

EVER-CHANGING EVERLASTING

NCMPR NATIONAL CONFERENCE '21

A VIRTUAL EVENT

MARCH 16-18, 2021



[VIRTUALEVENTPLACE.COM/NCMPR2021](https://virtualeventplace.com/ncmpr2021)



A MESSAGE FROM OUR PRESIDENT

JUAN GUTIERREZ

NCMPR PRESIDENT 2020-21 AND DIRECTOR
OF MARKETING AND PUBLIC RELATIONS,
ORANGE COAST COLLEGE (CA)

WELL AREN'T YOU LUCKY! Know why?

You're a recipient of the first NCMPR Conference in a Box. Sure, the whole reason we have a Conference in a Box is because this is a virtual conference, but that's the point of the box: to make sure it's the best virtual conference you can imagine.

With that, I say, "Welcome!" We're so thrilled you prioritized your professional development in the midst of this less-than-stellar year. Our program is geared toward helping two-year colleges where they are NOW, and we know the next few days will be packed full of useful, relevant info.

A big thanks goes out to 25th Hour Communications, CLARUS Corporation, Interact Communications, and Lucidpress, 2021's four national conference presenting sponsors; all our exhibitors; and, of course, you, our members. Please pull out your mini hand clapper, and join me in giving all of us a round of applause. We deserve it.



CONFERENCE AT A GLANCE

All times are in presented in Eastern Daylight Time.

NATIONAL CONNECTIONS ALL DAY, EVERY DAY

Engage with members, sponsors and exhibitors in our virtual break rooms and exhibit hall.

TUESDAY, MARCH 16

OPENING KEYNOTE

Sponsored by CLARUS Corporation

1-2 P.M.

DIVERSITY WITHOUT DIVISION

*Keith Boykin, New York Times best-selling author and TV commentator on politics, race and sexual orientation (*viewable but not downloadable*)*

AWARDS OF EXCELLENCE VIDEO PRESENTATION

Sponsored by 25th Hour Communications

2:05-2:35 P.M.

Celebrate NCMPR's national recipients of the 2021 Pacesetter, Communicator, Rising Star, Petrizzo and President's awards.

DISTRICT MEETINGS 2:45-3:15 P.M.

Meet with colleagues from your district over Zoom to get the latest on regional activities.

AFTER-HOURS COFFEE LOUNGE AND MEMBER CHAT 3:30-4:30 P.M.

WEDNESDAY, MARCH 17

CONCURRENT BREAKOUT SESSIONS (attend one of five) 11-11:55 A.M.

EXHIBITOR HOUR NOON-12:55 P.M.

Take advantage of this time by collaborating with experts in our virtual exhibit hall. No other programming will take place during this time, so you'll have an uninterrupted opportunity to move about the room.

CONCURRENT BREAKOUT SESSIONS (attend one of five) 1-1:55 P.M.

PARAGON AWARDS VIDEO PRESENTATION Sponsored by Interact Communications 2-3 P.M.

AFTER-HOURS COFFEE LOUNGE AND MEMBER CHAT 3:15-4:15 P.M.

THURSDAY, MARCH 18

EXHIBITOR HOUR 10-10:55 A.M.

Enjoy more time exploring our virtual exhibit hall. No other programming will take place during this time.

CONCURRENT BREAKOUT SESSIONS (attend one of five) 11-11:55 A.M.

CONCURRENT SHORT TAKES (attend one of five) NOON-12:25 P.M.

CONCURRENT SHORT TAKES (attend one of five) 12:30-12:55 P.M.

CONCURRENT SHORT TAKES (attend one of five) 1-1:25 P.M.

CLOSING KEYNOTE Sponsored by Lucidpress 1:30-2:30 P.M.

THE MILLENNIAL MYTH: TRANSFORMING MISUNDERSTANDING INTO BREAKTHROUGHS

*Crystal Kadakia, multi-generational expert on effective and inclusive strategies for the modern workplace (*viewable but not downloadable*)*

MORE THAN JUST A BUSINESS MEETING 2:30-3 P.M.

AFTER-HOURS COFFEE LOUNGE AND MEMBER CHAT 3:15-4:15 P.M.



THANK YOU TO OUR VIRTUAL CONFERENCE PRESENTING SPONSORS

A key part of this year's conference program is a virtual exhibit hall with features that let attendees connect with sponsors and exhibitors by video and chat.

This year's event is possible because of the amazing support from our friends at 25th Hour Communications, CLARUS Corporation, Interact Communications, and Lucidpress.

Take some time to meet with them and see how their services and expertise can help you more effectively tell your college's story.



OPENING KEYNOTE (TUESDAY)



AWARDS OF EXCELLENCE (TUESDAY)



PARAGON AWARDS (WEDNESDAY)



CLOSING KEYNOTE (THURSDAY)



OPENING KEYNOTE

KEITH BOYKIN

TUESDAY, MARCH 16, 1-2 P.M. EASTERN

Sponsored by CLARUS Corporation

DIVERSITY WITHOUT DIVISION

Keith Boykin is a CNN political commentator, New York Times best-selling author and former White House aide to President Bill Clinton. His forthcoming book, "Race Against Time: The Politics of a Darkening America," will examine the raging conflict between America's emerging Black and brown population and its dwindling white majority.



CLOSING KEYNOTE

CRYSTAL KADAKIA

THURSDAY, MARCH 18, 1:30-2:30 P.M. EASTERN

Sponsored by Lucidpress

THE MILLENNIAL MYTH: TRANSFORMING MISUNDERSTANDING INTO BREAKTHROUGHS

Crystal Kadakia is a multi-generational expert on effective and inclusive strategies for the modern workplace. Kadakia is an award-winning consultant who has driven transformation in learning and development, diversity and inclusion, innovation, and leadership capability for organizations including General Mills, Southern Company and Sierra Club. Her best-selling book, "The Millennial Myth: Transforming Misunderstanding into Workplace Breakthroughs," offers audiences a way to transform the five biggest stereotypes in the workplace.

(Keynote sessions are viewable but not downloadable.)

CHECK IN WITH ALL OUR EXHIBITORS

A hallmark of an NCMPR national conference? The exhibitor hall, of course. Just because we're not in-person this year doesn't mean you'll miss out on that one-stop-shop of vendors who can make your professional life a little easier.

At NCMPR's very first virtual exhibit hall, conference attendees will find an interactive, engaging environment to let you meet with exhibitors face-to-face and learn about their products and services - just like you did

back in San Antonio or Las Vegas. Use the chat boxes to engage with exhibitors in their booths, or schedule time to chat one-on-one via Zoom. Plus, engaging with our exhibitors and sponsors will earn you points on the conference "gamification leaderboard," where you'll be entered to win a fantastic prize.

Exhibitors and sponsors will be available during conference hours, or stop in during the dedicated exhibitor hours, from noon-1 p.m. Eastern on

March 17 and 10-11 a.m. Eastern on March 18. Check your email just before the conference for a complete list of participants in the virtual exhibit hall.

A virtual trip into this year's exhibit hall is **worth big points** on the event leaderboard. On day one of the conference, be sure to scan the leaderboard page to see what other activities will keep you at the top of the class. And check back regularly to see where you rank!

KEY NOTES

ADDITIONAL LEARNING

LEADERSHIP INSTITUTE

NCMPR has developed a new format for its Leadership Institute, transforming it into a **10-month program** focusing exclusively on developing marketing and communication skills needed to advance and succeed as a key member of your colleges' administrative leadership teams.

PARTICIPANTS IN THE NCMPR LEADERSHIP INSTITUTE WILL:

- Develop critical leadership skills to help you take the next step in your career.
- Collaborate with and learn from other emerging leaders - your peers.
- Engage in new professional relationships and exchange ideas.
- Expand your individual perspectives to provide strategies that can be applied in your everyday work and in your relationships across campus.

PROGRAM STRUCTURE

The Leadership Institute includes instruction and mentoring over a period of 10 months (June 2021-March 2022)



with up to 15 other peers from community college marketing and PR. The format will include:

- A one-and-a-half-day summer workshop in which participants meet face-to-face and focus on leadership styles.
- Eight online meetings/presentations on various leadership topics (one a month from July 2021-Feb. 2022).
- One-on-one online mentoring.
- And much more.

TUITION AND FEES:

Your \$1,800 tuition will cover the StrengthsFinder assessment, registration for the summer workshop, webinars, discussion groups, coaching sessions and registration for the national conference.

LEARN MORE AND APPLY:

ncmpr.org/leadership-institute

2022 NATIONAL CONFERENCE CALL FOR PRESENTATIONS

Funny to think we're already making plans for next year's national conference - but how else do you think NCMPR stays ahead of the game, covering the topics that matter most?

The conference takes place next March, and NCMPR is now seeking proposals for presentations on shifting trends in community college marketing and communications.

We're looking for higher order thinking on topics ranging from recruitment to brand building and from media relations to marketing, graphic design, digital tactics and more.

Deadlines and guidelines for submitting proposals, along with an application form, are on the NCMPR website.

Questions? Call (505) 349-0500.

HOW TO LOG ON TO THE CONFERENCE

1. Visit the conference home:

**VirtualEventPlace.com/
NCMPR2021.**

2. Enter your email address.
Be sure it's the one you used
for registration!

3. Use NCMPR2021 as your
password.

4. Click "My Profile" in the
upper right-hand corner of
the page to change your
password.

STAY ENGAGED, SCORE BIG

Visit conference hot spots
to rack up gamification points
for the chance to win fab
prizes. Plus, check out the
back of your "NCMPR-O"
card, and learn how to score
with your up-and-down, side-
to-side and diagonal bingos.

THERE'S SO MUCH MORE TO TAKE IN

Two must-see topics at the
same time on the schedule?
No sweat! Use your login
credentials to watch - or
re-watch - all breakouts and
short takes for 30 days after
the conference concludes.

The **Awards of Excellence**
and **Paragon Awards**
ceremonies will be available
on YouTube and Facebook
as well.