

# RENAISSANCE IN THE NCMPR 2022 ROCKIES

MARCH 24-26, 2022  
DENVER, COLORADO

[NCMPR.ORG/NATIONAL-CONFERENCE](https://ncmpr.org/national-conference)

**It's been two years. We've missed you, friends.** And we can't wait to reconnect in Denver. NCMPR is accepting presentations for Renaissance in the Rockies, our 2022 national conference, and we're eager for your expertise. We want to know: What have you learned in the past year? What old lessons proved helpful again? How does your college incorporate diversity, equity and inclusion into its mission? Where do you find creative ideas?

As it becomes safer again to travel, NCMPR is looking toward Denver as something of a renaissance. Even as the country opens, some colleges haven't lifted travel restrictions, and some members aren't comfortable going face-to-face. Lucky for us, a renaissance can ignite a whole range of ideas: Not only will you present in person in Denver, but you'll also submit a recorded version of your session, which will be available for attendees after the conference. That

means, even if people can't make it to Denver, a ticket to the national conference will get them access to all the sessions, watchable at their own leisure. In-person attendees, too, can catch up on what they missed.

**We can't wait to see what you come up with.**



**PROPOSAL SUBMISSION DEADLINE:** **AUG. 6**  
QUESTIONS? CALL NCMPR'S NATIONAL OFFICE AT (505) 349-0500, EXT. 1.

## TYPES OF PRESENTATIONS

**Breakout Sessions** are one hour and allow for in-depth coverage of a topic, with time for questions and answers.

**Short Takes** are 30-minute sessions that deliver tips and techniques.

**Pre-Conference Labs** are three hours and designed as hands-on, interactive presentations that provide deep-dive instruction for attendees.

## GENERAL GUIDELINES

NCMPR will provide basic audiovisual equipment to support presentations, including microphones, LCD projectors and internet access. Other special equipment needs may be arranged at the presenters' expense. Presenters are responsible for furnishing their own laptop computers and software if required for the presentation.

Presenters are expected to pay all expenses to the conference. Proposal submission will be considered as a commitment to participate in the 2022 conference on-site if the proposal is selected for presentation, and it indicates that you have permission and support from your college CEO. **Proposals are due Aug. 6, 2021.** Those who submit proposals accepted for presentation will be notified by Aug. 30. If you have questions, please contact NCMPR Executive Director James Walters at [jwalters@ncmpr.org](mailto:jwalters@ncmpr.org) or (505) 349-0500, ext. 1.

The 2022 national conference will take place in Denver, Colorado, and all presenters are expected to be on-site for the conference. Due to the COVID-19 pandemic, this conference will also have a virtual component. By submitting a proposal, presenters are agreeing to record a version of their presentation for attendees who cannot attend in person. Presenters are encouraged to provide digital handouts for all participants.

## 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

### Technology

Website Development  
Web Content Management  
Mobile Apps and Websites  
Geofencing

### Recruitment / Retention / Outreach

Enrollment Management  
High School Recruitment Programs  
Successful Retention Programs  
Customer Service  
Virtual Tours

### Design and Imagery

Graphics  
Photography  
Website and Print Design  
Digital Imaging  
Designing for Print and Online  
Digital Asset Management

### Social Media

Social Media Plans and Strategies  
Social Media Channels and Policies  
Incorporating Students  
as Interns/Employees

### Personal and Professional Development

Sustaining Creativity  
Coping With Stress  
Dealing With the Realities  
of Our Fast-Paced Profession  
Management Issues  
Climbing the Career Ladder  
Inspiring Leadership  
Work-Life Balance

### Institutional Advancement

Donor Communications  
Alumni Relations  
Fundraising

### Diversity, Equity and Inclusion

DEI Statements  
DEI Committees  
DEI Reading Lists  
Training Staff in DEI  
Importance of DEI  
Working With Leadership  
to Prioritize DEI  
The Community College's Role in DEI