



MAGICAL.

**NCMPR**

National Council for  
Marketing & Public Relations

**ANNUAL CONFERENCE**

The poster features a warm orange background with a whimsical design. At the top, a cluster of colorful stars (blue, green, pink, orange) is surrounded by dashed spiral lines. Below this, the text 'Magical. Memorable. Marketing.' is written in a stylized, orange, serif font. Underneath the text, the dates 'March 22-24, 2020' and the location 'Orlando, Florida' are printed in a bold, dark teal sans-serif font. At the bottom, a large, stylized palm frond with green and blue leaves extends upwards. The entire design is accented with faint, light-colored stars and spiral patterns.

# MAGICAL. MEMORABLE. MARKETING.

**March 22-24, 2020**  
**Orlando, Florida**



With an abundance of thrill rides and theme parks, Orlando is truly a magical place. Home to Disney and Universal, it's one of the world's most-visited family destinations. And now, it's the destination for NCMPR's 2020 national conference.

In addition to Disney and Universal, there's plenty else to do in "The City Beautiful," dotted with hundreds of lakes, boasting year-round temperatures that hover in the mid-70s, and known for its generous hospitality. Indeed, Orlando's attractions have grown to include waterparks, giant aquariums and zoos, airboat swamp tours, premier golfing, high-end shopping, world-famous restaurants and amazing nightlife.

Conference headquarters is the Rosen Centre Hotel, centrally located on popular International Drive just 12 minutes from the Orlando International Airport and within minutes of Orlando's famous attractions and entertainment.

The magic takes place March 22-24. Mark the dates on your calendar and make plans to attend!



# 4

## KEYNOTE SPEAKERS



### OPENING KEYNOTE

#### SIMON T. BAILEY

*Author and  
Former Sales Director for  
Disney Institute*

Simon T. Bailey says his life's purpose is to teach 1 billion people how to be fearless and create their future. He challenges individuals to dig deep to find and release their inner brilliance and become "Chief Breakthrough Officers." With more than 30 years of experience in the hospitality industry, including serving as sales director for Disney Institute, Bailey engages and inspires leaders and team members through keynotes, workshops, books and online courses. He has personally worked with more than 1,700 organizations in 46 countries since launching Simon T. Bailey International more than 15 years ago. He is the author of 10 books, including his most recent release, *Be the SPARK: Five Platinum Service Principles for Creating Customers for Life*.



### MONDAY LUNCHEON

#### STEVEN VARBLE

*Owner, Steven Varble  
Productions*

Freelance designer Steven Varble has worked with many organizations, including Walt Disney World, Brookfield Zoo (Chicago), St. Louis Arch, Nestlé, Cargill, Abraham Lincoln National Heritage Area and various community, private and public colleges and universities. His current work encompasses design services, identity design, marketing, web design and home product design with specialties in academic marketing and tourism. Among his career honors are multiple CASE awards, including a Gold Circle of Excellence for a MacMurray College fundraising promotion in which he accompanied the college president on a "MacNation" tour in a customized motor coach. The campaign was the most successful fundraising effort in MacMurray's history.





# KEYNOTE SPEAKERS



## CLOSING KEYNOTE

### DONNA MIRUS BATES

*Senior Vice President,  
Strategic Partnerships  
and Communication,  
Universal Parks & Resorts*

Donna Mirus Bates has been with Universal Parks & Resorts for more than 20 years in a variety of marketing positions. In her current role, she leads marketing partnerships and communications on behalf of Universal Parks & Resorts from the corporate office in Orlando, working with the local site CMOs and marketing leaders in Orlando, Hollywood, Japan and Beijing to ensure global connectivity and consistency across key business areas. In 2010, she oversaw the marketing and sales launch strategy for the Wizarding World of

Harry Potter, and in 2014 oversaw its expansion to include Diagon Alley and the Hogwarts Express. She is frequently called upon for public speaking engagements focused on her expertise in entertainment brand marketing and personal branding.

### ALYSON LUNDELL APR, CPRC

*Senior Director  
of Corporate  
Communications,  
Universal Orlando Resort*

Alyson Lundell has worked on the communications team at Universal Orlando Resort for more than 11 years. In her current role, she leads her team in setting global public relations strategy and also focuses on tactical planning and execution, corporate issues and crisis management. She has been closely involved with communicating the destination's evolution, beginning in 2010 with the opening of The

Wizarding World of Harry Potter-Hogsmeade. From there, she and her team went on to launch some of the most popular experiences ever created, including TRANSFORMERS The Ride-3D, Despicable Me Minion Mayhem, Fast & Furious Supercharged, The Wizarding World of Harry Potter-Diagon Alley, Universal's Volcano Bay Water Theme Park, and the resort's most recent addition - Hagrid's Magical Creatures Motorbike Adventure.







# PROGRAM AT A GLANCE



## SUNDAY, MARCH 22

### 8 A.M.-4 P.M.

Registration/  
Conference Concierge

### 9 A.M.-12 NOON

Pre-Conference  
Intensives

### 11 A.M.-1 P.M.

Exhibitor Preview and  
Life Bite Lunch

### 1-2:15 P.M.

Welcome and  
Opening Keynote

### 2:30-3 P.M.

District Meetings

### 3-4 P.M.

Welcome Reception  
and Mixer

### 4-8 P.M.

Free Time/  
District Dinners

## MONDAY, MARCH 23

### 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

### 9:45-10:45 A.M.

Exhibitor Hour

### 11 A.M.-12 NOON

Concurrent  
Breakout Sessions

### 12:15-1:30 P.M.

Lunch and Speaker

### 1:45-2:15 P.M.

Short Takes (Group 1)

### 2:25-2:55 P.M.

Short Takes (Group 2)

### 3:05-3:35 P.M.

Short Takes (Group 3)

### 3:45-4:15 P.M.

Short Takes (Group 4)

### 4:15-6:30 P.M.

Free Time

### 6:30-9:30 P.M.

Paragon Reception,  
Dinner, Awards

## TUESDAY, MARCH 24

### 8:30-9:30 A.M.

Awards Breakfast

### 9:45-10:45 A.M.

Concurrent  
Breakout Sessions

### 11 A.M.-12 NOON

Concurrent  
Breakout Sessions

### 12:15-1:30 P.M.

Lunch/Closing Keynote

### 1:30 P.M.

Conference Adjourns





# CONFERENCE PROGRAM

SUNDAY, MARCH 22



## SUNDAY, MARCH 22

### REGISTRATION

#### 8 A.M.-4 P.M.

Registration/Conference  
Concierge

### PRE-CONFERENCE INTENSIVES

Pre-conference  
intensives require  
separate registration  
and an additional  
registration fee.

#### 9 A.M.-12 NOON

##### PRE-CONFERENCE A:

### Strategic Planning: Taking a Seat at the Table

This pre-conference intensive starts with a general overview of the strategic planning process and then delves into the role of the marketing and communications professional, who must have a seat at the table when it comes time to develop or update your college's plan. Specific topics include: 1) the marketer's role as a strategy owner, communicator, subject matter expert and visionary; 2) how to ensure you have a voice in the process; 3) top 10 tips to influence and impact your college's strategic planning

process; and 4) how to incorporate strategic thinking into your own daily routine.

(LEVEL: INTERMEDIATE)

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*Kathy Darwin, Owner,  
Business Evolutions, NM*

##### PRE-CONFERENCE B:

### Diversity and Inclusion on Campus: The Important Role of the Marketing and Communications Office

Today's headlines have brought diversity and inclusion to the forefront of the American workplace, and in higher education, it means creating a campus culture that supports diversity and inclusion from the perspectives of staff, students and the community at large. The marketing and communications office plays an integral role, particularly when communicating with internal and external audiences. This pre-conference intensive starts with a basic review of such concepts as diversity, inclusion, social justice, micro-aggressions and implicit bias. With that refresher, the session will then

explore: 1) Marketing and communication strategies and best practices that respect diversity and address social identities such as race, ethnicity, gender identity, sexual orientation, age, social class, disability, nationality and religious identity. 2) Marketing and communication strategies and best practices that support inclusion and minimize bias, thus helping people feel valued and supported for their distinctive skills, experiences, social identities and perspectives. 3) Best practices for avoiding common mistakes when communicating around diversity and inclusion. 4) Best practices for supporting conversations on campus among staff and students about diversity and inclusion.

(LEVEL: INTERMEDIATE)

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*Jeff Julian, Interim Chief  
of Staff/Board Liaison,  
Harper College, IL, and  
Anne Phibbs, Ph.D.,  
President and Founder,  
Strategic Diversity  
Initiatives, MN*





# CONFERENCE PROGRAM

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## PRE-CONFERENCE C:

### Studio Magic: Portraiture Done Right

Taking snapshots of people is easy. Taking portraits of people is an art form. This pre-conference intensive, for experienced photographers who are comfortable with professional or "prosumer" cameras and lenses, will explore how to capture people at their best using the proper setup and lighting. Participants will enjoy live, hands-on training in a pop-up studio and will explore various aspects of portraiture, including professional business portraits, a "photo booth" concept with two to three people in studio, an athletics season promo shoot and painting with light. This session will stretch photographers who consider themselves at an intermediate level while also providing helpful tips to those at more advanced levels.

(LEVEL: INTERMEDIATE)

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*Ben Munson, Marketing and Member Outreach Manager, NCMPR, and Freelance Photographer, MO*

## EXHIBITOR PREVIEW

11 A.M.-1 P.M.

### Exhibitor Preview and Life Bite Lunch

Grab a light, on-the-go lunch and take time to preview the lineup of conference exhibitors and sponsors. Be sure to 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.) This is the first of two dedicated time slots to visit with exhibitors and sponsors. You'll have another dedicated hour on Monday morning.

## WELCOME

1-2:15 P.M.

### OPENING KEYNOTE

### Shift Your Brilliance: Leading Amid Change

#### Simon T. Bailey

*Author and Former  
Sales Director for  
Disney Institute*

Change moves at the speed of light. To keep pace, individuals within an organization must raise the bar on their performance and reset their mindset. The

leadership skills of yesterday will not carry the day in today's continually evolving workplace. No one is immune to these changes. Simon T. Bailey, author and former sales director for Disney Institute, explores what he calls "Vuja de Moment" and invites us to disrupt what is comfortable and embrace change to remain relevant, innovative and competitive. That means an emphasis on collaborative problem-solving, solution-oriented and forward-looking thinking, and a willingness to incorporate new methodologies in everyday practices. This opening keynote takes a high-level look at leadership while also providing actionable tools to develop the vision needed to be a leader. For today's community college communication professionals – both new and seasoned veterans – it's essential to look through a leadership lens when working within the ranks of their own marketing teams and when taking a seat at the administrative table.



# CONFERENCE PROGRAM

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**2:30-3 P.M.**

## District Meetings

Meet with colleagues from your district to get the latest news on regional activities while making plans for district dinners later in the evening.

**3-4 P.M.**

## Welcome Reception and Mixer

**4-8 P.M.**

## Free Time/ District Dinners

NCMPR's seven districts are planning off-site dinners in various locales. The dinners are optional and are hosted by the districts. Details will be provided at the district meetings.

## MONDAY, MARCH 23

### REGISTRATION

**7:30 A.M.-5 P.M.**

### Registration/ Conference Concierge

**7:30-8:30 A.M.**

### Breakfast Buffet

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### CONCURRENT BREAKOUT SESSIONS

(choose one)

**8:30-9:30 A.M.**

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### Removing Barriers: How to Develop a Successful Capital Campaign Rooted in Equity

Most college advancement professionals know the important role equity plays in advancing the community college mission of being an open door to higher education, available to all who seek a better future. However, many don't understand the important role marketing plays in supporting equity. Skagit Valley College, located in northwest Washington, is leading its state's equity efforts by introducing a framework that places equity at the heart of teaching and learning. This presentation reveals how the college's advancement team built upon the institution's

equity vision, successfully integrating it into a capital campaign for student achievement and excellence.

It will show how a combination of one-on-one engagement, community events, inclusive marketing messages and student stories strengthened the college's connection to the community and helped reach a \$3 million capital campaign goal ahead of schedule.

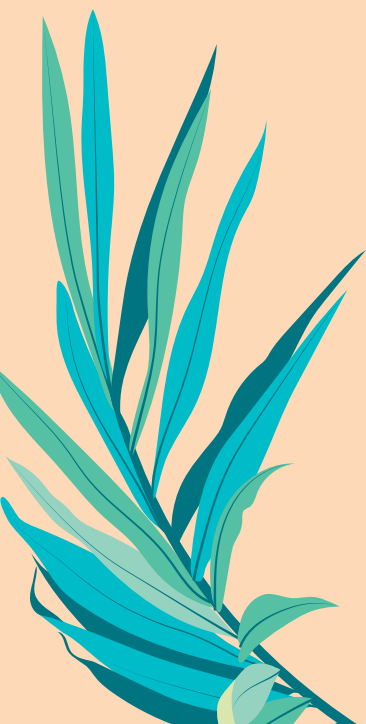
(LEVEL: INTERMEDIATE)

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*James Walters, Director of Marketing and Communications, and Anne Clark, Vice President of College Advancement, Skagit Valley College, WA*

### Your Employees Are Your Best Brand Asset: How to Make Them Recruitment and PR Champions

Creating and launching an effective employee brand ambassador program requires clearly defined goals, collaboration and passion to share your college's message. Cuyahoga Community College (Tri-C) developed an "Access Champion" training program to better use college employees in recruitment and public relations efforts. Learn how the integrated





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communications department collaborated with others across the college to create, launch and measure an employee brand ambassador program, giving a framework to knowledge they already had and helping to effectively recruit prospective students.

(LEVEL: INTERMEDIATE)

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*Kristin Broka, Director of Marketing Integration, Cuyahoga Community College, OH*

## Understanding the New Student Enrollment Journey and Digital Marketing's Role

Are you still using an outdated concept of the enrollment funnel for your strategic enrollment management (SEM) plan? In the past, you captured inquiries and prospects and tried to move them along the path to application and enrollment, assuming you had control of the process. However, because today's students have unlimited access to digital information, the old linear enrollment funnel no longer describes their journey to enrollment. This session presents a new way to create an SEM plan based on audiences rather than

functions. Specific topics include: outlining the new student journey to enrollment, identifying what digital tactics are needed at each step, and organizing an SEM plan to guide your marketing, recruitment and retention efforts with the KPI needed to measure outcomes.

(LEVEL: INTERMEDIATE)

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*Stephanie Stuart, Vice President for Communications and External Relations, Parkland College, IL, and Kathi Swanson, Ph.D., President, CLARUS Corporation, NE*

## Podcast Anyone?

iTunes has more than 550,000 active podcasts and 50 billion episode downloads. To take advantage of this popular medium to engage students, faculty, staff and community members, Anne Arundel Community College's Office of Strategic Communications launched its first podcast, *Redefine U*. The podcast explores "what happens when we're challenged to change our beliefs, our thoughts or even who we think we are." The concept reflects the college's brand and advertising campaign, *Redefine Yourself®*, which includes profiles of students who

redefined themselves at different stages of their careers and lives. This session explores how the podcast progressed from concept to finished product, involved faculty and students, and fit the college's strategic plan.

(LEVEL: INTERMEDIATE)

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*Dan Baum, Executive Director of Strategic Communications, and Allison Baumbusch, Creative Director, Anne Arundel Community College, MD*

## How to Wizard a Website Redesign

Forget the HTML and code architecture. The greatest challenges of a college website redesign are people: instructors who want the language to speak to their colleagues at Harvard, administrators who hold onto the way things have always been done, finance folks who wonder what's wrong with the current search box and other stakeholders who want their say about changes. Pikes Peak Community College recently kicked off a project to improve its academic webpages. During the project, the college learned a lot about the problems with the website beyond academic webpages and improved the website for everyone.



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This project involved every department of the college, down into the IT support caves, into budget land and beyond. This presentation will show how to complete a web redesign project from ideation and discovery through design and implementation.

(LEVEL: INTERMEDIATE)

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

## EXHIBITOR HOUR

**9:45-10:45 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.)

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## CONCURRENT BREAKOUT SESSIONS

(choose one)

**11 A.M.-12 NOON**

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### Tejano Go! Using Online Scavenger Hunts to Engage Campus and Community

To help celebrate its 50th anniversary in 2019, El Paso Community College (EPCC) launched Tejano Go!, an online scavenger hunt created for each of EPCC's five campuses and the Administrative Services Center. Learn how Tejano Go! was incorporated into the marketing plan for the golden anniversary, how it enabled the college to customize experiences at each campus, and how it leveraged social media to more broadly engage students and the community. Also covered will be the challenges of developing and implementing the scavenger hunts, successes in implementation, and tips for those who may want to develop similar strategies at their institutions.

(LEVEL: ADVANCED)

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

### Data-Driven Storytelling: When Campus Communications and Institutional Research Come Together

In today's world of data-driven outcomes, the need for statistics and information is more important than ever, particularly when it comes to telling your institution's story. Knowing this, the campus communications and institutional research departments at North Orange Continuing Education in southern California came together in a unique collaboration to tell their story to internal stakeholders, the board of trustees and legislators. Their goal was to share the benefits of noncredit education by using simple and succinct infographics to illustrate student success stories. This session shows how the departments worked together to use favorable data, produce a variety of publications and inspire a framework for future collaborative projects.

(LEVEL: INTERMEDIATE)

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*Jennifer Perez, Director of Campus Communications, and Dulcemonica Delgadillo, Interim Director, Institutional Research and Planning, North Orange Continuing Education, CA*





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## Why an Institutional Storytelling Vision Isn't Just a Fairy Tale

It's a familiar refrain for college marketing and public relations teams: too many good stories, not enough time or resources to tell them. What's worse is resources are often strained even further, albeit with the best of intentions, when stories are developed for use on only one channel or with only one audience. At Harper College, the communications and marketing services offices, in collaboration with the advancement team, decided it was time to evaluate the college's vision for storytelling. They set out to create a deliberative storytelling process and direct limited resources to telling fewer, but more powerful, institutional stories. This session will help you learn how to assess your college's storytelling efforts and make improvements to your process. You'll gain ideas that can be applied on your campus, regardless of the size of your college or your communications department.

(LEVEL: INTERMEDIATE)

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*Jeff Julian, Interim Chief  
of Staff/Board Liaison,  
Harper College, IL*

## A Research-Based Rebrand

With a declining high school population in the state, an improving job market, fierce competition among higher education institutions, and market research that showed prospective students didn't understand what community colleges do, the Kentucky Community & Technical College System knew it was time for a brand refresh. This session starts by tracing the qualitative and quantitative market research and how it was used to bring leadership on board, gain input from faculty and staff, and work with multiple agencies to create a comprehensive awareness-building campaign based on a newly redesigned and refreshed brand.

(LEVEL: INTERMEDIATE)

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*Brittany Lippert, Senior  
Marketing Manager,  
and Terri Giltner, System  
Director of Marketing,  
Kentucky Community  
& Technical College  
System, KY*

## Combining Marketing and Admissions to Create a Competitive Edge

Like many colleges, UC Clermont College faced years of declining enrollment. In 2015, its new dean decided to do a major reorganization that combined marketing and recruiting/admissions. This was a major culture shift, but it made sense operationally. Indeed, streamlining branding, messaging and implementation, while wrapping marketing around enrollment goals, paid big dividends. In 2018, the college saw its first enrollment increase in seven years. Learn how forming this one team helped the college align its messaging with delivery and how it ultimately helped the college better achieve its mission.

(LEVEL: INTERMEDIATE)

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*Mae Hanna, Senior  
Assistant Dean  
of Marketing/  
Communications, UC  
Clermont, OH*

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# 15

## CONFERENCE PROGRAM

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### LUNCH AND GENERAL SESSION PRESENTATION

12:15-1:30 P.M.

#### Magical, Memorable Presentations

##### Steven Varble

*Freelance Designer and  
Owner, Steven Varble  
Productions*

Watch canvases come to life as designer Steven Varble demonstrates the magical art of graphic recording. Learn how to make any presentation memorable with this proven technique of translating ideas into images and text for maximum audience retention. Even if your own artistic abilities are limited to stick figures, Varble will provide practical, fun ways you can implement graphic recording in presentations to your colleagues, alumni, donors and prospective students.

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### SHORT TAKES

(choose one)

1:45-2:15 P.M.

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#### Livestreaming 101

You want to share graduation and other special events with the world, so you take 20 minutes to browse for information on

livestreaming and quickly determine you'll need advanced degrees in information technology, engineering and video production to figure it all out. However, basic livestreaming beyond what you can do with a phone and Facebook Live is surprisingly within reach. See how you can start creating or elevating your livestreaming to drive conversations, donations and more for your college.

(LEVEL: INTERMEDIATE)

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*Jason Houlihan, Social  
and Video Media  
Specialist/Staff Writer, Del  
Mar College, TX*

#### How We Survived the Largest Celebration in College History

Learn how Langara College in Vancouver, B.C., turned a postsecondary anniversary campaign into an exciting, forward-thinking and on-brand event for its community. Hear how the small team generated excitement and internal buy-in, managed budgets and expectations, and created strategies to successfully plan and execute a multi-platform campaign for

the largest event in the college's history.

(LEVEL: INTERMEDIATE)

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*Carly Barrett,  
Communications Officer/  
Advancement, Langara  
College, Canada*

#### A Strategic and Affordable Approach to an In- House Web Refresh

Three years after a complete redesign, Moraine Valley Community College's website was already feeling stale. To freshen it up, the marketing team decided to look largely in-house using page-designing plug-ins while outsourcing more difficult projects. In the process, they learned: program content was buried under academic jargon or was arranged according to the college's organizational chart, which made it difficult to find; content needed retooling for mobile use; many users visited the site past office hours, so better follow-up strategies were needed; and many of the college's programs showed zero results in web searches. This session will highlight Moraine Valley's experience with doing an in-house website refresh,



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covering such topics as: identifying priorities and determining which key pages will enhance the user experience; the importance of gaining consensus on the value of changes to minimize shell shock; and how to sustain the momentum as pages continue to need refreshing.

(LEVEL: INTERMEDIATE)

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*Mike Loveday, Senior Web Content Specialist, Moraine Valley Community College, IL*

## The Magic of Focus Groups

Focus groups are one of the marketer's favorite tools. But with shrinking budgets and diminishing resources, this expensive undertaking can seem impossible to implement. In this 30-minute session, you will learn how one college created, designed and implemented its own student focus group initiative. You will leave with tips, tricks and tools that will help you conjure up valuable student data you can use to create enchanting and spellbinding marketing campaigns.

(LEVEL: BEGINNING)

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*Beth Noël, Interim Director of Marketing and Communications, Middlesex Community College, MA*

## Secrets of Managing Marketing Projects and Brand Consistency

How do you ensure brand consistency across platforms? And how do you effectively and efficiently manage marketing projects so team members are in sync on tasks and deadlines? Explore the people, processes and technology needed to manage your brand and marketing projects – with ease and on a limited budget.

(LEVEL: INTERMEDIATE)

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

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## SHORT TAKES

(choose one)

**2:25-2:55 P.M.**

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## Turning Student Stories Into Recruitment Campaigns With Heart

This presentation highlights how Phi Theta Kappa, the honor society for two-year college students, translated student success stories into an integrated recruitment and awareness campaign,

"I Am PTK" – all created in-house with the help of an outside videographer. Topics include the creative process, budget, resources and challenges faced along the way.

(LEVEL: BEGINNING)

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*Katherine Scanlon, Associate Vice President of Marketing and Communications, Phi Theta Kappa Honor Society, MS*

## Presidential Communication: Social Media and Relationship-Building

In this session, a college president and community relations manager review how they use social media and other digital technology to communicate with stakeholders in their large urban community college district. Included will be strategies for leadership communication, tools to use in a crisis, and best practices for building relationships among various campus constituencies.

(LEVEL: INTERMEDIATE)

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*Celina Baguiao, Community Relations Manager, and Lisa Avery, Campus President, Portland Community College, OR*





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## Make Better Videos: Unleash Creativity by “Designing for Wonder”

“Designing for wonder” is a unique way of approaching design thinking to maximize creative ideas and execution. Learn about this concept – developed by the videographer at Northwest Florida State College – and see how incorporating “wonder” into the creative process, particularly when making videos, can earn attention, achieve desired outcomes and create deeper connections with your audience.

(LEVEL: BEGINNING)

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*Brownrygg Woolfs,  
Videographer, Northwest  
Florida State College, FL*

## Data Breach: PR Lessons Learned

It’s increasingly common: An employee innocently clicks on a link in what looks like an email from a senior leader. Personal information is shared. Chaos ensues. Hear from the PR pros at Western Technical College who lived through a potential data breach incident, including what went well, what didn’t go well and how it influenced

the college’s policies going forward. Specific topics include how the college communicated with those affected, the resulting media inquiries and follow-up actions. Spoiler alert: It didn’t all go smoothly.

(LEVEL: BEGINNING)

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*Julie Lemon, Marketing  
and Communications  
Director, and Eric  
Jacobson, Public  
Relations Specialist,  
Western Technical  
College, WI*

## Using a Mascot to Freshen Up Marketing and Build Engagement

Rowan College at Burlington County is using its mascot, Barry, as the central figure in its marketing and community engagement efforts, and the response has been overwhelmingly positive. This session highlights several creative tactics, including how Barry has played key roles in graduation, Pride Day, Dean’s List celebrations, a #whosbarry campaign, and surprise in-class visits.

(LEVEL: BEGINNING)

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*Greg Volpe, Executive  
Director of Strategic  
Marketing and  
Communications, Rowan  
College at Burlington  
County, NJ*

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## SHORT TAKES

(choose one)

**3:05-3:35 P.M.**

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## Leveraging Local Sports Teams to Tell Your Story

Working with your local professional sports teams shouldn’t stop with stadium ads. Grand Rapids Community College has worked with its local baseball, hockey and basketball teams to promote programs and tell student stories in some creative ways that reached a wide audience and didn’t cost much more than an ad. This session highlights some of those activities, including student-of-the month Zamboni rides, pre-game manufacturing equipment demonstrations, and a collaboratively designed team jersey.

(LEVEL: BEGINNING)

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*Dave Murray,  
Communications  
Director, Grand Rapids  
Community College, MI*



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## Brand-New Program Marketing

A new program lands on your desk and you're tasked with promoting it, but you don't have a budget. Sound familiar? In this session, two community colleges share how they promote brand-new programs with little to no budget. One approach involves a no-cost, PR-based rollout and the other involves a paid strategy with very limited resources. Both have produced positive results.

(LEVEL: BEGINNING)

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*Dr. John Enamait, President, Stanly Community College, NC, and Grace Kendall, Director of Marketing and Communications, Peninsula College, WA*

## Navigating the Dreaded Social Media Audit

It's not an uncommon story: A rogue social media account related to your institution pops up, and a small piece of you dies as you discover the lack of branding or strategy involved in its creation. This case study examines how Eastern Florida State College performed an in-depth audit to restructure its social media accounts,

all while addressing the needs of account stakeholders and increasing engagement across channels. Topics include how to gain institutional support for a social media audit, best practices for training moderators, and maintaining order in the ever-changing world of digital communication.

(LEVEL: BEGINNING)

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*Katie Monfet, Assistant Manager of Web and Social Media, Eastern Florida State College, FL*

## Planning and Executing a Successful Donor Event

Planning donor events comes with its own special form of stress. When recognizing donors, you need to ensure everyone feels appreciated while inspiring them to donate more. This session offers an A-to-Z guide for planning your next event to ensure it's the best yet.

(LEVEL: BEGINNING)

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*Michelle Tran, Executive Director for College Relations, and Celia Harper, Special Events Coordinator, Lone Star College-CyFair, TX*

## Removing Enrollment Barriers With Behavioral Science

The Foundation for California Community Colleges and leading nonprofit behavioral design firm ideas42 recently partnered on a project that applied a behavioral science lens to the community college student journey, aiming to discover and reduce barriers to enrollment. Through data analysis and conversations with students, staff and other stakeholders, research identified five seemingly small behavioral barriers that can have a big impact on enrollment and retention. This session looks at those barriers and provides practical tools to design interventions that can streamline the student experience.

(LEVEL: ADVANCED)

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*Nancy Pryor, Senior Director of Communications and Incubation, and Emily Gerofsky, Senior Technology Project Specialist, Foundation for California Community Colleges, CA*



# 19

## CONFERENCE PROGRAM

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### SHORT TAKES

(choose one)

3:45-4:15 P.M.

#### Recruiting Summer Guest Students

Summertime guest students can seem impossible to court, but Grand Rapids Community College figured out a way to do it with an advertising and public relations campaign that was a multi-departmental effort and resulted in an 80% increase in summer guest student enrollment. This short-take session provides a glimpse into how the college targeted this specialized audience and finally achieved a decade-long goal to do so.

(LEVEL: INTERMEDIATE)

*Malinda Powers, Associate Director of Communications, Grand Rapids Community College, MI*

#### Using Instagram Questions and Facebook Live to Connect and Retain Students

Learn how Cuyahoga Community College (Tri-C) sponsors student

Instagram takeovers to highlight student life and events on campus, including an "Instagram Question" feature that encourages students to ask questions about registration, financial aid and transfer. See how the college also uses Facebook Live video that can be repurposed and used in other communication channels to connect and retain students.

(LEVEL: INTERMEDIATE)

*Lisa Dobransky, College-Wide Director of Strategic Communication, Cuyahoga Community College, OH*

#### Students as Social Media Ambassadors

In today's digital era, it's important to understand how students can play a major role in enhancing your college's social media presence. After all, students are your college's best marketers. They have the ability to tell powerful stories, keep other students engaged, and influence other students to listen and react. Learn how Richland Community College has created a social media ambassador program to recruit students as "influencers"

and empower them to engage with the college's online community.

(LEVEL: INTERMEDIATE)

*Tracy Withrow, Director of Marketing and Public Relations, Richland Community College, IL*

#### Creating a Successful Content Marketing Strategy With Personas

Persona-based content marketing is crucial for driving student enrollment in today's market. Understanding the whole student experience and creating targeted messaging around that experience can help drive enrollment and increase retention. This session discusses best practices for developing personas that get into the target audience's headspace to address pain points, develop more effective marketing messages and visuals, and optimize your marketing dollars by reaching various audiences where they are.

(LEVEL: BEGINNING)

*Brandy Beucler, Marketing Manager, Lone Star College System, TX*

(**SHORT TAKES** continued on Page 21)



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# 21 CONFERENCE PROGRAM

TUESDAY, MARCH 24

(**SHORT TAKES** continued from Page 19)

## Harness the Magic of Innovation Through Microgrants

Arizona Western College experienced a cultural shift on campus when it made a small initial investment in “microgrants” to fund great ideas from employees across the district at all levels. Learn how this worked like pixie dust to spread ownership and advocacy among employees and create valuable strategic content for marketing and communications internally and externally.

(**LEVEL: ADVANCED**)

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*Lori Stofft, Vice President for Advancement, and Mandy Heil, Director of Communications and Marketing, Arizona Western College, AZ*

**4:45-6:30 P.M.**  
**Free Time**

## PARAGON AWARDS

6:30-9:30 P.M.

**Reception, Dinner, Awards Video**

## TUESDAY, MARCH 24

### AWARDS BREAKFAST

**8:30-9:30 A.M.**

**Pacesetter, Communicator, Rising Star and Petrizzo Awards**

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### CONCURRENT BREAKOUT SESSIONS (choose one)

**9:45-10:45 A.M.**

#### Marketing and IT: A Winning Partnership

In today’s digital age, marketing is only as effective as the technologies used to facilitate it. This means it’s increasingly important for marketing and IT teams to support each other, share expertise and commit to a cross-departmental relationship. Learn how Moraine Valley Community College formalized this relationship with an ad hoc team that later was adopted as a formal subcommittee of the college’s technology committee. In its first year, the subcommittee

tackled web governance, content creation and management, a mobile app, an expanded college directory, and a master calendar.

(**LEVEL: INTERMEDIATE**)

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*Clare Briner, Director of Marketing and Communications, and China Dostal, Web Services Manager, Moraine Valley Community College, IL*

#### How to Avoid Taking a Powerful Brand to a Trivial Tagline

A solid brand can make or break your college. Done right, it can give your college an image the community and faculty will rally around. It can take your institution to a whole new level of excellence that pulls everyone together. That’s the upside. The downside is that even the best brand can be overused to the point of trivializing its core concepts. Oakland Community College came perilously close to a downside slide when its brand promise was practically turned into a trivial tagline for emails and letterheads. This session charts the



# CONFERENCE PROGRAM

TUESDAY, MARCH 24

course for a successful brand rollout that avoids possible pitfalls that can happen along the way.

(LEVEL: ADVANCED)

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*Bridget Kavanaugh, Director of Marketing and Communications, and Janet Roberts, Executive Director of Marketing and Communications, Oakland Community College, MI, and Pam Cox-Otto, Ph.D., Founding Partner, and Angela Carollo, Director of Marketing, Interact Communications, WI*

## Turning a College Commercial Into a Thrilling VR Experience

Virtual reality and augmented reality offer colleges new and exciting opportunities to reach potential students. This session looks at how colleges around the country are using both of these approaches, and how, for almost the same price as a video, you can turn your college marketing into a thrill ride.

(LEVEL: ADVANCED)

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

## Let's Chat! Using Chatbots for More Meaningful Student Connections

Each semester, South Texas College collects over 2,000 online leads via its marketing efforts, but only 6% ever become students. After digging deeper, the marketing department discovered that follow-up was limited to general emails via the college's CRM system and prospective students got hung up at key points in the enrollment process. The marketing team knew that text messaging is the best way to engage today's prospects, but they didn't have a system to manage personalized conversations, particularly within the confines of their existing staff and budget. They found a solution in chatbots and created "Jerry," a virtual assistant and "mascot bot" that provides personalized nudges, guided conversations and on-demand answers to prospective students – around the clock. This session focuses on how to use text messaging to support students on their path through college while exploring how staff and AI assistants

can work together in the process.

(LEVEL: INTERMEDIATE)

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*Daniel Ramirez, Director of Public Relations and Marketing, South Texas College, TX*

## A Well-Choreographed Brand Refresh Magically Transforms the College

With a new president, declining enrollment and less-than-desirable public perceptions, Bristol Community College was in desperate need of a brand refresh, including a new logo. The college community, however, was hesitant to throw out 50 years of history and tradition. Even so, the marketing team sprang into action to reimagine a brand identity that would better represent the high-quality education and magical student experience provided by the college. In the process, they got buy-in from the college community, front-page media stories, and little pushback – all in nine months.

(LEVEL: BEGINNING)

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*Joyce Brennan, Vice President for Marketing and Communications, and Andrea Fortier, Marketing Director, Bristol Community College, MA*



# CONFERENCE PROGRAM

TUESDAY, MARCH 24

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## CONCURRENT BREAKOUT SESSIONS

(choose one)

11 A.M.-12 NOON

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### Mixing Student Stories and Academic Pathways to Create Campaign Magic

Successful students and alums are a college's best brand ambassadors. Learn how the in-house marketing team at Middlesex Community College collects and curates real student stories and pairs them with academic pathways to form visually dynamic and impactful marketing campaigns. The college's "Discover Your Path" campaign puts students front and center and uses branded modular content that allows the marketing team to quickly segment and deploy targeted communications. From recruitment materials, student blogs and outdoor advertising to viral videos, student news features and geofencing, this flexible system allows the creative to remain current and makes targeted marketing seem like magic.

(LEVEL: INTERMEDIATE)

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*Beth Noël, Interim  
Director of Marketing  
and Communications,  
Middlesex Community  
College, MA*

### Back to Basics: Digital Marketing 101

Every single click, view or impression within your digital marketing campaign affords the opportunity to optimize dollars spent. By viewing trends, gaps and misses, you can start to understand the behavior of your audiences. Learn how the Chabot-Las Positas Community College District has managed and optimized its digital campaigns over the last three semesters. Tips will be provided for how to watch users move through their digital journey, identify where messages hit barriers, and make simple tweaks that provide quick-acting solutions. You will walk away with key performance indicators, trending and gap analysis tactics and, most importantly, ways to make data-driven, strategic decisions within your digital marketing campaigns.

(LEVEL: INTERMEDIATE)

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*Mujeeb Dadgar,  
Marketing and  
Communications  
Associate, and Guiselle  
Nuñez, Director of Public  
Relations, Marketing  
and Government  
Relations, Chabot-Las  
Positas Community  
College, CA, and Crystal*

*Berry, Vice President  
of Marketing and  
Communications, 25th  
Hour Communications, CA*

### Government Shutdown? CSM Cares

When the federal government shut down over the holidays last year, the College of Southern Maryland (CSM) immediately set in place tuition assistance resources for students who were impacted. This was essential because the college is situated near DC and three naval bases, and the region's economy is fueled by federal employees. As soon as CSM's news was announced, members of the media swarmed the college's two-person media shop. Over the next month, they fielded requests day and night, set up interviews, and supported the needs of local and national media, including NPR, the AP and Reuters. CSM's president made herself accessible for every single interview. This presentation offers insights into how to be first with the news on a story you don't start, prepare for an onslaught of media attention, leverage what may be dismal news into positive outcomes, keep content



fresh, and prepare sources – including your president – for interviews.  
(LEVEL: INTERMEDIATE)

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*Karen Smith Hupp, Assistant Vice President of Government Relations/Public Information Officer, and Angela Walters Small, Media Relations Coordinator/Assistant Public Information Officer, College of Southern Maryland, MD*

## The Power of Insights from Google Analytics

Google Analytics is a helpful tool that can admittedly be difficult to grasp. The Wisconsin Technical College System has successfully used the tool to influence its marketing tactics and inform a recent website redesign. This session will highlight the importance of setting up goals and events to help add intelligence to your analytics data and walk you through setting up goals and events using Tag Manager. The best news is no programmer is needed.  
(LEVEL: INTERMEDIATE)

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*Katy Pettersen, Marketing Consortium Director, Wisconsin Technical College System, and Tim Christian, Vice President/Director of Digital Services, KW2, WI*

## Messages That Resonate With Adult Learners

This session will share the messaging strategies and insights from two high-profile projects conducted in California in an effort to better serve working adults. First, hear what the California Community Colleges learned during the planning and research phases of creating the first fully online community college. Next, learn effective strategies to reach adults with some college but no degree – strategies that resulted from a series of focus groups hosted across the state. Both projects are part of a student-centered approach to improve outcomes for Californians in support of the California Community Colleges' Vision for Success.  
(LEVEL: ADVANCED)

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*Jodi Lewis, Student Success Center Project Director, Bryan Miller, Vice President of Communications and Technology, and Lindsay McHugh, Communications Manager, Foundation for California Community Colleges, CA*

## CLOSING

**12:15-1:30 P.M.**

### Lunch/Closing Keynote/Business Meeting

#### KEYNOTE

### Transform Your Brand Affinity! Marketing and PR "Musts" to Build Something Powerful

#### Donna Mirus Bates

*Senior Vice President, Strategic Partnerships and Communication, Universal Parks & Resorts*

#### Alyson Lundell

**APR, CPRC**

*Senior Director of Corporate Communications, Universal Orlando Resort*

During this closing presentation, two of Universal Orlando's top marketing and public relations executives will share their thoughts on emerging trends and best practices they've leveraged to communicate the incredible growth and evolution of the Universal Orlando brand. Their top 10 insights are things every organization, regardless of size or budget, should consider to increase brand awareness and strengthen brand affinity.





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## Business Meeting

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

## CONFERENCE ADJOURNS

1:30 P.M.

## 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](http://www.ncmpr.org/national-conference-scholarships).

**THE APPLICATION DEADLINE  
IS FRIDAY, JAN. 24, 2020.**

# REGISTRATION | HOTEL



**Early-Bird Rate** = \$625

Paid On or Before  
Feb. 21, 2020

**Regular Rate** = \$675

Paid After  
Feb. 21, 2020

## REGISTRATION FEES

### Conference Registration

*(INCLUDES ALL EVENTS ON THE PROGRAM, INCLUDING THE PARAGON AWARDS)*

**NCMPR MEMBER**

\$625 | \$675

### Pre-Conference Intensive

*(NOT INCLUDED IN CONFERENCE REGISTRATION FEE)*

**STRATEGIC PLANNING**

\$90 | \$100

**DIVERSITY AND INCLUSION**

\$90 | \$100

**PORTRAITURE DONE RIGHT**

\$90 | \$100

### Paragon Awards Guest Ticket

*(FOR GUESTS ONLY. PARAGONS ARE INCLUDED IN THE REGULAR CONFERENCE REGISTRATION FEE.)*

\$100 | \$100

#### 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."

Questions? Call the national office, (505) 349-0500.

## HOW TO REGISTER

To register, go online to **[www.ncmpr.org/events/detail/2020-national-conference](http://www.ncmpr.org/events/detail/2020-national-conference)**.

Payment may be made by check or credit card.

## REFUND POLICY

Cancellation and refund requests must be made in writing on or before Feb. 21. NCMPR will issue a refund of the conference fee, minus a \$150 administrative fee. Email requests to [dhalsey@ncmpr.org](mailto: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 Rosen Centre Hotel

9840 International Drive  
Orlando, FL 32819  
(407) 996-9840  
**[rosencentre.com](http://rosencentre.com)**

### Room Rate

\$179 a night/single or double occupancy (plus state and local taxes)

### Online Reservations

**<https://bit.ly/32x3kYH>**

## Phone

Call central reservations at 1-800-204-7234. Request group rate for NCMPR.

## IMPORTANT! Reservation cutoff is Friday, March 6

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 \$179. If NCMPR's room block sells out before March 6, 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 internet in your guest room is FREE.

## Hotel Parking

Self-parking is complimentary.

## AIRPORT TRANSPORTATION

The Rosen Centre Hotel is just 13 miles from the Orlando International Airport. Depending on traffic, it takes 20-25 minutes to get to the hotel, and the cost for cab or shared ride services ranges from \$30 to \$50 one way.

# ODDS AND ENDS



## EXHIBITORS

Every year, NCMPR invites representatives from marketing, advertising 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, dress it up a bit with business attire or evening wear.

## ABOUT ORLANDO

**Weather.** Early spring in Orlando is not too warm and not too cool, with an average high of 79 degrees and an average low of 57. Dress in layers and bring a light coat.

## THINGS TO DO IN ORLANDO

NCMPR's 2020 conference is headquartered at the Rosen Centre Hotel, which has a large tropical pool, plus nine restaurants and lounges. If you want to explore the city during your downtime, the hotel is a short ride from a range of world-class theme parks.

### **Walt Disney World Resort:**

Disney World alone is home to six different parks, including Magic Kingdom Park, Epcot and Disney's Animal Kingdom Theme Park. Disney Springs, which has free parking and admission, offers a one-of-a-kind shopping and dining experience,

with Orlando's highest concentration of celebrity chefs.

### **Universal Orlando Resort:**

Universal is made of three theme parks – Universal Studios, Islands of Adventure and Volcano Bay. There's also the Universal CityWalk, a hub of entertainment, dining and shopping.

### **SeaWorld Orlando:**

At SeaWorld, you can wonder at ocean life, thrill on roller coasters and enjoy a sandy beach. Swim with dolphins at Discovery Cove, get soaked on the Manta coaster or relax on the lazy river at Aquatica.

### **LEGOLAND Florida Resort:**

Perfect for children ages 2 to 12, LEGOLAND is so expansive, it requires multiple days to explore fully. It offers more than 50 LEGO-themed rides, attractions and shows, plus the LEGOLAND Water Park and the LEGOLAND Beach Retreat.

In addition to theme parks, there are a variety of other things to do in the city:

### **Orlando boasts more than 100 stand-alone attractions.**

Check out International Drive for The Wheel at ICON Park, a 400-foot observation wheel; Fun Spot America, central Florida's only family-owned theme park (in Orlando and Kissimmee); Madame Tussauds Orlando, where

there are no ropes barring you from your favorite (wax) stars; and the 110-acre Gatorland, one of Orlando's oldest attractions, with coasters, an aviary, a petting zoo and, yes, thousands of alligators and crocodiles.

### **Find dance clubs, live music, comedy, lounges and more as part of Orlando's nightlife.**

Check out the House of Blues at Disney Springs or the Blue Man Group at Universal Orlando Resort. Mango's Tropical Café at ICON Park has 55,000 square feet of dancing, live music and drinks; and Wall St. Plaza in downtown Orlando has seven bars adjacent to Orange Avenue, the area's main street.

### **Enjoy cuisine from around the world throughout Orlando,**

including the 41 options at Epcot and the myriad celebrity chefs and their restaurants, including the Wolfgang Puck Bar & Grill and Guy Fieri at Planet Hollywood and Chicken Guy. Find high-class fine dining options to pizzerias, Indian food to tavern fare.

### **And of course, there are Orlando's professional sports teams, outlet malls, art museums and live theater.**

For even more things to do in Orlando, check out the city's official tourism association at **VisitOrlando.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](http://www.ncmpr.org)** or contact the national office at (505) 349-0500.

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