

Counsel

SPRING 2020

2019 PARAGON WINNERS



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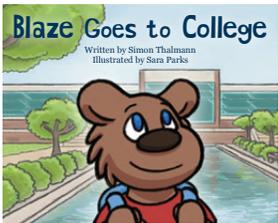
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COUNSEL 2020

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JUAN GUTIERREZ, Director of Marketing and Public Relations
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PRESIDENT'S VIEW

Support Can Guide Your Path and Lift You When You Need it Most

HELLO EVERYONE, AND WELCOME TO THE LATEST ISSUE OF COUNSEL.

I'm so excited to be your incoming NCMPR president! I have been told that this column is where I can impart some kind of wisdom. I don't know about any knowledge I can share, but I've come to realize a couple of truths in my career.

First, your perceived career path can, and most likely will, constantly evolve and change course. And second, no one gets to where they are without the help of others.

In college, I took a one-unit class as part of the school newspaper at Cal State Bakersfield. I wasn't really interested in journalism, but I needed the class to get full financial aid. I soon discovered that I loved to write and even though my major was in accounting, I found myself dedicating most of my time to the paper. My adviser, Judith Pratt, encouraged me to continue as a reporter for *The Bakersfield Californian*, the largest daily in Kern County. She made some calls, and I became a stringer covering sports for the paper.

Fast forward a few years and fresh out of college, I found myself working as an accountant for an insurance company. I did that for five years while still working

as a stringer. An opportunity surfaced at Bakersfield College for a position as the public information specialist. But did an accountant have any chance of being considered? Again, someone helped alter my path. This time it was Michelle Bresso, an NCMPR member and someone who took a chance on a bean counter and who would ultimately become my mentor and good friend.

Judith and Michelle helped me get to where I am today, and even though I have been in community college public relations for 18 years now, the encouragement and support of others is still welcome. And needed.

This was also on full display recently as my college dealt with a devastating loss.

On Jan. 26, Kobe Bryant, his daughter Gianna and seven others were tragically killed in a helicopter accident. Among those on board were our college's head baseball coach, John Altobelli, his wife Keri and their 13-year-old daughter Alyssa.

Everyone at OCC was in shock. How could this happen? What do we do? As we began to come to grips with what had happened, I was heartened with calls of support from my fellow NCMPR members. Offers to help with media coverage, media advisories and memorial event coordination poured in.

Some just wanted to see if I was OK and if I needed someone to talk to. It truly left an impression on me and reaffirmed why I believe NCMPR is exceptional.

Now as we find ourselves in the throes of an unprecedented health crisis – facing challenges we never imagined – I'm confident that the relationships we've made through NCMPR will be more important than ever as we navigate the unforeseen directions ahead or simply get through a tough day. I know from experience that both are immeasurable in value.

I look forward to working with you and helping as best I can. Please feel free to reach out.

Juan Gutierrez is the president of NCMPR and the director of marketing and public relations at Orange Coast College in Costa Mesa, California. He has more than 16 years of experience in higher education marketing and communication within the California community college system.



COVID-19

Crisis Communication Like We've Never Seen

EDITOR'S NOTE: The following are excerpts from NCMPR's recently launched podcast, "Peer and Simple." The podcast debuted in March with a discussion about COVID-19. Host Jeff Julian, interim chief of staff at Harper College in Illinois and NCMPR's District 3 director, chatted with three members of NCMPR's executive board about how their colleges are switching up their messaging to students, changes they're facing for graduation and some unforeseen silver linings.

As you started managing this crisis and moving faculty and staff off campus and online, what did you learn about your emergency operations plan?

James Walters, director of marketing and communications at Skagit Valley College in Washington and NCMPR's secretary/treasurer: We had a pandemic response plan in place, but as this thing got going, we realized how out-of-date it was.

Juan Gutierrez, director of marketing and public relations at Orange Coast College in California and NCMPR's president: We had a crisis plan on what we have to do if we work remotely, and it's working pretty well. We've had to adjust our communication as everyone else has, canceling or suspending all our advertising for enrollment and kind of doing a 180 or pivoting as far as crisis communications, and that's worked well. Other things haven't, because when you're 93% face-to-face classes and all of a sudden, you've got to go online for distance education in two weeks, it's really difficult. Mike Tyson said, "Everyone's got a plan until you get punched in the face," and right now, we're punched in the face, and we're reeling a little bit, but we're getting our footing.

What are your thoughts on balancing the tone of your messages between the business part of telling your employees and students what they need to know and also making sure they have a sense of care from the institution?

Lynn Whalen, executive director for public relations and marketing at Lincoln Land Community College in Illinois and NCMPR's immediate past president: What I've thought about this week is, there's no place to be clever or to be using our taglines. We've got to be clear and direct but still show that we care because we've got students that are anxious, worried about their classes changing. They're not going to be seeing their friends. It's all going to be so different for them. That's what's really stood out for me: Say it directly. Say it clearly.

Julian: That's such a great point because I think what we realized at Harper was, we had so much messaging to get out in the first couple of days, and then the plans that we made on Wednesday night were different by the time Thursday morning rolled around. So communication that you had either sent out that evening or that you had drafted to go out the next day was out-of-date. It's even more than the tone. It's the balance between the logistical messaging with the care messaging.

Gutierrez: One of the most powerful things I saw was coming home from work on Monday when we just had closed the college. I saw (a digital billboard) that just said, "Stay strong." And then I realized, we're confused and a little scared, but our students are more so. We're established, and they don't know if they're moving forward, if they have a graduation, if they have anything, so our messaging has now pivoted to "We're here. We'll help you, and we're all in this together. We'll get through it." So we're trying to get that message out while still promoting the back-end support that we still have.

How is your institution handling graduation?

Gutierrez: We're already looking at alternatives, whether it's a virtual, streaming type thing where we have our president and our chancellor in regalia and people reading names and you see the names scroll across. I read that some of the four-year universities have already done (virtual graduations), and the students are just extremely disappointed, and I understand that. What can you do that's even symbolic?

Whalen: We have talked about just postponing (graduation) just so, symbolically, we can have that celebration. But we're also talking possibly about a virtual event.

What have you learned during this process about your employee communication?

Walters: When this first really started to break, (staff on our emergency response team) started meeting regularly. I'd come out of these meetings, and people want to be informed. We've been really trying to be as transparent as possible and as timely as possible in getting the messages out and letting people know what's going on because everybody's kind of freaking out and afraid.

What do you think are the biggest challenges that we'll face on the other side of this? Where will the opportunities be?

Gutierrez: I think the most difficult is really delivering on your promise, because this is all new to us. It's incredibly difficult at Orange Coast College because we have so many face-to-face classes. If there's a silver lining, (it's that) a lot more faculty will be exposed to distance education, and those that were hesitant will say, "Well, it's not so bad," so we can offer a better mix for our students.

We put together plans that stretch 18 or 24 months out. How do you manage that for your team? Do you create two or three plans? Or do you make a lot of short-term plans?

Gutierrez: We try to do a lot of "what ifs." Part of our job as communicators is to give all the possible scenarios to somebody. We have three different messages that we're putting together creative for. One is "We're back ... online." One is "We're stronger together." The other one is "We're back. Come in."

Walters: I'm just thinking of the big picture here, and how this virus is already affecting the economy, and what that will look like for us when things do start to come back to normal. Are we going to see a flood of people coming who may have been laid off, who are displaced and wanting to be retrained? I think this is an opportunity for us to take a look at what we've got going. We're re-evaluating our message. We're re-evaluating our services. It was funny to hear those taglines you were coming up with, Juan, because they're almost exactly the kind of thing that we're wanting to say, too.

How do you make sure that your students and employees are getting the best information?

Whalen: We're trying to record all of these questions that we get from our social media, from (email), from phone calls, and then we're going to come up with an FAQ for our new student resources page and try to answer those frequently asked questions. The only way to really know what's on their minds is to see how many questions are alike.

Listen to the full conversation on Apple Podcasts, Spotify, Google Podcasts and Anchor.fm.



What is it about NCMPR that inspires nearly 550 community colleges year in and year out to renew membership with one of the largest affiliates of the American Association of Community Colleges?

Pure and simple: it's you. That's why our members are front and center of NCMPR's podcast, Peer and Simple.

Subscribe to it on Apple Podcasts, Anchor.fm, Google Podcasts and Spotify.

Here **FOR YOU**

NCMPR PROFESSIONAL RESOURCES: TAP INTO YOUR NATIONAL NETWORK OF "CO-WORKERS"

NCMPR aims to provide real-time resources for members navigating the front lines of the coronavirus crisis, while also handling the day-to-day operations of a successful marketing and public relations office. Contributions from members are the lifeblood of NCMPR's expanding resource bank, which can be found online at ncmpr.org/resources and ncmpr.org/news. Other resources include:

PEER AND SIMPLE **PEER AND SIMPLE PODCAST**

NCMPR's "Peer and Simple" podcast puts the spotlight on members and provides a forum for sharing their personal experiences and expertise in various aspects of community college marketing and PR. Gain insight and learn from each other. Peer to peer. Episodes on the horizon include:

- "A Podcast About Podcasts" featuring Dan Baum of Anne Arundel Community College (MD)
- "The Secrets of Long-term Success in the Business" featuring Kathleen Cabral of Leeward Community College (HI)
- "Writing it Right" featuring AK Sterling and Roberto Bonaccorso of Seattle Central College



NCMPR FACEBOOK GROUPS

When you have a work question or want to share a discovery of your own, turn to one of NCMPR's three established Facebook groups: NCMPR Leaders of Today & Tomorrow, NCMPR Designers & Photographers, and NCMPR Writers & Strategists. And for tools and tips related to the novel coronavirus and its effect on community college campuses, join the public group, Community College Collaborators: COVID-19 (NCMPR).



NCMPR LISTSERV

Good decisions are the result of good communication. That's why NCMPR launched a new member collaboration tool to deliver questions and answers straight to your inbox. Some longtime members may remember the retired NCMPR Listserv, and some of those same members have requested its return. NCMPR heard you loud and clear, and now it's here! In addition to the members-only Facebook groups, the new-and-improved NCMPR Listserv is a simple way to pose a question to current members across the country – and then sit back and watch as their responses roll in.



NCMPR BLOG

Grab quick-read doses of information and peer-to-peer insights about topics of relevance to two-year college marketing and PR pros – submitted by your NCMPR colleagues. Have a particular expertise or best practice to share? Send your post (up to 350 words), a web-quality photo and a few lines of bio to Lawanna Duran at: lduran@ncmpr.org.



ERIC J. GREENE, Chief Communications Officer
Kellogg Community College, Michigan

CAN THEY SAY THAT?

Understanding the Intersection of Campus Speech, Politics and the First Amendment

IN THE THREE YEARS SINCE Kellogg Community College (KCC) was involved in the arrest of three campus guests on misdemeanor trespassing charges, the institution has learned plenty about how its policies and practices intersect with the First Amendment of the U.S. Constitution and modern political campaign tactics.

Since 2016, KCC has found itself the subject of intermittent public criticism delivered by the U.S. Attorney General, its own representative in Congress, Michigan state legislators and a legion of online commenters from across the country. This criticism, fueled by false information and strategically disseminated campaign propaganda, came after KCC enforced a long-standing campus practice that was intended to prevent solicitors from pressuring students to buy goods and sign up for services while on KCC property.

In September 2016, a small group of individuals carried out a planned political maneuver at the college. Their aim was to create public controversy by standing on a campus sidewalk, impeding passersby and refusing to adhere to what was then the institution's solicitation policy, all with the stated goal of provoking an official response from the college and capturing interactions on video that they could then distribute to their supporters.

After several polite exchanges with KCC personnel over the course of an afternoon, the guests that day refused to cease

CONTINUES NEXT PAGE

their actions. KCC even offered to assist them with filling out a simple, one-page form and providing a space for them to continue their activity in a way that wouldn't be disruptive to the learning environment or potentially unsafe. The visitors argued that day – and later in federal court – that they didn't need permission in order to exercise their First Amendment freedom of speech.

In short, they were right. And KCC agreed with them. Which is why, not long after a federal lawsuit was filed in January 2017, the leaders of the college quickly determined that the solicitation policy in place in 2016 included errant language that was never intended to chill speech or violate rights. In fact, KCC leaders were ready to amend the policy right then, but opted, upon advice from legal counsel, to postpone such action until they could understand exactly what the plaintiffs wanted.

That's when the situation became exponentially more interesting from a marketing and public relations perspective.

COORDINATED CAMPAIGN

As soon as the lawsuit was filed – literally, within minutes – the plaintiffs and their sympathetic network of activists, including organizations that portray themselves as watchdogs of higher education, began attacking KCC's reputation online. For weeks, they flooded the college's social media accounts with profane comments, left angry voicemails for employees across the institution, sent hyperbolic letters and called into local partisan radio shows.

Meanwhile, the plaintiffs' own law firm and several of its affiliated political organizations began regularly sending press releases and publishing blog posts and circulating them as part of a campaign to raise money for their cause and manufacture outrage.

Compared to the volume of commentary that came on social media and almost exclusively from one end of the political spectrum, there was little coverage of the lawsuit by mainstream media outlets. Notably, only a small amount of the online ire came from people within KCC's three-county service district. And importantly, the episode did not instigate any discernible impacts on KCC's enrollment or financial support.

As the public lashing ebbed and flowed, KCC steadfastly responded to the lawsuit through its attorneys and navigated new reputation management terrain. A team of KCC personnel also began developing policy changes to ensure that, no matter how people express themselves on campus, the college would continue to create opportunities for all voices to be heard while ensuring safety and preserving the learning environment.

“Campus rules governing expression must be applied to everyone across the board.”

WHAT KCC LEARNED

After this reflective period – the lawsuit itself lasted a year – KCC worked with several attorneys, including Saundra K. Schuster, co-author of “The First Amendment on Campus: A Handbook for College and University Administrators.” As the college developed its new freedom of expression policy, it also uncovered the need to shore up additional policies that related in various ways to the First Amendment. In addition to freedom of expression, the KCC board of trustees ultimately approved updated policies governing commercial solicitation, fundraising and facilities usage.

KCC learned from this experience and has since advised other colleges dealing with their own free-speech controversies. Key tips and advice emphasize the following:

- Remain calm and true to your institutional mission.
- The First Amendment provides substantial protection to free expression on public college and university campuses, but it doesn't guarantee unfettered access to property simply because it is owned or controlled by a government entity.
- Public institutions have the right to impose reasonable regulations on the time, place and manner of speech activities, but they cannot regulate the content of the speech itself. For example, KCC designates that its grounds are available for expressive activities only during the institution's operating hours.
- It's crucial that campus personnel, including law enforcement, understand the difference between speech that is protected by the First Amendment and speech that isn't. Examples of unprotected speech include obscenity, sexual/racial harassment, incitement of imminent lawless action, threats and defamation.
- Campus rules governing expression must be applied to everyone across the board.



- There are four types of forums typically found on college campuses, and they each can have different levels of institutional regulation. These include:
 - Traditional public forums, such as campus pedestrian areas, public streets through campus, sidewalks and lawns.
 - Designated public forums, such as an indoor or outdoor space defined as a “free-speech zone.”
 - Limited public forums, such as auditoriums, meeting rooms and athletic facilities.
 - Nonpublic forums, such as classrooms, residence halls and campus offices.
- When your institution is on the receiving end of a sustained, orchestrated campaign to harm reputations and spread false information, don’t hesitate to provide a counterpoint – repeatedly, if need be – to ensure that the truth is not obscured by the sensational. Continue to communicate factually with your target audiences, including students, employees, donors and local taxpayers.

In the end, KCC settled the lawsuit by paying \$55,000 – covered in large by an institutional insurance policy and most of which went to the plaintiff’s lawyers – and adopting minor changes to its policy language. The college’s reputation may have been harmed for a time, but the damage was quickly mitigated as KCC students and the local community understood that the college was still committed, as it always had been, to a mission of providing accessible, high-quality education that enriches the lives of learners.

Eric J. Greene is the chief communications officer at Kellogg Community College in Battle Creek, Michigan. He spent 19 years as a newspaper journalist before transitioning in 2012 to a career in higher education. Greene is an 11-time marathon runner and actively involved in the Battle Creek community, including serving as president of the Lakeview School District Board of Education. He earned a bachelor’s degree in journalism from Central Michigan University and a master’s degree in integrated marketing communications from Eastern Michigan University.



REDEFINE



DAN BAUM, Executive Director of Strategic Communications
Anne Arundel Community College, Maryland

Podcast Anyone?

DO YOU LISTEN TO PODCASTS? HAVE YOU TOYED WITH THE IDEA OF HAVING ONE FOR YOUR COLLEGE?

Today there are more than a half million active shows on iTunes alone and more than 18.5 million episodes available on the platform spanning 100 languages and 155 countries. It's a powerful medium that has captured the attention of many – and it just may be a good fit for you.

Admittedly, it can be challenging to keep up with technology trends and identify the best – and most cost-effective – platforms. Balance that with the desire to keep your team engaged creatively while always contributing to

the overall mission of the college. In the ideal, you can do both: flex your creative muscles while testing out new media that appeals to diverse audiences.

ASSESSING THE SITUATION

A possible starting point is to answer a few questions:

- What are your passions? Yes, yours. Not the psychology department or admissions office, but you and the members of your team.
- How are you feeding those passions at work? Fortunately, many of us

have found our creative homes, but not every project lets us stretch creatively.

- What are your creative contributions? It's not all fun and games. Administrative responsibilities can take us away from doing our best work.

A small team within the PR and marketing department at Anne Arundel Community College explored these questions and concluded that a podcast checked a number of boxes. Though powered by individual skills capable

The power of a podcast is its storytelling potential.

of taking on the task, the team hadn't come together in this way before. Talented musicians had formed a band. Now it was time to make some music.

MAKING IT HAPPEN

The power of a podcast is its storytelling potential. AACC's team is all about stories, so this held great appeal. The next area to explore was, simply, what kind of stories?

To stay on brand and support the mission of the college, the resonating "music" hit upon the theme of transformation. For years, AACC has run a campaign called "Redefine Yourself." This message is rooted in the college's vision to help transform peoples' lives for the better. Interviews with individuals – in particular, students – who had transformative experiences could be paired with interviews of faculty, subject matter experts who could shed light on the transformation process from the point of view of their respective disciplines.

Our colleges are full of such stories and experts. Thanks to other college video endeavors, AACC had all the necessary recording and editing equipment and the design skills to create related imagery. And project management was already down to a science.

Enter the show Redefine U. Progress.

BUT IS THERE TIME?

The single biggest hurdle was time, an all-too-familiar constraint for community college communicators. Every week brings new challenges. Efficiency was essential to pull it all off.

Evaluation and brainstorming took place in the summer of 2018. By pure serendipity, I met a former NPR producer who consulted on podcasts. She came in, not to do the work, but to accelerate the staff's learning. One of the first things she advised was to create a brief trailer, three minutes or less, to help with promotions down the road.

As with all major projects, this undertaking would require support from the top. After all, this would become very public. With any luck, a trailer would help sell the concept and get the necessary buy-in.

It did, which furthered the team's confidence to continue recording interviews through the summer. A seasonal format starting in the fall was the most appealing model, fitting existing schedules and allowing for bi-weekly episode releases. Opportunity presented itself with fall convocation – a short window to debut the trailer and encourage all faculty and staff to listen when the first episode released on day one of the fall term.

MEASURING RESULTS

As of this writing, AACC is well into season two of the podcast, having aired eight episodes in the fall and on target to release the same number in spring 2020.

It's still a learning process – especially the chore of tracking data on listens, including location. As expected, most of the podcast's listeners can be found in the neighborhoods and region surrounding the college. Surprisingly, though, Redefine U has gone global, including England, Spain and India. As with all work, monitoring website traffic, including visits to related academic pages, is critical to garnering the sustained support of leadership. Close tracking following the airing of each episode has shown positive results.

All of this data shows good engagement. Through social media, different podcast platforms, emails and texts, feedback confirms Redefine U is showcasing the

power of transformation that occurs at AACC. What wasn't anticipated but has been especially gratifying is the incredible sense of pride it's instilled in the college's faculty, staff and students.

Time remains a challenge – this DIY podcast team has come down to the wire a couple of times this season. But the podcast has been a labor of love for everyone involved, keeping the marketing team on the cutting edge and re-energized.

Dan Baum is executive director of strategic communications for Anne Arundel Community College in Arnold, Maryland, and the creator and host of the podcast Redefine U.





STACIE SIPES, Director of Marketing and Public Information
Navarro College, Texas

MEMBER SPOTLIGHT

2, 4, 6, 8, Who Do We Appreciate? Netflix and Navarro

NCMPR HAS A NATIONAL NETWORK of members who are willing to share their expertise. Consider them your remote co-workers. In this issue of Counsel, NCMPR is pleased to shine the spotlight on Stacie Sipes.

Netflix and Navarro. What brought the “Cheer” docuseries about? Can you describe the process of getting a critically acclaimed TV project underway at your institution?

When producer Greg Whitely contacted me (after talking with Monica Aldama, Navarro’s award-winning coach), he said they had begun looking at cheerleading programs while filming Last Chance U and that all roads led back to Navarro College. But soon, we had a president and athletic director change, and both new administrators were immediately skeptical. We set up a meeting where Greg could share his philosophy, and he provided us the proof of concept to show to our leadership team and board of trustees. That was the turning point.

Did the college have final say about what could or could not be included?

The content was left up to the producer and his team. There is a certain amount of trust that has to go into a project like this, and Greg assured us that he “shoots with a cold eye and a warm

heart” – he wanted to honor Monica and the program that she’s spent the last 25 years building. (Under her leadership, Navarro Cheer has won 14 NCA National and five NCA Grand National titles.)

Take us behind the scenes and describe what it was like to have a film crew on campus.

The film crew “moved in” at the beginning of January and was on campus until just after the NCA national competition in Daytona, Florida, in April. The small production crew was self-contained with seven to 10 people on-site at once. Filming revolved exclusively around the cheerleaders and their lives. Monica shared that there was an adjustment period on both sides at the outset – the team getting used to having cameras on them and the crew getting used to filming fast-moving cheerleading routines. It didn’t take long for the film crew to be rooting for them when they hit their routines.

Can you share some lessons learned from a marketing and PR perspective as well as in general?

Working with a partner of this caliber to promote the docuseries showed me how dramatically things have changed in the last several years. Overall, sometimes you just have to follow your gut and take a risk. From the beginning, I simply didn’t want to lose my job over this. Taking on a project of this scope was a gamble. While we fell in love with the

series when we watched it, we had no idea how well it would be received by the rest of the world.

“Cheer” was wildly successful. Can you share details about what lies ahead?

For us, next steps involve showcasing the college and all of our students. We want the world to know Navarro is a place where all are welcome – and that there are “Monicas” throughout all of our programs to coach our students along.

You’re relatively new to NCMPR but are very involved. What’s in it for you?

Being competitive myself, after winning a Paragon and attending the national conference, I wanted to know if winning the award was legit or just a way to get people to conferences, so I signed up to be a Paragon judging coordinator and the District 4 Medallions coordinator. I can say that after these experiences, we’re even prouder of our awards. Being an NCMPR member has shown me that, like our cheer team, I’m among the best of the best. NCMPR IS the real deal.

Stacie Sipes is the director of marketing and public information at Navarro College in Corsicana, Texas, and an award-winning member of NCMPR.

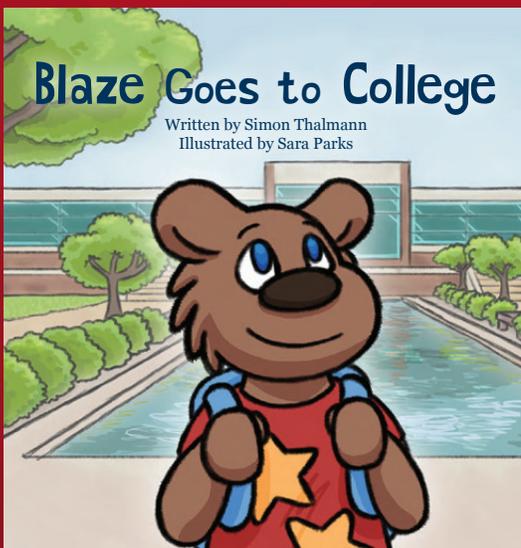
2019 Paragon **AWARDS**

CONGRATULATIONS TO THE WINNERS!

NCMPR's Paragon awards recognize outstanding achievement in design and communication at community and technical colleges. It's the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year colleges.

This year's competition drew 1,963 entries from 261 colleges across North America. Nearly 90 marketing and PR professionals from around the country served as judges.

The 2019 winners were announced in March. Winners are listed here, and a link to the "Winners' Gallery" is online at www.ncmpr.org/paragons-awards.



BEST IN SHOW

"BLAZE GOES TO COLLEGE" KELLOGG COMMUNITY COLLEGE, MI

Here's what judges Denise Spiegel, senior director of public relations, and Rob Humphreys, director of business communications, at Visit Orlando had to say about this year's Best in Show winner:

In a marketing and PR world where truly innovative ideas are hard to come by, isn't it ironic that a simple children's book – the most traditional, low-tech, "old-school" platform imaginable – would rise to the top? Kellogg's "Blaze Goes to College" is in a league of its own for originality and transcendent, cross-generational impact. This entry, a grassroots effort between the college's digital marketing director and a graphic design student, is excellent on numerous fronts.

For starters, as a child, there's no better feeling than mom or dad reading you a picture book before bedtime. And as adults, we know these special moments help us forge lasting emotional connections with the ones we love most. Especially in today's fast-paced culture, where glowing rectangles distract us at every turn, bonding over a good book offers one of the few remaining opportunities for child and parent to slow down, focus and stimulate creative thinking. "Blaze Goes to College" taps into this dynamic in a gentle, unobtrusive way.

We can imagine this book being pulled from the shelf multiple times, year after year, its positive messaging reinforcing Kellogg's brand among two distinct target audiences. In this way, the "promoting education through education" concept could definitely be scaled to fit the needs of any college, big or small, looking to gen up alumni pride and build a future fan base.

Finally, we like how the team at Kellogg used the book to further its community outreach, donating copies to area elementary schools and having volunteers read it to thousands of students. It's also admirable that profits from sales at the college's bookstore benefit youth programming scholarships.

PRINT

ACADEMIC CATALOG

- Gold Bunker Hill Community College, MA
- Silver Mission College, CA
- Bronze MiraCosta College, CA

CLASS SCHEDULE

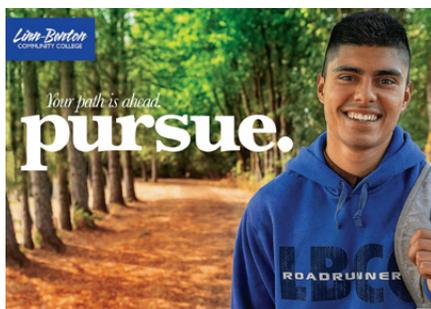
- Gold Kellogg Community College, MI
- Silver Heartland Community College, IL
- Bronze Washtenaw Community College, MI

VIEWBOOK

- Gold Linn-Benton Community College, OR
- Silver Salt Lake Community College, UT
- Bronze University of Cincinnati-Clermont College, OH

ANNUAL REPORT

- Gold Community College of Denver, CO
- Silver Ozarks Technical Community College, MO
- Bronze Florida State College at Jacksonville, FL



Linn-Benton Community College, OR | Print: Viewbook, GOLD

NEWSLETTER

- Gold South Texas College, TX
- Silver Skagit Valley College, WA
- Bronze Anoka Technical College, MN



Genesee Community College, NY
Print: Postcard Single or Series, Bronze

MAGAZINE

- Gold Laramie County Community College, WY
- Silver Rochester Community and Technical College, MN
- Bronze American Association of Community Colleges, DC

BROCHURE-SINGLE

- Gold Austin Community College, TX
- Silver Arizona Western College, AZ
- Bronze Miami Dade College, FL

BROCHURE-SERIES

- Gold Pikes Peak Community College, CO
- Silver Lenoir Community College, NC
- Bronze Riverside Community College District, CA

BOOKLET

- Gold Santa Ana College, CA
- Silver Cape Cod Community College, MA
- Bronze North Lake College, TX

BOOK OR SPECIALTY PUBLICATION

- Gold Kellogg Community College, MI
- Silver Santa Fe College, FL
- Bronze Lane Community College, OR

FLYER-SINGLE OR SERIES

- Gold Lenoir Community College, NC
- Silver Pasco-Hernando State College, FL
- Bronze Wallace State Community College, AL

FOLDER

- Gold Kellogg Community College, MI
- Silver South Orange County Community College District, CA
- Bronze Seattle Central College, WA

POSTCARD-SINGLE OR SERIES

- Gold Skagit Valley College, WA
- Silver Wallace State Community College, AL
- Bronze Genesee Community College, NY

NOTES/CARDS/INVITATIONS-SINGLE OR SERIES

- Gold Santa Monica College, CA
- Silver Howard Community College, MD
- Bronze College of DuPage, IL

POSTER-SINGLE

- Gold Community College of Denver, CO
- Silver Pikes Peak Community College, CO
- Bronze College of the Canyons, CA

POSTER-SERIES

- Gold Palo Alto College, TX
- Silver College of Western Idaho, ID
- Bronze Calhoun Community College, AL

DIGITAL/ELECTRONIC MEDIA

E-CATALOG, SCHEDULE, VIEWBOOK OR ANNUAL REPORT

- Gold St. Charles Community College, MO
- Silver Milwaukee Area Technical College, WI
- Bronze Mount Wachusett Community College, MA

E-NEWSLETTER

- Gold San Joaquin Delta College, CA
- Silver College of the Canyons, CA
- Bronze Santa Monica College, CA

E-CARD

- Gold Lorain County Community College, OH
- Silver Owens Community College, OH
- Bronze Wor-Wic Community College, MD

WEBSITE

- Gold Northland Pioneer College, AZ
- Silver Raritan Valley Community College, NJ
- Bronze Central Piedmont Community College, NC

MICROSITE

- Gold Elgin Community College, IL
- Silver Northland Pioneer College, AZ
- Bronze Miami Dade College, FL

SOCIAL MEDIA

FACEBOOK

- Gold University of Arkansas Community College at Batesville, AR
- Silver National Park College, AR
- Bronze Southeastern Community College, IA

TWITTER

- Gold Tallahassee Community College, FL
- Silver Delaware Technical Community College, DE
- Bronze Del Mar College, TX



Santa Fe College, FL | Photography: Original Photography-Unmanipulated, Gold

INSTAGRAM

- Gold Durham College, Canada
- Silver Citrus College, CA
- Bronze College of Lake County, IL

VIDEO

PROMOTIONAL BRAND VIDEO-SHORT FORM

- Gold SUNY Schenectady, NY
- Silver Los Angeles Trade-Technical College, CA
- Bronze Fullerton College, CA

PROMOTIONAL BRAND VIDEO-LONG FORM

- Gold Alamo Colleges District, TX
- Silver Kishwaukee College, IL
- Bronze West Hills Community College District, CA

VIDEO SHORTS-SINGLE

- Gold Wallace State Community College, AL
- Silver Mid-Plains Community College, NE
- Bronze Santa Monica College, CA

VIDEO SHORTS-SERIES

- Gold College of the Canyons, CA
- Silver SUNY Ulster, NY
- Bronze North Lake College, TX

QUICK-TURN VIDEO

- Gold Del Mar College, TX
- Silver Alamo Colleges District, TX
- Bronze Moraine Valley Community College, IL

PHOTOGRAPHY/ILLUSTRATION

ORIGINAL PHOTOGRAPHY-UNMANIPULATED

- Gold Santa Fe College, FL
- Silver Austin Community College, TX
- Bronze Elgin Community College, IL

ORIGINAL PHOTOGRAPHY-MANIPULATED

- Gold Moraine Valley Community College, IL
- Silver South Texas College, TX
- Bronze National Park College, AR

LOGO DESIGN

- Gold Langara College, Canada
- Silver Chemeketa Community College, OR
- Bronze College of Western Idaho, ID

COMPUTER-GENERATED ILLUSTRATION

- Gold Peninsula College, WA
- Silver Kansas City Kansas Community College, KS
- Bronze Pima Community College, AZ

ADVERTISING

PRINT AD-SINGLE

- Gold South Louisiana Community College, LA
- Silver Wayne Community College, NC
- Bronze Technical College of the Lowcountry, SC



South Louisiana Community College, LA | Advertising: Print Ad-Single, Gold

PRINT AD-SERIES

- Gold Central Piedmont Community College, NC
- Silver Arizona Western College, AZ
- Bronze Austin Community College, TX

RADIO AD-SINGLE

- Gold Southeastern Community College, IA
- Silver Laredo College, TX
- Bronze No Award Given

RADIO AD-SERIES

- Gold Alamo Colleges District, TX
- Silver College of Western Idaho, ID
- Bronze Seminole State College of Florida, FL

TELEVISION/VIDEO AD-SINGLE

- Gold Mid-State Technical College, WI
- Silver Central New Mexico Community College, NM
- Bronze Owens Community College, OH

TELEVISION/VIDEO AD-SERIES

- Gold West Hills Community College District, CA
- Silver Seminole State College of Florida, FL
- Bronze College of Western Idaho, ID

NOVELTY ADVERTISING

- Gold Cuyahoga Community College, OH
- Silver Portland Community College, OR
- Bronze College of Western Idaho, ID

LOGO WEAR

- Gold Miami Dade College, FL
- Silver Pennsylvania Highlands Community College, PA
- Bronze National Park College, AR

DIGITAL AD

- Gold Pierce College, WA
- Silver Lane Community College, OR
- Bronze Northwest IA Community College, IA

OUTDOOR MEDIA-SINGLE OR SERIES

- Gold Pierce College, WA
- Silver Austin Community College, TX
- Bronze Delaware Technical Community College, DE

INTERIOR SIGNAGE/DISPLAY-SINGLE OR SERIES

- Gold Austin Community College, TX
- Silver Grand Rapids Community College, MI
- Bronze Wayne Community College, NC

CAMPAIGNS

COMMUNICATION SUCCESS STORY OR CRISIS COMMUNICATION

- Gold Santa Monica College, CA
- Silver Del Mar College, TX
- Bronze Salt Lake Community College, UT

GOVERNMENT RELATIONS OR COMMUNITY RELATIONS CAMPAIGN

- Gold Lorain County Community College, OH
- Silver College of Western Idaho, ID
- Bronze Wake Technical Community College, NC

SPECIAL EVENT

- Gold Portland Community College, OR
- Silver Bunker Hill Community College, MA
- Bronze Carroll Community College, MD

SOCIAL MEDIA OR ONLINE MARKETING CAMPAIGN

- Gold Ozarks Technical Community College, MO
- Silver Central New Mexico Community College, NM
- Bronze Miami Dade College, FL

MISCELLANEOUS

EXCELLENCE IN WRITING-SHORT FORM

- Gold Seattle Central College, WA
- Silver Palo Alto College, TX
- Bronze Snead State Community College, AL

EXCELLENCE IN WRITING-LONG FORM

- Gold Seattle Central College, WA
- Silver Collin College, TX
- Bronze Cuyahoga Community College, OH



Delaware Technical Community College, DE | Advertising: Outdoor Media-Single or Series, Bronze

SUCCESSFUL RECRUITMENT OR MARKETING PROGRAM

- Gold Harford Community College, MD
- Silver Galveston College, TX
- Bronze Ivy Tech Community College, IN

FUNDRAISING CAMPAIGN

- Gold Durham Technical Community College, NC
- Silver Langara College, Canada
- Bronze Truckee Meadows Community College, NV

WILD CARD

- Gold Wake Technical Community College, NC
- Silver Oakland Community College, MI
- Bronze West Virginia Northern Community College, WV

NCMPR Honors Its Own

2020 NATIONAL COMMUNICATOR OF THE YEAR



KATHLEEN CABRAL, Director of Marketing and Communications
Leeward Community College | Honolulu, Hawaii

For four decades, Kathleen Cabral has led the marketing and communication efforts at Leeward Community College in Honolulu. In her one-person office, her duties range from design, writing and photography to public relations, campaign creation and social media. She's a powerhouse of one.

Throughout her career, Cabral has never hesitated to take on new challenges. When the college's website was in dire need of a facelift, she took the lead to create the new site, overseeing design, information collection and writing. Today, the website is considered among the best in the state. As an early adopter of social media, Cabral developed the college's first social media sites, and she continues to maintain and update them, creating a 24/7 presence for Leeward in the digital world. Recognizing that the campus bulletin was ineffective in reaching campus constituents, Cabral streamlined the process to collect and disburse information. She introduced a new online newsletter and a new calendar of events, and she developed a digital signage system using flat-screen monitors.

Cabral knows that marketing's role is vital to the community college as a whole, and her work illustrates that priority, especially when it comes to accreditation. She helped develop Leeward's program review process, created all college accreditation documents, and has played a critical role on committees to host accreditation team visits.

Finding ways to improve student engagement, faculty involvement and community awareness are constant goals for Cabral. In the past year, she chaired the college's 50th-anniversary committee, launched targeted digital marketing campaigns for new academic programs and helped with strategic planning. She also advises administrators on fundraising campaigns and leads the college's online accessibility initiative.

Characterized as "unselfish" and "generous," Cabral is often approached by colleagues and students alike for advice and professional guidance. She has mentored students who wish to pursue a career in marketing, and she has always found time to share her knowledge and expertise with colleagues.

Cabral has been active at the system level, serving on various marketing committees for the University of Hawaii Community College System and assisting with projects ranging from writing radio copy and video scripts to crafting social media policies and guidelines. She was also instrumental in creating a statewide recruitment and retention initiative aimed at both prospective and current students.

Without a doubt, Cabral is committed to advancing the marketing profession through volunteerism, working with legislators and business leaders and speaking to student organizations, high schools, and business and community groups.

In 2014, the state of Hawaii selected Cabral and her team as the University of Hawaii's "Team of the Year," an award given to those who exemplify the highest caliber of public service and dedication to the people of Hawaii.

"It's the kind of work that hardly gets any notice but is so vital to making our communities a better place," says Susan Lee, the University of Hawaii Community Colleges' marketing and communications director (now retired). "Kathleen is deserving of this award not only for her distinguished service to our educational institutions and professional organizations, but also for the valuable contributions she has made to our communities."

The Communicator of the Year Award honors a two-year college marketing professional who has demonstrated leadership and ability in college communication. It's awarded annually in each of NCMPR's seven districts, and district recipients automatically qualify to compete for the national award.

2020 NATIONAL PACESETTER OF THE YEAR



DR. MICHAEL ASH, President
Southeastern Community College | West Burlington, Iowa

Since Dr. Michael Ash's arrival in 2012, Southeastern Community College (SCC) has undergone an about-face in nearly every aspect, thanks in large part

to his understanding of the communication office's role in sharing a vision.

Soon after his arrival – with the moving van barely out of his driveway – Dr. Ash embarked on a listening tour to learn about SCC and identify improvements that could be made. The tour's primary outcome was “Building the Dream,” the college's first comprehensive campus expansion project in 25 years, which involved new facilities for health, industrial technology and science programs.

Dr. Ash launched a \$27 million capital campaign. Some on the planning team thought it was an unattainable goal, but the community rallied, buoyed in part by the single largest gift to any community college in Iowa: a \$3.5 million donation from Mr. and Mrs. Lawrence Matteson, major donors to education, technical and trade programs and the health field. Not only did SCC reach its ambitious goal, but it also was able to provide an additional \$5.6 million in new scholarships.

With state dollars becoming increasingly unreliable, Dr. Ash has developed new funding streams and enrollment opportunities. He formalized SCC's international recruiting program, added athletic programs, and worked with area K-12 schools to bolster college and career programming. To create housing for the new students, he partnered with local developers to build a \$5 million, four-story residence hall.

Dr. Ash's appreciation of the importance of marketing extends into the college's strategic planning and advancement initiatives. Whenever there's a project with broad impact, marketing has an early seat at the table. Plus, when he first took an inventory of the college's critical needs, Dr. Ash recognized he would need a strong team of communicators to tell SCC's story. By adding one new hire and restructuring existing staff, SCC went from a woefully understaffed marketing department of one to a small but mighty team of three. Moreover, SCC saw new hires throughout the college in 2019.

“When Dr. Ash arrived, recruiting quality talent to SCC was a tough sell,” says Jeff Ebbing, SCC's marketing and communications director. “Candidate pools were shallow, and superstars often didn't apply. Now (in the first eight months of 2019) more than 40 new employees have been onboarded to long-vacant or newly created posts across nearly every department of the institution.”

Dr. Ash's mantra has always been, “It's about the students.” He has invested heavily in student support services, including a new academic achievement center, early intervention systems and student advocates.

“Through savvy fiscal management and more aggressive grant application efforts, he has found the resources needed to fund these initiatives, using the budget savings to hire the long list of vacant faculty and staff positions,” Ebbing says. “Priority is always given to those who will have the biggest impact on student success.”

Dr. Ash also prioritizes students through the President's Leadership Academy, which is close to his heart. Every year in their own home, he and his wife, Beth, teach a select group of students about volunteerism and civic engagement. Students learn lifelong leadership skills by witnessing firsthand the positive impact they can have in their communities.

Dr. Ash and his wife have also brought the “Bridges Out of Poverty” program to the community. This effort lets local government, K-12 schools, workforce development and charitable organizations unite their support networks, build lines of communication and improve efficiencies to better help those in need.

The Pacesetter of the Year Award honors a community college chief executive officer who has demonstrated special leadership and support in college communication and marketing. It is awarded annually in each of NCMPR's seven districts, and district recipients automatically qualify to compete for the national award.

2020 NATIONAL RISING STAR



JACKIE WATSON, Director of Web Strategy
Kentucky Community & Technical College System | Versailles, Kentucky

When Jackie Watson started at the Kentucky Community & Technical College System (KCTCS) in June 2015, she was the digital content manager. Within two years, she was responsible for redesigning 16 websites across the college system.

Watson's early duties included a website refresh. Through research and focus groups, KCTCS realized its website readability was at a master's degree level, but those visiting the website were barely at an eighth-grade reading level. The website was disjointed and not geared toward KCTCS's target audience, so Watson developed a persona named "Julie," a single mom who wanted a better life but didn't know where to start. Julie is how the college speaks to students, whether in print, on the web or via radio advertising. Julie's function is to serve as a friend who helps students get started, attend classes, graduate and move on to a better life.

In 2017, two years after Watson was hired, the college was about ready to undergo a website redesign. That's when the director of web strategy left KCTCS. Watson realized that the redesign would not be completed unless someone stepped up – so she did.

She oversaw 16 full redesigns in five weeks, with a staff of three.

She had previously redesigned websites, but that was one at a time, with small websites. Across KCTCS's 16 sites – one per college in the system – Watson was responsible for 28,742 pages, or 20,000 pages after the redesign.

She completed about three full websites a week, which included duties like rewriting content for those pages, updating the design templates, finding photo and video assets, and creating a full project plan and timeline. She was also responsible for the communication plan to announce how the college system would roll out the website to its individual colleges and other internal audiences.

Since the redesign, KCTCS's site has seen a 200% increase in prospective student leads. In 2019, Watson was promoted to senior manager of web strategy and digital content. This February, she was promoted again, and Watson is now

KCTCS's director of web strategy. Her duties are similar to what she's been doing all along, but now she has a full staff. She manages the web team and oversees web operations for the colleges across the system.

In addition to her website duties, Watson has also overseen several other system-wide projects, including fairs for health and wellness, open enrollment and supplier diversity, along with campaigns for United Way and Community College Month.

Watson is known throughout the college for her customer service, which is doubly important at a state system that's so large. Her team describes her as a natural-born leader with innovative problem-solving skills.

"A week does not go by that I don't receive an email from one of the colleges complimenting the service she and her team provide," says Terri Giltner, KCTCS's chief marketing officer. "She stepped in to fill a leadership vacuum and never missed a beat."

The Rising Star Award recognizes an up-and-coming communication professional at a two-year college who has demonstrated special creativity or ability in college marketing and PR and shows evidence of a promising future in the field. It's awarded annually in each of NCMPPR's seven districts, and district recipients automatically qualify to compete for the national award.

2020 PETRIZZO CAREER SERVICE AWARD



ANN HATCH, District Director of Media Relations (*retired*)
Dallas County Community College District | Dallas, Texas

It's one thing to keep up on regular crisis communication drills within a community college. It's quite another to be in the middle of a crisis and maintain composure. Ann Hatch, retired district director of media relations for the Dallas County Community College District (DCCCD) in Texas, was unflappable in the face of crisis.

In 2016, a lone gunman in downtown Dallas shot 12 police officers, killing five. During the rampage, the shooter forced his way into El Centro College, one of seven colleges in the Dallas district. A four-hour standoff ended when Dallas police sent in a robot armed with explosives.

Throughout the incident, Hatch was a master delegator and decision maker. She worked countless hours to share facts with the media and field press inquiries from around the world. She deployed a crisis communication plan involving colleagues and external PR experts, and she used a triage system to determine the most pressing needs for her internal and external audiences. This system worked well in the ensuing days and weeks and is regarded as a model of crisis communication for other community colleges.

Hatch certainly left her mark during the crisis, but the bulk of her legacy was formed during the day-to-day dealings she had over her 18 years with the district. As the liaison between DCCCD's district office and its seven surrounding, independently accredited colleges, Hatch strategized about media messaging and communication at all levels. She mentored, coached and advised her colleagues, and she was trusted by her peers, administrators and the media to be timely and truthful in good times and bad. Her call was always the right one.

In her role at the district office, Hatch worked on a wide array of marketing and PR initiatives:

- She managed the development of hundreds of award-winning articles and features on the district's programs, students and successes; wrote scripts for award-winning radio and television spots; generated speeches for the chancellor's office; and provided consistent reports to the community regarding the district's bond projects.

- She was responsible for establishing the use of ProfNet at DCCCD, which positioned the district's faculty and administrators as subject experts in a variety of fields. Those sources continue to be used by news media on a local, regional and national basis. She is also credited with increasing the district's success with earned media.
- She provided editorial input for the district's legislative efforts and served as writer and editor for a weekly newsletter distributed during state legislative sessions.

As the top media relations administrator for DCCCD, Hatch was expected to possess exceptional skills in all forms of communication. She fulfilled this expectation but downplayed the accolades.

"Hatch was humble and highly unassuming in exerting her considerable influence and administrative power," says colleague Debra McGaughey, director of communication services at Houston Community College. "She didn't require the limelight and instead showcased the talents and abilities of others."

Telling the community college story was Hatch's daily passion. She was a consummate writer and editor, driving her staff to find the students, faculty and staff who demonstrated the core mission of the Dallas district.

"Ann was a mentor, and she was instrumental in guiding me to find and write those important stories about the people DCCCD serves," says Cesar Canizales, former DCCCD news communications manager. "Ann's attention to detail and her meticulous editing made me a much better writer."

The D. Richard Petrizzo Award for Career Achievement honors a professional for career accomplishments in community college marketing and public relations. It is named after the award's first recipient, a former NCMPR president who helped shape the organization in its early years.

2020 PRESIDENT'S AWARD



STEVE ROBINSON, Ph.D., President
Owens Community College | Perrysburg, Ohio

As president of Owens Community College, Dr. Steve Robinson is highly regarded by those he works most closely with – faculty and staff – who call him “engaged” and “in tune” with the needs of the college community. He invites dialogue, even from those who disagree with him, and encourages employees to try new endeavors and initiatives.

Dr. Robinson’s leadership style was evident from the moment he became interim president in July 2017, taking over the permanent position in April 2018. Then, many people believed there was a “disconnect” between the college administration and faculty, staff and students. In an effort to change that perception, Dr. Robinson started Pop-Up President, an initiative where he shows up at one of the college’s three locations, sets up a laptop and holds impromptu conversations with whomever stops by. He publicizes his pop-up appearances on social media and the college newsletter. The program has been hugely popular.

“Dr. Robinson is one of those presidents who, if you met him walking on campus, you would probably fail to recognize him as president. He is so down-to-earth,” says Jared Meade, the college’s public relations manager.

Meade has personally benefited from Dr. Robinson’s caring approach and willingness to support the professional development of college employees. When Meade wanted to pursue his public relations accreditation from the Public Relations Society of America, Dr. Robinson not only encouraged him to proceed, but also found the professional development funds to cover his educational expenses.

“Once I completed the rigorous one-year process and obtained my accreditation, Dr. Robinson was one of the first to congratulate me and spread the news,” Meade says.

One of Dr. Robinson’s lasting legacies will certainly be the #EndCCStigma campaign. He launched the campaign on Twitter in February 2019 to address the lingering belief that two-year schools don’t measure up to their four-year counterparts.

“We’re not going to change our name,” Dr. Robinson wrote as part of the campaign. “We’re going to change your mind.”

Owens developed an #EndCCStigma webpage to provide free, downloadable resources that include social media graphics and images that can be used to create buttons, lapel pins and T-shirts.

The hashtag campaign went viral, receiving local and national attention. It has been featured in the *Inside Higher Ed* blog, *Forbes*, the National Junior College Athletic Association and various podcasts. Community colleges across the country have participated in the campaign by posting information on social media, using Owens’ resources to help promote the message and sharing their stories with local media outlets. Eighteen of Ohio’s 23 community colleges even banded together to create a video featuring students, employees and alumni discussing what community college means to them and why the stigma around two-year colleges should end.

Before becoming president at Owens Community College, Dr. Robinson was the executive dean of planning, research and quality at Mott Community College in Flint, Michigan, and the accreditation liaison officer for regional accreditation with the Higher Learning Commission. He also served as interim dean of both social science and health sciences at Mott. Before that, he was an English professor for 15 years at Mott and president of the faculty association for 10 years.

Since moving to Ohio, Dr. Robinson has become a statewide leader in higher education. He serves on the Ohio Guaranteed Transfer Pathways steering committee, the Regional Growth Partnership’s board of directors, the ProMedica community board and the Rotary Club of Toledo.

The President’s Award is among the highest distinctions given by NCMPR to an individual or organization that has made extraordinary contributions to the community college movement on a regional or national basis, particularly in the areas of marketing and public relations.

2019 District Communicator, Pacesetter and Rising Star Winners

Each year, NCMPR's districts present the Communicator, Pacesetter and Rising Star awards to professionals within their regions, and it's from this pool of talented individuals that the national winners are selected. The district recipients are winners in their own right, and NCMPR is pleased to recognize them.

DISTRICT Communicators of the Year



DISTRICT 1
JAN KIRSTEN
Executive
Director of College
Relations,
Ocean County
College, NJ



DISTRICT 2
DAMITA HILL
Coordinator of
Marketing and
Community
Outreach,
Jefferson State
Community
College, AL



DISTRICT 3
**CHRISTOPHER
JOSSART**
Manager of
Media Relations,
Fox Valley
Technical College, WI



DISTRICT 4
**CAROL
LANGSTON**
Director of
Public Affairs,
Galveston
College, TX



DISTRICT 5
**BRANDON
STEINERT**
Director of
Public Relations,
Barton
Community
College, KS



DISTRICT 6
**KATHLEEN
CABRAL**
Director of
Marketing and
Communications,
Leeward Community
College, HI



DISTRICT 7
**MARK
BROWNING**
Vice President,
College Relations,
College of
Western Idaho, ID

DISTRICT Pacesetters of the Year



DISTRICT 1
DR. JOHN COX
President,
Cape Cod Community
College, MA



DISTRICT 2
**DR. ALISSA
YOUNG**
President/CEO,
Hopkinsville
Community
College, KY



DISTRICT 3
DR. BILL PINK
President,
Grand Rapids
Community
College, MI



DISTRICT 4
**DR. ROBIN
MYERS**
Chancellor,
Arkansas State
University-Mountain
Home, AR



DISTRICT 5
DR. MICHAEL ASH
President,
Southeastern
Community
College, IA



DISTRICT 6
**DR. DANIEL P.
CORR**
President,
Arizona Western
College, AZ



DISTRICT 7
**DR. GREG
HAMANN**
President,
Linn-Benton
Community
College, OR

DISTRICT Rising Stars



DISTRICT 1
**HEATHER
WENTZEL**
Senior Digital
Marketing Specialist,
Rowan College
at Burlington
County, NJ



DISTRICT 2
**JACKIE
WATSON**
Director of Web
Strategy,
Kentucky Community
& Technical
College System, KY



DISTRICT 3
BRET FIGURA
Graphic Designer,
Moraine Valley
Community
College, IL



DISTRICT 4
MATT RADCLIFFE
Digital Strategist,
Pikes Peak
Community
College, CO



DISTRICT 5
JAY SCHERDER
Director of Public
Relations (formerly),
East Central
College, MO



DISTRICT 6
DOUG SCHULTZ
Communications
Supervisor,
Citrus College, CA



DISTRICT 7
**PAULA MASSARI
IERVOLINO**
Communications
Coordinator,
Langara College,
Canada



LYNN WHALEN, Executive Director, Public Relations and Marketing
Lincoln Land Community College, Illinois

A MESSAGE FROM THE IMMEDIATE PAST PRESIDENT

Encourage

CHICAGO TRIBUNE COLUMNIST MARY SCHMICH INVITES READERS TO CHOOSE

one word to guide and inspire them as a new year begins. My word for 2020 is “encourage.”

I chose this word after absorbing all I experienced this past year as NCMPR president. I think it is one of the most important things we do in NCMPR.

No NCMPR member, that I know of, has a degree in community college communications. Instead we jump in to our jobs (as I did 15 years ago) drawing on past experiences and education but knowing we have a ton to learn. Along the way, we find people who encourage, believe in and teach us. I found those people in NCMPR.

Ron Taber, former NCMPR president, is one of them. He encouraged me to join NCMPR’s executive board and begin a three-year climb to the presidency. Because of my respect for him, I believed him when he said I could do it. He also said in his typically humble way, “If I can do it, anyone can.” Thank you, Ron, for your encouragement. It was life-changing.

I’ve tried to do that for others I’ve met through NCMPR. I tell them, yes, you have one of the busiest positions on campus and your workload is never-ending. But it’s so worth it to become more involved in NCMPR when you look back on what you’ve learned, who you’ve learned from and where you’ve been.

When things happen fast, you don’t always absorb them. Now I can marvel at the unbelievable ride I’ve been on. Last fall I traveled to district conferences in Utah, Wisconsin, Kansas,

North Carolina, off the coast of Washington, New Mexico and an AACC meeting in D.C. – all in a little over seven weeks. (Check out my Aha! Moments at blog.ncmpr.org.)

But for all I learned on those trips, it was always the wonderful NCMPR members I interacted with who inspired me the most.

The best thing to me about NCMPR, what really makes it stand apart from other organizations, is realizing you are surrounded by allies, not competitors – friends who are not only impressive in their abilities, but also welcoming, challenging, inspiring and most of all, encouraging.

So, I heartily encourage you to immerse yourselves in all NCMPR has to offer by planning or attending conferences, joining committees, writing blogs and articles, or stepping up when an opportunity to join the NCMPR board comes along. And, please, encourage others to do the same.

Lynn Whalen is the NCMPR immediate past president. She’s been at Lincoln Land Community College in Springfield, Illinois, for 15 years and currently serves as executive director of public relations and marketing.

Strategic Planning

NCMPR is in the second year of a three-year strategic plan, and the emphasis this year has been on establishing a new committee structure to broaden the organization's volunteer base and bring focused attention to six areas: leadership, membership recruitment, membership retention, programming, professional resources and marketing/image building. Each of the committees is working on a wide range of initiatives – all to support NCMPR's mission and to position the organization as the “premier professional development organization for two-year community college marketing and PR professionals.”

NCMPR greatly appreciates the support of the committees and those who have served in the past year.

MEMBERSHIP RECRUITMENT

(Chair) **Michele Kersten-Hart**,
NCMPR Past President, Manager
of Multimedia and Web Services,
Oakland Community College, MI

- **Brittany Lippert**, Senior Marketing Director, Kentucky Community & Technical College System
- **Anne O'Connell**, APR, Director of Public Relations and Marketing, College of Lake County, IL
- **Keith Paul**, Director of Communications and Marketing, Springfield Technical Community College, MA
- **James Walters**, NCMPR District 7 Director, Director of Marketing and Communications, Skagit Valley College, WA
- **Erin Wood**, Director of College Relations, Lake Region State College, ND

MEMBERSHIP RETENTION

(Chair) **Debra McGaughey**,
NCMPR Secretary-Treasurer,
Director of Communication
Services, Houston Community
College, TX

- **Kristin Broka**, Director of Marketing Integration, Cuyahoga Community College, OH
- **Lara Conklin**, Executive Director of College Relations, Danville Area Community College, IL
- **Dustin Gurley**, Director of Digital Communications, Johnston Community College, NC
- **Eve Markman**, NCMPR District 1 Director, Director of Creative Services, Community College of Philadelphia, PA
- **Zachery Snyder**, Digital Marketing Specialist, Onondaga Community College, NY
- **Michelle Tran**, Executive Director of College Relations, Lone Star College-CyFair, TX

PROGRAMMING

(Chair) **Christine Payton**,
NCMPR Director-at-Large,
Director for Communications
and Marketing, South Louisiana
Community College

- **Clare Briner**, Director for Marketing and Communications, Moraine Valley Community College, IL
- **Katherine Hedland Hansen**, Director of College Relations and Marketing, Renton Technical College, WA
- **Jeff Julian**, NCMPR District 3 Director, Executive Director of Communications, Harper College, IL
- **Jennie McCue**, NCMPR District 6 Director, Director of Marketing and Communications, Saddleback College, CA
- **Malinda Powers**, Associate Director of Communications, Grand Rapids Community College, MI
- **Daniel Ramirez**, Director of Public Relations and Marketing, South Texas College, TX

ANNUAL REPORT TO THE MEMBERSHIP (CONTINUED)

PROFESSIONAL RESOURCES

(Chair) **Juan Gutierrez**, NCMPR Vice President/President-Elect, Director of Marketing and Public Relations, Orange Coast College, CA

- **Carolyn Casey**, Chief Institutional Advancement and External Affairs Officer, Community Colleges of Spokane, WA
- **Lisa Dobransky**, College-Wide Director of Strategic Communications, Cuyahoga Community College, OH
- **Jeff Ebbing**, NCMPR District 5 Director, Director of Marketing and Communications, Southeastern Community College, IA
- **Bianca Myers**, Director of Marketing and Community Relations, Indian Hills Community College, IA
- **Shelley Smith**, Director of Marketing/Public Relations/Alumni, Snead State Community College, AL
- **David Steiman**, Supervisor, Creative Services, Pasadena City College, CA

MARKETING/IMAGE BUILDING

(Chair) **Patrick Stone**, NCMPR Director-at-Large, Director of Strategic Communications and Marketing, Cape Cod Community College, MA

- **Jessica Huffman**, Communications Coordinator, Central Ohio Technical College, OH
- **Virginia Moreland**, NCMPR District 2 Director, Director of Marketing and Advertising, College System of Tennessee
- **Jennifer Perez**, Director of Campus Communications, North Orange Continuing Education, CA
- **Jay Scherder**, Director of Marketing and Communications, St. Charles Community College, MO
- **Wendy Trujillo**, Director of Advertising and Social Media, College of the Canyons, CA
- **Dianna K. Winters-Lewis**, Director of Marketing and Public Relations, NorthWest Arkansas Community College, AR

LEADERSHIP

(Chair) **Dane Dewbre**, NCMPR Immediate Past President, Associate Dean of Marketing and Recruitment, South Plains College, TX

- **Jill Bennett**, Director of Marketing and Public Relations, Anne Arundel Community College, MD
- **Natalie Daggett**, NCMPR District 4 Director, Director of Institutional Advancement, Clovis Community College, NM
- **James Douglass**, Executive Director of Communications, Media Relations and Marketing, Riverland Community College, MN
- **Michelle Harris**, Director of Marketing and Communications, Haywood Community College, NC
- **Andrea Lehmacher**, Director of Marketing, Oakton Community College, IL
- **John Meineke**, Director of Marketing and Public Relations, Black Hawk College, IL

District Conferences

District conferences give NCMPR members an opportunity to meet in smaller settings with colleagues from neighboring states. In the fall of 2019, NCMPR's seven districts held regional conferences that attracted 504 participants combined.

District	Conference Location	Attendees
District 1	Providence, Rhode Island	86
District 2	Asheville, North Carolina	82
District 3	Milwaukee, Wisconsin	122
District 4	Albuquerque, New Mexico	54
District 5	Manhattan, Kansas	49
District 6	Park City, Utah	54
District 7	San Juan Islands, Washington	57

Membership

NCMPR's membership is remaining fairly steady, with just over 1,700 members as of March 2020. Year-end numbers will be documented at the end of June. NCMPR continues to be among the largest affiliate councils of the American Association of Community Colleges.

Financial Report: 2018-19

Financial Statement (July 1, 2018-June 30, 2019)

Income	
Membership	\$302,500.21
National Conference	230,385.00
Sponsorships	41,125.00
Paragon Awards	83,899.00
Summer Institute	11,800.00
Webinars	41,407.75
Other	6,517.00
Interest	2,031.77
Total Income	\$719,665.73
Expenses	
Membership	\$479,295.38
National Conference	210,598.17
Paragon Awards	18,919.81
Summer Institute	12,818.24
Webinars	3,021.30
Other	2,000.00
Total Expenses	\$726,652.90
Excess Expenses Over Income	\$-6,987.17

Operational Budget* (July 1, 2019-June 30, 2020)

Income	
Membership	\$354,000.00
National Conference	318,600.00
Paragon Awards	77,250.00
Leadership Institute	20,750.00
Webinars	60,990.00
Other	4,300.00
Cash Reserves	26,000.00
Total Income	\$861,890.00
Expenses	
Membership	\$579,390.00
National Conference	228,900.00
Paragon Awards	29,450.00
Leadership Institute	18,450.00
Webinars	3,500.00
Other	2,200.00
Total Expenses	\$861,890.00

* NCMPR is revising the current-year operational budget in response to the COVID-19 crisis and the subsequent cancellation of the national conference and Leadership Institute. NCMPR's financial picture will change for the current year, but the organization has built cash balances to help with situations just like this. At the recommendation of financial advisers, NCMPR's board of directors established a goal to build cash balances equal to one year's operating expenses to support future member services while providing long-term financial stability for the organization.



DR. MARTHA PARHAM, Senior Vice President of Public Relations,
American Association of Community Colleges, Washington, D.C.

ON THE NATIONAL FRONT

Are You a Thought Leader on Campus?

WHAT IS A THOUGHT LEADER?

It's someone who can offer an informed opinion and who becomes a trusted source. Many of your colleges play a major role in the culture of your community, and many of you are thought leaders. It's more than communication. Thought leaders have the ability to shape change not just at your college but also throughout your region.

Thought leaders do more than lead, they set the course for advancement, for innovation or for success in a particular area. More than that, thought leaders share their vision with others and show them how to create success. Not all of them are high-ranking college administrators, but they can be very effective.

Thought leaders are revealed because of their success. I know that you have many successes on your campus. Maybe it's a simple matter of recognizing thought leaders and capitalizing on the talent, creativity and passion that they have already shown? Exposing your thought leaders can have a positive impact on your brand. Both internally and externally, thought leaders become the go-to place for turning ideas into reality.

Each year, AACC produces its Fast Facts. It's a chart of often-asked statistics that qualitatively provide an accounting, of sorts, of community colleges in the nation. The statistics themselves are quite useful. But, through the lens of

thought leadership, those statistics become staggering. With 1,050 community colleges serving 11.8 million students, America's community colleges are the largest system of higher education in the nation. They're also the best value in higher education – with data to back that up. Community college students pay on average \$3,730 annually, while their university counterparts spend \$10,440. Our colleges are adaptable, efficient, effective and willing to innovate and change to serve the needs of the community and its students.

So how do we use this information to advance this uniquely American institution? How do we strategically utilize thought leadership to increase the visibility and the cache of our colleges where it counts? At AACC, it's a matter of harnessing the ideas generated by your thought leadership and creating meaningful and substantive programs and services that advance the community college as a whole. Whether it's policies, research or legislation, the strength of our programs lies in our ability to effectively capture your needs and success and communicate for good of the whole.

On campus, I urge you to reflect upon the thought leaders that you see every day and understand how their work can help to forward the innovations and success at your college and beyond.

Each April community colleges are celebrated across the country. This year

is no different despite the impact of the coronavirus and our collective crisis. In fact, this year's community college month may be the most important ever.

Dr. Martha M. Parham is the senior vice president of public relations for AACC and oversees the 21st Century Center. Prior to joining AACC, Dr. Parham was the director of public affairs, marketing and government relations at the Coast Community College District in California. She's an award-winning member of NCMPR, past president of California's Community College Public Relations Organization and a past board member of the Association of Community College Administrators.



National Office
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Albuquerque, NM 87109



ALL EYES ON ...

MORAIN VALLEY COMMUNITY COLLEGE

A student intently examines the physics of light and lenses. Students in the southwest suburbs of Chicago in Palos Hills, Illinois, have access to more than 130 academic programs. Some 75% of its students enroll in transfer courses, leading to many partnerships including Engineering Pathways, which guarantees graduates of the program entrance into the Engineering College at University of Illinois Urbana Champaign. Photo by Glenn Carpenter.

Tech Specs: To keep the focus on the image in the lens, Carpenter chose a large aperture, $f/2.8$, for the shallow depth of field.

[INSTAGRAM.COM/NCMPR](https://www.instagram.com/ncmpr)