



NOVEMBER 5-7, 2018
ANNAPOLIS, MD.



WELCOME TO ANNAPOLIS!



Eve Markman

*District 1 Director
(interim)*

*Director of Creative
Services, Community
College of Philadelphia, PA*

Let the storytelling begin!

As we take an opportunity to tell our colleges' stories, we also have the chance to make connections that will maximize our creative energies. Rather than a traditional keynote, we will open the conference with an interactive networking activity that will help set a collaborative tone. You will also discover a fresh new format for the Roundtables, which are now called Short Takes. You can choose four out of eight TED Talk-style sessions, lasting 30 minutes each, designed to deliver tips and techniques within two industry tracks: Multimedia and Design, and Marketing and Media Relations. This year's program is packed with more dynamic sessions than ever, inspiring you to start another chapter of your institution's narrative.

In addition to sharing your insight into the achievements and lessons of our profession, I hope you will take the opportunity to explore the historic offerings of Annapolis and the stories that these scenic streets have to tell. Whether you are interested in museums, sailing, architecture or shopping, there is something for everyone.

I would like to offer my sincere thanks to our amazing conference planning committee, and our wonderful presenters, sponsors and exhibitors, for their effort and dedication. The strength of this year's conference is unparalleled because of their support and vision.

I would also like to thank you for joining us and bringing your unique dialogues. Have a great conference!

INFORMATION FOR YOUR STAY:



The Historic Inns of Annapolis

You will be staying in either the Governor Calvert House, the Maryland Inn or the Robert Johnson House properties of the Historic Inns of Annapolis. The Governor Calvert House will be the main meeting room space for the conference. Breakfast will be served in the Calvert House. The Sarah Ball Room of the Calvert House has been reserved as a dedicated lactation room.

The Maryland Inn is located on Main Street and both the Robert Johnson House and the Calvert House are located on State Circle. There are two passageways running from one street to the other. There will be a map showing these locations in your welcome bag. It is no more than a 3 to 5 minute walk.



Hotel Resources:

- Complimentary Wi-Fi in guest rooms and meeting spaces. **User Name:** Flag. **Password:** Flag.
- Complimentary use of the 24-hour fitness center at the Maryland Inn.
- Valet parking at discounted rate of \$15 per night.
- A coat check is available at the Calvert House for those commuting or staying at one of the other properties.
- Abram Claude Room of the Calvert House reserved for NCMPR D1 laptop/cell phone use.



NCMPR AND DISTRICT 1

NCMPR is the only organization of its kind that exclusively represents marketing and PR professionals at community and technical colleges. As one of the fastest-growing affiliates of the American Association of Community Colleges, NCMPR has more than 1,500 members from nearly 600 colleges across the United States, Canada and other countries. NCMPR's District 1 includes Connecticut; Delaware; District of Columbia; Maine; Maryland; Massachusetts; New Hampshire; New Jersey; New York; Pennsylvania; Rhode Island; Vermont; the Canadian Provinces of New Brunswick; Newfoundland; Nova Scotia; Prince Edward Island; Quebec and the United Kingdom.

DAY 1

MONDAY, NOVEMBER 5

2-4 p.m. | Registration Check-in

Governor Calvert House | Hypocaust Lobby

(Note: Unless stated otherwise, conference meeting rooms and activities are located on the first floor of the Calvert House.)

5 p.m. | Historic Ghost Walk Tour

Departing from the Calvert House and ending at Galway Bay

Join us for this Historic Ghost Walk of downtown Annapolis and hear about unexplained footsteps, the Gravedigger and the poor souls hung to save room in local jails. As the sun sets and darkness descends upon the streets of historic and haunted Annapolis, a spirited period-dressed guide will lead you by candlelight on an Annapolis ghost tour to explore the city's streets. On this haunted ghost tour, listen to stories—all of which are based on facts—of the spirits who dwell in the town's 18th century buildings and linger in the mist and get a whole new perspective of Maryland's capital city.

Will you see a roaming spirit, poltergeist or ghost? Will you catch an orb on film? A spooky, creepy and fun way to kick off our STORIES time together with an adventure into the unknown!

Please bring the Ghost Tour ticket with you that you were given at Registration and arrive at the entrance to the Calvert House by 4:45 p.m.

6:30 p.m. | Galway Bay – Opening Night Dinner

63 Maryland Avenue

Opened in 1998, Galway Bay has become a well-known Annapolis tradition, built on fine Irish hospitality. Recognized as Best Irish Pub every year since 2000, Galway Bay has been featured on food and travel shows like “Diners, Drive-ins and Dives” and most recently was a runner-up for Best Irish Pub Global. Known for its welcoming vibe, Galway Bay is the perfect landing spot for us to gather for an evening of lively conversation among fine NCMPR D1 company.

Special thanks to Glacier, our Cliffhanger sponsor, for sponsoring our opening night dinner!

Please bring the Galway Bay ticket with you that you were given at Registration.



DAY 2

TUESDAY, NOVEMBER 6

7:30 – 8:30 a.m. | Registration check-in

Governer Calvert House | Hypocaust Lobby

Breakfast

Calvert House, Atrium

8:30 – 9:30 a.m. | STORYTELLERS UNITE

Ballroom

Join Eve Markman, interim District 1 Director, and this year's conference planning team for an interactive opening session sure to get your storytelling juices flowing. We know you're here because you are passionate about telling your college's story. But we also know that connecting with your colleagues is one of the most valuable NCMPR D1 conference takeaways.

So, to help us make the most of our expert gathering of D1 resources, we'll enjoy a little personal storytelling time of our own. Come prepared to share two truths and a lie about yourself. It's your story. So tell whatever you'd like. You can even earn bragging rights, and a possible prize, if you're among the most skilled at fooling your colleagues as to which story lines are true and which is bogus. Who has what it takes to survive our fake news detectors? Whatever the outcome, we'll have fun and likely uncover common interests and shared experiences that will help us further unite.

*Please sit at the table indicated by the color code on your name badge as we're deliberately mixing things up to help everyone meet new D1 members and expand their professional network.

The Medallions entry slideshow can be viewed throughout the conference in the Calvert House sitting room.

Need some quiet space to use your laptop or make work calls? We've reserved the Abram Claude Room in the Calvert House just for that!

10 – 11 a.m. | Morning Breakout Sessions I

People of the College: Build Capacity and Community through Storytelling and Social Media

Ballroom

Camille Bell, eMarketing Manager, and Angela Miles, Graphic Designer, Community College of Philadelphia, PA

In this engaging and interactive session, explore the power of storytelling and its benefit to all areas of an academic institution. Discover tools that expand reach and scope and discuss ethics, emphasis on authenticity, and best practices within today's media landscape.

'People of the College' is an ongoing social media and website campaign for Community College of Philadelphia that focuses on direct engagement through the sharing of real life stories and vignettes of varying individuals connected to the college. These diverse stories focus on students, faculty, staff, alumni, donors, prominent visiting guests and others. Inspired by the wonderful and wildly popular 'Humans of New York,' the duo will discuss the creative process and provide shared resources on how to develop a similar project.

Student Journey Maps: Brand Stories from the Students' Point of View

Jonas Green Room

Jeremiah Prevatte, Media Producer, Anne Arundel Community College, MD

Organizations are evolving from transactional entities to trustworthy, respectful and dependable consumer relationship partners. This session will teach you how to use a Customer Journey Map—a visual or graphic interpretation of the overall story from an individual's perspective of their relationship with an organization, service, product or brand, over time and across channels. Journey through the Anne Arundel Community College Student Semester case study as you explore narrative elements, aligned with archetypal and motivational theory, brand and student goals, interactions and challenges. Garner an understanding of how to plot student and college goals, needs, motivations and values over time to create a student journey map that will guide your college in how to proactively deepen student engagement.

11:15 a.m. – 12:15 p.m. |

Morning Breakout Sessions II

Research, Focus, Design: Creating a Viewbook for Gen Z Ballroom

Katie Turner, Director of Public Relations, and Christi Tyler, Marketing Creative Services Manager, Howard Community College, MD

What do a bunch of middle-aged professionals know about today's prospective high school students? Not much, beyond anecdote and observation, and certainly not enough to design one of the most critical marketing pieces for the audience: a digital viewbook and accompanying print publication. Facing a competitive market for high school graduates, Howard Community College (HCC) wanted to be sure its marketing materials elevated the college brand and connected with prospective students who were also considering local four-year colleges. Instead of trying to guess what might spark the interests of the average 17-year-old student, HCC went right to the source. Over the course of 18 months, the college researched best practices, reviewed national data on Gen Z behavior, conducted surveys, and hosted focus groups with local prospective high school age students to learn what matters most in choosing a college and what design elements resonate.

Using this knowledge, HCC launched an online viewbook for high school students in fall 2017, followed by a complementary print piece in spring 2018. This presentation will share the internally managed research and development process—and how to turn that research into a tangible design for web and print.

That Magic Moment: Using Micro-moments to Boost Enrollment Jonas Green Room

Scott Rutledge, Director of Marketing and Media Services, and Leslie Tennant, Executive Director of Public Relations and Marketing, Community College of Beaver County, PA

Where are your students, and how can you influence them before they are even thinking about your college? Community College of Beaver County (CCBC) will take you on a deep dive into micro-moments and how they intersect with the student journey to provide subtle nudges into your admissions pipeline at all the right moments. From search to geo-fencing and messaging to tracking, CCBC will show you how to bring value to your institution's strategic enrollment management initiatives while not interrupting the natural communications flow for the consumer.

12:30 – 1:30 p.m.

Awards Luncheon

Ballroom



Celebrate our 2018 NCMPR D1
Pacesetter, Communicator and
Rising Star award winners!

Emcee **Dan Baum**, Executive
Director, Public Relations and
Marketing, Anne Arundel
Community College, MD

Special thanks to **CLARUS**
Corporation, our Page Turner
sponsor, for hosting our
awards luncheon.



DAY 2

TUESDAY, NOVEMBER 6

1:45 – 4 p.m. | Short Takes

Choose four out of eight intensive, 30-minute sessions designed to deliver helpful tips and techniques within two industry tracks: **Multimedia and Design** AND **Marketing and Media Relations**. Stay for all four Short Takes within one track or swap rooms to participate in Short Takes across both tracks. Each session will run 30 minutes with a quick 5-minute break to set up between sessions. Ready, set, go!

Multimedia and Design Track | Ballroom

1:45-2:15 p.m.

How to Advertise to Gen Zs

Jordan Wenzel, General Manager, Glacier

Did you know that over 92 percent of Gen Zs are influenced by their peers when it comes to making a buying decision? Add the fact that over 90 percent of teens between the ages of 14-17 have a smart phone and you now have thousands of different influential media outlets that these teens are consuming every day. So, as a higher education institution, how do you advertise to Gen Zs with relevant content and on the best platform?

As industry leaders in high school advertising, Glacier will share their findings of what types of content Gen Zs are really consuming and what media outlets are effective.

2:20-2:50 p.m.

Produce Engaging Video and Graphics with Your Smartphone

Cassie Gotto White, Public Information Officer, Delaware Tech, DE

Graphics. Videos. We all know we need more of them for our college's social media accounts, but our graphic designers and videographers are often busy with other high priority projects. Take back control with your smartphone by easily creating engaging graphics or videos, no matter where you are. In this hands-on workshop, enjoy a demonstration on how to use Canva, a FREE graphic design software that can be used on a desktop or smartphone. Learn step-by-step how to create a graphic for Instagram right on your phone and then upload it to your Instagram profile or Story with a geotag. You will also leave with recommended apps for easily creating engaging videos for your college's social media accounts.

2:55-3:25 p.m.

Photoshop & Illustrator Techniques

Francis Paixao, Director of Marketing and Publications, Mercer Community College, NJ

Gather tips and tricks to boost productivity while using these two amazing design programs. Participate in a Q&A on how to get started using the latest version of the Adobe Creative Suite. Learn the benefits of working in the Cloud.

3:30-4 p.m.

The Non-photographer's Guide to Organizing a Photo Shoot

Julie Cioccio, Graphic Designer, Trocaire College, NY

Graphic designer Julie Cioccio will share her tips and tricks of scheduling, communication, organization, student recruitment and managing all the details that lead to a successful photo shoot. Learn the steps to take before, during and after the shoot—including booking photographers, craft services, hair and makeup, and college swag.



Marketing and Media Relations Track | Jonas Green Room

1:45-2:15 p.m.

It Takes a Village: Activating Personal Storytelling

Jenn Connally, Client Success Manager, MERIT

Higher education communicators are faced with countless hurdles when it comes to getting influential audiences to read and engage with content. As a result, brand awareness and perceived value suffer. These reputation drivers directly impact enrollment and retention. With your limited time and resources, what can you do?

Explore how community colleges across the country are proactively using personalized storytelling to engage their community and measurably increase earned media. The ideas shared will include tactics that any size team can apply to their own marketing and media relations strategy.

2:20-2:50 p.m.

Reputation Management 1-2-3

Dan Baum, Executive Director, Public Relations and Marketing, Anne Arundel Community College, MD

This presentation will introduce a concept of reputation management that parallels the crisis communications model used by many colleges. Learn how to apply a 1-2-3 approach to help elevate the dialogue and stature of reputation management, and enlist top administrators in the process to get everyone on the same page, and keep your reputation strong.



2:55-3:25 p.m.

Sharing Student Stories with a TV Audience

Elizabeth Cooper, Assistant Director of Marketing and Communications, MassBay Community College, MA

Gather helpful tips to pitch TV reporters and producers that will land your student stories on the nightly news. As a former TV producer, Cooper will discuss what works, what does not and what you need to keep in mind when pitching TV. Some of these tips will include: how to follow reporters and producers to figure out their beats, how the news cycle works, timing and being timely, visual elements, how to get around a story with no visual elements, deadlines and breaking news, and how to make it a story and not a commercial. This session will also share insight from reporters on how they prefer to be pitched stories.

3:30-4 p.m.

A Tale of a Budget-friendly Campaign with Results to Prove It

Kristen Titsworth, Lead Web Services Director, College of Southern Maryland; and Kathi Swanson, CEO/President, and Christine Tuzzio, Digital Manager, CLARUS Corporation

With a fragmented media market, tighter budgets, less local press and the continued pressures of proving “ROI,” marketing directors need to tell their stories more than ever. By incorporating an integrated marketing plan that includes digital advertising, colleges like the College of Southern Maryland are reaching the right audiences with the right messages. This session will discuss how layering multiple marketing tactics, such as geofencing, keyword search, event capture, social media, and behavioral targeting provides the right mix to successfully recruit students and influencers. Learn what’s new in digital marketing as you gather takeaways you can employ now with a limited budget to help promote your college’s success stories, increase faculty support, and deliver ROI results that will please the president and board.

DAY 2

TUESDAY, NOVEMBER 6



Free Afternoon

Sights to see. Things to do.

1. Take a guided tour of the city, maybe even a haunted one.
www.toursandcrawls.com/annapolis_home
hauntedharbortours.com
2. Visit the United States Naval Academy.
www.usnabsd.com/for-visitors/public-tours
3. Enjoy the waterways with a cruise on the Harbor Queen.
www.cruisesonthebay.com
4. Tour the Maryland State House, the oldest state house in continuous legislative use.
msa.maryland.gov/msa/mdstatehouse/html/tours.html
5. Walk to one of many warm and inviting art galleries in the area.
www.artinannapolis.com
6. Soak in the city's rich history at Banneker-Douglass Museum, the state's official museum of African-American heritage, or visit the William Paca Gardens or the Hammond-Harwood House.
bdmuseum.maryland.gov/visiting
www.annapolis.org/contact/william-paca-garden
hammondharwoodhouse.org
7. Pick crabs smothered in spicy Old Bay at Buddy's Crab and Ribs downtown or the renowned Jimmy Cantler's Riverside Inn, only a short Uber ride away. If oysters on the half shell are more your taste, check out McGarvey's Saloon and Oyster Bar.
www.cantlers.com
www.mcgarveysannapolis.com/

8. Be a local for the day and grab a sandwich at Chick and Ruth's on Main Street or hang with the sailors at the Boatyard Bar and Grill just over the Spa Creek Bridge in Eastport. Dine where George Washington slept at Middleton's Tavern, or have a drink at Davis' Pub back in Eastport.

www.chickandruths.com

www.boatyardbarandgrill.com

davispub.com

www.middletonstavern.com

9. Listen to live music at Ram's Head Tavern or 49 West Coffeehouse, Wine Bar and Art Gallery.

49westcoffeehouse.com

www.ramsheadtavern.com

10. Shop 'til you drop on Main Street and Maryland Avenue!

Go to www.visitannapolis.org to download helpful apps to enjoy these and other Annapolis adventures!

GETTING AROUND

Everything is walkable in the heart of Annapolis.

To make the most of your visit, download the

ANNAPOLIS NOW app for iPhone/Android.

The app is geo-targeted so the closest things to do—museums, restaurants, shops, you name it—will pop up first. For more local knowledge, ask your friends at Anne Arundel Community College!

DAY 2 Evening Program

6:45 p.m.

Medallion Awards Reception



Atrium

7:30 p.m.

Dinner and Medallion Awards Ceremony

Ballroom



Emceed by **Patrick Stone**, Cape Cod Community College and **Jonathan Fonseca**, Bryant University, RI, formerly of Bristol Community College, MA.



Special thanks to Merit, our Once Upon a Time sponsor, for hosting the Medallion Awards dinner and ceremony.



DAY 3

WEDNESDAY, NOVEMBER 7

7:30 – 8:30 a.m. | Breakfast

Calvert House, Atrium

8:45 – 9:45 a.m. | Morning Breakout Sessions

The 8-Second Rule: Where Psychology, Data and Creativity Collide

Ballroom

Jodi Neal, Director of Creative Services; Chris Mihavetz, Director of Marketing; and Nate Brigham, Multimedia Designer, Community College of Baltimore County, MD and Dan Hack, CEO and Creative Director, Hack|Stone Film Group

The average person's attention span is just eight seconds—shorter than that of a goldfish! Gone are the days of lengthy TV commercials and five-minute narrative videos that talk at you instead of to you. Using psychology, data and a leap of faith, Community College of Baltimore County (CCBC) partnered with a creative agency to take a bold “in your face” approach to its new advertising campaign. The team will share how they collaborated to concept, plan and execute TV, radio and program spots and how this left room for CCBC to do even more in-house. See how CCBC took the concept a step further by incorporating it into recruitment publications and outdoor advertising.

Sharing Student Stories to Boost Enrollment and Reputation

Jonas Green Room

Jennifer Aradhya, Dean of Marketing Communications, and Beth Noel, Assistant Director of Marketing Communications, Middlesex Community College, MA

Community college students have amazing stories to tell. This session describes how Middlesex Community College (MCC) launched myMCC, a two-year marketing campaign that used incredible student stories to connect students, grow enrollment and boost the college's reputation. With a limited budget and some creative flexibility, MCC designed a robust collection of print materials, digital experiences, persona-based advertising, video testimonials, an Instagram photo wall, news features and a microsite to actively share the student narrative.

10 – 11 a.m. | Closing Session

Ballroom

The World Needs Fearless Ideas (and a strategic communications team to support them)



Hear from the strategic communications team at the University of Maryland on how they elevate the brand of the state's flagship university with their Fearless Ideas brand campaign. This interactive session will discuss how to use marketing, public relations, merchandising and social media to propel your brand to fearless heights.



Jessica Jennings,
Director of
Communications



Cynthia Martinez,
Director of Brand
Marketing



Sagan Harlin,
Director of
Trademark Licensing

11-11:15 a.m. | Maryland Break

Atrium

Sample Maryland favorites, like crab dip, Old Bay spiced chips, Berger cookies and beverages. Bring your selections back into the Ballroom to enjoy during our Conference Wrap-up.

Special thanks to Red House Communications, our Happily Ever After sponsor, for sponsoring our Maryland Break.

11:15 a.m. – 12 p.m. | Conference Wrap-up and Prize Patrol

Ballroom

Hear from Ron Taber, assistant vice president of Marketing Communications, Northern Essex Community College, and a former NCMPR president, and Interim D1 Director, Eve Markman, about NCMPR news and happenings, including the 2019 national conference in San Antonio, and plans for the 2019 D1 conference in Providence, RI. Plus, you'll enjoy the opportunity to win some great prizes donated by our vendors and many of our colleges.

CONGRATULATIONS TO OUR NCMPR DISTRICT 1 AWARD WINNERS

PACESETTER OF THE YEAR



DR. MICHAEL A. CIOCE

*President,
Rowan College at
Burlington County, NJ*

After leading student success initiatives, innovation and growth as a vice president and acting president, Dr. Michael A. Cioce became the sixth president of Rowan College at Burlington County –New Jersey’s top-ranked and rapidly growing community college in September 2018.

Since his appointment as vice president of Enrollment Management and Student Success in 2015, RCBC has achieved several noteworthy accomplishments. These include enrollment increases, a new 3+1 program with Rowan University that provides one of the nation’s most affordable bachelor’s degrees, increased opportunity for high school students to earn college credit and a new approach to the college’s student services in terms of customer service and organizational structure.

Dr. Cioce was instrumental in the programmatic design and operation of its award-winning Student Success Center that opened in fall 2017 with the goal of improved customer service and “one-stop” service design.

As a first-generation student, Dr. Cioce is committed to making college affordable and accessible to all students who are willing to work toward their goals.

Previously, Dr. Cioce held positions as executive director of Enrollment Management and director of Financial Aid at RCBC. Before coming to RCBC in 2010, he worked in Drexel University’s Financial Aid Office.

Dr. Cioce completed his doctoral studies in Higher Education Administration at the University of Pennsylvania in May 2018. He holds master’s degrees of Business Administration (MBA) and Financial Management from Drexel University and a bachelor’s degree from Marywood University. Dr. Cioce resides with his family in Moorestown. He welcomes your email to president@rcbc.edu and Tweets [@RCBCPresident](https://twitter.com/RCBCPresident).

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NCMPR DISTRICT 1 AWARD WINNERS (CONTINUED)

COMMUNICATOR OF THE YEAR



JODI NEAL

*Director of Creative Services,
Community College of
Baltimore County, MD*

If “a picture is worth a thousand words,” then there aren’t enough words to capture Jodi Neal’s impact on the Community College of Baltimore County (CCBC) and NCMPR.

As director of Creative Services, Jodi manages the visual identity of CCBC, ensuring that CCBC’s brand is successfully and appropriately conveyed across multimedia communications that attract and retain enrollment, encourage student success and build public support. Her creative vision has a profound and positive impact on CCBC’s nearly 63,000 students and hundreds of thousands of visitors annually.

Whether art directing a photo shoot, designing a publication or establishing the themed décor for a major event, Jodi impeccably captures the college’s personality, demonstrates its excellence and inspires action. Jodi has developed a highly regarded team that, like Jodi, is willing to go the extra mile, often at a full sprint. Jodi’s “can do” attitude is infectious. It’s what rallies her team to successfully manage creative development and fulfillment on hundreds of job requests in production at any given time.

This past year alone, Jodi led her team’s production of award-winning, multi-media design work to advance the success of CCBC and its many initiatives, including the college’s 60th and the Honors program’s 30th anniversary celebrations. She helped develop a bold new advertising campaign and a tandem series of program videos that are being

deployed and integrated across online, digital and social media, print and outdoor promotions.

Arriving at CCBC with a bachelor’s degree in visual communications from Towson University, Jodi rounded out her business acumen, earning her MBA from Frostburg University. She has earned national recognition for her graphic design work, including awards from NCMPR, Graphic Design:USA and the Web Marketing Association.

While such industry awards demonstrate her talent as a design professional, Jodi’s passion for inspiring innovation and excellence through collaboration and the sharing of best practices truly sets her apart. Anyone who has worked with Jodi— at CCBC, other Maryland community colleges and through her many years serving NCMPR—will readily attest to her creativity, hard work, passion and commitment to community college marketing and public relations.

Jodi steps up in leadership and support capacities time and time again. Now volunteering as the D1 assistant director, Jodi is a longstanding member of the D1 Executive Council, where she served as Maryland’s state rep, and an active member of conference planning committees. She has chaired D1 conferences—this year’s and the 2011 Baltimore Charm City Connected conference. She’s organized judging for both Medallion and Paragon competitions and presents frequently at both district and national conferences. She also completed a term as the 2018-19 president of the Maryland Council for Community College Public Relations Officers (MCCCCPRO).

Beyond being a proud and enthusiastic NCMPR member, Jodi pitches in whenever and wherever she can to make NCMPR shine. It is fitting that D1 recognize Jodi for her excellence and innovation in leading the visual communications at CCBC and for advancing the role of communicators at community colleges across the nation.

RISING STAR



SEAN McCOOL

*Creative Services &
Marketing Specialist,
Pennsylvania Highlands
Community College, PA*

Since joining Penn Highlands, Sean has made a lasting impact on the college's brand, its students and his colleagues. Armed with an outgoing and infectious personality, people instantly connect with and gravitate to Sean. Constantly determined to improve and make change, he has been an initiator at the college and in the community.

Sean has led the charge in rebranding the college's athletics program to make it a stronger recruiting and marketing tool. He has systematically refocused and redesigned the college's print publications, instituting a much-improved graphic style. Also, Sean has brought video production in-house, an important development for the department's progression.

Lately, Sean has masterminded our recent student retention campaigns, encouraging students to complete their degree. Student retention is currently up by 9 percent for first time, full-time students from fall to fall.

His passion for the community college is only matched by his passion for the community at large. He is a contributor to Johnstown Vision2025, a grassroots movement that has laid the framework for revitalizing the region. He volunteers to head the organization's overall marketing efforts while leading the Central Park Square Capture Team, a group formed to address the need for redevelopment within the Central Business District of Johnstown, PA.

Sean recently married his longtime girlfriend, Tonya, in May. He is a Pittsburgh sports fanatic and regularly contributes to a credentialed Pittsburgh Pirates media outlet. Sean also DJs and sings lead vocals in a local cover band. For fun, he plays basketball, hockey and disc golf.

Need An Enrollment Boost?

CLARUS CORPORATION CAN HELP.

Whether crafting a short-term digital marketing campaign to fill seats in a specific program, or using data-driven research services to find market opportunities for long-term sustainable growth – **we can help boost your enrollment.**



info@claruscorporation.com
308.762.2565

unique institutions | unique solutions claruscorporation.com

CONGRATULATIONS TO OUR SCHOLARSHIP WINNERS



SAM BONACCI

*Communications Specialist,
Mount Wachusett
Community College*



CHRISTINE PAUK

*Assistant Director for
Marketing Communications,
Cape Cod Community College*

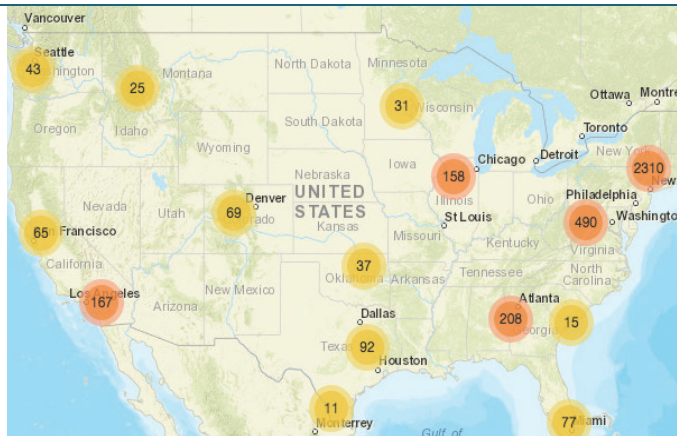
Extend your **Reach**.
Advance your **Reputation**.
Increase your **Results**.

Merit drives recruitment and retention goals by making influential audiences want to read and engage with your content.

400% Boost in email engagement

100% Increase in online engagement

33% Increase in media placement



***"Merit is by far one of the
best solutions for education
and higher ed."***

Scot Rutledge, Community College
of Beaver County

THANKS TO OUR DISTRICT 1 SPONSORS

NCMPR's District 1 Conference is made possible with the generosity of several sponsors. As valued and loyal NCMPR District 1 partners, we are proud to come together with them to host our "Stories" conference. Please help us thank them for their support.



Once Upon a Time
Medallions Dinner Sponsor



Merit is a comprehensive reputation marketing platform that makes it easy for you to tell stories of student and institutional success and deliver those stories to the stakeholders who matter. With powerful artificial intelligence and a massive list of stakeholder contacts in media, high schools, and, government built right in, Merit makes it easy to take content you've already produced and share it with a wider and more relevant audience.



Page Turner
Awards Luncheon Sponsor



The first marketing firm to focus exclusively on the community college market, CLARUS Corporation, founded in October 1988, has 30 years of assisting community colleges across the country with enrollment, marketing plans, and branding. Working with more than 150 community colleges over two decades, CLARUS Corporation is the leader in marketing for community colleges.



Cliffhanger
Off-Site Dinner Sponsor



Choosing the right postsecondary institution to attend is one of the most difficult life decisions someone can make. Even more challenging: making your institution stand out from the rest—in other words, to be the right post-secondary institution for someone. Glacier offers advertising services and strategies that are specifically designed to help you reach your desired student audience. With the largest high school advertising network and the largest student influencer network in North America, they can help you reach your Gen Z, Millennial and mature student enrollment goals.

THANKS TO OUR DISTRICT 1 SPONSORS (CONTINUED)



Happily Ever After Sponsor

Red House Communications

Red House is an award-winning, full-service consumer-marketing agency with more than 25 years proven success developing, launching and marketing local, regional and national brands, particularly in non-profit segments. Their multi-disciplinary teams have worked extensively across Pennsylvania, Maryland, New York, New Jersey, Virginia, Ohio, and West Virginia on a wide variety of branding and marketing initiatives over the last decade. At Red House, they've been building brands in higher education that create sustained results by combining digital and traditional marketing expertise to identify the highest-value media mix, creating powerful communications tools, and effectively analyzing and optimizing results.



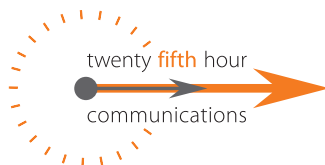
Book Worm Print Sponsor

ecoprint

Ecoprint has provided a wide range of communication services for over 40 years including design, printing, mailing, signage, promotional items, and apparel. With their beginnings in the back of converted school bus with a press bolted to the floor, they now provide exceptional service using the most sustainable manufacturing processes available.



Bookmark Sponsor



25th Hour Communications is the leader in digital campaigns, analytics, and technology for community colleges and the creator of real-time digital dashboards. As experts in higher education marketing, research, public relations, enrollment processes and advancement, 25th Hour brings a fresh perspective to solve your marketing and fundraising challenges by asking, listening, and creates a plan of action that will deliver results.

WELCOME TO OUR DISTRICT 1 EXHIBITORS!

Be sure to make time during your stay to visit with the 11 exhibitors who are attending this year's conference with their products and services. You just might find the next big thing that will take your marketing and communications strategies to the next level. Stop by their booths, visit with their knowledgeable representatives, and check out their creative ideas and solutions. **Get your vendor card stamped by all 11 exhibitors and be entered to win one of several prizes donated by our sponsors and exhibitors at the Conference Wrap-up and Prize Patrol session Wednesday, Nov. 7.**

25th Hour Communications, Inc.

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GET INVOLVED!

If you would like to get involved in planning the next conference, please reach out to Eve Markman, at emarkman@ccp.edu or 215-751-8043.

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We have openings on our Executive Council in Maine, New Hampshire and Vermont. If you would like to get involved, please reach out to me, Eve Markman, at emarkman@ccp.edu or **215-751-8043**.

FOLLOW OUR FACEBOOK GROUP – NCMPR DISTRICT 1!

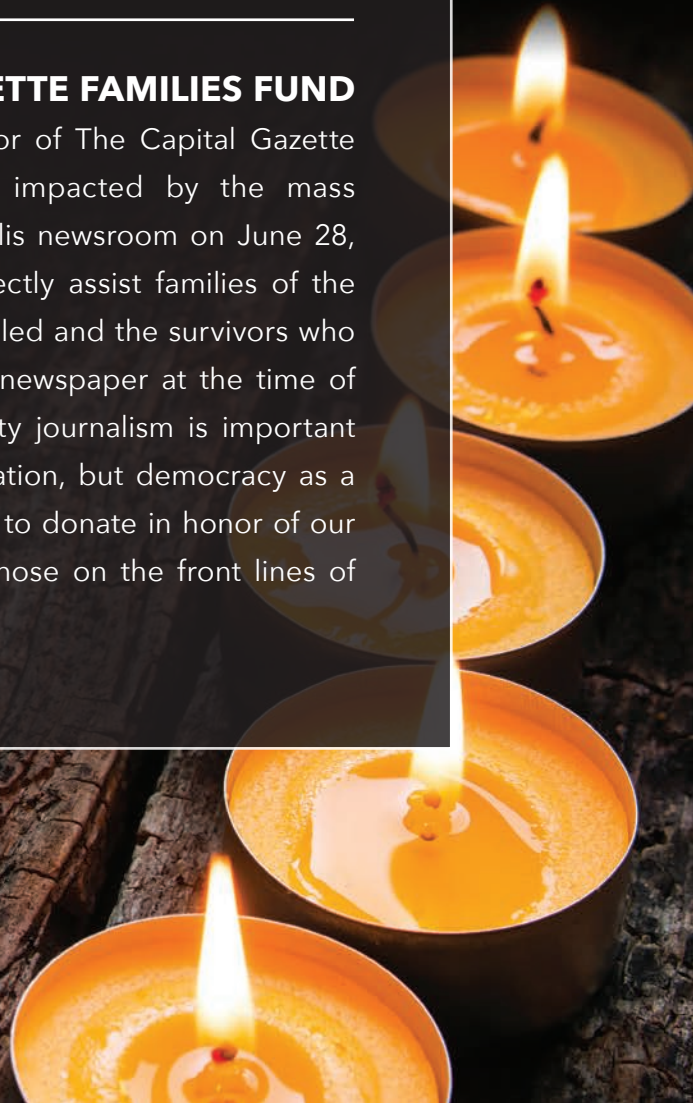
SPECIAL THANKS TO: Ben Pierce from Anne Arundel Community College for the graphic design and creative for all of the conference materials.

Emily Martin from Community College of Beaver County for the design of the sponsor & exhibitor flier and the vendor bingo cards. From Community College of Philadelphia, Jessica Scicchitano for printing the awards certificates and Nikki Sarpolis for editorial support. Mr. Ralph Bertini, TV Studio Director, Ocean County College, for the looping video of Medallion submissions. James Lynch from Massasoit Community College for photography. Kim Mozelack at Target Marketing for donating the conference t-shirts.

This year, in lieu of presenter gifts, we have made a donation on behalf of our presenters to the Capital Gazette Families Fund.

THE CAPITAL GAZETTE FAMILIES FUND

was established in honor of The Capital Gazette newspaper employees impacted by the mass shooting in the Annapolis newsroom on June 28, 2018. The fund will directly assist families of the five victims who were killed and the survivors who were employed by the newspaper at the time of the shooting. Community journalism is important to not just higher education, but democracy as a whole, and we're happy to donate in honor of our presenters to support those on the front lines of such important work.





NOTES:

Handwriting practice lines consisting of 20 horizontal dotted lines on a white background.

