dinner at Cafe Hon to get a full appreciation of Denise's journey.

