



MARCH 24-26, 2022



RENAISSANCE IN THE ROCKIES

Renaissance: A rebirth, a revival, characterized by passion – to develop new skills, discover what works and find the inspiration to do better.

We find renaissances around the world, throughout history: Harlem in the '20s, Europe in the 1300s. East Asia in the '90s, Africa in the '40s. The Arab cultural renaissance in the late 1800s.

And now, of course, there's NCMPR's. A smaller-scaled renaissance, to be sure, but with the same characteristics: a passion to learn new things and inspiration to improve.

We've missed you, friends, and we can't wait to see you in Denver taking part in our Renaissance in the Rockies – **NCMPR's first in-person national conference since 2019.**

So block off March 24-26, 2022, for the Renaissance in the Rockies. You'll reconnect with NCMPR and your network of colleagues, refresh those professional skills and ignite, again, your passion to do creative, important, good work.

Times throughout are presented in Mountain Daylight Time.



KEYNOTE SPEAKER

JUSTIN J. SHAFER

A rising star in STEM education and advocacy, **Justin Shaifer** is a LinkedIn Top Voice in technology and a popular science communicator with a talent for understanding and inspiring Gen Z, an audience that community college marketing professionals and leaders are especially interested in attracting.

Known as “Mr. Fascinate,” Shaifer brings his passion for STEM disciplines to the next generation, especially focusing on kids who are typically underrepresented in elite science-based careers. From his viral TEDx talk, “How to Speak Generation Z,” to his body of curriculum-development work, Shaifer is a leading figure in STEM education and diversity.

Shaifer grew up in a single-parent home on the South Side of Chicago, spending his days excelling as the class clown. Although secretly fascinated with science, he never had the opportunity to express that excitement – it just wasn’t cool. Then his mom made him sign a contract when he was 14 years old, promising he would figure out a way to pay for college.

While searching for scholarships, Shaifer realized there were pools of money around STEM education, and he made good on that contract. He earned scholarships from NASA and the National Oceanic and Atmospheric Administration that covered 100% of his tuition and room and board at Hampton University. He graduated with a degree in marine and environmental science, earning the department’s highest GPA and serving as student body president.

Today, Shaifer travels the country as the role model he never had, making STEM dope, he says. Shaifer co-founded the STEM Success Summit, a large-scale conference for diverse STEM students that secured sponsorships from Best Buy and General Motors. He’s hosted science TV shows with WGBH-Boston, the Travel Channel and Al Roker Entertainment.



KEYNOTE SPEAKER

ESMERALDA SANTIAGO

Esmeralda Santiago was born in Puerto Rico and came to the United States when she was 13 years old. She is the author of three memoirs, two novels and a children's book; and she has co-edited two anthologies of Latino literature. Her transcultural experiences growing up in a rural barrio, poor and disenfranchised, inspire much of her work. Her books have been translated into 15 languages.

She is a spokesperson for public libraries and has traveled extensively as a cultural ambassador for the U.S. Department of State.

Santiago's first novel, "America's Dream," has been made into a movie by executive producer Edward James Olmos; and her second memoir, "Almost a Woman," is a George Foster Peabody Award-winning film for The American Collection, a spinoff series of PBS's Masterpiece Theater. She is the only living author in this prestigious series, which includes James Agee, Willa Cather, Langston Hughes, Eudora Welty and Henry James.

Santiago graduated from Harvard University, earned a master's in fiction writing from Sarah Lawrence College and has honorary doctorates from Trinity College, Pace University, Metropolitan College of New York and University of Puerto Rico at Mayagüez. She has served on the boards of the Jacob Burns Film Center, the Scholastic Art and Writing Awards and PEN America.

RECONNECT
REFRESH
IGNITE



KEYNOTE SPEAKERS

ADAM LEE & LAUREN MORRELL

Adam Lee and **Lauren Morrell** head up Techint Labs, a group of strategists, designers, storytellers and innovators in Denver who deliver over 20,000 marketing campaigns every year.

Lee, Techint's CEO, has over 12 years of experience in the advertising, digital marketing and publishing industries and more than six years in higher education exclusively. Prior to constructing and running Techint Labs, Lee oversaw the Higher Education client strategy for the

Digital First Media umbrella, a publishing group of more than 100 mastheads, as well as The Denver Post advertising division.

Morrell, senior vice president, has over 10 years of experience, with five years in higher education exclusively, building and executing conversion-focused, multi-platform digital strategies and campaigns. Before working in digital marketing on the agency side, Morrell helped build and execute marketing strategies for the University of Denver Sturm College of Law MSLA Program.



SPECIAL GUEST

SAM PRATER

Sam Prater is a community college graduate who's spent nearly 13 years working in student affairs, with a specialty in housing and residential education. He has a doctorate in educational leadership and policy and is the founder of Los Angeles Room & Board (LARB), whose goal is to ensure that California's community college students realize their postsecondary education goals and provide

affordable transitional housing, designed to end homelessness. Through its residential education program, LARB promotes persistence, retention and completion for students' certificate, associate and bachelor's degree programs.

Prater previously worked in the dean of students' office at California State University, Los Angeles, where he managed the campus's Basic Needs Initiatives, which included housing and food insecurity and emergency needs grants. He also provided wrap-around services, supporting students' academic and emotional health and wellness needs.

PROGRAM AT A GLANCE

WEDNESDAY, MARCH 23

8 A.M.-4 P.M.

Leadership Institute Final
Class and Graduation

THURSDAY, MARCH 24

7:30 A.M.

Registration

8 A.M.-NOON

Pre-conference Labs

11:30 A.M.-12:30 P.M.

Exhibitor Preview
and Light Lunch

1-2:15 P.M.

Opening Keynote
(Sponsored by
CLARUS Corporation)

2:30-3 P.M.

District Meetings

3-4 P.M.

Welcome Reception

4-8 P.M.

District Dinners

FRIDAY, MARCH 25

7:30-8:30 A.M.

Breakfast Buffet

8:30-9:30 A.M.

Breakouts

9:45-10:45 A.M.

Exhibitor Hour

11 A.M.-NOON

Breakouts

12:15-1:30 P.M.

Lunchtime Keynote

1:45-2:15 P.M.

Short Takes

2:25-2:55 P.M.

Short Takes

3:05-3:35 P.M.

Short Takes

3:45-4:15 P.M.

Short Takes

5:30 P.M.

Paragon Reception
and Dinner/Awards
(Sponsored by Interact
Communications)

SATURDAY, MARCH 26

8-9:15 A.M.

Breakfast Buffet and
Awards of Excellence
(Sponsored by 25th Hour
Communications)

9:30-10:30 A.M.

Breakouts

10:45-11:45 A.M.

Breakouts

NOON-1:30 P.M.

Lunch, Closing Keynote
(Sponsored by Graduate
Communications)
and Business Meeting

THANK YOU TO OUR PRESENTING SPONSORS



EXHIBITORS: NCMPR invites representatives from marketing, advertising and consulting companies to exhibit at its conferences. If you're interested in participating as an exhibitor, contact Natalie Daggett at (505) 349-0500 x4.



ABOUT DENVER

WEATHER

In March, Denver weather has a broad range, with an average high/low of 58/29 degrees Fahrenheit.

THINGS TO DO

The conference resort has two large heated pools - one indoor and one outdoor. There are also indoor water slides and whirlpools. The hotel has a variety of on-site restaurants and is near many dining and shopping options, including the Stanley Marketplace, which has more than 50 establishments for dining, playing, exercising and more.

Located in Aurora, Colorado, Gaylord Rockies Resort & Convention Center is 18 miles from downtown Denver, which is home to the Denver Art Museum and roughly 90 breweries. A variety of parks are within driving distance, including Rocky Mountain National Park (90 minutes from the resort) and Boulder's Eldorado Canyon State Park (45 minutes away).

Check out Visit Denver at [Denver.org](https://denver.org) or Visit Aurora at visitaaurora.com for more local to-dos.

**PRE-CONFERENCE
LAB REGISTRATION
7:30 A.M.**

**PRE-CONFERENCE LABS
8 A.M.-NOON**

**DEVELOPING YOUR
PERSONAL 'MARKETING
LEADER' BRAND**

Marketing is a fledgling, expanding area within community colleges. Many marketing leaders struggle to get a seat at the leadership table and the respect that the profession deserves. A key step to elevating the marketing profession at your institution is to ensure that your personal/professional brand supports your marketing aspirations. This session will include the creation of a personal brand blueprint, identification and evaluation of key marketing leadership competencies, review of personal traits and skills, and the development of a personal brand strategy and plan.

Terri Giltner, chief marketing officer, Kentucky Community & Technical College System; and Lynn Farrar, president, ConneXion Strategies

**WIN ENROLLMENTS
WITH DIGITAL
ADVERTISING EVERY
STEP OF THE WAY**

What makes a winning digital advertising campaign? Research shows that the power of a digital ad's creative constitutes 47% of a consumer's decision to engage. The other 53% is about the campaign's planning, strategy and execution. But where to start? When so much of what's out there looks so similar, what really takes an enrollment marketing campaign's creative executions to the next level? And with all the changes in digital platforms, how can your campaigns be optimized for success? We will deconstruct high-performing enrollment marketing campaigns developed for public two-year institutions in an effort to get to the heart of what makes them so successful. See what can happen at the intersection of great design and great digital marketing strategy and planning.

Tony Poillucci, vice president and creative director; Dana Cruikshank, director of strategic marketing; and Carly Wisse, senior digital marketing specialist, VisionPoint Marketing

**SURVEYING,
ANALYZING
AND IMPLEMENTING
DEI INITIATIVES AT
INSTITUTIONS OF
ANY SIZE**

Shaped by world events, the discussion about DEI is now a national focus. DEI has always been a core tenet for community colleges, but, how does it impact students, colleges and our daily work? In this interactive session, we will take a deeper look at DEI initiatives, language and meanings and what they mean for communications, publications, government relations and enrollment management. Participants will work together to develop plans from real-world case studies that will serve to inspire action toward DEI goals. By the end of the session, participants will have a better understanding of diversity, equity and inclusion and related vernacular; a framework for DEI action and initiatives; and how to lead conversations and set goals for DEI initiatives.

Dr. Martha M. Parham, senior vice president for public relations, and Dr. Kevin Christian, director of diversity, equity and inclusion, American Association of Community Colleges

11:30 A.M.-12:30 P.M.
EXHIBITOR PREVIEW
AND LIGHT LUNCH

1-2:15 P.M.
OPENING KEYNOTE

2:30-3 P.M.
DISTRICT MEETINGS

3-4 P.M.
WELCOME RECEPTION

4-8 P.M.
DISTRICT DINNERS

FRIDAY, MARCH 25

7:30-8:30 A.M.
BREAKFAST BUFFET

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

REINVIGORATED
RECRUITING:
HOW TO HIT YOUR
ENROLLMENT GOALS

Fall 2021 enrollment at community colleges experienced a 7.5% decline due in part to COVID-19. This has disproportionately affected hourly and lower income workers, who make up many community college students. That means recruitment for two-year colleges has never been more critical. Three Rivers College in Poplar Bluff, Missouri, has a goal to reach 500 new online students per year for three years, with the help of enrollment marketing partner Paskill Stapleton & Lord. This session will detail the key marketing strategies critical to achieving enroll-

ment goals, why investing in your primary recruiting market matters, and how effective digital campaigns drive to a website that is recruitment-focused.

Dr. Wesley Payne, president, Three Rivers College; and Jim Paskill, president, Paskill Stapleton & Lord

BENEFITS OF ALIGNING
YOUR COLLEGE'S
MARKETING AND
STRATEGIC PLANS

This panel discussion will cover the benefits of aligning a college's marketing plan with its strategic plan, which in turn provides additional visibility for marketing, an increased budget and greater coordination with other areas of the college. Attendees will be encouraged to bring their college strategic plans to share in a lightning-round format, where panelists will provide suggestions to align their marketing with a strategic goal.

Natalie Heath, marketing manager, Wake Technical Community College; and Kathi A. Swanson, president, CLARUS Corporation

HOW TO USE GAME-
CHANGING ATHLETICS
PHOTOGRAPHY FOR
RECRUITMENT AND
RETENTION

Matt Stamey has decades of experience photographing professional sports around the country, and he'll share how he brings those skills to the ball fields and courts of

community college athletics at Santa Fe College. Learn strategies for using great sports photography in recruitment and retention marketing efforts.

Matt Stamey, photographer and digital designer, and Jen Ambrose, director of marketing and communications, Santa Fe College

USING MEDIA
RELATIONS PROWESS
TO POWER SOCIAL
MEDIA DOMINATION

Despite the chaos of 2020, a small but mighty marketing team launched an organic social media presence and reimagined media relations to create a new approach to engage broad audiences. They cashed in on thousands of dollars of earned media street cred and created social media success. Learn how they used data to drive decisions and realigned job duties for the new normal.

Aja Michael-Keller, executive director of marketing and communications, Ivy Tech Community College

CRISIS ANATOMY:
HOW THE PANDEMIC
HAS RADICALLY
CHANGED RESPONSE
RULES

The pandemic has created a slew of new challenges for communications teams, especially in times of crisis. Throw in a volatile political climate,

and you have a recipe for a media firestorm – the kind that has erupted on campuses across the country. This interactive session will review communications crises from colleges over the past 18 months, explore solutions and preventative measures, and examine the actions at various schools and how similar situations could be avoided.

*Kendall Tenney, founder,
10e Media*

9:45.-10:45 A.M. EXHIBITOR HOUR

11 A.M.-NOON BREAKOUTS

WORDS MATTER: HOW TO USE STORYTELLING TO STRENGTHEN EXTERNAL MARKETING AND BUILD INTERNAL SUPPORT

As institutions take up the challenges facing the country – the pandemic, supporting diversity and equity, dwindling budgets and leadership turnover – telling the right story to the right audience has become more critical than ever. Stories can help drive engagement and action among diverse audiences and create cohesion and support within an organization. Explore

examples of how various higher education organizations use the power of storytelling to drive enrollment and to build organizational support. Learn what makes for a good narrative, how to find compelling details and emotions, and how to tell your story in a way that keeps external and internal audiences engaged, excited and ready to take action.

*Cheryl Broom, CEO, Graduate
Communications*

WHY SHOULD THE FOUR-YEARS HAVE ALL THE FUN? MARKETING TACTICS TO REIGNITE YOUR RECRUITMENT

The word “recruiting” might bring to mind large, dedicated teams of admissions officers, sophisticated prospect management tools and other luxuries most community colleges don’t have. Many two-year marketing departments are also tasked with leading or contributing to their institutions’ recruitment efforts. This session will explore how tactics normally associated with marketing can also be used to actively recruit new students. Attendees will learn how brand and creative assets can be more inviting to prospective students, to adapt campaigns to be more recruitment-oriented, to use digital marketing

techniques to better identify prospects earlier in the pipeline, to get the most out of CRM to automate the recruitment process and more. Why should four-year institutions have all the fun when it comes to recruiting?

*Dana Cruikshank, director
of strategic partnerships,
and Tony Poillucci, vice
president and creative director,
VisionPoint Marketing*

SETTING, AND FOLLOWING, CORE VALUES FOR YOURSELF AND YOUR TEAM

Sure, we all have values and the things we value, but can you name three or four clearly defined core values that guide you in setting personal and professional goals? That help you decide which projects to commit to? That determine your calendar priorities? Does your team have clearly defined values? That the entire staff can name and explain? In this session, we’ll lead a personal goal-mining activity, provide guidance for establishing team goals and share best practices for bringing those goals to life.

*Dan Baum, executive director
of strategic communication,
and Jill Bennett, director of
marketing and public relations,
Anne Arundel Community
College*

LEVERAGING STUDENT BEHAVIOR TO PERSONALIZE INTERACTIONS

Serving the college needs of many population segments was once considered a recruiting pitfall for community colleges. Today, however, that mission gives two-year colleges a distinct recruiting advantage. While four-year institutions compete for graduating high school seniors, our reach and appeal goes deeper, providing far greater enrollment potential. Understanding and communicating the value community colleges bring to each population segment is imperative to raising overall enrollment numbers. What worked yesterday won't work with today's tech-savvy consumers. This session will look at what is required to build a comprehensive understanding of the needs and preferences of each audience segment; define and communicate an institution's strengths; help attendees overcome resource restrictions; and show how to begin building effective, tailored communication plans.

Dr. Korrin Ziswiler, director of marketing, Sinclair Community College; and Heather Meuller, vice president of sales, Capture Higher Ed

RECRUITING AND RETAINING UNDER-REPRESENTED STUDENTS THROUGH A FOUNDATION/STUDENT SERVICES PARTNERSHIP

The College Incentive Program, a collaborative effort between Monterey Peninsula College's foundation and student services division, partners with local high schools and nonprofit organizations to identify and reach candidates. It uses substantial private funding and existing services and programs to recruit, retain and support at-promise students through college completion. We'll provide practical advice on how other institutions can develop a similar model to increase student diversity, reach students who are traditionally underrepresented in higher education, build collaboration between institutional foundations and student services departments, increase fundraising and improve donor relations.

Beccie Michael, vice president of advancement, Monterey Peninsula College

12:15-1:30 P.M. LUNCHTIME KEYNOTE

1:45-2:15 P.M. SHORT TAKES

GET THE MOST BANG FOR YOUR ADVERTISING BUCK

Over 2021, the budget at Wake Tech Community College was ever-changing. Learn how the college's new marketing director implemented different tactics for the college, including investing in advertising spots for the best exposure-to-dollar value. We'll share details about everything from impressions, CPMs and digital and traditional tactics to sponsorships, paid social media and lead-generating tools; and we'll ask participants to share their ideas to make the most of a marketing budget, too.

Natalie Heath, marketing manager, Wake Tech Community College

HOW TO REFRESH YOUR WEBSITE WITHOUT A TOTAL REDESIGN

Cuyahoga Community College was in desperate need of a website makeover, and it got one – without overhauling the

entire site. This cost-saving project gave the college a new and updated look without breaking the bank. Attendees will learn how Cuyahoga conducted usability testing with participants from a wide variety of backgrounds and educational paths and how that data drove recommendations to improve the user experience, stay current with design trends, follow best practices, and integrate the site with the college's mission, vision and goals.

Lisa Dobransky, college-wide strategic communications director, and Brittany Hanek, interactive marketing manager, Cuyahoga Community College

CREATIVE TECHNIQUES TO GET STUDENTS EXCITED TO ENROLL NEXT SEMESTER

When first engaging with prospective students, outreach and marketing departments often do a great job at getting those prospects excited to take the next steps in the enrollment process. But once the onboarding starts, students can feel parched for support. Research shows that students are optimistic that nothing will prevent them from completing their degree or certificate, and yet, colleges still struggle to retain students and keep their enrollment numbers steady. So why are your students

disappearing? And how can you get them back? Or keep them in the first place? In this interactive presentation, attendees will get insight into how to leverage data and creative techniques to develop strategies to improve the student experience and get them excited to return next semester.

Jamie Wagner, executive director of media preferences, and Angela Carollo, vice president of marketing and strategy, Interact Communications

GUIDED PATHWAYS: A MARKETING STRATEGY FOR COMMUNITY COLLEGES

Implementing Guided Pathways is an effective organizational framework for your school and a great marketing opportunity, providing the chance to focus on student engagement and enrollment. By redesigning academic programs and the journeys through them, schools can keep students on track and excited about the successful careers they can pursue upon graduation – all resulting in improved graduation rates. Learn how Passaic County Community College implemented its Guided Pathways program and how to plan, implement and market your own Guided Pathways program.

Meredith Behrens, associate director of foundation, marketing and communications, Passaic County Community College; and Vincent Mazza, managing partner, eDesign Interactive

A VIRTUAL VICTORY IN THE WAKE OF COVID-19

When a major annual collaborative event was sidelined because of COVID-19, the team at Tri-County Technical College pulled together a virtual activity for area middle schoolers. More than 1,500 students learned about companies in the region and the steps to take – right at Tri-County – to start great careers. What started as an intense, two-day event requiring dozens of hours of preparation turned into an even better, farther-reaching effort that's still going strong today. Session attendees will learn how the college connected with the hard-to-reach middle school population and used analytics to track their career interests.

Gayle Arries, director of marketing, Tri-County Technical College

2:25-2:55 P.M. SHORT TAKES

LESSONS LEARNED FROM CREATING A ROBUST DIGITAL ASSET MANAGEMENT SYSTEM

Before Central New Mexico Community College built its digital asset management system, or DAM, it used the network drive to share photos. After the DAM, for a time, it still used the network drive. What gives? During the pandemic, the college transformed the digital asset management system into one of marketing's most robust

tools. Today, the DAM helps the marketing team and college staff quickly find photos to improve presentations, websites and social media. Learn how the college collects, tags and shares photos so much faster than before – and the lessons they picked up along the way.

Roger Renteria, digital marketing manager, Central New Mexico Community College

OPENING A CAN OF WORMS: CREATING YOUR OWN SOCIAL MEDIA STRATEGY

We've all heard it, and we may have said it ourselves: "We need to be on social media." But what does that actually mean? Is it organic posts or paid campaigns? Which platforms should we use? Whose account do we operate under? What messaging will work? Do we need a partner? Join Eastern New Mexico University-Roswell and MediaCross to discuss best practices for getting your social media strategy off the ground and using it to influence enrollment.

Joshua Bistromowitz, enrollment and marketing consultant, MediaCross

ENSURE PROSPECTIVE STUDENTS FIND THE INFORMATION THEY NEED

Do you understand how the pages and content of your website are structured and accessed? What if your analytics show that no one gets to an important page from

your homepage? How can you drive your prospective students to the most valuable information? We'll discuss how to map out the stages of the user journey, examine the student mindset at each stage and learn how this information – along with site analytics – will point to roadblocks and identify opportunities to improve your student applicant life cycle.

Katie Krafka, director of client engagement, and Krista Boughner, senior experience designer, Sanger & Eby

COUNTDOWN TO COLLEGE: AN ENROLLMENT SUCCESS STORY

Countdown to College is an enrollment strategy to help new and returning students with their admission and financial aid applications, payment plans, class registration and more. In collaboration with colleagues from the division of student success, Palo Alto College's marketing and communications team developed a robust campaign across online and offline channels to drive in-person traffic to this day-long event. Learn how promotions – including door prizes, games, a chance to win a \$2,500 tuition scholarship and the first-of-its-kind car-giveaway contest – helped Countdown to College spur much-needed enrollment gains and a calculated publicity value of \$40,000.

Jerry Arellano, director of marketing and strategic communications, Palo Alto College

TURN PROSPECTS TO STUDENTS WITH A CUSTOM APPROACH

Personalization not only gives higher ed institutions a competitive edge but also helps admissions and enrollment professionals improve productivity and effectiveness at converting prospects to students. Having the right personalization strategies makes it easy to identify prospects and nurture them through the recruitment process to drive enrollment growth. Attendees will learn how to use website personalization to attract, enroll and engage students in a way that builds meaningful connections with their colleges.

Yelitze Lokrantz, event specialist, Modern Campus

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

CRACKING THE ACADEMIC PROGRAM MARKETING NUT

Higher education marketers constantly struggle to figure out which is more effective: marketing the institution as a whole or marketing individual academic programs. The marketing department at Sinclair Community College has data-informed evidence to support its answer: Both are equally important. But each cannot be marketed with the same approach. The Sinclair marketing team has successfully implemented a system of defining four or five programs in each

academic division that receive marketing support in the coming year. Learn how the team works with program chairpersons to develop and promote info sessions using event-focused and program-specific media and messaging. This session will focus on how to create these program-specific campaigns and include Sinclair's results to date.

Mary Ashley, assistant director of marketing, Dr. Korrin Ziswiler, director of admissions and marketing, and Michelle Crawford, assistant director of admissions, Sinclair Community College

GET GRANULAR TO OPTIMIZE YOUR WEBSITE

In the post-COVID world, your website is everything. But how is your audience using your website? Most colleges know their most visited web pages – and maybe visitors' average session duration – but do they know what potential students are actually interacting with on the page? How long did prospects spend watching that embedded video? How many more clicks did the financial aid FAQ draw over that "Apply Now" button? Knowing these data points is valuable to streamline your site as a whole and optimize

campaign landing pages to get the most out of ad dollars. Session attendees will learn about granular analytics and receive a brief setup tutorial.

Grant Hubbell, senior director of web and technology, 25th Hour Communications

HOW TO POWER STUDENT ENGAGEMENT FROM A SINGLE PLATFORM

The recruitment landscape has changed dramatically over the years, and that's especially true in the student engagement space. Students have higher expectations about communication with prospective schools: They want instant answers, seamless processes and the kind of digital experiences that inspire them to act and engage at a deeper level. But most current systems can't handle those needs. And if the student experience is subpar, they'll simply look elsewhere. So what's the answer? It's about making sure that colleges have a singular platform that provides both multiple avenues for student communication and an experience personalized to your institution. Learn how Gecko partnered with multiple community colleges across the country to enhance

student engagement, lighten staff load and increase enrollment by 3% year-on-year.

Todd Tribble, senior vice president-North America, Gecko

TALKIN' 'BOUT MY GENERATION: UNDERSTANDING THE DIFFERENCE BETWEEN GEN Z AND MILLENNIALS

As each younger generation becomes college-aged, marketers need to learn what attracts them. The marketing skills honed for the Millennial generation, for example, won't necessarily work on Gen Z'ers. We'll discuss research that shows how this upcoming generation views themselves, as well as how to reach them with copy, imagery, tone and social ad placement.

Corey Lee Mullikin, digital marketing coordinator, Bluegrass Community & Technical College

MOVING MOUNTAINS IS EXPENSIVE: TAKE AN EVOLUTIONARY APPROACH TO IMPROVING YOUR WEBSITE

Tackling a major website overhaul is like trying to move a mountain every five to seven years. Teams often find themselves navigating the rocky path

of competing needs and a nonnegotiable timeline. The smarter move is to evolve your site over time. Evolutionary site maintenance makes growth, improvement and progress on your web presence easier and more manageable. Even if you've just completed a redesign or know you need one soon, this session will show how to adopt a process to keep your site relevant and technologically up to date. We'll cover how evolving your site gradually can save you time and money and reduce the common pain of a major overhaul.

Sarah Ailes, sales director, and Monique Parrott, national account executive, Digital Wave

3:45-4:15 P.M. SHORT TAKES

WHERE'S YOUR AUDIENCE? FINDING PROSPECTIVE STUDENTS AND TELLING YOUR BRAND'S STORY

With so many social media channels available, it can be tough to decide where to spend your energy and time. Where is the community college audience, and what content does it want? What's the right voice to use? This session is ideal for those who want to build their college's presence on social media

by focusing their efforts on the right posts and the right channels.

Thomas Myler, marketing coordinator, Casper College

USE YOUR WEBSITE TO STAND OUT FROM THE PACK

Recent research shows that 80% of today's students will apply to five or fewer institutions, and the website plays a significant role in decision-making. College websites should provide rich insights into the programs, services, costs and outcomes relevant to each learner. Learn how you can maximize the value of your website as an enrollment driver by repositioning and reimagining your CMS, which can and should integrate into the rest of your institution. By making it easy for prospective learners to find the information that's most relevant to them, you position your institution to make it onto that list of five institutions.

Jackie Watson, director of web strategy, Kentucky Community & Technical College System

LIVESTREAMING 101: IT'S NOT AS TOUGH AS YOU THINK

You want to share graduation and other special events with the world, so you take 20

minutes to browse for information on live-streaming. You 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 easily start to share your college's events with the world.

Jason B. Houlihan, digital services manager, Del Mar College

MOVING THE TASSEL: USING PANDEMIC CEREMONY LESSONS TO IMPROVE IN-PERSON GRADUATION

In 2020 and 2021, colleges around the world made the difficult decision to postpone their graduation celebrations or move them to a virtual format. StageClip enabled more than 1,500 schools to individually recognize their students' achievements with virtual ceremonies, creating more than 1 million video clips for the classes of 2020 and 2021. With

the return to in-person ceremonies this year, StageClip continued to partner with colleges, using the lessons learned from individual recognition in virtual ceremonies to rethink traditional graduations. In this session, we'll share case studies and examples of community colleges that overcame their greatest challenge to make their students' biggest moments shine.

Keith Warburg, chief marketing officer, and Matthew Redd, vice president of sales, marketing and strategic partnerships, StageClip

HOW TO 'WORK HARD, PLAY HARD' WHEN EVERYONE'S OVERWORKED

The saying "work hard, play hard" has taken on a whole new meaning in today's overworked environment. What happens when exhaustion sets in and the element of play has taken a back seat? In this fast-paced, interactive session, learn how to be mindful and productive communications professionals by setting priorities and boundaries in an effort to defeat the beast of burnout.

Angela Walters Eveillard, director of marketing, Hillsborough Community College

5:30 P.M. PARAGON RECEPTION, DINNER AND AWARDS

SATURDAY, MARCH 26

8-9:15 A.M. AWARDS AND BREAKFAST BUFFET

9:30-10:30 A.M. BREAKOUTS

POWER ADVOCACY: HOW OREGON PASSED ITS BUDGET AND CREATED AWARENESS BY JOINING FORCES WITH LOCAL COLLEGE MARKETING

Over the past several years, Oregon's 17 independently governed community colleges – and their marketing, PR and government relations folks – came together to coordinate a statewide effort to create awareness of Oregon's community colleges, lobby legislators for increased funding and support one another in their roles. Learn how Oregon's community colleges went from competing against one another for enrollment to uniting for the common purpose of ensuring potential students know how community colleges can help them achieve their goals. Participants will review components from successful campaigns and learn how to create their own state communications/marketing group.

Jennifer Boehmer, executive director of advancement, Linn-Benton Community College; and Casey White-Zollman, communications director, Oregon Community College Association

RECONNECTING, REFRESHING AND REIGNITING YOUR 'WHY'

Our year in education has been unlike any other, and we're all exhausted. Many have lost colleagues to COVID, and in this session, we'll reconnect, refresh and reignite: Participants will be asked to share why they began a career in education, recall an incident that reinforced that decision, think about when a potential roadblock came up, and explain why they kept moving forward. We'll reflect on this past year and the difficulties encountered, and we'll develop a current "why" statement: Why are you in education?

Barry Dotson, vice president of student affairs, Southeastern Technical College

WHAT MOVES SOMEONE TO BUY EDUCATION?

Data can tell marketers what their students are reading, watching and listening to. But what moves them to take action on that ad they hear on Spotify or see on Roku? Who are their influencers? How do they shop for college? A college might advertise on a platform that students frequent, but that doesn't mean listeners will click on that ad. Learn how 25th Hour Communications is getting into the minds of prospective students. Its findings will help attendees create ads that both capture students' attention and move them to action. Learn students'

consumer behavior habits and who their influencers really are. Once colleges are armed with this data, there's no stopping the creative team from producing campaigns to engage prospects every single time.

*Crystal Berry, vice president,
25th Hour Communications*

HOW AN ACCEPTANCE PACKET HELPED MARKETING PRIORITIZE EQUITY

"Diversity," "equity" and "inclusion" are used so much in college marketing materials that it becomes difficult to differentiate saying we are committed to these principles and showing that we actively pursue them every day. In 2020, South Puget Sound Community College adopted three equity guidelines for its work at the individual, departmental and institutional levels. When the marketing team updated its new student acceptance packet, we realized it was the perfect opportunity to rethink the piece from the ground up, using the equity guidelines as a foundation. Learn how this single, pivotal project transformed every aspect of the college's acceptance packet and gave the marketing team the tools required to take an equity-centered approach with our work every day.

Kati Sagawa, director of strategic communications, Parfait Bassale, executive diversity officer, Erin Rust, admission specialist, South Puget Sound Community College

MAKING SOCIAL MEDIA MEANINGFUL TO STUDENT SUCCESS AND EQUITY

Social media is more than just a marketing and public relations tool for community colleges. It can also provide a meaningful service to students, particularly during a pandemic where face-to-face interactions are limited. This presentation will review research on the role social media plays in community development, connection building and commitment to completion – with a special focus on students of color. It will offer insights to enable college marketers to help administer these platforms more strategically and equitably.

*Clare Briner, director of marketing and communications,
Moraine Valley Community College*

10:45-11:45 A.M. BREAKOUTS

SURVIVE THE STORM: WHEN BAD ACTORS TELL YOUR STORY

Have you ever had someone tell your story, but in the worst possible way? Hear two stories of mid-size colleges that have navigated negative press and a rash of social media trolls. Learn from our mistakes, and take a trip down What If Avenue to help build tools to mitigate misinformation and smear tactics.

Lorraine Stofft, vice president of advancement, and Mandy Heil, associate dean of communications and marketing, Arizona Western College

GET THEM TO THE STARTING LINE: OUTREACH AND ONBOARDING TO SUPPORT VULNERABLE STUDENTS

Wouldn't it be great if you had a GPS to help prospects navigate your student onboarding process? Or a crystal ball to see where students are on their journeys so you know when to intervene at every critical juncture? Interact has developed new research and perspectives on vulnerable prospects that can provide this guidance. This session will equip attendees with a clear and comprehensive course map – showing where to place checkpoints and aid stations and when to appear for extra support – so you can help vulnerable prospects make it to the starting line.

Dr. Pam Cox-Otto, CEO, Interact Communications

IMPACTING ENROLLMENT THROUGH FINANCIAL INCENTIVES, REAL-TIME MARKETING AND COMMUNITY PARTNERSHIPS

With unemployment on the rise in our district, student surveys revealed that finances were a barrier to enrollment, due in part to the COVID-19 pandemic. Elgin Community College responded with two innovative marketing campaigns that centered on easing the financial burden of tuition. Get an inside look at these campaigns, from ideation to

implementation and challenges faced along the way. This data-supported presentation will show how effective community colleges can be when they respond, in real time, to the needs of the community.

Toya Webb, chief marketing and communications officer, Elgin Community College

HOW TO CHAMPION ADULT BASIC EDUCATION ENROLLMENT WITH A CRM-DRIVEN STRATEGY

Adult Basic Education, (ABE), programs give students opportunities to develop new skills and reach higher and better. Connecting individuals to these programs, particularly in underserved populations, ignites a renaissance for the community that impacts generations to come. These programs foster educational and career opportunities for those who need it most and build enrollment, ultimately delivering on your college's commitment to diversity, equity

and inclusion. But how can you reach, motivate and champion the passion and potential of your ABE audiences? Truckee Meadows Community College partnered with Interact Communications to build a CRM-powered communication conversion strategy that is doing just that. Attendees will learn how they did it – by delivering personalized student communications that gave prospects the confidence to enroll.

Cynthia Pierrott, interim director of adult basic education, Truckee Meadows Community College; and Scott Knauer, account coordinator and technical support, and Alana Villemmez, vice president of business development, Interact Communications

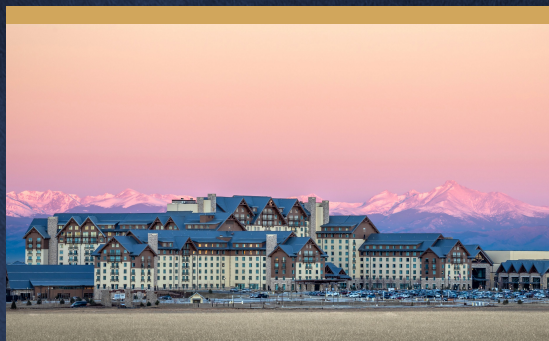
HOW TO USE BRANDING FOR CONSISTENT STUDENT RECRUITMENT

A college's brand is defined by its culture and values. This brand experience is what draws students to a school and keeps them as loyal alumni after they graduate. But the climate around student recruitment

has changed as a larger and more diverse group of students look for the college that's right for them. Is your school delivering a strong, consistent message with its brand marketing? Learn how today's students differ from the past's and how to evaluate your college's brand, deliver a consistent recruitment experience and assure various departments remain on-brand.

Christina Sanders, senior inbound marketing manager, LucidPress

**NOON-1:30 P.M.
LUNCH, CLOSING
KEYNOTE AND
BUSINESS MEETING**



HOTEL ACCOMMODATIONS

Conference attendees are responsible for their own lodging and transportation.

CONFERENCE HEADQUARTERS

Gaylord Rockies Resort & Convention Center
6700 N. Gaylord Rockies Blvd.
Aurora, CO 80019
720-452-6900

RESERVE A ROOM: <https://book.passkey.com/go/NCMPRAnnualConference>

HOTEL FEES

Rate: 199/night
Book online or by phone. Request NCMPR's group rate.

NCMPR has blocked a limited number of rooms. The reservation cutoff date for our group rate is Tuesday, March 1, 2022. **Please note:** If our block of rooms is full before that date, regular hotel fees will apply, so book early! If the hotel runs out of available rooms, you will have to reserve a room at another nearby hotel to attend the conference.

PARKING: Self-parking at the hotel for all conference attendees is \$14.50/night.

GETTING THERE: The Gaylord is 10 miles from Denver International Airport.

DRESS CODE

We recommend business casual dress for all conference events except the Paragon Awards, which calls for business attire or evening wear.

REGISTRATION FEES

GENERAL CONFERENCE ATTENDANCE FEES

Early-bird rate: \$625
(Early-bird deadline: Feb. 18)

Regular rate: \$675

General conference fees include attendance to all program events except the Pre-conference Labs.

PRE-CONFERENCE LAB PARTICIPATION

Rate: \$99

Choose one session topic from p. 8: branding; digital enrollment; or diversity, equity and inclusion.

PARAGON GUEST TICKETS

Each conference registration includes attendance at the Paragon Awards. Additional guest tickets are \$100 each.

REFUND POLICY

Cancellation and refund requests must be made in writing on or before Feb. 18. No refunds will be granted for requests made after the deadline. In circumstances that arise after the deadline, such as family or medical emergencies, NCMPR will issue a refund upon receipt of proper documentation. Substitutions are gladly accepted.

NCMPR refunds cover the conference fee, minus a \$150 administrative fee. Email refund requests to jwalters@ncmpr.org.



MARCH 24-26, 2022
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