



**HITCH
UP THE
BRAND
WAGON**

NCMPR

National Council for Marketing & Public Relations

ANNUAL CONFERENCE

**MARCH 24-26, 2019
TEXAS HILL COUNTRY-
SAN ANTONIO**

JOIN US!

For NCMPR's 2019 national conference, it's all about branding (and we don't mean cattle). We're heading to Texas Hill Country, sprinkled with rolling hills, wildflowers and breathtaking vistas, to inspire BIG IDEAS for branding two-year community and technical colleges.

LEARN

RELAX

RE-ENERGIZE

IN

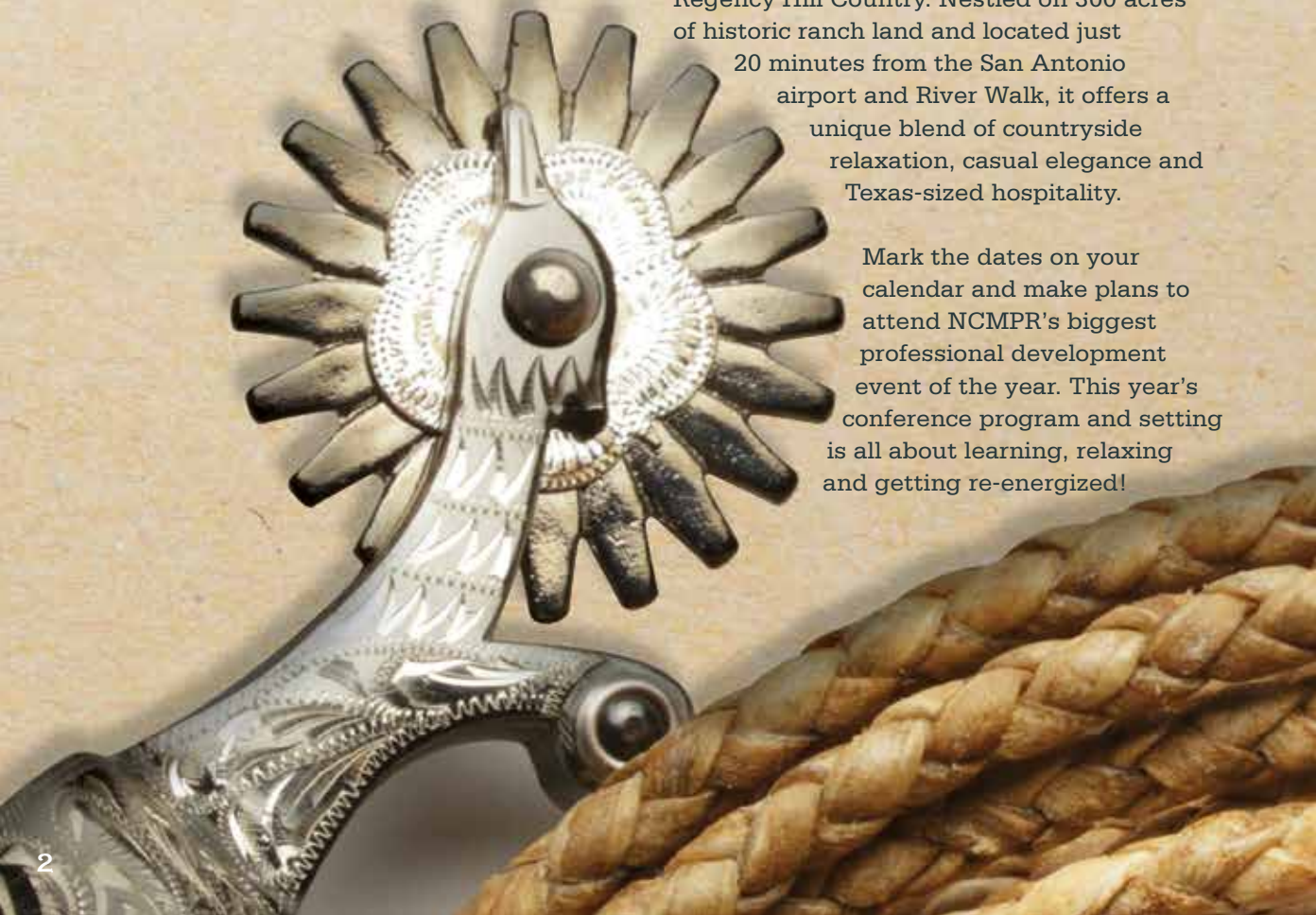
TEXAS HILL COUNTRY

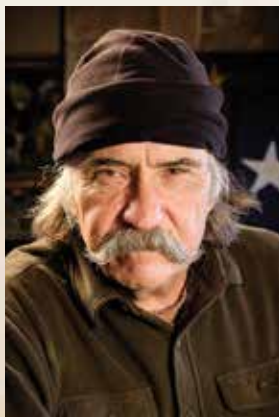
MARCH 24-26, 2019

Whether you prefer outdoor recreation or big-city culture, you'll find something to love about Texas Hill Country. This part of the Lone Star State is known for its rolling hills, scenic rivers and lakes, and unique small towns that have their own stories to tell. Perched on its southern edge is San Antonio, a major city in south-central Texas with a rich colonial heritage. It's home to the Alamo, an 18th-century Spanish mission preserved as a museum and the site of an infamous 1836 battle for Texan independence from Mexico. It's also known for its famed River Walk, a miles-long pedestrian promenade lined with cafés and shops.

Conference headquarters is the Hyatt Regency Hill Country. Nestled on 300 acres of historic ranch land and located just 20 minutes from the San Antonio airport and River Walk, it offers a unique blend of countryside relaxation, casual elegance and Texas-sized hospitality.

Mark the dates on your calendar and make plans to attend NCMPR's biggest professional development event of the year. This year's conference program and setting is all about learning, relaxing and getting re-energized!





Wyman Meinzer

OPENING KEYNOTE

Wyman Meinzer
Official Photographer
for the State of Texas

During his 12 years as adjunct instructor in communications at his alma mater, Texas Tech University, Wyman Meinzer often told his students, "Your eyes may be better than mine, but I can see better than you." Seeing through the eye of a lens is what Meinzer does best. He is the only official state photographer of Texas, an honor he still holds today after being named so in 1997 by the Texas State Legislature and then-Gov. George W. Bush. He was raised on the League Ranch, a 27,000-acre ranch in the rolling plains of Texas. Since then, he has traveled to every corner of the state and points beyond in search of the first and last rays of sunlight. Meinzer has photographed and/or

collaborated on 27 large-format books, and his images have graced the covers of more than 250 magazines, including *Smithsonian*, *National Geographic Books*, *Natural History*, *Ebony*, *Time*, *Newsweek*, *U.S. News and World Report*, and *Field and Stream*.

CLOSING KEYNOTE

Erika Prosper Nirenberg
Director of Customer
Insights, H-E-B
First Lady of San Antonio

As director of customer insights at H-E-B – a Texas-sized supermarket chain based in San Antonio – Erika Prosper Nirenberg understands the importance of

knowing your brand and knowing your customer. At H-E-B, Prosper Nirenberg leads a team charged with helping guide the development of H-E-B's strategic vision. Previously, she worked in planning and research in the advertising arena, which has given her insights across many industries and clients, including Anheuser-Busch, Audi, New York Life Insurance, Minute Maid, Simon Malls, the Hispanic Scholarship Fund, and the Las Vegas Convention and Visitor Authority. She is also San Antonio's First Lady (her husband is San Antonio Mayor Ron Nirenberg), currently serves as chairwoman of the San Antonio Hispanic Chamber of



Erika Prosper Nirenberg



Commerce, and is actively involved in efforts to improve quality of life among underserved populations through arts education and literacy. Her personal story is inspirational in and of itself. She grew up in a migrant family working in the fields of West Texas and the Rio Grande Valley, and went on to earn a master's degree in communication from the University of Pennsylvania Annenberg School and two bachelor's degrees, one in liberal arts and the other in advertising, from the University of Texas at Austin.



James McCoy



Charlene Gibson

MONDAY FEATURE PRESENTATION

James McCoy

Associate
Vice President for
Academic Affairs

Charlene Gibson

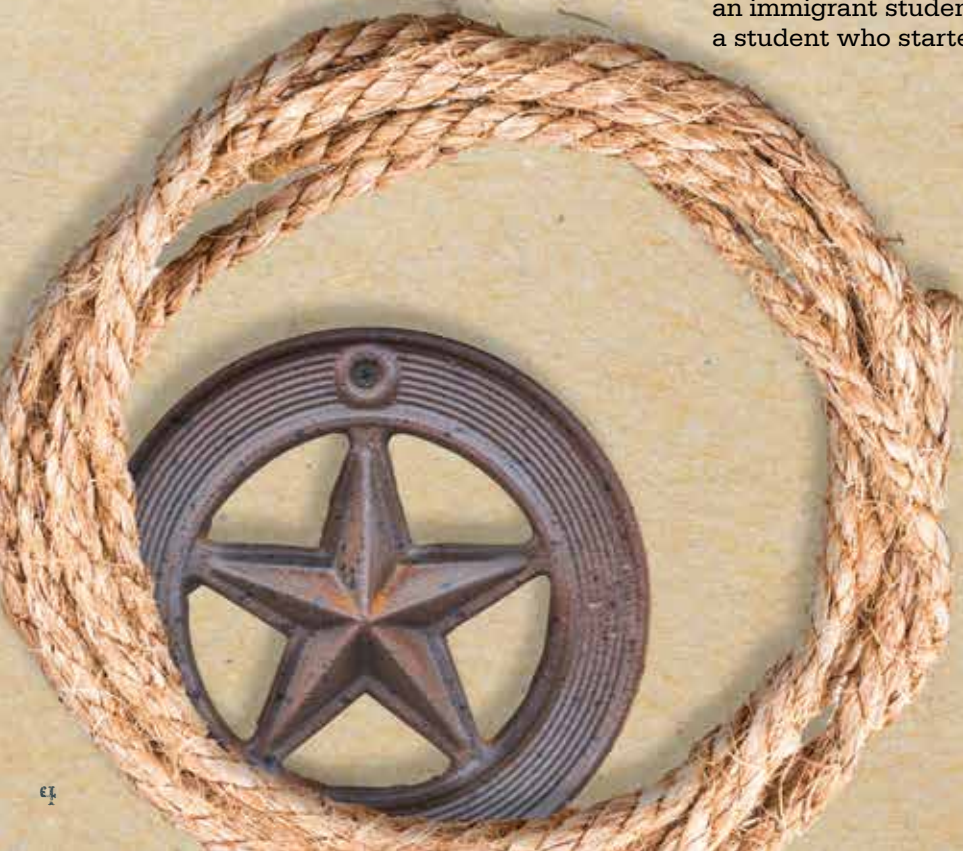
Professor and Faculty
Initiatives Coordinator

College of
Southern Nevada

"No Greater Odds" Documentary Project

James McCoy and Charlene Gibson from the College of Southern Nevada are the producers and co-creators of the Emmy-nominated documentary, "No Greater Odds," which captures the raw and unfiltered stories of five community college students, including a single mom who never finished high school, a first-generation student, an immigrant student, a student who started

working at the age of 15 after her mother's devastating accident, and a student who was a sexual assault victim as a child. In this special presentation, McCoy, associate vice president for academic affairs at CSN, and Gibson, a tenured professor in the department of communication at CSN, will discuss how the film – screened in nearly 45 states – has re-engaged faculty and staff, increased community support, changed the conversation about community colleges in the context of higher education, and created partnerships that put the community back in community college. This three-hour presentation features opening remarks, lunch, a screening of the film and a Q&A session with students from the Alamo Colleges system.



PROGRAM AT A GLANCE

SUNDAY, March 24

8 a.m.-4 p.m.

Registration/
Conference
Concierge

9 a.m.-12 noon

Pre-Conference
Intensives

1-2:15 p.m.

Welcome and
Opening Keynote

2:30-3:30 p.m.

Welcome Reception
and Mixer

4-8 p.m.

Free Time/District
Dinners

MONDAY, March 25

7:30 a.m.-

5 p.m.

Registration/
Conference
Concierge

7:30-8:30 a.m.

Breakfast

8:30-9:30 a.m.

Concurrent
Breakout Sessions

9:30-10:30 a.m.

Exhibitor Hour

10:45-11:45 a.m.

Concurrent
Breakout Sessions

12 noon-3 p.m.

Feature
Presentation:
"No Greater Odds"
(Remarks,
Lunch, Film,
Student Panel)

3:15-5 p.m.

Roundtables

5-6:30 p.m.

Free Time

6:30-9:30 p.m.

Paragon Reception,
Dinner, Awards

TUESDAY, March 26

8-9:15 a.m.

Awards Breakfast

9:30-10:30 a.m.

Concurrent
Breakout Sessions

10:45-11:45 a.m.

Concurrent
Breakout Sessions

12 noon-1:30 p.m.

Lunch/Closing
Keynote

1:30 p.m.

Conference
Adjourns

2019 CONFERENCE PROGRAM

SUNDAY, MARCH 24

8 a.m.-4 p.m.

Registration/Conference Concierge

PRE-CONFERENCE INTENSIVES

9 a.m.-12 noon

PRE-CONFERENCE A

Can They Really Say That? Community Colleges and the First Amendment

This interactive presentation examines current approaches to First Amendment issues on college campuses in the United States. It explores the problematic portions of many community college policies, the latest tactics of groups seeking to test weaknesses in those policies, recent federal court cases and best practices for protecting the rights of individuals as well as institutions. The presentation also highlights how Kellogg Community College successfully navigated through a First Amendment lawsuit in 2017 while maintaining effective strategies for public relations, media relations, brand management, crisis communications and social media commentary. *(Level: Intermediate)*

Eric Greene, Director of Public Information and Marketing, Kellogg Community College, MI, and Sandra Schuster, Marketing Partner, The NCHER Group, OH

PRE-CONFERENCE B

Adobe Creative Cloud and Spark in Your College Social Media Workflow

Bring your own device (PC, MAC or mobile device for Spark) and learn how the new products from Adobe can make the social media workflow easier for your college's marketing department. In this three-hour, hands-on session, you'll learn how to create content using the Adobe Creative cloud, including Photoshop and After Effects, that you can bring into Adobe Spark. With Adobe Spark, no design experience is needed to create stunning social media graphics and videos. Pick from beautiful customizable templates that you can easily make your own, then resize them for any social platform in just one click. *One lucky attendee will receive a one-year subscription to the Adobe Creative Cloud (a \$599 value). (Level: Intermediate)*

*Sean Glumace, Adobe Education Leader/
Education Systems Consultant, 2CPR Group, CA*

PRE-CONFERENCE C

Crisis Communication From Three Perspectives

This pre-conference session looks at crisis communication from three perspectives – a natural disaster, a shooter on campus and an attack on a college's brand. First, learn how Del Mar College on the Gulf Coast of Texas responded when Hurricane Harvey hit, knocking out cell towers, closing down roads and leaving some students without homes, vehicles or other basic necessities. In less than a week, the college's fall enrollment

went from a 5 percent increase to a 4 percent decrease. The college first focused on keeping students informed during the eye of the storm and then mobilized quickly afterward to help students and employees return to campus. Next up, learn how the Dallas County Community College District responded when a shooter in downtown Dallas shot 12 Dallas police officers, killing five. During the rampage, the shooter forced his way into the district's El Centro College in downtown Dallas, beginning a four-hour standoff that ended when Dallas police sent in a robot armed with explosives. And finally, learn how Orange Coast College responded when the college brand was attacked over political comments by instructors and students after the 2016 presidential election. Differing views by campus groups made a unified response impossible and gave the story extended life. Learn how the college defended and then rebuilt its brand after a perfect storm of criticism. *(Level: Advanced)*

Claudia Jackson, Executive Director of Strategic Communication and Government Relations, Del Mar College, TX; Ann Hatch, Director of Media Relations, Dallas County Community College District, TX; and Juan Gutierrez, Director of Marketing and Public Relations, Orange Coast College, CA

NOTE

The pre-conference intensives require separate registration and an additional registration fee.

OPENING KEYNOTE

1-2:15 p.m.

Welcome

Behind the Lens

Wyman Meinzer

Official Photographer for the State of Texas

In this opening keynote, Wyman Meinzer discusses what happens “Behind the Lens” and chronicles his creative journey as a professional photographer who started his career as a predator hunter on the big ranches of the rolling plains of Texas, living out of a half dugout on the Pitchford Ranch and perfecting his photographic skills. Over the past 40 years, Meinzer has photographed and/or collaborated on 27 large-format books. His images have also graced the covers of more than 250 magazines, including *Smithsonian*, *National Geographic Books*, *Natural History*, *Ebony*, *Time*, *Newsweek*, *U.S. News and World Report*, and *Field and Stream*.

2:30-3:30 p.m.

Welcome Reception and Mixer

4-8 p.m.

Free Time/District Dinners

NCMPR’s seven districts are planning off-site dinners on San Antonio’s famous River Walk. The dinners are optional and are hosted by the districts. Details will be provided by your district director.

MONDAY, MARCH 25

7:30 a.m.-5 p.m.

Registration/Conference Concierge

7:30-8:30 a.m.

Breakfast

CONCURRENT BREAKOUT SESSIONS *(choose one)*

8:30-9:30 a.m.

Creating Campaigns That are Technically Strategic and Still Have Heart

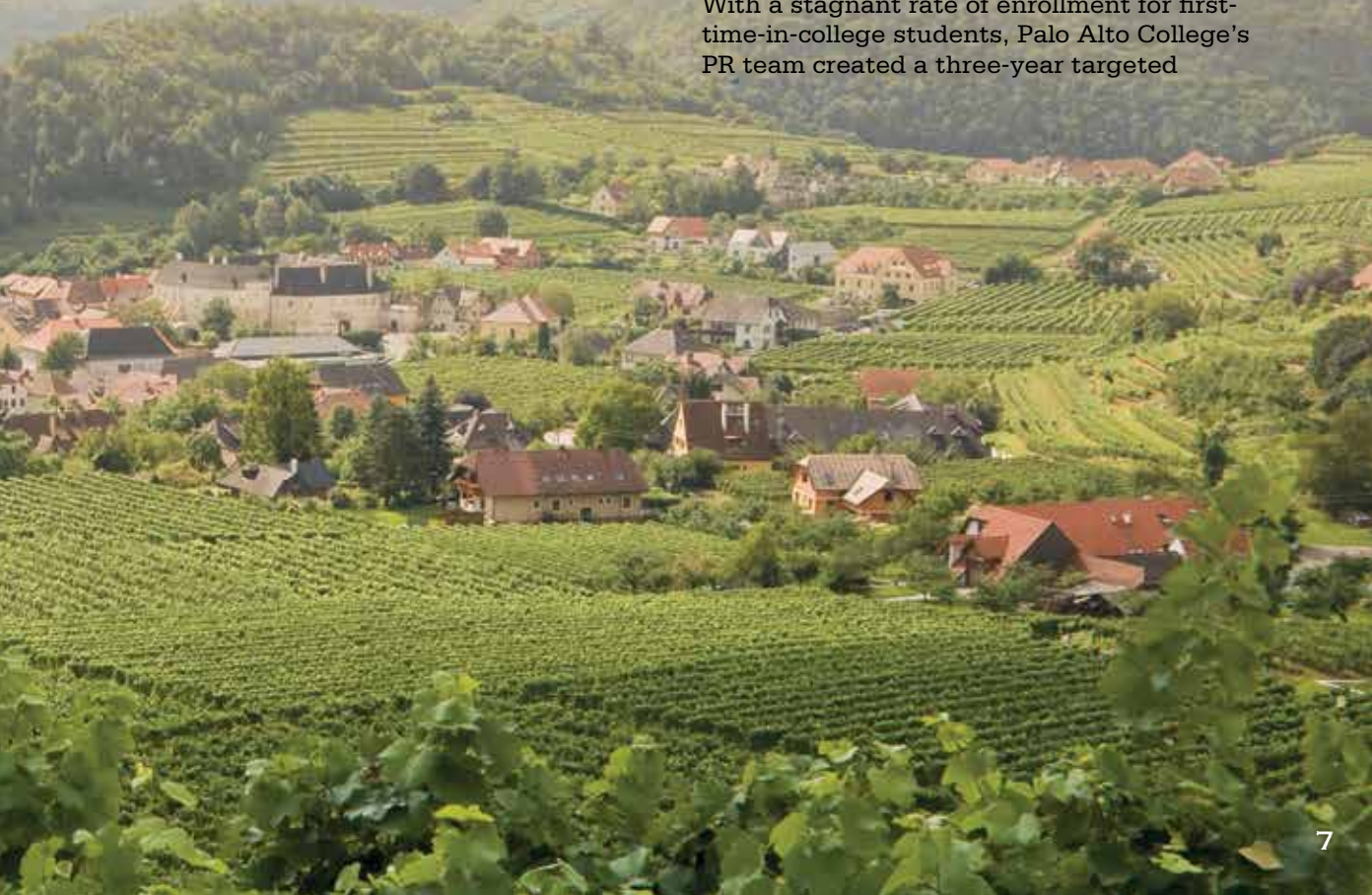
Creating an effective, compelling community college marketing campaign takes several steps. First, you have to get in the head of your target markets to identify their hopes and dreams, as well as their fears. Then you have to come up with creative ways to break into that inner dialogue to convince potential students to go to college. Here’s where it gets tricky – one size doesn’t fit all. This is where digital market segmentation comes in. Do this right, and the technical and the emotional will fit together like peanut butter and chocolate.

(Level: Advanced)

Warren Epstein, Executive Director of Marketing and Communication, Pikes Peak Community College, CO

How Research Leads to Effective Marketing

With a stagnant rate of enrollment for first-time-in-college students, Palo Alto College’s PR team created a three-year targeted



campaign with a goal to increase that student segment from 1,400 to 1,540 (10 percent). At the very beginning, the PR team focused first on gathering data, using focus group feedback, institutional research already on hand, and other key data. That all led to a multichannel, integrated marketing campaign that in the first year netted a 22 percent increase in first-time college students. Key takeaways from this session include: how a “situational analysis” can help you mine for the best “impact opportunities”; how research can help you create an engaging message; and the importance of understanding where your target audiences are, literally and figuratively. *(Level: Intermediate)*

Natalie Barajas, Public Information Director, Jerry Arellano, Director of Public Relations, and Erica Meza, Coordinator of Communications, Palo Alto College, TX

Rebooting Your College's Brand for the Digital Age

How does your institutional brand translate to the digital world? Do you need a brand reboot? This session presents real-world best practices from a team of community college professionals who will provide actionable strategies for blending the best of proven, more conventional marketing techniques with new approaches to fully use the digital landscape. Topics include: how to harness the power of earned, owned and paid media; how to create online buzz for your brand; ways to carve out your place on social media and determine which platforms may work best for your brand; and clearing up the hype about artificial intelligence and machine learning, and how your college can use these technologies to increase your brand's awareness with potential students. *(Level: Intermediate)*

Barb Dreger, Director of College Marketing, Fox Valley Technical College, WI, Mike Barzacchini, Director of Marketing Services, Harper College, IL, and Kathi Swanson, Ph.D., President, CLARUS Corporation, NE

Revamping Your Social Media Presence With Snapchat

After discovering that Facebook and Instagram were considered “old” by students, the College of Southern Maryland revamped its social media presence with an emphasis on immediacy. This session focuses on the college's use of multiple social media platforms, including Instagram and Facebook (still), but with a heavier emphasis on Snapchat. Learn how the college generated

more than 566.4K views in six months using free Snapchat community geo-filters and on-demand geo-filters for special events. Also included in the discussion: how to tie Snapchat in your college's marketing mix; analytics and best practices; social media posting strategies on other platforms; and the importance of having high-quality imagery. *(Level: Intermediate)*

Cynthia Breck, Web Applications Manager, College of Southern Maryland, MD

LEADERSHIP TRACK

So You Want to be a Community College President?

The American Association of Community Colleges projects that more than 50 percent of sitting presidents are expected to retire or “turn over” in the next five years. On top of that, the average tenure of a college CEO is less than four years. Indeed, a new wave of presidents is coming to the corner office, and they come with a wide variety of skills and few resources for support and guidance. This session by a first-time president who has just completed his first five years in office – and who came up through the ranks of marketing and development – outlines the steps necessary to develop a set of skills that will not only position you for that first presidency but will also help make your transition and first year a success. *(Level: Advanced)*

Dr. John Rainone, President, Dabney S. Lancaster Community College, VA

EXHIBITOR HOUR

9:30-10:30 a.m.

Take this time to visit with our conference exhibitors and sponsors and thank them for supporting NCMPR. Get a special game card marked by each exhibitor, turn it in at the registration desk, and you'll have a chance to win a prize! The drawing will take place at Tuesday's closing session. (You'll have to be present to win.)

CONCURRENT BREAKOUT SESSIONS *(choose one)*

10:45-11:45 a.m.

The 8-Second Rule: Where Psychology, Data and Creativity Collide

The average person's attention span is 8 seconds. Gone are the days of lengthy TV commercials and 3- to 5-minute videos that talk at you instead of to you. Using

psychology, data and a little leap of faith, the Community College of Baltimore County partnered with a creative agency to take a bold and decidedly in-your-face approach to a new advertising campaign. This session shows how the college worked with the creative agency to plan and execute new TV, radio and program spots while leaving room for the college to do some of the work in-house and take the concept one step further by incorporating it into bus stop shelters, elevator wraps and campus banners.

(Level: Intermediate)

Jodi Neal, Director of Creative Services, Nate Brigham, Multimedia Designer, and Christopher Mihavetz, Director of Marketing, Community College of Baltimore County, MD, and Dan Hack, CEO and Creative Director, Hack/Stone Film Group, MD

Conquering Digital Marketing With Data

Learn how to drive a common-sense, effective digital marketing campaign using data, especially predictive analytics, based on the experience of Lone Star College-Montgomery, which has managed multiple targeted campaigns to successfully drive student retention and recruitment. This session shows how data and social media platforms can be used together to boost student recruitment and retention; provides results from previous and ongoing social media marketing campaigns by Lone Star College-Montgomery; and offers low-cost tools to monitor online conversations about your brand. *(Level: Intermediate)*

Brandy Beucler, Marketing Coordinator, Lone Star College-Montgomery, TX

A Multifaceted Approach to Recruitment, Retention and Outreach

As enrollment numbers are projected to continue to decrease nationwide, Cuyahoga Community College (Tri-C) has responded by developing a multifaceted marketing approach to reach prospective students, retain existing students and build influencer audiences. This session provides an overview of Tri-C's tactics, including general branding and awareness; marketing specific program areas; focusing on "applied not registered" and "stop-out" lists; creating look-a-like audiences; sharing student success stories; creating short, ingestible video content; developing a year-long communication schedule to aid in retention; print, social and digital/geo-location strategies; and website content updates and analytics review.

(Level: Intermediate)

Lisa Dobransky, Collegewide Director of Strategic Communications, and Krista Broka, Director of Marketing Integration, Cuyahoga Community College, OH

Marketing's Role in the "Big Gift"

College marketing departments are often associated with efforts to recruit students and increase enrollment, but they're also vital to creating a positive institutional image, which, in turn, is essential when reaching out to potential donors. In 2018, Lincoln Land Community College was the beneficiary of an \$18 million gift directed to its agriculture program. Learn how the college's public relations and marketing office worked closely with the LLCC Foundation and president in their confidential, behind-the-scenes, multi-year cultivation of the gift; how the gift was announced for maximum PR exposure; and how the donation is being used now with the goal of doubling enrollment in the college's agriculture program and leveraging future donations. *(Level: Intermediate)*

Lynn Whalen, Executive Director, Public Relations and Marketing, and Karen Sanders, Executive Director, College Foundation, Lincoln Land Community College, IL

LEADERSHIP TRACK

Branding Your New President in Challenging Times

Bristol Community College's fourth president came in during one of the college's most challenging times. The college had just lost a \$2.5 million lawsuit for a sexual harassment case. There was a no-confidence vote on the outgoing president. Morale was low, and the college faculty and staff were split by heavy union activity. The new president needed to show she was dedicated to working with everyone to foster an inclusive, richly diverse environment. Six months before the new president's arrival, the college's vice president of communications worked directly with her to plan a strategic rollout that began with the #BCCConnect Tour – a whirlwind grassroots, social media blitz that would take place over the first six months of her presidency. It was a huge success. This presentation provides an overview of the rollout, emphasizing the importance of having your president on social media and how to "flip the switch" the day the new president arrives. *(Level: Beginning)*

Joyce Brennan, Vice President of College Communications, Bristol Community College, MA

SPECIAL FEATURE PRESENTATION

12 noon-2 p.m.

General Session/Lunch/Screening of Film, “No Greater Odds”

James McCoy and **Charlene Gibson** from the College of Southern Nevada discuss the power of narrative when telling the community college story. They are the producers and co-creators of the Emmy-nominated documentary, “No Greater Odds,” which captures the raw and unfiltered stories of five community college students, including a single mom who never finished high school, a first-generation student, an immigrant student, a student who started working at the age of 15 after her mother’s devastating accident, and a student who was a sexual assault victim as a child. In this special presentation, McCoy, associate vice president for academic affairs at CSN, and Gibson, a tenured professor in the department of communication at CSN, will discuss how the film – screened in nearly 45 states – has re-engaged faculty and staff, increased community support, changed the conversation about community colleges in the context of higher education, and created partnerships that put the community back in community college. After their presentation, the film will be shown over lunch, and then McCoy and Gibson will facilitate a Q&A session with a panel of students from the Alamo Colleges system.

2-3 p.m.

Student Panel

Students from the Alamo Colleges in San Antonio will take part in a panel discussion to examine the various themes in the film and take questions from the audience.

ROUNDTABLES

3:15-5 p.m.

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 three.

1 Adobe Q&A Session

Answers questions about the Adobe Creative Cloud and how it can be integrated into your workflow. *(Level: Intermediate)*

*Sean Glumace, Adobe Education Leader/
Education Systems Consultant, 2CPR Group, CA*

2 Back to Basics: Message, Audience, Channel for Communication Clarity

Shares tactics for distilling the job of communicator down to basic principles of message, audience and channel so that you stay focused on desired outcomes.

(Level: Beginning)

*Lori Stofft, Vice President of Advancement,
Arizona Western College, AZ*

3 Planning Strategies Across Campus for a WIN in Accreditation

Offers collaborative strategies that the marketing and PR office can use to support the campus community and ensure a successful accreditation visit, particularly in light of increasing emphasis on assessment and learning outcomes by state and federal governments. *(Level: Beginning)*

*Christy Keirn, Director of Communications
and Institutional Advancement, and Martin
Eggensperger, Vice Chancellor of Academic
Affairs, Arkansas State University-
Mountain Home, AR*

4 Creating and Executing a Digital Marketing Plan

Examines the “sales funnel” within higher education enrollment marketing and discusses how to create a digital marketing plan using the best channels to reach your niche audiences and keep them engaged through each stage of the funnel.

(Level: Beginning)

Joshua Dodson, Vice President for Research and Integrated Marketing, VisionPoint Marketing, MD

5 Advance Your Career With APR

Examines the Accreditation in Public Relations (APR) program, with insights from NCMPR members who have earned this designation, and shares four steps to help you prepare for the certification process.

(Level: Advanced)

Anne O’Connell, APR, Director of Public Relations and Marketing, College of Lake County, IL, and Kathy Corbalis, APR, Social Media Manager, NCMPR

6 Developing a Successful Data-Driven Marketing Plan

Shows how every aspect of a marketing plan should be informed by data and how insights derived from data can guide the language used in advertisements, determine where and when to market, and uncover the types of interactions that students have with your college. *(Level: Intermediate)*

Daniel Ramirez, Director of Public Relations and Marketing, South Texas College, and Cheryl Broom, President, Interact Communications, CA

7 How Micro-Moments Create Big Movements for Admissions

Talks about micro-moments and how they can provide subtle nudges to students in the admissions pipeline. Includes discussion of search, geo-fencing, messaging and tracking

to add value to strategic enrollment management initiatives. *(Level: Advanced)*

Leslie Tennant, Executive Director of Public Relations and Marketing, and Scot Rutledge, Director of Marketing and Media Services, Community College of Beaver County, PA

8 Hitch Up Your Own Brand

Discusses transitioning to a new college or to a new role within the college and how to develop your new team’s brand for continuous success, whether you’re a 25-year veteran or a newbie. *(Level: Beginning)*

Robin DeMott, Director of Communication, Hill College, TX, and Brittany Grimes, Director of Marketing and PR, Carl Sandburg College, IL

9 In Their Own Words: Student Story Video Contest

Highlights the Kentucky Community & Technical College System’s student story video contest, including their communication and outreach plan and how they collected video entries, enabled voting and distributed prizes. *(Level: Beginning)*

Brittany Lippert, Senior Marketing Manager, Kentucky Community & Technical College System, KY

10 The Power of Social Media: Make Your Event the Talk of the Cyber Town

Shows how Lamar College’s one-person public information office has harnessed the power of social media to successfully reach decidedly different target audiences and promote major events. *(Level: Intermediate)*

Gerry Dickert, Public Information Coordinator, Lamar State College Port Arthur, TX

11 Motivating Students to Get Their Ducks in a Row

Shares strategies from Western Technical College’s “Get Your Ducks in a Row” retention campaign that used instructors, various marketing tools and a small truckload of rubber ducks to urge students to register early for the next term. *(Level: Beginning)*

Julie Lemon, Director of Marketing and Communications, Western Technical College, WI



12 Digital Marketing on a Shoestring Budget

Demonstrates how even the smallest departments can create engaging digital marketing campaigns on a minimal budget through cross-department collaboration among faculty, students, student affairs and public relations. *(Level: Intermediate)*

Michelle Tran, Executive Director of College Relations, Mark Curtis-Chavez, Special Assistant to the President, and Ashlie Resendez, Dean of Student Services, Lone Star College-CyFair, TX

13 How to Integrate Digital Influencer Marketing Into Print Media Strategies

Discusses how to incorporate digital social influencers into print media solutions to amplify your message and draw a whole new audience to your school – because students trust the opinions of their peers by as much as 92 percent more than they trust what schools say about themselves.

(Level: Intermediate)

Anne McCarthy, Director of Sales, Direct Response/Government and Education, David Cesaro, Executive Director of Client Marketing, and Peter Wright, Director of Client Marketing, Valassis Communications, PA

14 When the National Media Comes Calling

Offers lessons learned from Middlesex Community College when a media giant chose to shine its spotlight on the institution and discusses how to be prepared to meet the around-the-clock demands of the national media when they come calling.

(Level: Beginning)

Jennifer Aradhya, Dean of Marketing Communications, Middlesex Community College, MA

15 Athletics: Friend or Foe?

Provides best practices for getting marketing pros a seat at the table with college athletics, not only to foster positive relationships but to harness this powerful marketing tool to readily share student-athlete stories. *(Level: Beginning)*

Clare Briner, Director of Marketing and Communications, and Maura Vizza, Sports Information Coordinator, Moraine Valley Community College, IL

16 Enhance Your Outreach Efforts With Student Ambassadors

Offers ideas for maximizing the role of student ambassadors within the college's advancement office, including how to keep student volunteers motivated, engaged and invested in the mission of the institution.

(Level: Beginning)

Kelli Dayrit, Community Outreach Specialist, Lord Fairfax Community College, VA

17 The Brand Police: Choosing Your Deputies and Enforcing Standards

Shows how Northeast Community College went from little-to-no brand standards to general brand awareness among faculty, staff and administration and how the college selects “deputies” on campus to aid in the battle against “brand bandits.” *(Level: Intermediate)*

Jeanette Johnson, Publications Coordinator, and Crystal Hollmann, Associate Director of Marketing, Northeast Community College, NE

18 Steps to a Smooth Website Redesign

Shares how Midland College started its website redesign by first reconsidering its CMS, thus keeping the daunting process of a redesign less overwhelming. *(Level: Beginning)*

Jeremy Rex, Senior Sales Director, OmniUpdate, CA

19 Using Social Media Federations to Strengthen Your College's Brand

Demonstrates how Pikes Peak Community College implemented a “federation model” for managing its digital communications, encouraging collaboration across campus to strengthen its social media presence and, ultimately, its brand. *(Level: Intermediate)*

Matt Radcliffe, Digital Strategist, Pikes Peak Community College, CO

20 The \$10,000 Validation: Raising Marketing's Visibility

Focuses on how the marketing director at Sandhills Community College elevated her department's visibility on campus by showing the college administration practically everything her office produces each year – and how that garnered a \$10,000 validation. *(Level: Beginning)*

Karen Manning, Director of Marketing and Public Relations, Sandhills Community College, NC

21 Writing Visual Copy

Shares tips for writing video stories that are relevant, to the point and exciting to the eyes and ears, whether it's a 30-second story for Facebook or a 2-minute story for the local TV station. *(Level: Intermediate)*

René Blatté, General Manager, Maricopa Colleges Television, Maricopa Community College, AZ

22 Logo and Mascot Refresh

Showcases how Blue Mountain Community College sold a logo and mascot refresh and new tagline in a tight budget climate and laid the groundwork for future updates. *(Level: Intermediate)*

Anne Livingston, Director of Marketing, and Casey White-Zollman, Vice President of Public Relations, Blue Mountain Community College, OR

23 How to Create a Remarkable Brand to Fit All Programs

Shares how Aims Community College launched a new brand and taglines with an emphasis on concepts that would work for the college as a whole and for individual programs. *(Level: Intermediate)*

Allyson Byerly, Creative Services Specialist, Aims Community College, CO

24 ADA Compliance in a Digital World

Presents tips, tools and resources to help you navigate ADA compliance issues and ensure that your college documents and web pages are accessible. *(Level: Intermediate)*

Juan Gutierrez, Director of Marketing and Public Relations, Orange Coast College, CA

25 How to Measure Marketing Success

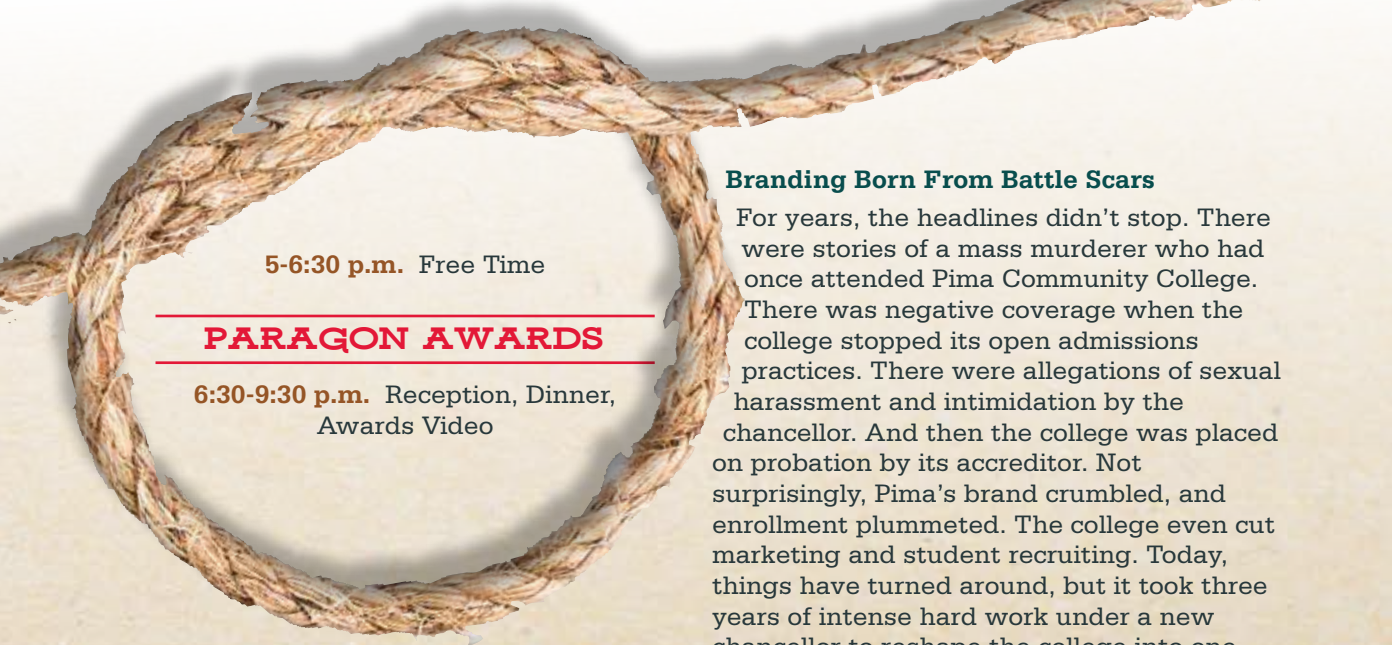
Looks at ways to develop metrics that can assist in measuring marketing success through concepts like brand recall and cost per new student acquisition and provides a real-world case study. *(Level: Intermediate)*

John King, Executive Director of Digital and Marketing Communications, Lone Star College System, TX

26 Leveraging "No Greater Odds" at Your College

Discusses practical strategies and marketing ideas to leverage the documentary, “No Greater Odds,” at your own institution. *(Level: Intermediate)*

James McCoy, Associate Vice President for Academic Affairs, and Charlene Gibson, Professor and Faculty Initiatives Coordinator, College of Southern Nevada



5-6:30 p.m. Free Time

PARAGON AWARDS

6:30-9:30 p.m. Reception, Dinner,
Awards Video

TUESDAY, MARCH 26

8-9:15 a.m.

Awards Breakfast

Pacesetter, Communicator, Rising Star and
Petrizzo Awards

CONCURRENT BREAKOUT SESSIONS *(choose one)*

9:30-10:30 a.m.

How a Hollywood Casting Call Can Find the Right Students to Promote Your College

We've all been there – hounding faculty and staff to identify successful, outgoing students to feature in the college's promotional materials. It's always challenging to find the right mix of students who best represent the diversity and personality of the college in a way that speaks to prospective students, alumni, donors, elected officials, etc. The Spartanburg Community College marketing team has found the answer by issuing an annual "Casting Call" that has students literally lining up to be part of the experience. Learn how, even with limited resources, the SCC team screens applications and conducts interviews to ensure that the right students are selected for the right promotions. You'll even hear about an unexpected bonus that has come about over the years – an archive of amazing students and graduates who now serve as SCC ambassadors. *(Level: Intermediate)*

Cheri Anderson-Hucks, Director of Marketing and Public Relations, Jane Bird, Creative Director, and Pam Sutphin, Marketing Communications Specialist, Spartanburg Community College, SC

Branding Born From Battle Scars

For years, the headlines didn't stop. There were stories of a mass murderer who had once attended Pima Community College. There was negative coverage when the college stopped its open admissions practices. There were allegations of sexual harassment and intimidation by the chancellor. And then the college was placed on probation by its accreditor. Not surprisingly, Pima's brand crumbled, and enrollment plummeted. The college even cut marketing and student recruiting. Today, things have turned around, but it took three years of intense hard work under a new chancellor to reshape the college into one that is well on its way to becoming a "premier" institution. New headlines tout national awards, student success and thriving partnerships. This presentation shows how the college did it by becoming ridiculously transparent, dedicating itself to a culture of continuous improvement, engaging the PR battle head-on, and embarking on building a promising new brand. *(Level: Intermediate)*

Lisa Brosky, Vice Chancellor, External Relations, Pima Community College, AZ

Engaging Stakeholders to Support Innovation

Change is an inevitable part of institutional progress, but even when it creates positive results, people are often resistant. Therefore, engaging stakeholders, both internal and external, must be a priority in order to successfully implement new initiatives. El Paso Community College (EPCC) recently embarked on a \$115 million districtwide campus expansion that included major projects at all five campuses. This session uses EPCC's Campus Transformation Campaign as a case study for effectively informing the community, employees and other stakeholders about the project while building strong relationships and partnerships. Also included are tips for building engagement among constituents even in the face of opposition. *(Level: Advanced)*

Keri Moe, Associate Vice President of External Relations, Communication and Development, and Lisa Elliott, Special Projects Assistant, El Paso Community College, TX

Branding Pathways and Student Success

Learn how a veteran community college marketer built a cohesive team of communication professionals to achieve an ambitious strategic communication plan involving a communication audit, the launch of a new website, the creation of a brand and style guide, and the development of a tactical marketing plan focusing on career pathways and student completion. *(Level: Intermediate)*

Robin DeMott, Director of Communication, Melissa Gibson, Graphic Design Manager, Eric Larson, Multimedia Production Manager, and Kira Zimmerman, Multimedia Manager, Hill College, TX

LEADERSHIP TRACK

Up Your Game With Coaching Tips for Success

Are you working on projects that are meaningful to your team and align with college goals, or do you spend most of your day getting chased down a rabbit hole? Learn how Anne Arundel Community College's award-winning "engagement coaching" program is changing the culture of the college – department by department – starting with the PR and marketing team. Topics include: how to apply the key principles of engagement coaching to daily activities in a way that promotes professional growth, collaboration, teamwork, job satisfaction, results, and maybe even fun; simple strategies for leading more productive meetings and building stronger relationships that result in better outcomes; the importance of setting personal, professional and team values; and how to design relationships that set clear expectations and allow everyone to bring their best self to the table.

(Level: Intermediate)

Jill Bennett, Assistant Director of Marketing Research and Strategy, and Carrie Bixler, Adjunct Instructor, Anne Arundel Community College, MD

CONCURRENT BREAKOUT SESSIONS *(choose one)*

10:45-11:45 a.m.

Cartography for Marketers: Creating Meaningful Pathway Maps

South Puget Sound Community College recently reorganized 70+ credentials into 10 pathways – a complex and challenging project in and of itself. The next step also presented a challenge: how to create easy-to-use "maps"

to encourage and engage students and help them understand the smoothest way to progress through each pathway. This presentation shows how instruction, enrollment services, outreach and public relations collaborated to create the maps and how they went from grand idea to finished product. *(Level: Intermediate)*

Kelly Green, Chief Communications and Legislative Affairs Officer, Steve Ashpole, Dean of Enrollment Services, Kati Sagawa, Communications Consultant 3, and Meg Estep Woolf, Director of Student Recruitment and Outreach, South Puget Sound Community College, WA

Build Your Own Brand Ambassadors

Your college's employees can make perfect brand ambassadors if you enable them to take ownership of the brand and help them become confident, credible spokespeople. Lewis and Clark Community College recently launched its own brand ambassador program that blends marketing and professional development training to turn faculty and staff into superfans who generate buzz for the college and spread awareness through their own personal and professional channels, both online and off. Learn how the program works, how it was met with much acclaim at the culmination of the first year, and how you can develop a similar program on your own campus. *(Level: Intermediate)*

Laura Inlow, Manager of Media Services, and Louise Jett, Media Specialist, Lewis and Clark Community College, IL

Seven Hacks to Help Your College Embrace New Ideas

Ever return to your college with great new ideas from an NCMPR conference and then – bam! You run into the "change resisters." So how can you get your colleagues to embrace new projects? This presentation shows how data, humor and even group exercises can make new projects happen. Specifically, it will provide examples from a campus-wide implementation of a new student retention initiative at Leeward Community College; explain key elements of various hands-on activities that produced positive engagement and eased new ideas into the campus culture; and present seven proven strategies that you can use at your campus to help deploy new ideas. *(Level: Beginning)*

Kathleen Cabral, Director of Marketing and Communications, Leeward Community College, HI, and Pam Cox-Otto, Ph.D., CEO, Interact Communications, WI

How to Create an Institutional Branding Campaign on a Shoestring Budget

San Antonio College's "I AM SAC Proud" campaign provides a case study for creating and implementing a comprehensive institutional marketing campaign that garners great results on a tight budget. It provides an overview of the marketing assets that were created, the process used, how the marketing department collaborated with the student success division in its outreach to students, and measuring results and return on investment. *(Level: Intermediate)*

Vanessa Torres, Director of Public Relations, San Antonio College, TX

LEADERSHIP TRACK

Bringing Your Strategic Plan to Life

Crafting an institutional strategic plan is one thing, implementing it is something else entirely. Hear about one school's efforts to recruit and nurture cross-functional teams, harness engagement, encourage empowerment, and create measurable plans – all while still getting daily jobs done. Learn some tricks and tools, the bumps and the spills, and how to celebrate early wins. If your college is contemplating a strategic planning phase, or in the middle of one, you'll walk away with a few new ideas, or at least a renewed sense of "I'm not in this alone!" *(Level: Intermediate)*

Lori Stofft, Vice President of Advancement, Arizona Western College

CLOSING KEYNOTE

12 noon-1:30 p.m.

Lunch

What Is Your 51 Percent? Purpose Over Task.

Erika Prosper Nirenberg

*Director of Customer Insights, H-E-B, TX
First Lady of San Antonio*

With shrinking budgets and more demands on their time, marketing and PR professionals at two-year colleges are moving in many different directions, juggling multiple tasks, and trying to maintain their sanity. Through it all, they must remain focused on telling the community college story, positioning their institutions firmly in the public eye, and helping students apply, enroll and succeed. It's a tall order, and focusing on "purpose over task" is one of the most difficult things in communication. So what's your 51 percent? In this closing keynote, Erika Prosper Nirenberg discusses how this idea can help you improve your approach to communicating the true intent behind your messages and how it can benefit you as a marketing leader on your campus.

Business Meeting

Everyone is welcome to attend this brief business meeting in which you'll get an update on national activities.

1:30 p.m.

Conference Adjourns

PROFESSIONAL DEVELOPMENT SCHOLARSHIPS

NCMPR awards professional development scholarships in the amount of \$400 each to help offset the costs of attending the national conference. The

scholarships are designated for new members, seasoned professionals and those employed at institutions with restricted travel budgets. The awards don't cover

all expenses, but they go a long way toward making it possible to attend.

For details about eligibility guidelines and how to submit your application, go

online to **www.ncmpr.org/national-conference-scholarships**.

The application deadline is Friday, Jan. 25, 2019. Submit yours today!



REGISTRATION

FEES

EARLY BIRD | REGULAR

Early-Bird = Paid On or Before Feb. 22, 2019

Regular = Paid After Feb. 22, 2019

NCMPR Member

Conference Registration \$625 | \$675

Includes ALL events on the program, including the Paragon Awards

Pre-Conference Intensive \$90 | \$100

NOT included in conference registration fee

Community Colleges and the First Amendment

Adobe

Crisis Communication

Paragon Awards GUEST Ticket \$100 | \$100

Includes reception, dinner and awards presentation.

For guests only. *Paragons are included in the regular conference registration fee.*

FOR NONMEMBERS,

you must join NCMPR first. Go online to **www.ncmpr.org** and click on "Join NCMPR."

If you have questions about the 2019 conference, including registration and special dietary requirements, call the national office, (505) 349-0500.

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.

HOW TO REGISTER

To register, go online to **www.ncmpr.org/events/detail/2019-national-conference**.

Payment may be made by check or credit card. **IF PAYING BY CHECK**, an invoice will be emailed to you. Submit the invoice to your business office for processing.

IF PAYING BY CREDIT CARD, a confirmation receipt will be emailed to you.

Refund Policy

Cancellation and refund requests must be made in writing on or before Feb. 22. NCMPR will issue a refund of the conference fee, minus a \$150 administrative fee. Email requests to dhalsey@ncmpr.org.

NO REFUNDS will be granted for requests made after the deadline.

For **SPECIAL CIRCUMSTANCES** (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

Substitutions are gladly accepted.

HOTEL ACCOMMODATIONS

Conference Headquarters

Hyatt Regency Hill Country
9800 Hyatt Resort Drive
San Antonio, TX 78251
(210) 647-1234

Room Rate

\$189 a night/single or double occupancy (plus applicable state and local taxes)

Reservations

ONLINE: <https://bit.ly/2DwV4zT>

PHONE: Call central reservations at 1-800-233-1234. Mention group code: NCMU.

IMPORTANT! Registration cutoff date is **Thursday, Feb. 28, 2019.**

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 \$189. If

NCMPR's room block sells out before Feb. 28, 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.

Internet and Fitness Center Access

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**.

Hotel Parking

Self-parking is complimentary.

AIRPORT TRANSPORTATION

The Hyatt Regency Hill Country is about 17 miles (20 minutes) from the San Antonio International Airport. Supershuttle provides non-stop service for \$72 round-trip. Uber fares run \$20 to \$30 one way, and cab fares run about \$43 one way.

ODDS AND ENDS

Exhibitors

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, contact the national office at (505) 349-0500.

Dress Code

The suggested attire for all conference events, except for the Paragon Awards, is business casual. For the Paragons, come in your best Texas duds to go with the theme, "Denim and Diamonds."

ABOUT TEXAS HILL COUNTRY-SAN ANTONIO

Climate

Spring is in full swing in the month of March in San Antonio, with low humidity and average temperatures on the rise. Highs typically range between 71 and 76 degrees, with lows ranging between 48 and 54 degrees. Dress in layers and bring a light coat.

Things to Do in Texas Hill Country-San Antonio

NCMPR's 2019 national conference is headquartered in Texas Hill County but still near the big-city culture of San Antonio, giving you the best of both worlds – an opportunity to relax and get re-energized on a 300-acre resort and spa, plus the chance to immerse yourself in the Spanish culture of San Antonio.

THE RIVER WALK

The San Antonio River winds through the city center, providing easy access to San Antonio's cultural hot spots, historic sites, shops and riverside dining. Explore the 15 miles of sidewalks and paths on foot, by bike or by river cruise.

THE ALAMO

This 18th-century Spanish mission – the heart of San Antonio and Texas' most-visited historic landmark – is home to the famous 1836 battle that marked a pivotal turning point in the Texas Revolution and Texan independence from Mexico. It's open year-round, and admission is free.

THE MISSIONS

Five missions established by Spanish priests in the 18th century represent the largest concentration of Spanish colonial missions in North America. They have been named a World Heritage Site by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

TEXAS HILL COUNTRY

San Antonio is perched on the southern edge of Texas Hill Country, settled by Germans and Eastern Europeans and featuring picturesque small towns and a variety of outdoor adventures. You'll find great shopping; some of the best barbecue in Texas; live music at places like Gruene Hall, said to be the oldest still-operating dance hall in Texas; more than 30 regional wineries producing award-winning vintages in a 9 million-acre region that is the second largest in the U.S.; and outdoor activities galore, including hiking, biking, rock climbing and cave tours.

For more ways to explore Texas Hill Country-San Antonio, visit www.visitsanantonio.com.

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 or contact the national office at (505) 349-0500.