



SAVE THE DATE
OCTOBER 7–9, 2018

ROCHESTER, MN

DESTINATION:

MARKETING & COMMUNICATION

NCMPR District 5 Conference

Successful planning
in an instant
messaging world



Sunday, Oct. 7, 2018

- 2-5 p.m. Registration
- 5-6 p.m. Social Hour
- 6 p.m. Welcome
- 6:05 p.m. Opening Keynote:

Challenges and Opportunities in Social Media

Lee Aase, Director of Mayo Clinic Social Media Network
Aase.lee@mayo.edu | @LeeAase

Social media platforms give everyone a platform to publish to the world. Sometimes these “communication power tools” ignite controversies, but organizations also can use them to manage crises effectively and get accurate information to their stakeholders. Lee Aase, director of the Mayo Clinic Social Media Network, will describe how Mayo has used social media strategically to accomplish positive objectives and also to defuse controversy, and why effective social media engagement has become essential for organizations.



Lee Aase is director of the Mayo Clinic Social Media Network, which provides training resources, educational and networking events and a collaboration platform for health care professionals who want to safely and effectively apply social and digital strategies to fight disease, promote health and improve health care.

By night, Lee is Chancellor of Social Media University, Global (SMUG), a free online higher education institution that provides practical, hands-on training in social media for lifelong learners. He has been inducted into the Healthcare Internet Hall of Fame, and HealthLeaders Media named him to its list of “20 People Who Make Healthcare Better.” In 2014 he was appointed to a two-year term on the World Economic Forum (WEF) Global Agenda Council on Social Media, and in 2016 he was appointed to WEF’s Global Future Council on the Future of Information and Entertainment. He was elected to Mayo Clinic’s Voting Staff in 2016.

Prior to joining Mayo Clinic in 2000, Lee spent more than a decade in political and government communications at the local, state and federal level.

- 7 p.m. Dinner
- 7:30 p.m. Communicator, Rising Star, Pacesetter
- 7:45 p.m. Medallion Awards



Monday, Oct. 8, 2018

8-10 a.m. Registration

8 a.m. Breakfast

9 a.m. Welcome

9:15 a.m. National Presentation from NCMPR President Dane Dewbre

9:30– 10:30 a.m. Morning Keynote:

Destination Medical Center: Promoting and Marketing a Billion-Dollar Public-Private Partnership

Lisa, Clarke, Executive Director at Destination Medical Center

Destination Medical Center's (DMC) primary objective is to leverage \$585 million in public infrastructure funding to attract more than \$5 billion in private investment to secure Rochester and Minnesota's status as the world's premier destination medical center. DMC represents the largest economic development opportunity in Minnesota and one of the largest in the country. This transformative effort will result in major economic benefits for the state and local jurisdictions while creating significant job growth and new business opportunities.




Prior to leading DMC, Clarke served as Division Chair of Community Engagement, Lisa Clark providing leadership and strategic direction to Mayo Clinic's public affairs and community engagement activities. Her role is to advance Mayo Clinic's commitment to be a socially responsible Enterprise by supporting and extending Mayo's strategic mission of integrated practice, research and education through active community engagement practices.

10:45.-11:30 a.m. Crisis Management Seminar Part 1

How to Be the Best You Can Be Even on Your Campus' Worst Day

Bob McNaney, Senior Vice President, Padilla

This interactive presentation will immediately ask the audience to consider their readiness for a crisis. The presentation will include real-life examples of how and how not to handle a crisis. Tools will be provided to help attendees understand the best practices for protecting a brand. As part of the presentation, attendees also will learn best practices for developing a crisis communication plan, assembling a crisis communication team and examples of creating effective messaging.



Social media has become an increasingly large player in both responding to a crisis and measuring its impact on a company's brand. We will walk through our approach to real-time monitoring to shape strategy.

This presentation has been successful with colleges and universities of all sizes across the country. Campus leaders will benefit from McNaney's vast experience managing crisis and reputational issues within this complex industry.

Bob McNaney is no stranger to communication management. A National Emmy Award-winning investigative journalist with 24 years of reporting on his side, he has been exposed to news of all kinds. His diverse background in media, public relations, spokesperson coaching and issue management have helped him develop a unique skill set ideally suited to lead the media relations and crisis and critical issues practice at Padilla.

Bob counsels local and global corporations through crisis situations, conducts crisis trainings across the country and trains executives to successfully communicate their messages to various audiences as the leader of the Padilla crisis and critical issues business.

11:30-11:45 a.m. Break

11:45 -12:30 p.m. Crisis Management Seminar Part 2

12:30-1:30 p.m. LUNCH

1:30-2:15 p.m. Presentation

Help Your Employees Jump on the Bandwagon

Ann Rubenbauer, Coordinator of Creative Services, Iowa Valley Community College

A brand is one of an organization's most valuable assets. It is what differentiates us from our competitors, and, when managed and nurtured, can stand the test of time. Yet in our drive to cultivate one of our most valuable assets, we often overlook another: our employees. Wouldn't life be easier if all your employees were on your "brandwagon"?

Each day, community college faculty and staff are presented with opportunities to create memorable brand experiences. To make this happen, Iowa Valley has crafted an internal branding education program that informs and empowers employees to make decisions that support the District's brand values. We help them see that they are an integral, rather than peripheral, part of the branding process. We also demonstrate that their actions help provide a consistent experience to ensure our customers (and the brand itself) will be around for many years to come.

2:30 -3:15 p.m. Presentation

Zero to 60 in Six Months: A Rapid Website Creation Story

Tiffany Seybold, Web Content Specialist and Amanda Groff, Marketing Manager, Central Community College

Spending two years creating a new website can leave you with a nearly out of date website upon launch. But when you have a massive site nearing 1,000 pages, how can you get through the whole process in only six months without spending a quarter million dollars? Central Community College started the process in January 2018 and launched our new site in June. With a dedicated staff, a strategic plan and a skilled agency, a rapid production model (RPM) website can give your college a unique look while utilizing pre-existing templates to create a beautiful and modern site in a short amount of time for a relatively small budget.

In this session we'll talk about our process from concept to completion including scheduling, information architecture, design, training, content entry and accessibility review. We'll also discuss what we learned from the process and provide tips to make the project go more smoothly.

3:30-4:15 p.m. Presentation

Herding Cats for eOrientation

Kate Wallace, St. Cloud Technical and Community College

St. Cloud Technical & Community College moved to a flipped advising model summer 2017, and the process to get there was quite the ride. Starting with reviewing outside vendors to deciding to create everything in-house, project and content management were key for keeping eOrientation on track. Kate Wallace, content manager, and Missy Majerus, project manager, will cover how the project came about, project management, creating and curating content, working with IT to make it work, and ongoing updates to eOrientation. We will also talk about results of eOrientation/ flipped advising after using it for a year.

4:30-5:15 p.m. Presentation

Mobile, Digital, & Beyond - What's Working, New, & What's Next

Fia Prpic, Creative Services Director, Anoka-Ramsey Community College and Kathi Swanson, President, CLARUS Corporation

With a fragmented media market, tighter budgets, and the pressure to show ROI, highly targeted strategies are more important than ever. With an integrated marketing plan that includes digital advertising, colleges like Anoka Ramsey Community College and Anoka Technical College are reaching the right audiences, in the right destinations, with the right messages. This session will discuss how layering multiple digital marketing

tactics, such as precision geofencing, keyword search, event capture, and behavioral targeting provides the right mix to successfully reach potential students.

And the best part of digital is being able to present ROI. This session will share tips on how to calculate ROI and have your Administrative Leadership praising your Marketing team! And finally, learn what is coming in 2019 and beyond for digital marketing – new tools and techniques to take your campaigns to the next level!

5:45 p.m. **Special Meet-up**

NCMPR Steppin' Up and Steppin' Out Happy Hour

Tap House, 10 3rd St SW, Rochester

Wish you could get more involved in NCMPR? Want your star to shine brighter? Connect with current and former NCMPR volunteers and leaders to see how you can build your network and your resume.

6 p.m.: **Dinner on own**

Rochester is full of fun places to dine in the downtown area. From the best Burgers at Newt's to great Italian at Victoria's, there's something for everyone. As for cocktails, there a microbrewery, a Tap House for those who want a Pint or a nice glass of wine with some folk music all within a few blocks of the Kahler.



Tuesday, Oct. 9

8 a.m. **Breakfast**

8:30-9 a.m. **Business Meeting**

9-9:45 a.m. **Presentation**

It's All Fun and Games Till the Compliance Police Show Up

Robin Anctil, Iowa Valley Community College

Is anything less appealing to college marketers than compliance with state, federal and international regulations? If compliance is “not your problem” congratulations! If compliance IS your responsibility, this session might help.

Iowa Valley received a website ADA compliance complaint from the U.S. Department of Education in 2017. That experience was painful enough to prompt the development of a “Marketing Compliance Guideline”; to keep our team on track. Learn how Iowa Valley manages the compliance process, and how the Marketing team attempts to stay one step ahead of compliance pitfalls.

10- 10:45 a.m. Presentation

Get Credit for Being the Magic Maker That You Are!

Trish Lamantia & Stephanie Pettis

Pressure from your board to do billboards? Programs are knocking at your door needing enrollment numbers and expect the magic to happen? The magic makers at 25th Hour have coupled with many clients to review current marketing and advertising plans leading to expert recommendations, employ low cost/no cost options, and make magic moves in enrollment numbers with simple and easy tweaks anyone can do. 25th Hour will work through these options that bring program heads and marketing to the same table with measurable results. And as for those billboards - we'll bring you the best do's and don'ts to share with you.

11- 11:45 a.m. Presentation

Finding the Unreachables

Pam Cox-Otto, PhD, Interact Communications

Young males between 22 and 30-year-olds are disappearing off our radar screens and going off the grid. It's important we find them, talk to them and pull them into college, but it's not easy. There are they and why are they hiding? Join Dr. Pam Cox-Otto as she shares where they are hiding, what motivates them and how to get them to engage with your college.

12-1 p.m. LUNCH & Closing Keynote

Communicating State-funded Higher Education's Contribution to Public Good

Noelle Hawton, Chief Marketing and Communications Officer for Minnesota State

Public higher education yields a positive return on investment for students and society. However, a booming economy has left some prospective students skeptical of the time and financial investment, and state legislatures have often disinvested over the past years. How can college marketers partner with others within their community to build the case for investing in higher education, both by individuals and by society?



Noelle Hawton is Chief Marketing and Communications Officer for Minnesota State, the fourth-largest higher education system in the United States. She leads marketing, executive communications, media strategy, content

development and digital communications for the system, as well as crisis communications for the system's 30 state colleges and seven state universities. Prior to joining Minnesota State, Noelle spent 25 years as a consultant for two nationally renowned strategic communications firms, where she helped organizations take responsibility for being understood, as well as contributed to the development of some of Minnesota's most iconic brands – Ameriprise, Target, No Name, and General Mills, to name a few.



Conference Registration & Host Hotel

Conference Fee

\$250 per member

Medallion Awards Dinner Guest Ticket:

\$30 per person

NCMPR Cancellation policy

Cancellation and refund requests must be made in writing on or before Sept. 16. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to District 5 Director, Jeff Ebbing. No refunds will be granted for requests made after the deadline. Substitutions are gladly accepted. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

The Kahler Grand Hotel

20 SW Second Avenue
Rochester, MN 55902
thekahlerhotel.com

Hotel Rate:

\$115 per night (Single or Double)

Parking Rate:

Self/overnight: \$16
Valet/Overnight: \$24

Reservations:

Online: <http://bit.ly/NCMPRD52018>
Phone: (800) 533-1655

The Kahler
GRAND HOTEL

