

AGENDA

NCMPR LEADERSHIP INSTITUTE | JUNE 20-21, 2019

MANAGING UP, DOWN AND ACROSS YOUR CAMPUS

THURSDAY, JUNE 20

7:30 a.m.
Breakfast

8 a.m.
Welcome and Introductions

8:15-9 a.m.
Breaking the Ice – Start the day with a smile and a few laughs as we all get to know one another. Participants may also use this time to share their “six-word career memoir” created before arriving in Orlando.

9-10:30 a.m.
Managing Up: Building a Relationship With Your CEO
More gets accomplished when you can work closely and openly with your president to share critical feedback and engage in meaningful conversations to guide important decisions about advancing your college.

10:30 a.m.
Mid-Morning Break

10:45 a.m.-Noon
Managing Across: Strengthening Relationships Beyond Your Department – Gaining a broad understanding of your institution and participating on collegewide committees are essential steps to building relationships with departments seen as key on campus.

12 Noon
Lunch

1-2:30 p.m.
Managing Down: Managing Creative Professionals
This open discussion on management challenges focuses on team dynamics, leadership styles, and building and keeping a great team.

2:30 p.m.
Afternoon Break

2:45-4:15 p.m.
Managing Down: Hiring Well – Hiring is everything. Assembling a strong hiring committee and working with HR to get the title and description just right are among your most important moves.

4:15 p.m.
First-Day Concluding Remarks

4:30 p.m.
Reception

FRIDAY, JUNE 21

7:30 a.m.
Breakfast

8 a.m.
Welcome and Overview

8:15-9:15 a.m.
Managing Across: Adding a New Division to Your Org Chart
Adjusting to a new team, department or division when one comes your way is more than learning a new role. It's learning about the people – and the politics.

9:15 a.m.
New Opportunity or New Inspiration
Examine the moments that arise when you discover it's time to revisit or redefine your values, take on new challenges, strive for a better work-life balance or find work that better connects with your interests and values.

10:30 a.m.
Mid-Morning Break

10:45-11:45 a.m.
Open Forum
Throughout the workshop, keep track of questions or situations you need assistance with and take this opportunity to ask questions, share stories and wrap up the discussion.

11:45 a.m.-Noon
Wrap Up and Adjourn

NCMPR LEADERSHIP INSTITUTE PRESENTER BIOS

▶ ANDREA HANSTEIN

Director, Communications and Strategic Partnerships
California Virtual Campus–Online Education Initiative



Andrea Hanstein currently serves as the director of communications and strategic partnerships for the California Community Colleges Virtual Campus–Online Education Initiative, a collaborative effort among California's 114 community colleges to increase access and

success in online courses. She oversees all marketing, public relations, partner relations and legislative activities for the initiative. Previously, she spent four years as the director of marketing and public relations at Foothill College in the San Francisco Bay Area and 13 years as the director of campus communications at Fullerton College in Southern California.

Hanstein earned her bachelor's degree in public relations and master's degree in communication management at the University of Southern California. She is an active member of several professional and volunteer organizations, including NCMPR, the Junior League of Palo Alto-Mid Peninsula and California's Community College Public Relations Organization. She has also authored several communication articles and is a past president of NCMPR.

▶ HEATHER MCDORMAN

Vice President for Marketing and Student Life
St. Charles Community College (Missouri)



Heather McDorman oversees St. Charles Community College's Office of Marketing and Student Life, including the departments of marketing and communications (marketing, PR/media relations, website, publications, graphic design, photography/videography, social media), student recruitment, and student life (student activities, mental health, conduct, disability support services and athletics). In 2019, she celebrated 30 years at the college.

She has a bachelor's degree in mass communications from Truman State University and a master's degree in strategic communications from the University of Missouri. She holds memberships in local chambers, the Missouri Community College Association and the Public Relations Society of America. She is a frequent presenter and active member of NCMPR. She served on the national board from 2004-14, including president in 2010-11. At NCMPR's 2019 national conference she was presented with the National Communicator of the Year Award.