

NCMPR
DISTRICT 1
CONFERENCE



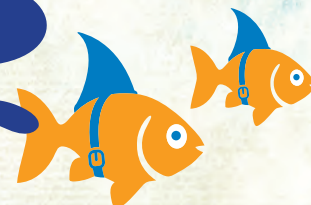
Get ready to make a
splash!



NOV 11-13
2019

SMALL
but *NIGHTY

NCMPR
National Council for Marketing & Public Relations
Connecting
Community College
Communicators



join us!

in PROVIDENCE
RHODE, ISLAND!



ncmpr.org/districts/district1
#D1MIGHTY

SPONSORED BY:

**LOCALiQ and
Interact Communications**



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 1,800 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.

Would you like to visit a place dubbed “the best city in the U.S.” or even more boldly as “the world’s coolest city?”

Providence, the locale for this fall’s NCMPR District 1 conference captured both of those compliments (the first from both *Travel & Leisure* and *Architectural Digest* and the latter from *GQ*).

Even better, if you join us for our “Small but Mighty” District 1 conference, November 11-13, you’ll stay in what the *Boston Globe* just called “the chicest, hippest and most vibrant hotel in Providence.”

That’s right. The Graduate, which opened this spring in the 18-story former Biltmore Hotel, will be home to our Providence conference. This cool, colorful destination even features art from the Rhode Island School of Design – fantastic inspiration for our gathering of visual brand communication pros.

IMPORTANT DATES TO KEEP IN MIND

BY FRIDAY, OCTOBER 11

Register for the conference to enjoy **EARLY BIRD** savings.

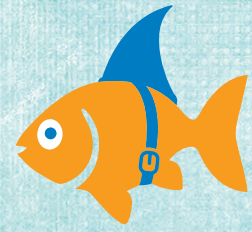
BY MONDAY, OCTOBER 21

Book your hotel room at the Graduate Providence Hotel to enjoy the conference room rate. Early reservations are encouraged to ensure a room on-site. Junior suites are the same rate as the deluxe rooms, while supplies last.

BY FRIDAY, OCTOBER 25

Register for the conference at the regular rate—last chance to join us!

Register by October 11
for early bird savings.



ACCOMMODATIONS

The unique character of Rhode Island's capital is captured in the new Graduate Providence Hotel, which is located in the center of what the locals call Downcity – close to all that the capital city has to offer.

The colorful lobby with fun seating areas gives this hotel a hip and lively vibe. Featured are photos of prominent Brown University and Rhode Island School of Design graduates such as David Byrne, lead singer of the Talking Heads; Ira Glass, a public radio personality and producer of "This American Life"; and journalist André Leon Talley.

The room keys are designed to mimic the student IDs of other famous Providence graduates, such as Emma Watson and Seth MacFarlane.

Even with its cool modern vibe, many of the historic elements of the Providence Biltmore, which opened in 1922, remain. The original chandeliers hang in the lobby and the ballroom and the iconic "BILTMORE" sign still sits atop the hotel.

ROOM RATES

\$159 per night

(plus taxes) for junior suites or deluxe rooms

To book your room, go to [BOOK NCMPR-2019](#) and use the code **1910NCMAPR**

You can also call 401-421-0700, choose option 1 and either use the above code or just say you are with NCMPR District 1. The cutoff date to book rooms is October 21, 2019.



Graduate Providence

11 Dorrance Street
Providence, RI 02903
401-421-0700

Dubbed by the *Boston Globe*:

"the chicest, hippest and most vibrant hotel in Providence."

All in all, this is going to be a very cool, fun place to stay!

GETTING *to* PROVIDENCE

BY CAR

Follow GPS to 11 Dorrance Street, Providence, RI 02903

Parking is \$32 for overnight or \$18 for a day.

BY PLANE

For those flying into Rhode Island, Warwick's T.F. Green International Airport (PVD) is only 10 minutes from downtown Providence, and is conveniently located right off of Interstate 95.

Boston's Logan International Airport (BOS) features nonstop air service from more than 100 worldwide destinations. Located less than 50 miles from Providence, Logan offers convenient transportation options from Boston, including bus service pickup within steps of all five of its airport terminals. Peter Pans 10 daily departures leave directly from Logan to downtown Providence, and Amtrak and commuter rail service is readily available from Boston.

BY TRAIN

Amtrak

Providence is conveniently located on Amtraks Northeast Corridor route, which runs from Boston to Washington, D.C. and back. High-speed Acela service easily transports passengers from New York City to Providence in about two hours and 30 minutes. The train station is located at 100 Gaspee Street, in the heart of the downtown area and is about a nine-minute walk (downhill) to our hotel. For tickets call 1-800-USA-RAIL or visit www.amtrak.com.

MBTA

The Massachusetts Bay Transportation Authority (MBTA) runs low-cost, round-trip rail service from Boston to downtown Providence and to Warwick's Green International Airport. Complete schedule and pricing information for the Providence-Stoughton route may be found at www.MBTA.com or by calling 1-800-392-6100.





CONFERENCE PROGRAM

DAY 1 MONDAY, NOVEMBER 11

3-5 p.m.

Registration Check-in

Until 5:30 p.m.

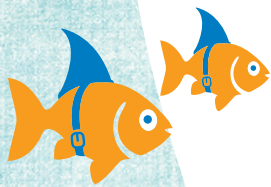
Explore Providence, the Creative Capital.

Use this free time before our off-site dinner to see some of the sights in Providence.

Take a walk: The Providence Warwick Convention and Visitors Bureau has developed several **self-guided walking tours** to familiarize you with the rich culture of the city's neighborhoods.

Explore downtown: The busy city streets of **Washington, Westminster and Weybosset** are close to our hotel and feature great restaurants and fun retail shops. Favorite spots are Friskie Fries on Washington, Small Point Cafe, Craftland, the Malted Barley and Cellar Stories on Westminster, and Knead Doughnuts on Custom House Street off Weybosset. Take in the art deco style of the state's tallest skyscraper, nicknamed "The Superman Building," on Westminster Street. Stop by Haven Brothers food truck, on Spruce Street next to City Hall, for a bite at this iconic family-owned business.





DAY 1

CONTINUED

Visit Federal Hill: Providence's historic **Federal Hill** neighborhood spans iconic Atwells Avenue and the surrounding streets and was largely settled by Italian-American immigrants in the early 1900s. Federal Hill features fantastic restaurants and shopping as well as an Italian-style piazza called DePasquale Square.

Tour College Hill and the East Side: The **College Hill** neighborhood is home to many historic and cultural sites and residences as well as the Rhode Island School of Design and Brown University. Filled with art and history, this iconic area has many treasures to visit. Some highlights:

- Fan of horror or the supernatural? Visit the memorial plaque at H.P. Lovecraft Memorial Square at the intersection of Angell and Prospect streets. Lovecraft's **College Hill walking tour** is also a way to take in sites that were influential in the life of the famed writer.
- The **Providence Athenaeum** opened at the Greek Revival-style library and cultural center on Benefit Street in 1838. The main library, children's library and downstairs reading room are open to the public from 1 to 5 p.m. on Sunday; 10 a.m. to 7 p.m. Monday to Thursday; and 10 a.m. to 6 p.m. Friday and Saturday. Free admission.
- **Thayer Street**, in the heart of the Brown University neighborhood, is a vibrant and constantly evolving area. With 71 unique businesses, the neighborhood caters to the college crowd but is also beloved by academics and locals.

Shop at the nation's oldest indoor mall: Located in the center of downtown, **The Arcade Providence** was built in 1828 and it is the oldest indoor mall in the United States. After an extensive renovation, it is now home to unique retail shops, a coffee shop/whiskey bar, casual dining and 48 microloft apartments.

Shop at the state's newest mall: **Providence Place** is Rhode Island's largest mall and offers a variety of retailers, including the recently opened Boscov's, and dining options.

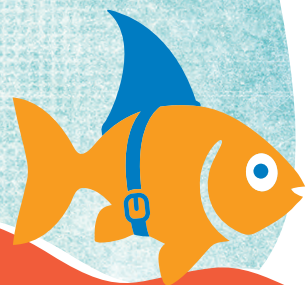
Visit the state's only national memorial: **Roger Williams National Memorial** commemorates the life of the founder of Rhode Island and a champion of the ideal of religious freedom, Roger Williams, who founded Providence in 1636 after he was banished from Massachusetts for his beliefs. The visitor center is open seven days a week from 9 a.m. to 4:30 p.m. and the park is open until 5 p.m. Admission is free.

5:30 - 7:30 p.m.
Opening Night Dinner

The Malted Barley
334 Westminster St.

Meet up with your fellow "Mighty" colleagues, as we head off site for a fun dinner and opportunity to enjoy an evening of lively conversation. The Malted Barley is a unique restaurant. It's specialty is hand-rolled, baked-to-order artisan soft pretzels (regular and gluten free), which they serve with dips and use to create delicious sandwiches. A weekly trivia night follows our dinner if you want to stick around and try your luck.

SPECIAL THANKS TO **GLACIER**, OUR "WICKED MIGHTY" SPONSOR,
FOR SPONSORING OUR OPENING NIGHT DINNER!



DAY 2

TUESDAY, NOVEMBER 12

7:30 - 8:30 a.m.

Registration Check-in/Breakfast

8:30 - 8:50 a.m.

Welcome

Gather for our conference welcome, introductions and a national update from NCMPR Vice President Juan Gutierrez.

8:50 - 9:50 a.m.

Keynote:

Micro (but Mighty) Moments: How to Make Waves in the Digital Space

When you truly understand your audience and the world they live in, it only takes a splash of strategy to ripple into something much bigger. Many times, colleges will try to attract students by casting a wide net. But if there's anything we've learned from a day at the Google campus, it's that micro-moments get students hooked. In this presentation, **president of Interact Communications, Cheryl Broom**, and **director of digital sales enablement at LOCALiQ, Erin Green**, will share insights from a day at the Google campus and give you the tools you need to set sail with your marketing efforts.

10 - 11 a.m.

Morning Breakout Sessions I *(Select one)*

A Well-choreographed Brand Refresh Transforms the College

Andrea Fortier, Director of Marketing, and Joyce Brennan, Vice President, Marketing and Communications, Bristol Community College, MA

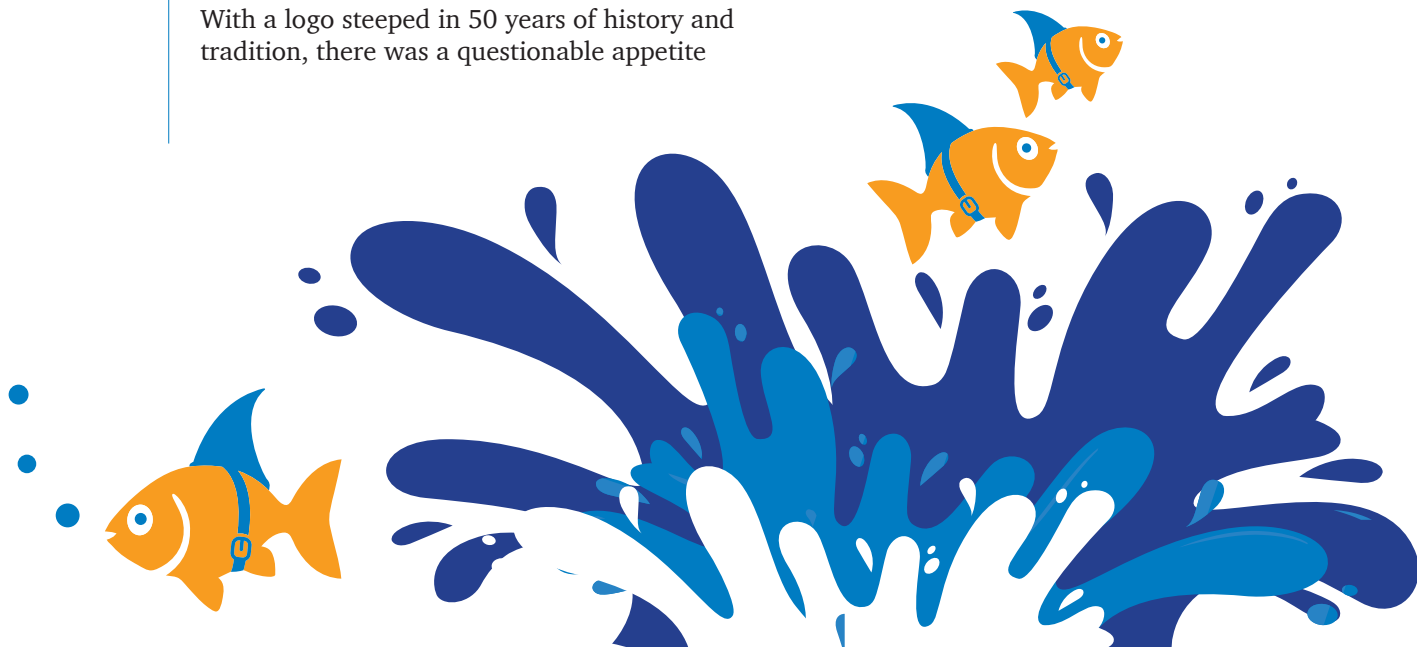
With a logo steeped in 50 years of history and tradition, there was a questionable appetite

at Bristol Community College for blowing up the old logo and bringing in a new one. The marketing team devised a highly detailed plan that touched every member of the college community from students to faculty, staff, alumni and donors. The final logo and advertising campaign received positive buy-in from the college community and an almost unheard-of consensus that it was the right choice. The new logo has a surprising new twist and is a complete departure from the old with a more "collegiate" feel. Strategically aligned with the semester launch, the marketing department built excitement and transformed the college, including front-page media stories, new signage at the college's four locations, a reinvigorated college community and stronger brand awareness.

Podcast Anyone?

Dan Baum, Executive Director, Strategic Communications, Anne Arundel Community College, MD

With more than 550,000 active podcasts and 50 billion-episode downloads on iTunes alone, podcasts have become a medium that can't be ignored. Keeping on the cutting edge and seeking to engage students, faculty, staff and community, AACC's strategic communications team launched its first podcast, *Redefine U* to explore what happens when we're challenged to change our beliefs, our thoughts or even who we think we are. Hear how the podcast progressed from concept to finished product, fitting into the college's strategic plan and *Redefine Yourself* campaign, while expanding the strategic communications team's knowledge base and collaboration skills.



DAY 2

CONTINUED

11:15 a.m. – 12:15 a.m.

Morning Breakout Sessions II *(Select one)*

Is Your Digital Marketing Effective? PROVE IT!

Megan Smith, Executive Director of Marketing, Public Relations and Creative Services, Bucks County Community College, PA and Kathi Swanson, President, CLARUS Corporation

Colleges, like all other businesses, are spending an increasing amount of their advertising budgets on digital, but the age-old question remains: How do you know if it's working? Learn why the numbers you need go well beyond delivered impressions and click-through rates, and how you need to be able to produce metrics that show response, engagement and follow-through by your target audience. Discover the data that every digital campaign should be able to track and how to provide a clear ROI that helps justify your marketing spend and makes your CFO and president understand the importance and value of your marketing efforts.

The Mighty Student Message

Liz Cooper, Assistant Director of Marketing and Communications, MassBay Community College

Our students have mighty stories to tell, but how do you find them and help them share their stories with reporters and the media to represent your college? Learn how MassBay found students on campus to be our authentic voice to help us build brand awareness in the community as well as score media hits. From this public relations-focused session gain tips on how MassBay successfully finds these students, collects their stories through an intake form and quickly media-trains them to be the voice of the college messaging. Discover how to include the mighty voice of students in every press release and then repurpose that content into social media posts, web content and material to pitch reporters and the media.

12:30 – 1:30 p.m.

Awards Luncheon

Celebrate our 2019 NCMPR District 1 Pacesetter, Communicator and Rising Star award winners!

1:45 – 3:35 p.m.

Short Takes: Ready, Set, Go!

Choose three out of six intensive 30-minute sessions designed to deliver helpful tips and techniques.

1:45-2:15 p.m.

Cracking Creativity: Brainstorming Exercises to Try with your Team

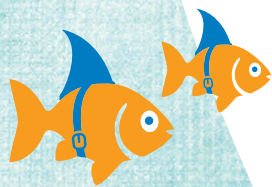
Angela Carollo, Director of Marketing, Interact

"How can we cause more problems?" said no one, ever... unless you're trying a "reverse brainstorming" session with Angela Carollo. Just like your muscles, the creative part of your brain needs exercise. If you don't practice creative techniques regularly, you may fall victim to mundane, rinse-and-repeat messaging like many marketers (and that won't help you break through the noise surrounding your potential students). Learn the science behind creativity and walk through various creative exercises to try with your team so you can keep your ideas fresh and let your marketing efforts work magic.

Accepting Reality is not Lowering Ambition

Dan Lundquist, VP Enrollment Union, UPenn, Sage (ret), and Paul Fahey, COO, Overit Media
Fewer students are enrolling...with more marquee institutions courting them...using an ever-growing list of diversified tactics. If you're in the admissions game, you're feeling the strain. This is NOT the time to accept defeat or to lower ambition. It is time to dig in, to identify and conquer barriers, and to approach your marketing funnel with innovative, technology-rich solutions that foster enrollment for the types of students you want to attract. We will summarize the current realities and share practical tactics institutions may employ to optimize recruitment and manage the expectations of campus leadership during a demographic downturn. This session will validate emotions and provide practical data, tools, and talking points to help genuinely affect change on campus and embrace the current realities.

SPECIAL THANKS TO **CLARUS CORPORATION**, OUR
"CATCH OF THE DAY" SPONSOR, FOR HOSTING OUR
AWARDS LUNCHEON.



2:30-3 p.m.

Make It Simple – Easy Video Ideas, Tips and Tricks

Nathan Brigham, Multimedia Designer,
Community College of Baltimore County, MD

Want to do more with video? Don't have a lot of money? Don't really know what you're doing or how to start? Need everything to be easier? This short take is for you! Covered topics include: software tips, cheats and best practices including using Adobe Premiere Rush, buying and leveraging templates, production music and shooting and editing on phones and tablets. Good video is easier and cheaper than ever; find out how!

Flipping the Script: Moving from a Transactional to a Strategic Marketing Department

Cynthia Courtney, Assistant Director for
Marketing, Harford Community College, MD

Flipping a marketing department from a job-by-job “take-out counter” structure to one that uses campaign-based strategies and a more streamlined, data-driven approach isn't easy. Learn how we reorganized personnel, wrote the marketing plan, changed the intake and meeting processes, handled the budgets, and established trackable goals and benchmarks to evaluate outcomes. Discover how we dealt with uncertainty and apprehension from campus clients as well as staff and see examples and case studies that illustrate how this rethinking has had some big successes but also created some serious pain points.

3:15 - 3:45 p.m.

Building a Better Baron: Using a Mascot to Freshen Up Marketing and Build Engagement

Greg Volpe, Executive Director of Strategic
Marketing and Communications, Rowan
College at Burlington County, NJ

For decades, Rowan College at Burlington County did very little with its Baron mascot. In fact, many students did not even know the college had a mascot. In recent years, the marketing team began to integrate the Baron throughout the campus, culminating with the debut of a real mascot, Barry, alongside the Phillie Phanatic last November. Barry has inspired our creativity in many ways including a guerilla #whosbarry introduction campaign, surprise in-class visits to recognize dean's list recipients, and the creation of his own ice cream flavor. Explore creative ways to introduce a new concept on your campus, different ways to integrate a mascot into marketing materials and the college community, and novel ways to layer different items and experiences to create excitement and brand identity. Discover the importance of having fun on campus to engage your community.

Humor: It's Gold, Jerry! Gold!

Jonathan Fonseca, Social Media Specialist/
Videographer, Bryant University, RI

Has your college been stuck in its own form of a Jurassic Park—content all over the place, outdated and not hitting the mark? Learn how to use humor and influencers on social media to interact with your followers by focusing on Instagram and the shiny new social media TikTok. Find out why it's important to engage with your followers and not just hit them over the head with your brand and dry messages. Learn some quick tips and best practices around what your college influencers look like and how to take advantage of them and their social media presence.

YOUR DAY 2 AFTERNOON IS FREE!

See Monday's suggestions for some sights to see around the city.

6:45 p.m. Medallion Awards Reception

7:30 p.m. Dinner and Medallion Awards Ceremony: “A Caped Affair”

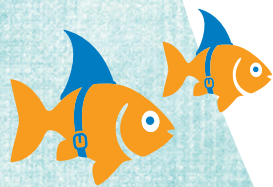
The Medallions awards will be announced at tonight's dinner and awards ceremony. Come see what work stood out this year to capture the Bronze, Silver and Gold. New this year, Gold Medallions winners will be awarded medallion statuettes. **Wear your favorite superhero-themed attire or accessories as we celebrate our collective MIGHTY powers.**

Wear your favorite superhero-themed attire or accessories as we celebrate our collective MIGHTY powers.



DAY 3

WEDNESDAY,
NOVEMBER 13



7:30 - 8:30 a.m.

Breakfast

8:45 - 9:45 a.m.

Morning Breakout Sessions *(Select one)*

Breaking the Wheel: Creating an Enrollment-centric Communications Strategy from the Ground Up

Christine McCarey, Dean of Enrollment Management and Advising, Andrew Nasser, Assistant Director of Visual Communications, Christine Pauk, Assistant Director of College Communications, and Patrick Stone, Director of Strategic Communications and Marketing, Cape Cod Community College, MA

It's challenging to effectively communicate the complicated process of "going to college" with prospective and current students. Messaging can easily be muddled, off point and lacking a coherent, enrollment-centric strategy. In 2018, Cape Cod Community College (4Cs) faced that challenge by blowing it up and starting over. Learn how a team of just three college communicators partnered with enrollment services to completely rebuild a college-wide communications strategy, break down silos, develop a unified college voice dedicated to enrollment, implement new communications tools and construct new visual strategies that changed the narrative for student success... all in one academic year. Learn why the size of your team is secondary to the strength of your strategy, why enrollment means more than news inches and why persistence messaging doesn't work without collaboration.

How to Advertise to Generation Z: Findings from A Nationwide Student Survey

Jordon Wenzel, CEO, Glacier

The marketing methods that are most successful with Generation Z differ greatly from those groups before them. Not only do members of Gen Z spend time on different areas online and in apps than previous generations, but they engage differently with ads and are quick to shift their attention. Gain evidence-based insights, strategies and tactics used specifically to advertise higher education institutions to high school students (Generation Z). Dive into information taken from client case studies, as well as primary research that Glacier conducted in collaboration with Academica Group - Research and Consulting for Higher Education.

10 - 11 a.m.

Closing Session

Cheryl Boom, president, Interact Communications and Erin Green, director of digital sales enablement, LOCALiQ

Our conference sponsors will lead us in a fun, interactive session that will help us remember the key takeaways from the conference and how to generate buy-in to implement the great ideas you bring back to campus.

11 a.m. - noon

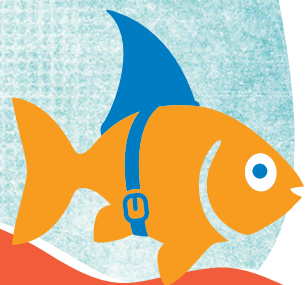
Conference Wrap-up and Prize Patrol

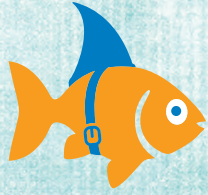
Get a sneak peak at plans underway for our 2020 D1 conference at the Ocean Place Resort & Spa in Long Branch, NJ. Plus, you'll enjoy the opportunity to win some great prizes donated by our vendors and many of our colleges.



Noon

Conference Adjourns





• REGISTRATION FEES

FULL CONFERENCE

(Monday, Nov. 11 - Wednesday, Nov. 13)

\$290 Early-Bird Rate

(paid on or before Oct. 11)

\$315 Regular Rate

(paid after Oct. 11)

HALF-CONFERENCE

Tuesday, Nov. 12 ONLY

(This one-day option includes Tuesday's programming, Awards Luncheon, Medallion Reception and the Medallion Awards Dinner.)

\$215 Early-Bird Rate

(paid on or before Friday, Oct. 11)

\$240 Regular Rate

(paid after Oct. 11)

ADDITIONAL GUEST OPTIONS

Attendees may pay for additional guests to attend one or all of the following events with advance payment to NCMPR District 1 by Friday, Oct. 18:

\$50 Monday Opening Night Dinner

\$40 Tuesday Awards Luncheon

\$75 Tuesday Medallion Awards Dinner

CANCELLATION POLICY:

Cancellation and refund requests must be made in writing on or before Oct. 28, 2019. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 1 Director. Substitutions are gladly accepted. No refunds will be granted for requests made after the deadline. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund with proper documentation.

See you soon
in Providence!



- 
- - Our teams and budgets may be SMALL,
but we do MIGHTY work!
 -