

EVER-CHANGING  
**EVERLASTING**

NCMPR NATIONAL CONFERENCE '21



A **VIRTUAL** EVENT

MARCH 16-18, 2021

**NCMPR** Connecting  
Community College  
Communicators  
National Council for Marketing & Public Relations



[NCMPR.ORG](https://www.ncmpr.org)



## IT'S ALL FOR YOU

We see you, that never-miss-a-conference crew and those what's-it-all-about first-timers. We see you, marketing newbies excited to learn and longtime pros who know how much a conference can inspire.

This year, NCMPR's national conference is going virtual, and it's all for you – all of you.

We know you're sick of your computer. And Zoom. And not getting to hop on an airplane to see your friends and colleagues from other zip codes. **But the benefits of going virtual can't be ignored:**

- Don't you hate it when two perfect-for-you breakouts are at the exact same time? Now you can catch every presentation you want. Attend in real time, and log back on for extra sessions.
- Get access to nearly 50 community college experts and exhibitors excited to help.
- And then, of course, there's NCMPR's very first National Conference in a Box. Is it the same as swapping stories around the coffee bar? Well, no. But the box will be full of goodies to add a little playtime to the conference – and it's available only to early-bird registrants.

Your next steps are simple: Check out the brochure for the conference details, sign up by the early-bird deadline (that's Feb. 26!), and **block out March 16-18 on your calendars for NCMPR's national conference.** We can't wait to see you there.



*Times throughout are presented in Eastern Daylight Time.*

# EVER-CHANGING EVERLASTING



## OPENING KEYNOTE

**KEITH BOYKIN**

TUESDAY, MARCH 16

1-2 P.M. EDT

**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.

A graduate of Dartmouth College and Harvard Law School, Boykin has taught at the Institute for Research in African-American Studies at Columbia University in New York and at American University in Washington, D.C. He is a co-founder and first board president of the National Black Justice Coalition and a Lambda Literary Award-winning author of four books.

Boykin was a co-host of the BET talk show "My Two Cents," starred on the Showtime reality television series "American Candidate," worked as an associate producer of the film "Dirty Laundry" and has appeared on numerous TV shows, including BET's "Being Mary Jane."

Born in St. Louis, Boykin has lived in 12 cities, visited 48 of the 50 U.S. states and traveled the world. He lives in New York City.

# EVER-CHANGING EVERLASTING



## CLOSING KEYNOTE

**CRYSTAL KADAKIA**

THURSDAY, MARCH 18

1:30-2:30 P.M. EDT

What is the possibility of different? That's the question **Crystal Kadakia** has been asking organizations around the world to consider through her keynotes, books and consulting work.

The question encourages us to abandon the traditional approach of simply dealing with change in exchange for embracing the things that make changes different. With a focus on reframing and operationalizing culture, technology and generational changes, Kadakia steps beyond work conversations to inspire leaders. She helps them transform their businesses so companies can thrive in this newly disrupted world.

Kadakia has shared her message around the world and earned several accolades over the years: She is a two-time TEDx speaker and has won awards including the Power 30 Under 30, Chief Learning Officer's Learning in Practice, and the Association for Talent Development's One to Watch.

Kadakia began her professional career in chemical engineering before becoming an organizational change leader who provides globally relevant workplace insight. Her uncommon perspective represents a melting pot of eastern and western culture with left- and right-brain thinking.

In addition to her work as a professional speaker, 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.

Rather than feeling demotivated by change, Kadakia thrives on it. She inspires a re-imagining of the workplace and discovers what's possible within the inevitable changes in today's environment.

## NATIONAL CONNECTIONS ALL DAY, EVERY DAY

Engage with members, sponsors and exhibitors in our virtual break rooms and exhibit hall. Plus, join Peer and Simple podcast host Jeff Julian in our **After-Hours Coffee Lounge** for an extra-special treat every day following the last scheduled event.

## TUESDAY, MARCH 16

### OPENING KEYNOTE

Sponsored by CLARUS Corporation

1-2 P.M. EDT

### 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. EDT

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

### DISTRICT MEETINGS

2:45-3:15 P.M. EDT

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

## WEDNESDAY, MARCH 17

### CONCURRENT BREAKOUT SESSIONS

(attend one of five)  
11-11:55 A.M. EDT

### FUELING COMMUNICATIONS AND CREATIVITY: FRAMING YOUR VISUAL STORY ON A FULL TANK

What happens when your creative tank is on empty and your ideas have run out? Learn how to keep the inspiration tank full so you never run on fumes. This fast-paced, interactive session will help you identify ways to keep the creativity flowing, effectively work with your creative counterparts and motivate your team.

*Angela Walters Eveillard, Director, Marketing and Strategic Communications, and Stephanie Rivera, Graphic and Web Manager, Hillsborough Community College, FL*

### HOW TO DEVELOP AUTHENTIC AND IMPACTFUL SOCIAL JUSTICE STATEMENTS

In the wake of the murder of George Floyd in May 2020 and a national increase in racial terrorism, many community colleges issued social justice statements. Some of the statements were remarkable, and some were epic fails.

Attendees will learn the importance of social justice and social justice statements, plus how to develop messaging that is authentic, impactful and memorable.

*Linnie S. Carter, Ph.D., APR, VP of College Advancement, HACC, Central Pennsylvania's Community College*

### A RESEARCH-BASED REBRAND

With high school populations declining in Kentucky, an improving job market and research that showed students don't understand community colleges, the Kentucky Community & Technical College System (KCTCS) knew it needed an urgent brand refresh. Presenters will show how market research helped them develop KCTCS's brand foundation, creative expression and creative execution. Learn how the college brought leadership on board, gained input from faculty and staff, worked with multiple agencies and turned their insights into awareness-building creative. Attendees will also learn how to conduct their own

# EVER-CHANGING EVERLASTING

competitive analysis and research.

*Terri Giltner, Chief Marketing Officer, and Brittany Lippert, Associate Director, Marketing, Kentucky Community & Technical College System*

## THE SURVIVAL PRIMER

Does your college have all the right pieces in place to survive the pandemic? And the next crisis, too? Is there a backup plan for when budgets are cut, staff members are laid off and enrollment is down? Is your college prepared for conversations about racial inequities? Or surviving changes that can come from a national election? In other words, are you ready to drive the bus instead of getting run over by it? Session attendees will receive timely advice on how to keep swimming in situations like these.

*Katherine Schiffner, Director, Public Relations, Everett Community College, WA; and Pam Cox-Otto, Ph.D., CEO, Interact Communications*

## CREATING AN INTERNAL CULTURE OF GIVING WHERE NONE EXISTED

In 2019, the Stanly Community College

Foundation's executive director worked with 25th Hour

Communications to develop the college's first internal campaign for unrestricted dollars. Outcomes included the "President's Circle," which recognizes those who donated over \$1,000; an update to foundation branding and brochures; and faculty, staff and student testimonial videos. Session attendees will learn about this national award-winning campaign that quadrupled the college's fundraising goal and yielded an 87% participation rate among the college community.

*Dr. John Enamait, President, and Jeania Martin, Executive Director, Foundation, Stanly Community College, NC; and Stephanie Pettis, Vice President, Planning and Strategy, 25th Hour Communications*

## EXHIBITOR HOUR NOON-12:55 P.M. EDT

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. EDT

## UNITING THE COMMUNITY THROUGH VIRTUAL TOWN HALLS

When Rowan College at Burlington County switched to remote operations at the onset of the coronavirus pandemic, it knew it had to preserve a sense of community – even though students and employees were no longer in the same building. Enter weekly live town hall videos hosted by the college's charismatic president. The town halls spotlighted stories of exceptional students and faculty, resources available to help the community during the pandemic and interesting, relevant interviewees. The videos, which averaged more than 1,000 views, spread a positive message and kept the president front and center during a crisis.

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



**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 goal-setting, collaboration and a passion to share the college's message. Cuyahoga Community College's integrated communications department trained employees across the college to help in these recruitment and public relations efforts. Session attendees will learn how to create, launch and measure a successful program that gets employees excited to help.

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

**STRATEGIC  
PLANNING:  
TAKING A SEAT  
AT THE TABLE**

How can community college marketers get started with strategic planning? What's their role in the process? How do they get a seat at the table to help develop or update their college's plan? In this session, attendees will learn about the marketer's role as a strategy owner, communicator, subject

matter expert and visionary; how to ensure they have a voice in the process; 10 tips to influence and impact their college's strategic planning process; and how to incorporate strategic thinking into their daily routine.

*Kathy Darwin, Owner,  
Business Evolutions*

**#INTHISTOGETHER:  
USING SOCIAL  
MEDIA TO BUILD  
COMMUNITY  
AND INCREASE  
ENGAGEMENT  
DURING COVID-19**

When Illinois imposed a stay-at-home order at the onset of the COVID-19 pandemic, the Elgin Community College (ECC) communications team turned to social media to share information and build a community outside the college's walls. ECC's social media channels became a virtual hub for students, employees and the community. Session attendees will receive information and insights on battle-tested tactics that led to an uptick in engagement and organic impressions: over 9 million and counting. Learn how to leverage social media during a time of crisis while demonstrating what it truly means to be "all in this together."

*Toya Webb, Chief Marketing  
and Communications  
Officer, and Elissa Kojzarek,  
Communications Specialist,  
Elgin Community College, IL*

**ENROLLMENT  
LESSONS LEARNED  
DURING COVID-19  
THAT ARE STILL  
USEFUL**

After the onset of the COVID-19 pandemic, community colleges were forced to make major changes in educational delivery, communication and systems. In retrospect, many of these changes were long overdue and should result in enrollment increases for semesters to come. This session will show how community colleges can implement these new and best practices, and it will provide key pandemic lessons in communication, digital advertising, connectivity, online access and advertising.

*Mike Barzacchini, Director,  
Marketing Services, Harper  
College, IL; and Kathi  
Swanson, Ph.D., President,  
CLARUS Corporation*

**PARAGON AWARDS  
VIDEO PRESENTATION**

Sponsored by Interact  
Communications  
**2-3 P.M. EDT**

**THURSDAY,  
MARCH 18**

**EXHIBITOR HOUR  
10-10:55 A.M. EDT**

Connect with more sponsors and exhibitors in the virtual exhibit hall, meeting one-on-one with them via chat as well as Zoom.

# EVER-CHANGING EVERLASTING

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

### **EXTENDING YOUR SOCIAL REACH THROUGH EMPLOYEE ADVOCACY**

Is your college's social media content not getting the reach you hoped it would? Do you find yourself asking (and sometimes begging) employees to share content on their social profiles to no avail? If so, you could benefit from a social media advocacy program, which leverages the social networks of college employees and turns employees into brand advocates. Session attendees will learn why their organizations should empower their employees to amplify college social messaging, a framework for launching an employee advocacy program, how to motivate employees to become brand advocates and what programs exist to support these efforts.

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

### **KEEPING THE COLLEGE TOGETHER DURING A PANDEMIC**

Pandemics are not easy (who knew?), and when enrollment is low and budgets are short, tensions can rise – just when everyone needs to pull together. What cure pulled together the larger family at the College of Western Idaho (CWI)? It was a vision of what the college could be as everyone dealt with the difficulties of an unprecedented pandemic reality. Mark Browning, the college's vice president of college relations, shares the brand, plan and message that helped CWI embrace change. Browning is joined by Dr. Pam Cox-Otto, CEO of Interact Communications, who worked side-by-side with CWI over the last three years to help mold a major change in attitude and vision within the institution.

*Mark Browning, VP, College Relations, and Dr. Bert Glandon, President, College of Western Idaho; and Pam Cox-Otto, Ph.D., CEO, Interact Communications*

### **MARKETING AND IT: A WINNING PARTNERSHIP**

Marketing is only as effective as the technologies it uses. Increasingly, it's 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 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 – all of which laid the necessary groundwork to work remotely full-time in 2020.

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



## EXPECT THE UNEXPECTED: COMMUNICATING EFFECTIVELY IN TIMES OF CRISIS

In April 2019, a campuswide emergency unfolded in Langara College's Science and Technology Building. Over the course of the day and the following weeks, the marketing and communications department kept the community updated on the campus's safety. Discover the key lessons and tactics marketing used to inform, reassure and support the community.

*Mark Dawson, Manager, Public Affairs, Langara College, Canada*

## BEST PRACTICES FOR INCLUSIVE AND DIVERSE PHOTOGRAPHY IN HIGHER EDUCATION

Visually representing inclusion and diversity is an essential part of telling your college's story. Students, parents and employees look at websites, social media and other publications to learn about community colleges. Images that are inauthentic, lack diversity or are used out of context can broadcast that a

college doesn't value minority populations. Session attendees will learn best practices for using photography to accurately represent all campus populations.

*Glenn Carpenter, Photographer, Moraine Valley Community College, IL; Susan McSpadden, Marketing Publication Photographer, Johnson County Community College, KS; Amanda Pitts, Senior Photographer, Grand Valley State University, MI; Trevor Jones, Marketing Assistant, United States Air Force, AK; and Matt Cashore, Senior University Photographer, University of Notre Dame, IN; Jennifer Booz, Chief Diversity Officer, University of Alaska Anchorage*

---

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

### SPEAK THE LANGUAGE

PR is one of the most cost-effective ways of marketing your institution. Learn how to speak the language of TV reporters, pitch story ideas, prepare for media inquiries and develop a sticky social media plan that personalizes your brand. Know your story. Tell your story. Be your story. Repeat.

*Craig Ramey, Director, Marketing and Communications, Craven Community College, NC*

## VISITING STUDENTS: HOW TO TARGET, ENGAGE AND CONVERT AN OFTEN OVERLOOKED STUDENT PROSPECT

How to build smart digital campaigns to increase student enrollment, specifically targeted at visiting students. We will analyze the importance of targeted calls to actions and discuss how to implement channels such as social media, Gmail ads and basic remarketing banners. This includes step-by-step practical strategies that will improve student recruitment campaigns and increase student attendance to campus/virtual events.

*Vincent Mazza, Managing Partner; Candace Smith, Digital Marketing Specialist, eDesign Interactive, NJ*

# EVER-CHANGING EVERLASTING

## **"WEBKILL": HOW NATURAL WRITING TENDENCIES CAN MURDER A PERFECTLY INNOCENT WEBSITE**

Writing for the web is not like writing for any other medium. Some practices that work well in other situations can fall flat online or even turn readers away. This session will help attendees take a fun and thought-provoking look at the most common tactics for crafting successful web copy, like "start at the beginning" or "write for your mom." Attendees will come away with guidelines to ensure their web content effectively clicks with readers.

*Sarah Ailes, Sales Director, and Lamar Goodenough, Web Content and User Research Director, Digital Wave*

## **EXAMINING SOCIAL MEDIA TACTICS TO TARGET SUPER NICHE AUDIENCES**

Some of the hardest-to-reach audiences can be the most important, but it can seem nearly

impossible to reach them – especially with COVID-era budgets. The Community Colleges of Spokane successfully filled its programs and engaged prospective students with limited services and resources in rural communities. Session attendees will learn how to use creative social media and cutting-edge retargeting strategies to grow those areas of the student body.

*Kim Hagerty, Director, Marketing and Communications, Community Colleges of Spokane, WA; and Makayla Morton, Digital Marketing and Social Media Manager, 25th Hour Communications*

## **HOW THE RIGHT CAMPAIGN CREATIVE CONCEPT CAN DESTROY MISCONCEPTIONS AND BUILD ENROLLMENT GROWTH**

Are myths and misconceptions about your institution a recurring obstacle in recruitment, marketing and branding efforts? VisionPoint Marketing will share how schools including the College of DuPage in Illinois

and the Colorado Community College System destroyed community college misconceptions through marketing campaigns that challenged norms and tackled perception obstacles head-on. Session attendees will learn how an unorthodox creative concept can grab attention and lead to enrollment growth.

*Dana Cruikshank, Director, Strategic Partnerships, and Tony Poilucci, VP and Creative Director, VisionPoint Marketing*

---

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

## **VIDEO AD MESSAGING DURING COVID**

Video ads are the key to reaching current and potential students on various platforms, spotlighting the blend of older and newer approaches. Colleges that have seen positive results share their success stories, from comforting, reassuring presidential videos that appeal to parents and community members to TikTok



video ads that reach traditional students.

*Shelly Strautz-Springborn, Director, Communications and Public Relations, Montcalm Community College, MI; Crystal Hollman, Director, Marketing, Northeast Community College, NE; and Sarah Pauley, Senior Digital Marketing Manager, CLARUS Corporation*

## **DESIGNING COMPELLING CAMPAIGNS FOR DRAMA PRODUCTIONS**

Telling a compelling story to draw attention to college drama productions is often a graphic designer's delight. Artwork, story themes, models, props, theatrical images and locations offer excellent imagery and creativity for producing posters, social media and email campaigns. However, putting the pieces together to inspire students, staff and the community to engage in a "night out" at the theater, against a backdrop of communication and advertising overload, can be a challenge. This session will focus on how to bring the elements of photography, typestyle and messaging together to create a successful campaign for your college's next theatrical presentation.

*Marcus Badgley, Web Content Specialist, Skagit Valley Community College, WA*

## **THE PRESIDENT'S ROLE AS CHIEF MARKETING AND SOCIAL MEDIA OFFICER**

Colleges want to expand their visibility in a cost-effective manner, and presidents are central to the success of this vision. Social media is a natural extension of a president's responsibilities, advocating and generating public support for community colleges. In this session, a college president will discuss how his college has used social media to connect with key constituents: students, faculty, government officials, media, alumni and donors.

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

## **THE COMMUNITY COLLEGE LANDSCAPE IN A POST-PANDEMIC WORLD**

Community colleges have been successfully evolving for years. They have responded to the marketplace by adding new programs, and they've met the needs of nontraditional students by introducing virtual learning years before four-year institutions. In previous economic downturns, community colleges were a beacon of support as students returned to school, and most schools reported record

enrollment growth. 2020 should have been no different, but the National Student Clearinghouse Research Center reported a 4 to 10% decline in community college enrollment for fall 2020. What happened? Session attendees will learn how one higher ed marketing agency helps its college partners to recover and thrive in a post-pandemic world.

*Joshua Bistromowitz, Enrollment and Marketing Consultant, and Jessica Shasserre, VP, Higher Education Marketing, MediaCross*

## **ADVERTISING TO HIGH SCHOOL STUDENTS**

2020 has been a crazy year, making it even more difficult to reach out to soon-to-be high school graduates. Glacier Communications surveyed over 150 higher education marketing and recruitment professionals to understand the best practices for high school advertising in 2020. Session attendees will learn what we learned from that information. Discover what paid media tactics work best, how advertisers are shifting to the digital world and what we have identified as the biggest missed opportunities.

*Matt Diteljan, CEO, Glacier Communications*

---

# EVER-CHANGING EVERLASTING

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

### **THE SECRETS OF SUCCESSFUL STORYTELLING (FOR COMMUNITY COLLEGE MARKETERS)**

How does a great story make you want to turn the page? The same way great community college marketing copy makes the reader want to click, apply and/or persist. Learn what it takes to tell emotionally and logically compelling stories across multiple types of collateral that drive engagement and boost enrollment. No, this short take will not change your life – but it might change the life of a student who reads your copy.

*Michael Mahin, Ph.D.,  
Senior Copywriter, Interact  
Communications*

### **DESIGNING DIGITAL GUIDED PATHWAYS AND PERSONALIZATION TECHNIQUES**

With traditional student enrollment decreasing, maybe it's time to consider a new approach to recruiting and retaining students. Implementing a guided pathways approach to

program selection is one way to counter decreased enrollment and retention. The guided pathways movement is reforming the traditional approach of offering a confusing, cafeteria-style presentation of courses for students. Learn how technology can impact your higher ed website to meet guided pathways guidelines and capture data to measure success.

*David Morton, Sales  
Engineer, OmniUpdate*

### **SIX TIPS TO ENHANCE YOUR WEB PRESENCE**

It is more important than ever for community colleges to show their technological abilities. In this session, we will review six quick tips to implement right now on your college website to help reach the right students for your school.

*Katie Krafa, Director,  
Client Engagement,  
Sanger & Eby*

### **HOW TO AUTHENTICALLY ENGAGE GEN Z AND MILLENNIALS ON SOCIAL MEDIA AND MEASURE THE RESULTS**

Millennial and Gen Z students can spot inauthenticity from a mile away, and they're not buying it – literally. It's no secret that the generations that spawned "influencer culture" can't be sold to in the same way as previous generations. If today's community colleges don't stop stereotyping and start communicating effectively with younger students, they're doomed. This session will examine strategies that resonate with Millennials and Gen Z, tactics to employ for authentic engagement and the use of data to measure success.

*Melissa Tilley, Digital  
Strategist, Oakland  
Community College, MI*

### **BE HEARD, BE RECOGNIZED: INTERNAL COMMUNICATION STRATEGIES**

Internal communication is not just about disseminating the administration's messages.



It's also about providing faculty and staff with effective channels to be heard and recognized. This need was highlighted especially at the onset of the COVID-19 pandemic: When employees work remotely, they lack many of the usual forms of engagement and interaction with their colleagues. Session attendees will learn about two internal communication strategies at Lincoln Land Community College in Illinois – a daily newsletter and peer recognition system – that helped faculty and staff keep connected, stay informed and share their accomplishments and activities.

*Kyla Kruse, Assistant Director, Public Relations, Lincoln Land Community College, IL*

**CLOSING KEYNOTE**  
**1:30-2:30 P.M. EDT**

Sponsored by Lucidpress

**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. EDT**

Join us for a brief review of some exciting new programming and things to come for NCMPR. Then we'll wrap things up with the annual facts and figures.

**FINAL AFTER-HOURS COFFEE LOUNGE**  
**3:15 P.M. EDT MARCH 18**

*Note: Program is subject to change.*

**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 CLARUS Corporation, 25th Hour Communications, Interact Communications, and Lucidpress.

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



**OPENING KEYNOTE (TUESDAY)**



**AWARDS OF EXCELLENCE (TUESDAY)**



**PARAGON AWARDS (WEDNESDAY)**



**CLOSING KEYNOTE (THURSDAY)**



## REGISTRATION FEES

**EARLY-BIRD RATE** = \$245

Paid on or before Feb. 26, 2021

**REGULAR RATE** = \$295

Paid after Feb. 26, 2021

*You must be a member of  
NCMPR before registering.*

---

## WHAT'S INCLUDED

Conference registration covers all program events, including the Paragon Awards, and access to all\* content for 30 days after the conference adjourns. (\*Please note: The keynote addresses are available only during their scheduled time and cannot be downloaded.)

---

## REFUND POLICY

Cancellation and refund requests must be made in writing on or before March 2, 2021. NCMPR will issue a refund of the conference fee, minus a \$50 administrative fee. Email requests to [jwalters@ncmpr.org](mailto:jwalters@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.

---

## HOW TO REGISTER

Visit [www.ncmpr.org/events/detail/2021-national-conference](http://www.ncmpr.org/events/detail/2021-national-conference).

Payment may be made by check or credit card.