



EVER-CHANGING

EVERLASTING

March 2021 National Conference

CALL FOR **DIGITAL** PRESENTATIONS

SHARE YOUR FRESH, **VIRTUAL** IDEAS!

After considering several key factors, NCMPR is moving to a completely virtual event for the 2021 national conference, which would have been held in person March 11-13 in Seattle, Washington.

With this big change, NCMPR's focus is on providing members with a virtual conference that is informative, engaging and, yes, even fun. This means NCMPR is now seeking proposals for virtual presentations – whether pre-recorded or live – on the ever-changing trends in community college communications.

We're looking for YOUR fresh perspectives on topics ranging from recruitment to brand building and from media relations to marketing, graphic design, digital tactics and more. Join NCMPR's exciting digital transformation and share how you leave a lasting impression when communicating with students and constituents.

*** If you submitted a presentation proposal in the first call for presentations, it will be forwarded for consideration. There's no other action you need to take.**



The deadline for submitting proposals is Oct. 2.

QUESTIONS? CALL NCMPR'S NATIONAL OFFICE AT (505) 349-0500.

TYPES OF PRESENTATIONS

Breakout Sessions are one hour in length, allowing for in-depth coverage of the topic, along with questions and answers. **Short Takes** are 30-minute sessions that get straight to the point to deliver helpful tips and techniques in a variety of subject areas.

All sessions are designed to showcase the very best ideas in community college marketing and PR, with emphasis on current trends, exemplary practices and proven approaches. Since all presentations will be delivered in a virtual format, NCMPR will provide the tips and support necessary to get each one ready for conference attendees in the digital world.

GENERAL GUIDELINES

Presenters may be marketing and PR professionals or CEOs from two-year colleges or professionals from organizations with related expertise and mission. Conference organizers reserve the right to edit session titles and descriptions for conference promotional materials and to suggest alternative formats or joint presentations as appropriate.

Presenters are responsible for furnishing their own computers or digital recording equipment required to create the presentation. Presenters are encouraged to provide digital handouts that will be made available to all participants.

The submission of a proposal will be considered as a commitment to participate in the 2021 conference if the proposal is selected for presentation, and it indicates that you have permission and support from your college CEO. Presenters will be expected to register for the conference and pay the registration fee. Those who submit proposals accepted for presentation will be notified by Oct. 30.

SUBJECT AREAS

Marketing

- Integrated Marketing
- Market Research
- Marketing Plans
- Comprehensive Marketing/
Advertising Programs
- Direct Mail Campaigns
- Measuring ROI

Public Relations

- Publicity
- Government Relations
- Community Relations
- Media Relations
- Special Events
- Crisis Communications

Recruitment / Retention / Outreach

- Enrollment Management
- High School Recruitment Programs
- Successful Retention Programs
- Customer Service

Technology

- Website Development
- Web Content Management
- Mobile Websites
- Mobile Apps

Design and Imagery

- Illustration
- Photography
- Website Design
- Designing for Print
- Designing for Online
- Digital Asset Management

Institutional Advancement

- Donor Communications
- Alumni Relations

Personal and Professional Development

- Sustaining Creativity
- Coping With Stress
- Dealing With the Realities
of Our Fast-Paced Profession
- Management Issues
- Climbing the Career Ladder

Social Media

- Integrating Social Media
Into the Marketing Mix
- Social Media Plans and Strategies
- Social Media Channels
(Facebook, Twitter, Pinterest,
Instagram, YouTube, etc.)
- Social Media Policies