

RISING

TO THE CHALLENGE

NCMPR DISTRICT 2 FALL CONFERENCE

OCTOBER 21-23, 2019

**ASHEVILLE,
NORTH CAROLINA**

District 2

NCMPR
National Council for Marketing & Public Relations



ARE YOU READY TO 'RISE TO THE CHALLENGE?'

Your marketing department faces unique challenges every day. And, every day you find innovative solutions to help your college be successful. Join your fellow colleagues at the 2019 NCMPR District 2 Fall Conference in the beautiful mountains of North Carolina as we explore numerous ways to rise to the challenge of two-year college marketing and communication with new approaches and best practices.

Asheville is renowned for its vibrant arts scene, fantastic brew pubs, culinary delights and the elegant Biltmore Estate. Experience the beauty of the Blue Ridge Mountains at the height of fall foliage when the forest will be ablaze in color and stunning sunsets over the mountain peaks are a nightly must-see event – all while relaxing at the stylish, modern Cambria Hotel, located in the heart of downtown Asheville.



REGISTRATION FEES, DEADLINE DATES AND CANCELLATION POLICY

Early Bird Registration:

\$250 (before Sept. 27)

Regular Registration:

\$300 (after Sept. 27)

Registration includes access to the full conference, two breakfasts, two lunches, and the Medallion Awards dinner.

Guest Medallion Ticket:

\$50 (order by Sept. 27)

Cancellation Policy

Cancellation and refund requests must be made in writing on or before Sept. 27. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to virginia.moreland@tbr.edu. 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.



ACCOMODATIONS

The Cambria

15 Page Avenue
Asheville, NC 28801
(828) 348-4850

This darling boutique hotel offers a full range of tech-forward amenities and a refreshingly relaxed vibe. Their stylish upscale guest rooms offer city and mountain views. Best of all, you'll be within walking distance of more than 100 shops, restaurants, art galleries and entertainment venues. Plus, you're just minutes from the historic Biltmore Estate, iconic Blue Ridge Parkway and popular Asheville Art Museum.

Dedicated Reservation Link:

www.shorturl.at/CORWO

Hotel Room Rate:

\$159 (plus applicable taxes and fees)

Reservation Deadline:

Sept. 21, 2019
NCMPR has blocked a limited number of rooms at the conference rate. This guarantees the rate but not availability. Make your reservations early.

Parking: The Cambria offers valet-parking only. The rate for conference attendees is \$5 per day.





CONFERENCE AGENDA

MONDAY, OCT. 21

2-4 PM **REGISTRATION OPENS**

4:30 PM **WELCOME RECEPTION**
Arcade Pre-Function

5:30 PM **OPENING REMARKS**
Arcade North West
*Lynn Whalen, NCMPR President
Executive Director, Public Relations
and Marketing
Lincoln Land Community College*

6 PM **MEDALLION AWARDS
DINNER**
Arcade North West

6:30 PM **OPENING KEYNOTE**

Marketing Is Not About the Media...It's About the Message

*Pam Cox-Otto, CEO, Interact
Communications, Inc.*

You are more than your tagline, and your college and students deserve more than the space that fits in a Google ad. The media should be the tool to reach your audience, not the message. Although things have changed since Marshall McLuhan wrote the "The Medium is the Message," most of us have not. Dr. Pam Cox-Otto talks about taking control of your narrative, using the media as the "tools" they are, and how to create a message strong enough for students to survive your onboarding process.

7:30 PM **MEDALLION AWARDS
CEREMONY**
*Emily Plunkett Cooper, NCMPR District
2 Medallion Coordinator/Media
Specialist, Louisiana Delta Community
College*

TUESDAY, OCT. 22

7 AM **REGISTRATION & BREAKFAST OPEN**

8 AM **WELCOME & INTRODUCTIONS**
Arcade North West

8:30 AM **GENERAL SESSION**

#EndCCstigma Campaign

Dr. Steve Robinson, President

Jared Meade, Manager of Public and Media Relations, Owens Community College

In this keynote address, Dr. Steve Robinson and Jared Meade MPS, APR, provide a case study on how their viral Twitter campaign caught fire in local and national media, sparking a grassroots effort to elevate the 2-year college sector and fight preconceptions about community colleges. Dr. Robinson tells the story of the hashtag he created, #EndCCStigma, which has served as a pivot point for national advocacy on behalf of America's 1,100 community and technical colleges. Examples of social media and earned TV and print stories will be shared. Jared Meade will connect this work to the college's overall media/PR strategy, and explain how the Marketing Department at Owens Community College developed open-source social media tools to amplify and proliferate the #EndCCStigma effort at colleges across the country. The keynote will also highlight the End Community College Stigma Podcast, an outgrowth of the campaign that has involved over 27 organizations in 15 states.

9:30-10 AM **MORNING BREAK**
with vendors

10:00 AM **GENERAL SESSION**

A Researched-Based Rebrand

Terri Giltner, System Director of Marketing and Communications

Brittany Lippert, Senior Marketing Manager, Kentucky Community and Technical College System

With Kentucky's high school population declining, an improving job market, fierce competition and market research showing students don't understand what we do or why we do it – particularly when it comes to technical programs – the need to refresh, strengthen and reposition our brand became increasingly urgent. This presentation will trace the path of both qualitative and quantitative market research to the development of a KCTCS brand foundation, creative expression and creative execution. Terri and Brittany will show how they brought leadership on board, gained input from faculty and staff, worked with multiple agencies and turned all of these insights into actual awareness-building creative.

11:00 AM

Can They Say that? Community Colleges and the 1st Amendment

Eric Greene, Chief Communication Officer, Kellogg Community College

In 2017, Kellogg Community College successfully navigated through a First Amendment lawsuit while maintaining effective strategies for public relations and brand management. In this session, discover what may be weaknesses in your college's policies and the latest tactics of groups seeking to test those weaknesses, as well as best practices for protecting the rights of individuals on your campus, as well as the institution's.

NOON

AWARDS OF EXCELLENCE LUNCHEON

Sponsored by CLARUS Corporation



Enjoy lunch as we recognize the Communicator, Pacesetter and Rising Star recipients from District 2 for 2019.

Continued on next page.



1:30 PM

SHORT TAKES

Each breakout room will feature three consecutive 30-minute presentations on various topics. Attendees may switch between rooms.

SHORT TAKES

ROOM A

Arcade North West

SHORT TAKE #1

Maximize Ideation and Creativity for your Videos using design thinking

Brownrygg Woolls, Videographer
Laura Coale, Executive Director of Strategic Communications
Northwest Florida State College

Learn how design thinking works and how to use it to create stories for your videos. Design thinking is a way to approach ambiguous, complex problems in a systematic way that maximizes creative ideas and execution. Our presenters will share examples of how Northwest Florida State College used Design Thinking for campaigns using videos.

SHORT TAKE #2

Text Your Way to Enrollment Growth

Joshua Friesen, Director of Marketing and Communications
Tanisha Latimer, Dean of Enrollment Services, Greenville Technical College

Enrollment Services and Marketing partnered together to work prospects and applicants via two-way texting. This led to 3 percent enrollment growth with these populations compared to control groups and netting an additional \$55,000 in tuition in one semester. This presentation will discuss our learning along the way, how partnership across divisions increased matriculated students, and how we measure results so that we can quantify impact and communicate the ROI.

SHORT TAKE #3

Website Magic: How a Website Redesign Increased our Leads 189 Percent

Jackie Watson, Digital Content Manager, Kentucky Community and Technical College System

Working at a community college, we often hear that we need more prospective students in the pipeline. In 2018, the Kentucky Community and Technical College System redesigned its web presence and saw an enormous increase in lead generation. In this presentation, KCTCS Digital Content Manager Jackie Watson will take you through the website redesign process, look the struggles and key lessons learned, and talk about the 'now what?' moment after realizing their leads were up 189 percent.

ROOM B

Arcade South East

SHORT TAKE #1

Growing in Our Generational Differences

Shannon Bilby, Communications Specialist

Michelle Sjogren, Associate Vice President for Strategic Communications, Bluegrass Community and Technical College

Today, our offices are multi-generational and, due to technology and generation-specific culture, this sometimes causes communication issues. So, how can we clear up any misunderstandings between millennials and non-millennials in regard to communication? In this Short Take, hear some advice for millennials and non-millennials that will help internal communication and external marketing objectives.

SHORT TAKE #2

It's a "Brand" New Day

Andrea Gimlin, Director of Marketing

Susan Tolley, Graphic Specialist, Wilkes Community College

If there is one thing everyone notices about your institution, it's your branding. During recent strategic planning implementation, Wilkes Community College took the opportunity to refresh its visual identity with new logos and branding guidelines. Completed within a year, the rebranding allows the college to present a more cohesive unified front among all three of its campuses. Designed in-house, the new branding incorporates elements such as color scheme, iconography, and fonts that reflect the entire service area.

SHORT TAKE #3

Help Us Help You

Sara Davis, Director of Marketing & Communications

Maconica Sawyer, Coordinator of Marketing

Lloyd Wing, Coordinator of Brand Management

Coastal Alabama Community College

Whether your area of expertise is marketing, graphic design, advertising, public relations, news writing or the like, you likely have requests from many areas within your college. This presentation will help you communicate with internal audiences so you can turn around requests with as few follow-ups as possible. Whether a faculty member needs a brochure, or your supervisor needs a presentation, this Short Take will discuss how you can receive information to ensure you can build the request quickly and efficiently. We will also share other tools, such as a social media needs form, for those who get countless requests for social accounts.

Continued on next page.





3 PM **AFTERNOON BREAK**
with vendors

3:30 PM **GENERAL SESSION**
Arcade North West

The Aftermath of Disruption
Cory Thompson, Executive Director of Institutional Advancement
Martha Pacini, (retired) Executive Director of Marketing & Communications, Georgia Piedmont Technical College

Natural disaster or a violent crime on campus are events we all prepare for, and the communications playbook is mostly clear. But what happens when the emergency isn't a defined incident and the solution is murky? This workshop looks into ways you can craft a message to shape and protect your brand in the midst of, or after, a major shakeup or scandal.

4:30 PM **FREE EVENING**

WEDNESDAY, OCT. 23

7:30 **BREAKFAST**
Arcade Pre-Function

8 AM **GENERAL SESSION**
Arcade North West

Behind the Gold Breakfast with Medallion Award Winners
Grab some breakfast while we hear the stories behind some of our top 2019 Medallion Award winners.

9 AM
Is Your Digital Marketing Worth it? Prove it!
Traci Ashley, Senior Director of College Communications, Johnston Community College
Kathi Swanson, 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? The numbers you need go well beyond simply how many impressions were delivered and click-through rate—you need to be able to

produce metrics that show response, engagement, and follow-through by your target audience. This session will show you the data that every digital campaign should be able to track and how to provide a clear ROI, which will not only justify your marketing spend but will also make your CFO and president understand the importance and value of your marketing efforts.

10 AM **MORNING BREAK**

10:15 AM
Why Your College Can't Afford to Shut Down
Laurie Clowers, Vice President of Communications & Marketing, Wake Technical Community College
Pam Cox-Otto, CEO, Interact Communications Inc.

Your target audience never shuts down, and neither should you. Join Laurie Clowers and Pamela Cox-Otto as they talk about NEVER being "off the air" with your critical audiences, and how to find and reach the folks who used to love you (and can learn to love you again).

11:15 AM **FIRESTARTER ADDRESS**
Miracle on the Hudson:
A Passenger's Perspective
Vallie Collins

As a sales person, travel was a key requirement of the job. As a result, Vallie was a passenger on US Airways Flight 1549 that landed in New York's Hudson River on Jan. 15, 2009. Vallie will share the details of her experience during the flight and rescue of the event that has become known as the 'Miracle on the Hudson'. In addition, she will share key learnings from the experience that will hopefully inspire and motivate all to treasure each and every day because 'every day is a lucky day'!

Noon **CLOSING REMARKS & SWAG EXCHANGE**

12:30 PM **ADJOURN**
(boxed lunches available)



EXECUTIVE COUNCIL DISTRICT 2

District 2 Director

Virginia Moreland

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1 Bridgestone Park
Nashville, TN 37214
615-366-4486

Assistant Director

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Director for Communications and Marketing
South Louisiana Community College
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Medallion Coordinator

Emily Plunkett Cooper

Media and Administrative Specialist
Louisiana Delta Community College
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Membership Chair

(Open)

Alabama

(Open)

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Laura Coale

Executive Director of Strategic Communications
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North Carolina

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Tennessee

Julia Wood

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Pellissippi State Community College
865-694-6530

Virginia

(Open)

West Virginia

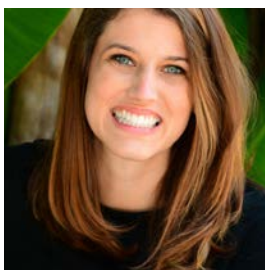
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SPEAKER BIOS



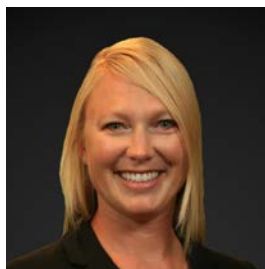
Traci Ashley is the Senior Director of College Communications for Johnston Community College (JCC) in Smithfield, North Carolina where she leads marketing, public relations, and digital communications for the college. Traci has a bachelor's degree in journalism and mass communication from the University of North Carolina at Chapel Hill and a master's degree in English with a concentration in technical and professional communication from East Carolina University. Prior to joining JCC, she spent 10 years as a newspaper reporter and editor.



Shannon Bilby joined the community college team in 2016 in the newly created Communications Specialist role at Bluegrass Community and Technical College in Lexington, Ky. She has a passion for connecting people in community by inclusivity and creativity. Before joining BCTC, Shannon obtained her bachelor's degree in integrated strategic communications.



Laurie Clowers is the vice president of communications and marketing at Wake Technical Community College. Laurie has a demonstrated history of building and leading effective teams at Wake Tech for 12 years. As a former news reporter and TV anchor, Laurie is an expert in media relations, marketing, crisis communications, and storytelling.



Laura Coale is the Executive Director of Strategic Communications at Northwest Florida State. Through her leadership, her teams have won 13 Paragon Awards between Northwest Florida State College and Aims Community College in Colorado. She brings over 20 years of public relations and marketing experience from private and public organizations as well as international experience as Denver International Airport's Media Relations Director.



Vallie Smith Collins resides in Maryville, Tennessee, with her husband and three children. She is a member of Maryville First Baptist Church. She serves on the board of Love One International, the Maryville City Schools Foundation, and Blount County Young Life Committee. She is a Maryville Junior Service League Sustainer, former Board Chair for A Secret Safe Place for Newborns of Tennessee, and an alumna of Leadership Blount. She is a graduate of the University of Tennessee with a degree in Biomedical Engineering. For over nineteen years she was employed in medical device and consumer products industry. Interests and hobbies include tennis, strength training, and spending time with family and friends.



Dr. Pamela Cox-Otto is the CEO and founder of Interact Communications, as well as a former Vice President of Advancement at Western Technical College in Wisconsin and Public Information Officer at Rio Hondo Community College in California. Her expertise is in persuasive and digital communications. She has more than 30 years of experience with technical and community colleges. Dr. Cox-Otto is a regular speaker for the National Council for Marketing and Public Relations, California Community College Public Relations Organization, and American Association of Community



Sara Davis has worked at what is now Coastal Alabama Community College for more than 11 years in the Office of College Relations. Beginning as an assistant in 2008, she became the Director of Marketing & Communications in 2017 during the consolidation of three colleges into one regional community college. Leading the charge of a two-man team and a small committee during that multi-year consolidation process, Sara learned valuable best practices for the rebranding and development of a new communications office.



Joshua Friesen was previously a reporter for a newspaper in the New York Metro area and an independent consultant for History Education, a consumer products division of A&E Television Networks. He spent five years at Diageo, a publicly traded London based CPG company, where he was manager of corporate communications. In that role he engaged media and employees with the purpose of reputation management and supporting corporate initiatives. Currently, he is the Director of Marketing and Communications at Greenville Technical College.



Terri Giltner has been the System Director of Marketing and Communications for the Kentucky Community and Technical College System (KCTCS) that consists of 16 colleges with more than 70 campuses. She is responsible for the overall marketing, public relations and digital communications strategy for the organization. Prior to KCTCS, she served in the public sector as the executive director of communications for the Kentucky Transportation Cabinet and deputy communications director for Governor Paul Patton.



Andrea Gimlin is the Director of Marketing for Wilkes Community College. A graduate of Appalachian State University, with a degree in Public Relations and Business, her career highlights include creating and marketing the Water Conservation Program for the Town of Boone, Director of Development for the University Library and Reich College of Education at Appalachian State University and raising over 15 million dollars during the "Campaign for Appalachian." Andrea has been with WCC for two years, restructuring the marketing department, rebranding the college and expanding marketing platforms for the college.



Eric Greene is director of public information and marketing at Kellogg Community College in Battle Creek, Mich. He spent 19 years as a newspaper reporter, editor and columnist before transitioning in 2012 to a career in higher education as a communications and marketing professional who also teaches journalism as an adjunct instructor.



Tanisha Latimer is the Dean of Enrollment Services at Greenville Technical College. She is experienced in the South Carolina Technical College system and is currently working on her PhD.



Brittany Lippert is the Senior Marketing Manager for the Kentucky Community & Technical College System. KCTCS is a system of 16 colleges and over 70 campuses. She has a background in advertising with experience in higher education, healthcare, national brands such as Fazoli's, and Dairy Queen and multi-unit retail. In her position at KCTCS, she eats a lot fewer

Blizzards but is inspired every day by seeing how community college makes lives better. Brittany's primary responsibilities include branding, the mascot program, recruitment materials and photography/videography.



Jared Meade, MPS, APR
Jared Meade has more than 15 years of public relations experience – with an emphasis on the healthcare and education. In addition to his role as the Northwest Ohio PRSA chapter president, he is a PRSA Independent Practitioners Alliance Executive Committee member and the sections ethics officer. Meade earned a Bachelor of Science in Public Relations from Eastern Michigan University and a Masters in Strategic Public Relations from George Washington University's Graduate School of Political Management. He earned his Accreditation in Public Relations (APR) in 2018.



Martha Pacini is a strategic communications and marketing executive with a 35-year background in the corporate, non-profit, education, and small business sectors. Over the course of her career, she built and led marketing and communications departments, handled communications during high-visibility mergers and acquisitions, managed multiple brands, spearheaded research projects that created national media and industry coverage, and led crisis responses for events that put organizations at risk. She has won awards from both PRSA and NCMPR for her brand strategy, collateral, special event, website, internal communications, and media relations projects. She retired as Executive Director of Marketing & Communications for Georgia Piedmont Technical College in 2018.



Dr. Steve Robinson serves as President and CEO of Owens Community College. Before joining Owens, Robinson served in several positions at Mott Community College in Flint, Michigan, including Executive Dean of Planning, Research and Quality, Interim Dean of Social Science and of Health Sciences. Prior to that, he spent fifteen years as an English professor and ten years as President of the faculty association. Robinson has

become a state-wide leader in higher education and transfer issues and serves on the Ohio Guaranteed Transfer Pathways Steering Committee. He is also a member of several local and regional boards.



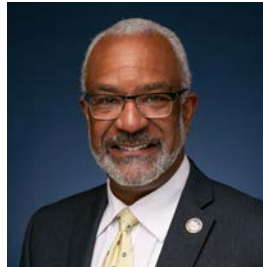
Maconica Sawyer is the coordinator of marketing with Coastal Alabama Community College. In her nearly five years at the college, Maconica has worked in many offices to understand the current-day student from recruiting in area high schools to working with college students in student activities. Maconica brings a new perspective to the office through her experience working directly with CACC students.



Michelle Sjogren is the associate vice president for Strategic Communications at Bluegrass Community and Technical College in Lexington, Ky. She and her team are responsible for marketing, public relations, the website and social media. Sjogren has worked in public relations and marketing for over 20 years, in both public and private sectors, telling the stories of the organizations she served.



Kathi Swanson, president of CLARUS Corporation, is on the cutting edge of new technologies used in marketing and has been working with community colleges for nearly 30 years, helping them stay current with their advertising tactics and assisting them in understanding their markets. Her work with more than one-third of the community colleges in the country provides insight into best practices for community college marketing.



Cory Thompson is an award-winning communications and marketing professional as well as an Emmy award-winning journalist. He currently is the Executive Director of Institutional Advancement and Executive Director of the Georgia Piedmont Technical College Foundation. In the past decade at the college he has held various positions overseeing marketing, and spearheaded the rebranding of the college from DeKalb Tech to Georgia Piedmont Tech. During that time, he has garnered numerous awards from NCMPR including silver and gold Medallion Awards and a Paragon Award. Prior to joining the college Cory Thompson spent more than a quarter-century as a television News Anchor, Reporter and Producer in various regions of the country – most recently in Atlanta Georgia.



Susan Tolley is a graphic specialist with Wilkes Community College. Her main duties include conceptualizing and designing marketing materials for the College Foundation, The Walker Center, and MerleFest. Susan was the key designer during the community college's recent rebranding and produced the brand standards booklet for the college. Along with co-workers, she also holds professional development seminars to educate and train faculty and staff on how to implement the new brand.



Jackie Watson is the Digital Content Manager for the Kentucky Community and Technical College System. She is a certified content marketing specialist with over 12 years of digital marketing and content writing experience and has spent the last four years developing and managing digital and social media content ensuring its relevance for KCTCS' target audiences.



Lloyd Wing lead brand development throughout the consolidation of three colleges in 2017 to form Coastal Alabama Community College and thus built a tremendous portfolio to define his career to date. Charged with much of the creative assignments, Lloyd proved his ability to work efficiently under pressure with quick deadlines to ensure the brand of the college was presented seamlessly at the launch of Coastal Alabama. Prior to the consolidation, Lloyd worked with the athletics office for their brand management and has managed the social media presence for the college.



Brownrygg Woolls has over a decade of video storytelling experience. His video, A Mother's Love, went viral with more than three million views. He brings an entrepreneurial experience and spirit to Northwest Florida State College as its videographer.



District 2

NCMPR

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