

# NCMPR DISTRICT 3 CONFERENCE



SEPT. 29- OCT. 1, 2019  
MILWAUKEE, WI

District 3

**NCMPR**  
National Council for Marketing & Public Relations

Connecting  
Community College  
Communicators





## NCMPR DISTRICT 3 CONFERENCE

September 29 – October 1, 2019  
Hyatt Regency Milwaukee

### Welcome to Milwaukee!


We are pleased you're able to join us for this year's conference. We've got 360° of information in store throughout our time here, starting with the **Medallion Awards dinner on Sunday night**. This year, more than 300 competing entries, were submitted, all of them really strong projects and a great representation of the work our member colleges produce.

Monday's opening session features a **local celebrity**; a **self-made social and branding expert**, Quentin Allums got his start by producing and distributing LinkedIn videos. Those videos went viral, and he's prepared to share ideas for building your brand and how that can be a strength for your college. We have nearly 20 breakouts and roundtable sessions covering topics from communications to design to web. Be sure to visit with the exhibitors and sponsors who, through their investments, help make our conferences possible. These partner companies offer many solutions to make you an even more effective marketer.

**Need a new headshot?** The photographer for the Wisconsin Technical College System will be on hand throughout the conference. Times are noted in this program and you can sign up on site.

Monday's lunch session features the **Pacesetter, Communicator and Rising Star awards** honoring true leaders in our industry. A presentation from Sarah Smith Pancheri, the lead marketing and branding expert from the group that runs Summerfest, will immediately follow the awards ceremony. She'll share her insights on branding, sticking to your mission and knowing your audience.

On Monday evening, we'll head to **Punch Bowl Social**, one of the newest restaurants in Milwaukee's popular entertainment spot, the Deer District. You can join a state-vs-state bowling tournament, play darts or foosball, or just hang out in this eclectic space enjoying some camaraderie and delicious hors d'oeuvres in this eclectic atmosphere.



On-site  
registration hours  
**Sunday, Sept. 29**  
2:00-5:00 p.m.  
(hotel lobby)  
**Monday, Sept. 30**  
8:00 - 9:00 a.m.

Our **Tuesday morning panel** features students from two-year technical colleges in the area. Moderated by Dr. Morna Foy, President of the Wisconsin Technical College System, these students will share their stories and candid interpretations of their college experience.

Be sure to stick around for the closing session after lunch on Tuesday. Nick Myers is an **Artificial Intelligence expert** in the voice technology arena. In his presentation, he will provide examples of how colleges are using the latest technologies to enhance the student experience. And after that we have lots of great door prizes to give away. **Stay until the end to collect all the swag you can carry home with you.**

*Have a great conference!*

*-Jeff Julian, District 3 Director*

### SUNDAY, SEPTEMBER 29

**2:00 - 5:00 p.m. Registration**

HOTEL LOBBY

**5:30 p.m.**

**Medallion Awards Reception**

VUE EAST (TOP FLOOR)

**6:30 p.m.**

**Medallion Awards Dinner**

VUE NORTH (TOP FLOOR)

## SCHEDULE OF EVENTS

### MONDAY, SEPTEMBER 30

**8:00 - 9:00 a.m. Registration & Breakfast**  
VUE EAST (TOP FLOOR)

**9:00 a.m. Welcome**  
VUE NORTH (TOP FLOOR)

**Jeff Julian**, District 3 Director and Executive Director of Communications, Harper College

**Lynn Whalen**, NCMPR President and Executive Director, Public Relations and Marketing, Lincoln Land Community College

**9:15 a.m. Keynote Speaker**  
VUE NORTH (TOP FLOOR)

**Quentin Allums**  
Chief Executive Officer,  
Urban Misfit Adventures



#### **Why Organizations Need Employee-brands**

People are becoming brands, and brands are becoming people. As we move forward, the two will only continue to intertwine. Here's how you can find success with your personal brand and help your organization succeed in a content-centric world.

Quentin is a speaker, community builder, and CEO of Urban Misfit Adventures, a fast-growing startup based in Milwaukee. He has spoken at events such as TEDx & VidCon and is one of the world's top LinkedIn video creators, personal branding strategists and storytellers. Quentin has amassed over 10 million content views, is a huge techie, and spends a ton of his time with his pup Levi.

**10:00 - 10:30 a.m. Break to View Exhibits**  
VUE NORTH (TOP FLOOR)

#### **Refresh your headshot!**

Dan Arneson, the Wisconsin Technical College System photographer, will be on hand at various times to take professional headshots for you.

**10:30 a.m. Breakouts**  
(FIRST FLOOR)

#### **Empowering Designers to Think Strategically and Make Real Change**

LAKESHORE A

**Clare Briner**  
Director, Marketing and Communications, Moraine Valley Community College

**Bret Figura**, Graphic Designer, Moraine Valley Community College

Giving designers a voice on your biggest projects can provide your greatest opportunity for creating efficiencies and bolstering effectiveness. Hear from a designer and a director on how to create a culture where the design team has a meaningful stake in reimagining marketing projects and setting strategy. They'll share how Moraine Valley Community College used an iterative and agile process to bring major changes to its biggest legacy (and NCMPR award-winning) publication--the class schedule, among other examples. Ideal for directors who want more out of their designers and for designers who want more out of their directors.



#### MONDAY, SEPTEMBER 30

##### **Developing your Institution's Social Media Story**

LAKESHORE B

###### **Del Belcher**

*Social Media Specialist, Jackson College*

The trend of telling stories on social media is at an all time high. Understaffed and underfunded, Community Colleges tend to have a difficult time effectively developing their stories to tell, especially in a social media space. So, how can we fill in the gap? How do we identify our institution's story and how do we translate these stories into a sustainable social media strategy? For a community college, what does "story telling" actually mean? In this session we will walk through what an institutional story looks like, tips for establishing your institution's social story, and examples of personal creative process for storytelling.

##### **From Insight to Message: How Research Gets it Right in Higher Ed**

LAKESHORE C

###### **Jennifer Savino**

*VP/Co-Owner, KW2*

###### **Jena Vogtman**

*Director of Marketing and Communications, Wisconsin Indianhead Technical College*

KW2 has conducted research across the Midwest asking students about their perceptions of higher education opportunities and what messages best resonate with them. We've gathered powerful insights about how they perceive themselves in the decision-making process, what messages appeal to them and how they define "value." Using qualitative research we've been able to peel the messaging onion down to defining what higher education institutions really do, who they are for and how are they different. Every very time we've walked into a research project, we've walked out with insights that have turned certain hypotheses inside out. Come learn from the powerful insights we've gathered from

potential students, parents and school counselors. Learn a methodology of quantitative research that works in getting to those insights in a quick and effective way. Learn how to turn your brand tools into messaging that works across target segments.

#### 11:45 a.m. Awards Luncheon

VUE NORTH (TOP FLOOR)

SPONSORED BY:



##### **PACESETTER:**

**Dr. Bill Pink**, President,  
*Grand Rapids Community College*



##### **COMMUNICATOR:**

**Christopher Jossart**,  
*Manager of Media Relations,  
Fox Valley Technical College*



##### **RISING STAR:**

**Bret Figura**, Graphic Designer,  
*Moraine Valley Community College*



##### **SCHOLARSHIP WINNERS:**

**Joni Geroux**, Director of Marketing,  
Communications, Recruitment, Workforce Solutions &  
Continuing Education, Chippewa Valley Technical College

**Sara Pertz**, Marketing & Digital Experience Manager,  
*Chippewa Valley Technical College*

**Jessica Neuenschwander**, Media Relations and  
Communications Coordinator,  
*Ivy Tech Community College Fort Wayne*

**Judy A. Urben**, Communications Manager,  
*Moraine Park Technical College*

**Mandy Potts**,  
Director of Marketing and Communications,  
*Moraine Park Technical College*



## SCHEDULE OF EVENTS

## MONDAY, SEPTEMBER 30

## 12:45 p.m. Lunch Speaker

**Know thy Audience**

VUE NORTH

**Sarah Smith Pancheri**  
Vice President of Sales and  
Marketing, Milwaukee World  
Festival, Inc



Sarah Smith Pancheri leads the sales and marketing efforts of Milwaukee World Festival, Inc., a private, not for profit, 501(c)(3) Wisconsin corporation. Founded in 1965, Milwaukee World Festival, Inc. produces Summerfest®, an 11-day festival that generates approximately \$181.3 million in direct and indirect economic impact for the community each year. Milwaukee World Festival, Inc. also maintains Henry Maier Festival Park, located on 75 acres on the shores of Lake Michigan in Milwaukee, WI. The mission of the organization is to promote an understanding of different ethnic cultures, the histories and traditions of various nationalities, harmony in the community, civic pride and provide a showcase for performing arts, activities and recreation for the public and employment opportunities for the youth of the community.

In addition to Summerfest, Henry Maier Festival Park hosts a variety of ethnic and cultural festivals, concerts, walks, runs, and other special events, attracting nearly 1.5 million people. Marketing to this vast and diverse audience is a challenge not entirely unlike the challenge you face when marketing your college. Sarah will share her insights on the importance of branding, sticking to your mission and knowing your audience.

**1:45 - 2:00 p.m. Refresh your headshot!**

VUE NORTH

**1:45 p.m. Break (FIRST FLOOR)****2:00 p.m. Breakouts (FIRST FLOOR)****Visual Storytelling within your Walls**

LAKESHORE A

**Erica Plaza**  
Marketing and Recruitment Director,  
Northeast Wisconsin Technical College

**Heather Golden**  
Marketing Coordinator,  
Northeast Wisconsin Technical College

What does a prospective student or community member see when they step foot on your campus? Does your brand align with the story they can visually see in your halls? Prospective students want to connect with a story and have hope for their future. Often, they live in a world of scarcity that doesn't allow them to see beyond their immediate needs. Our role as college marketers is to help them believe it is possible, they can succeed, and perhaps more importantly, that we believe in them. How we visually communicate with students plays a vital role in this emotional decision.


**Email isn't Dead...  
Improve your Student Email  
Open Rates**

LAKESHORE B

**Becki Suthers**  
Student Communication Manager, Harper College

In this session, designed for people whose responsibilities include managing outbound student messaging, we'll cover tips and tricks to improve your college's student email open rate. Hear how Harper College went from a 9% open rate to nearly 50% in just a few years. Attendees will leave the session with tactics that can be implemented right away and longer term strategies for improving email visibility among students.



## MONDAY, SEPTEMBER 30

### 2:00 p.m. Breakouts (FIRST FLOOR)



#### **Your Employees are your Best Brand Asset! How to Make them Recruitment & PR Champions**

LAKESHORE C

##### **Kristin Broka**

Director, Marketing Integration,  
Cuyahoga Community College

Creating and launching an effective employee brand ambassador program requires goals, collaboration and passion to share your college's message. Cuyahoga Community College (Tri-C) created and launched an Access Champion training to more effectively utilize college employees to aid in recruitment and public relations efforts. Learn how the Integrated Communications Department collaborated with others across the college to create, launch and measure an employee brand ambassador program to give a framework to knowledge they already have which assists in effectively producing prospective students.

### 3:00 p.m. Break (FIRST FLOOR)

### 3:15 p.m. Short Sessions (FIRST FLOOR)



#### **Straight from the Horse's Mouth, How your Students are Telling you to Communicate with them**

LAKESHORE A

##### **Angela Carollo**

Director of Marketing, Interact Communications, Inc.

##### **Jamie Wagner**

Executive Director of Media Prefs, Interact Communications, Inc.

We asked them, and they answered... pretty darn honestly. Students are not shy in telling you what they like and what they don't like when it comes to college communication and their feelings about what you're doing. Each year since 2007, Interact has conducted a national survey on communication preferences and media consumption habits of community college students. In this discussion, we'll talk you through the academically defensible data to show what students have been saying, and what they expect from you.



#### **Going the Distance: Making Copy go Further**

LAKESHORE B

##### **Jessica Crotty**

Assistant Director of Communications, Moraine Valley Community College

##### **Maura Vizza**

Communications Specialist/Sports Information Coordinator, Moraine Valley Community College

##### **Jodi Marneris**

Writer, Moraine Valley Community College

Your community college is doing amazing things, and it's your job to tell everyone about it. How do you reach people through all the various media out there? This session explores how the Marketing and Communications team at Moraine Valley Community College gets the most bang out of its copy through multiple placements. Topics covered include building relationships to find stories, intentional interviewing and sharing copy with the right people. Examples of successful cross-platform stories will be shared. This presentation is geared toward copywriters, editors, social media managers or anyone tasked with telling your college's story.



## SCHEDULE OF EVENTS

### MONDAY, SEPTEMBER 30

#### 3:15 p.m. Short Sessions (FIRST FLOOR)

##### **Let your Students do the Talking: Using Instagram Takeovers to Market your College**

LAKESHORE C

##### **Mike Loveday**

Senior Web Content Specialist,  
Moraine Valley Community College

Who better to represent your college than your students? Let your students be the lens of your college through social media takeovers. The objective of the presentation is to showcase how Moraine Valley used Instagram Takeovers as a marketing strategy to promote the college and to understand the benefits and challenges that we faced. If you are in charge of your college's social media or communications and looking for a way to reach both current and prospective students, using Takeovers can increase engagement in a more authentic way by letting your students become your brand/voice. We will show examples of our first Takeover and describe how we went from a policy of only allowing employees to use our social media accounts to get our first takeover approved and used the data to show the impact and push the platform further. Examples of how effective a takeover can be from other industries, such as athletics, will show the impact these takeovers can have on your followers and engagement.

#### 3:45 p.m. Break

(FIRST FLOOR)

#### 4:00 p.m. Roundtables

(FIRST FLOOR)

##### **Recruiting Summer Guest Students**

GILPATRICK A

##### **Malinda Powers**

Associate Director of Communications,  
Grand Rapids Community College

Grand Rapids Community College engages a lot of 'guest' students during the summer months. These are students attending other colleges throughout the year but coming to Grand Rapids for summer classes, filling what may otherwise be empty hallways in summer. The presentation will introduce this unique audience, provide a very brief description of the college's decade-long summer guest student recruitment effort, detail the 2018-19 summer guest student advertising and PR campaign which led to an 80% increase in summer guest student attendance, and emphasize the importance of the dynamic between advertising and PR in a recruitment campaign.

##### **Faculty and Staff: Crafting Communication Strategies to Engage this Vital Group of Stakeholders**

LAKESHORE A

##### **Carolynn Muci**

Internal Communication Manager, Harper College

A 360-degree view of marketing and communications must include how we are communicating with our faculty and staff. Helping our faculty and staff understand the college's strategic initiatives, how their work supports the objectives and what actions they can take to actively participate in delivering the mission is critical to accomplishing a college's collective goals. In this roundtable conversation, we will share tips and challenges for communicating with faculty and staff: How can we help faculty and staff internalize the mission? How can we prevent email inbox overload? How can we reach adjunct faculty? How can we support two-way conversation? How do we measure success? Share your successes or bring your communication challenges and tap the wisdom of fellow communicators for strategies to help you improve your internal communications.





### MONDAY, SEPTEMBER 30

#### 4:00 p.m. Roundtables (FIRST FLOOR)



#### Digital Workflow- Image Creation to Distribution

LAKESHORE B

#### Glenn Carpenter

Photographer/Imaging Specialist,  
Moraine Valley Community College

“The best photo in the world is useless if you can’t find it.” We create thousands of photos every year and too often find ourselves searching for that one image or struggling to move the images from the memory card to the computer/server. What if you had a plan to get photos from the camera, apply proper metadata, rename and organize them so not only you but your campus community could find them - quickly.



#### Cracking Creativity: Brainstorming Exercises to Try with your Team

LAKESHORE C

#### Angela Carollo

Director of Marketing, Interact Communications, Inc.

“How can we cause more problems?” said no one, ever... unless you’re trying a reverse brainstorming exercise with Angela Carollo. The creative part of your brain needs exercise (just like your muscles), and if you don’t, you may fall victim to mundane, rinse and repeat messaging, like many marketers. In this discussion, Angela will walk you through various techniques to try with your team so you can keep your ideas fresh and let your marketing efforts work magic.

#### 4:30 p.m. State Meetings

Illinois – Lakeshore A

Indiana – Lakeshore B

Iowa – Lakeshore C

Michigan – Gilpatrick A

Ohio – Gilpatrick B

Wisconsin meets often via the Marketing Consortium meetings so there will not be a Wisconsin state meeting.

#### 5:00 p.m. Adjourn

#### 5:30 - 8:30 p.m.

#### Punch Bowl Social

1122 N Vel R. Phillips Ave, Milwaukee

Join us at Punch Bowl Social (PBS) for some hors d’oeuvres and fun! See how your state competes in bowling against other states! If you prefer to explore Milwaukee on your own, consider meeting us for a while after the conference before you head out on the town for dinner – we can provide a list of local restaurants.

Milwaukee has always been famous for its cold brews and lake views but PBS is taking things to a whole new level in MKE. Located smack in the heart of the action, it is the shiniest, glassiest, sexiest adult playground in the city. It has a scratch kitchen serving up culinary nirvana, hand-crafted beverages, a beautiful outdoor beer garden, two big patios - not to mention an endless menu of games like bowling, karaoke, shuffleboard and bocce.

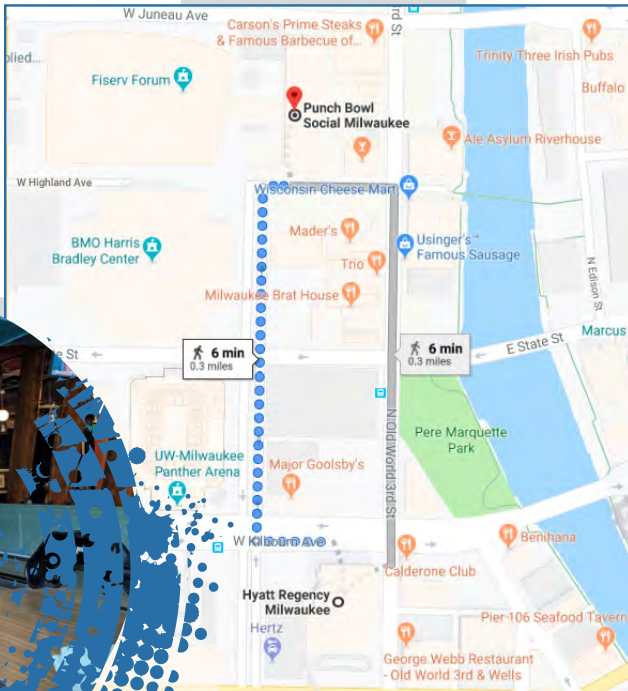
PBS is just a few blocks away from the conference hotel and is easily walkable. A Coach USA shuttle will run between the hotel (Kilbourn Street) and PBS (Highland & 4th). The first shuttle will leave the hotel at 5:30, run about every 15 minutes and the last shuttle will leave PBS at 8:20. Uber and Lyft are also readily available.





## SCHEDULE OF EVENTS

### MONDAY, SEPTEMBER 30



### TUESDAY, OCTOBER 1

**9:30 - 9:45 a.m. Refresh your headshot!**

**9:30 a.m. Break (FIRST FLOOR)**

**9:45 a.m. Breakouts**

 **Is your Digital Marketing Effective? PROVE IT!**

**LAKESHORE A**

**Laurie Jorgensen**

*Director, Marketing & Creative Service, College of DuPage*

**Kathi J. Swanson, Ph.D.**

*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? The numbers you need go well beyond simply how many impressions were delivered and click-through rates 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.

 **A Strategic and Affordable Approach to an In-House Web Refresh**

**LAKESHORE B**

**Rebekah Marshall**

*Assistant Director of Marketing and Communication, Moraine Valley Community College*

**Mike Loveday**

*Senior Web Content Specialist, Moraine Valley Community College*

### TUESDAY, OCTOBER 1

**7:30 - 8:30 a.m. Breakfast Buffet**

**VUE EAST (TOP FLOOR)**

**8:30 a.m. Student Panel**

**VUE NORTH (TOP FLOOR)**

The Wisconsin Technical College System comprises 16 separate colleges serving more than 300,000 students each year. The student panel will feature current students sharing their candid experiences from their respective colleges. The session will be moderated by Dr. Morna K. Foy, President of the Wisconsin Technical College System.





### TUESDAY, OCTOBER 1

Three years after a complete redesign, our website was already feeling stale. Our team came up with creative ways to refresh the look and feel of the site by doing it in-house and on our own time. We used a hybrid blend of page designing plug-ins to help update the look of pages and outsourcing for the more difficult projects. We strategized new content and new program pages that we could tackle ourselves while identifying key pages to enhance our prospective student's experience that would require an outside developer.

We found that program content is often buried under academic jargon or followed our organizational chart which makes it difficult to find. Content needs to be retooled for mobile; can be overwhelming and needs to showcase what a prospect is looking for at the initial stage of decision making. A large portion of visitors visit the site past office hours, so there is a need for better contact strategies. Many programs have no presence on the web and show zero results when searched. Streamlining content could help eliminate hundreds of pages.

#### **Online Voice of your Prospects: Are you Listening?**

LAKESHORE C

**Barb Dreger**

*Director of College Marketing, Fox Valley Technical College*

**Eric Drews**

*Enrollment & Retention Analyst,  
Fox Valley Technical College*

Your prospective students are trying to tell you something – are you listening? Your online forms are a gold mine of information. Insights can be gained by studying what prospective students want to know about each program of study. Hear a college case study about how website form comments were analyzed, providing insight into product development and enhancement as well as online communication improvements.

#### **10:45 a.m. Break (FIRST FLOOR)**

#### **11:00 a.m. Breakouts (FIRST FLOOR)**

##### **Crisis Communications: Be Ready so You Don't have to Get Ready**

LAKESHORE A

**Jen Thompson**

*Executive Director of Marketing & Communications,  
Blackhawk Technical College*

We've all had to deal with a crisis of some sort – and if you haven't yet, you will. From student issues to weather-related problems, to social media gaffes – anything goes. I will share a few of the crises I've faced in the past and how I handled them.

##### **What's your Relationship Status?**

LAKESHORE B

**Kim Pohl**

*Interim Director of Communication, Harper College*

**Amie Granger**

*Community Relations Manager, Harper College*

When it comes to your institution and the communities it serves, how would you describe your relationship status? Fifty years and still going strong? Non-existent? It's complicated? Building and maintaining relationships with key external stakeholders and the community at large can help ensure their support in good and not-so-good times. In this session, we will discuss ways to make your PR and community relations efforts complement each other to earn the community's trust and advance your college's reputation. We'll share practical tips on how to leverage external organizations to better communicate your institution's priorities, as well as provide specific examples of the work Harper is doing from a campus tour program for elementary school students to a robust informational campaign that resulted in voters approving a major referendum.





## SCHEDULE OF EVENTS



## TUESDAY, OCTOBER 1

## From Hubspot to Google Ads: How to Achieve Exciting Results through In-House Digital Marketing Efforts

LAKESHORE C

**Sam Ritz**

Marketing Content Specialist, Joliet Junior College

**Mike Hernandez**Director of Marketing & Creative Services,  
Joliet Junior College

Over the past three years, Joliet Junior College has increased its in-house digital marketing efforts by using Google Ads and Hubspot, an inbound marketing tool that creates prospective student leads at the click of a button. From raising college awareness to generating leads, this innovative approach – using these tools in conjunction with one another – has helped JJC reach CTRs as high as 18 percent for a single campaign through Google Ads and generate more than 11,000 leads through Hubspot. Additionally, in as little as nine months, more than 1,000 applications have been filled out thanks to JJC's digital efforts. In this session, you'll learn about JJC's digital marketing journey, how you can do this for your college in-house and best practices for creating your own digital marketing campaigns. At the close of this session, you'll walk away with creative ideas and the confidence to get started.

**12:00 p.m. Break****12:00-12:15 p.m. Refresh your headshot!****12:15 p.m. Lunch-VUE NORTH****1:00 p.m. Closing Session-  
Give Your Brand a Voice****Nick Myers, Founder & CEO, Redfox AI**

The world as we know it is changing. With rise of Artificial Intelligence and AI-powered voice assistants like Alexa, Google Assistant, Cortana, and Siri – the way we engage technology will never be the same. Currently, more than 60.4 million U.S. adults own some type of voice-enabled smart speaker, and by 2020 more than 50% of all search will be done via voice. What implications does this have for educational institutions?

The opportunities that both AI and voice assistants offer brands and organizations is endless. From increased discoverability to automated customer service, personalized one-to-one engagements, and of course access to a multitude of data, the time to embrace Voice-First as a primary marketing strategy and interface to reach the people that matter most is now.

**This thought-provoking closing session will share:**

- The current state of AI in 2019 and why it matters
- The significance of AI and Voice-First enabled devices and platforms in marketing
- How you can begin optimizing your existing content for voice search to increase your discoverability
- Brands and organizations that have successfully leveraged the technology to increase customer engagement and reduce costs

**1:45-2:00 p.m.****Conference Wrap-up &  
Door Prizes, Adjourn**

**Nick Myers** is the Founder and CEO of RedFox AI in Madison, WI. RedFox AI helps give brands and organizations of all shapes and sizes a voice using the power of AI and voice assistant technology.

Nick is an international keynote speaker and Voice-First/AI Evangelist having spoken across the U.S and internationally on topics ranging from Artificial Intelligence and the future of work, the future of AI and social media, 360 video, and how brands can leverage voice assistant technology to more effectively reach their core audiences. This year Nick became a TEDx speaker presenting at the April 2019 TEDx event at the University of Wisconsin – Stevens Point on Artificial Intelligence: The Final Tool.

This November, Nick will be traveling to Bangkok, Thailand to participate in a panel on AI, Inclusivity, and the future impacts that technology will have on youth at the Asia Real Estate Summit. Nick has been featured in PR Daily and recently co-authored an article for The Journal of Digital and Social Media Marketing about how marketers (in all industries) can be begin leveraging the power of Voice-First within their organization today.



### Carnegie Dartlet

**Marie Toohey**, Regional Director

210 Littleton Road, Suite 100, Westford, MA 01886

(978) 842-2817

[mtoohey@carnegiedartlet.com](mailto:mtoohey@carnegiedartlet.com) • [www.carnegiedartlet.com](http://www.carnegiedartlet.com)

Carnegie Dartlet is the only communications firm that generates unprecedented human connection through the integration of groundbreaking research and strategy, inspiring creative, comprehensive demographic and household data access, lead generation, and cutting-edge digital tactics. Our 35-year legacy of success delivers insights and outcomes that leave organizations, teams, and individuals significantly better for having invested in us. Our mission is rooted in advancing The Science of Human Connection®, always pressing forward to drive transformation and demand disruption. Carnegie Dartlet's core philosophy fuses the principles of human psychology with marketing communications innovation, connecting individuals, teams, stakeholders, and organizations to address your challenges and advance your goals. We believe in building exceptionally committed, long-lasting relationships; earning your trust and igniting enthusiasm for whatever challenge is at hand. We are innovators. Changemakers. Pacesetters. We set the bar high—and we know how to deliver. We are Carnegie Dartlet.

### CLARUS Corporation

**Kathi Swanson**, Owner

[kathi@claruscorporation.com](mailto:kathi@claruscorporation.com)

**Sarah Pauley**,

Digital Marketing Manager

6354 Wayne Road, Alliance,  
Nebraska 69301-6035

(308) 762-2565

[sarah@claruscorporation.com](mailto:sarah@claruscorporation.com) • [www.claruscorporation.com](http://www.claruscorporation.com)

CLARUS Corporation has been helping community colleges define their market opportunities, stay abreast of technology, and grow their enrollments for more than three decades. We are effective because we are marketing communications professionals and we are successful because we specialize in community colleges. Working in collaboration with your college, we help to identify your markets, develop concrete strategies for reaching those markets, and facilitate your marketing messages through



### EXHIBITORS

#### Aperture Content Marketing

**Kathleen Carr**, Director of Outreach

25900 Greenfield Road, Suite 402

Oak Park, Michigan 48237

(248) 632-4400

[kcarr@aperturecm.com](mailto:kcarr@aperturecm.com)



**Anoop Ghuman**, Outreach Assistant

(734) 931-2019

[aghuman@aperturecm.com](mailto:aghuman@aperturecm.com) • [www.aperturecm.com](http://www.aperturecm.com)

Today's consumers see more advertisements in a day than any previous generation. Part of this phenomenon has to do with the Internet, but it is also the result of marketing strategies that have to compete harder to gain audience attention. As the intensity and frequency of these ads escalates, their overall effectiveness drops. Content marketing offers a different approach. Whereas advertisements rely on short, punchy slogans to win over consumers, content marketing provides the lengthy, detailed articles focused on informing readers about the benefits of a product or service. At Aperture, we have adopted this strategy for our clients. We research and write the articles, and provide the means for our clients to distribute this content to their networks. In the process, they can edit the content to reflect their brand, and tailor it to their audience. Aperture Content Marketing is a new brand with an old history. Beginning as the CareerFocus Consortium in 1998, a direct mail magazine designed especially for community colleges, our services have broadened to encompass more content delivery methods and more potential audiences. The results we've seen in community colleges are tremendous. We've seen enrollment rates rise, floundering programs gain new life, and communities grow in appreciation for their colleges as a result of our services. By providing our clients with thoughtful, well-researched content, we bring important details into focus and allow distractions to fade into the background.



a variety of strategies, including digital advertising. When we discover a need that is not being met, we develop solutions designed to reach your prospective students, most often using the media they use most: their phones and tablets. From research to enrollment management to advertising campaigns, working in partnership with CLARUS Corporation will increase your share of your current markets and open up new markets for your college!

## interact

2-Year College Experts

### Interact Communications, Inc.

**Angela Carollo**, *Director of Marketing*

502 Main Street, 3rd Floor, La Crosse, Wisconsin 54601

(608) 359-1647

[angela.carollo@interactcom.com](mailto:angela.carollo@interactcom.com)

**Jamie Wagner**, *Executive Director of Media Prefs*

(608) 385-4844

[jamie.wagner@interactcom.com](mailto:jamie.wagner@interactcom.com) • [www.interactcom.com](http://www.interactcom.com)

Interact Communications is a full-service marketing firm that works exclusively with two-year colleges. Interact has more than two decades of experience researching, developing, and implementing marketing and media plans; creating cutting-edge collateral; and placing and evaluating the best media to reach key audiences. We've worked with more than 400 colleges across the country, bringing an outside clarity of vision, sophistication, and execution to ease their burden, strengthen the institution, and create a better experience for all students.

### KW2

**Andy Wallman**, *President & Co-owner*

2010 Eastwood Drive

Suite 300

Madison, WI 53705

(608) 232-2300

[andy@kw2madison.com](mailto:andy@kw2madison.com) •

[www.KW2Madison.com](http://www.KW2Madison.com)



KW2 is a full-service digital and advertising agency that turns insights into action, action into results for clients across four key industries: Business Services, Healthcare, Government and Public Health, and Higher Education. We strive to differentiate our clients' brands and bring their customers closer with integrated marketing campaigns, mobile-first website design, branding, media planning and more, all backed by research and rooted in actionable customer insights.

### Sanger & Eby

**Katie Krafka**, *Director of Client Engagement*

501 Chestnut Street

Cincinnati, Ohio 45203

(513) 784-9046

## S&E

SANGER & EBY

[kkrafka@sangereby.com](mailto:kkrafka@sangereby.com) • [www.sangereby.com](http://www.sangereby.com)

Sanger & Eby creates experiences that inspire engagement. From strategy to design to technology, our education-marketing experts drive noticeable results. Based in Cincinnati, Ohio, the creative team at Sanger & Eby is ready to enhance your institution's brand identity and positioning; website and social channels; enrollment campaigns; recruitment materials; and other marketing initiatives. We help the best students find your school, while making connections with your other influential audiences, including alumni, parents, staff and the community. Sanger & Eby is proud of its in-depth knowledge and decades of experience, helping schools stand out and gain a competitive advantage.





## SPONSORS

*Special thanks to our conference sponsors:*

*Medallion Awards  
Sponsor*



*Awards Luncheon  
Sponsor*



*Conference  
Sponsor*



## DISTRICT 3 EXECUTIVE COUNCIL

*District 3 includes: Illinois, Indiana, Michigan, Ohio, Wisconsin and the Canadian province of Ontario.*

### District 3 Director

**Jeff Julian**, *Interim Chief of Staff*

Harper College • (847) 925-6183

### Assistant District Director

**Kristina Haensgen**, *Public Relations and Events Specialist*

Moraine Park Technical College • (920) 924-3149

### Medallion Coordinator

**Jessica Huffman**, *Marketing & Public Relations Coordinator*

The Ohio State University at Newark  
and Central Ohio Technical College • (740) 364-9530

### Illinois State Representative

**John Meineke**, *Director of Marketing & Public Relations*

Black Hawk College • (309) 796-5053

### Indiana State Representative

*The Indiana representative position is currently available. interested members from Indiana should contact Jeff Julian to inquire about joining the Executive Council.*

### Michigan State Representative

**Del Belcher**, *Social Media Specialist and Videographer*

Jackson College • (517) 990-1367

### Ohio State Representative

**Jim Bellamy**, *Marketing and Communications*

Northwest State Community College • (419) 267-1267

### Wisconsin State Representative

**Barb Dreger**, *Director of College Marketing*

Fox Valley Technical College • (920) 735-4776



## CONFERENCE COMMITTEE

**Del Belcher**, Jackson College, MI

**Jim Bellamy**, Northwest State Community College, OH

**Stephanie Bierne**, Madison College, WI

**Barb Dreger**, Fox Valley Technical College, WI

**Erin Eagan**, Wisconsin Technical College System, WI

**Heather Golden**, Northeast Wisconsin Technical College, WI

**Kristina Haensgen**, Moraine Park Technical College, WI

**Cary Heyer**, Madison College, WI

**Jessica Huffman**, The Ohio State University at Newark and Central Ohio Technical College, OH

**Eric Jacobson**, Western Technical College, WI

**Jeff Julian**, Harper College, IL

**Angie Kablar**, Blackhawk Technical College, WI

**Kara Leiterman**, Northeast Wisconsin Technical College, WI

**Julie Lemon**, Western Technical College, WI

**Sara Mackey**, Wisconsin Technical College System, WI

**John Meineke**, Black Hawk College, IL

**Andy Palen**, Waukesha County Technical College, WI

**Katy Pettersen**, Wisconsin Technical College System, WI

**Tony Tagliavia**, Milwaukee Area Technical College, WI

**Judy Urben**, Moraine Park Technical College, WI

**Andrew Welch**, Ivy Tech Community College, IN

Special thanks to Blackhawk Technical College for the design and printing of conference materials, and to Milwaukee Area Technical College for the coordination and donation of much of the audio/visual equipment.

## 2019 NCMPR District 3 Conference Attendee Directory

### Kelly Allee

Director of Marketing & Public Relations, Lake Land College, IL • (217) 234-5215 • [kallee@lakelandcollege.edu](mailto:kallee@lakelandcollege.edu)

### Crystal Alston

Communications and Marketing Specialist, Prairie State College, IL • (708) 709-7801 • [calston@prairiestate.edu](mailto:calston@prairiestate.edu)

### Dan Arneson

Senior Communications Specialist  
Wisconsin Technical College System, WI  
(608) 267-2482 • [dan.arneson@wtcsystem.edu](mailto:dan.arneson@wtcsystem.edu)

### Jennifer Bartz

Marketing Services Manager, Lakeshore Technical College, WI  
(920) 693-1345 • [jennifer.bartz@gotoltc.edu](mailto:jennifer.bartz@gotoltc.edu)

### Stacey Baughman

Marketing Specialist, Fox Valley Technical College, WI  
(920) 735-2577 • [baughman@fvtc.edu](mailto:baughman@fvtc.edu)

### Bill Beard

Coordinator of Visual and Social Media,  
John Wood Community College, IL  
(217) 641-4109 • [bbeard@jwcc.edu](mailto:bbeard@jwcc.edu)

### Del Belcher

Social Media Specialist, Jackson College, MI  
(517) 990-1376 • [BelcherGeorgeD@jccmi.edu](mailto:BelcherGeorgeD@jccmi.edu)

### Rachel Boge

Project Coordinator/Copywriter, Rock Valley College, IL  
(815) 921-4513 • [r.boge@rockvalleycollege.edu](mailto:r.boge@rockvalleycollege.edu)

### Maryann Bouche

Editor, Milwaukee Area Technical College, WI  
(414) 297-6335 • [bouchem3@matc.edu](mailto:bouchem3@matc.edu)

**Clare Briner**

Director for Marketing and Communications, Moraine Valley Community College, IL  
(708) 974-5376 • brinerc@morainevalley.edu

**Casey Britten**

Marketing & Design Specialist, Fox Valley Technical College, WI • (920) 735-5736 • britten@fvtc.edu

**Kristin Broka**

Director of Marketing Integration, Cuyahoga Community College, OH • (216) 987-3526 • kristin.broka@tri-c.edu

**Kym Browning**

Associate Director, NCMPR National Office, NM  
(505) 349-0500, ext. 4 • kbrowning@ncmpr.org

**Caitlin Brug**

Marketing and Communications Specialist,  
Gateway Technical College, WI  
(262) 564-3037 • brugc@gtc.edu

**Sharon Burchardt**

Graphic Designer, Western Technical College, WI  
(608) 789-6291 • burchardts@westernnc.edu

**Glenn Carpenter**

Photographer/Digital Asset Specialist,  
Moraine Valley Community College, IL  
(708) 974-5495 • carpenter@morainevalley.edu

**Kristin Carrera**

Marketing Manager, Prairie State College, IL  
(708) 709-3633 • kcarrera@prairiestate.edu

**Dave Costello**

Executive Director of College Communications and Marketing, Rock Valley College, IL  
(815) 921-4516 • d.costello@rockvalleycollege.edu

**Ruthie Counter**

Staff Writer, Parkland College, IL  
(217) 373-3766 • rcounter@parkland.edu

**Jessica Crotty**

Assistant Director of Communications,  
Moraine Valley Community College, IL  
(708) 974-5281 • crotty@morainevalley.edu

**Jim Dondlinger**

Media Production Technician, Waukesha County Technical College, WI • (262) 691-5191 • jdondlinger@wctc.edu

**Barb Dreger**

Director of College Marketing, Fox Valley Technical College, WI • (920) 735-4776 • dreger@fvtc.edu

**Eric Drews**

Analyst-CRM Enroll/Retention, Fox Valley Technical College, WI • (920) 735-2419 • drewse@fvtc.edu

**Bret Figura**

Graphic Designer, Moraine Valley Community College, IL  
(708) 974-5279 • figurab@morainevalley.edu

**Dave Fink**

Marketing and Communications Analyst, College of Lake County, IL • (847) 543-2243 • dfink@clcollinois.edu

**Abbie Ford**

Manager of Communications and Community Relations,  
Gateway Technical College, WI  
(262) 564-2536 • forda@gtc.edu

**Allison Fowler**

Marketing Manager College of Lake County, IL  
(847) 543-2581 • afowler1@clcollinois.edu



## **Sara Franc**

Communications and Online Media Technician,  
Wisconsin Indianhead Technical College, WI  
(800) 243-9482 • sara.franc@witic.edu

## **Casey Fryda**

Public Relations, Northeast Wisconsin Technical College, WI  
(920) 498-6288 • casey.fryda@nwtc.edu

## **Jessica Ganta**

Secretary II, Moraine Valley Community College, IL  
(708) 974-5375 • gantaj2@morainevalley.edu

## **Joni Geroux**

Director of Marketing, Communications, Recruitment, and  
Business and Industry, Chippewa Valley Technical College, WI  
(715) 833-6397 • jgeroux3@cvtc.edu

## **Nicole Glisczinski**

Digital Experience Manager, Fox Valley Technical College, WI  
(920) 427-3411 • glisczni@fvtc.edu

## **Ginny Gnadt**

Public Relations Coordinator,  
Milwaukee Area Technical College, WI  
(414) 297-6770 • gnadtv@matc.edu

## **Heather Golden**

Marketing Coordinator,  
Northeast Wisconsin Technical College, WI  
(920) 498-6969 • heather.golden@nwtc.edu

## **Amie Granger**

Community Relations Manager, Harper College, IL  
(847) 925-6741 • agranger@harpercollege.edu

## **Kristin Gunia**

Manager of Marketing and Student Communications,  
Gateway Technical College, WI  
(262) 564-4044 • guniak@gtc.edu

## **Kristina Haensgen**

Public Relations and Events Specialist,  
Moraine Park Technical College, WI  
(920) 924-3149 • khaensgen2@morainepark.edu

## **Tracy Hagman**

Assistant Director of Public Relations and Marketing,  
John Wood Community College, IL  
(217) 641-4107 • thagman@jwcc.edu

## **Misty Hagstrom**

Graphic Design Specialist, Lincoln Land Community College, IL  
(217) 786-2466 • misty.hagstrom@llcc.edu

## **Jayme Hansen**

Graphic Designer, Western Technical College, WI  
(608) 789-6180 • hansenj@westernwc.edu

## **Derrick Harden**

Vice President, Strategy, College of Lake County, IL  
(847) 543-2225 • dharden@clcollinois.edu

## **Scott Harvey**

Communications and Media Coordinator,  
Joliet Junior College, IL  
(815) 280-2844 • sharvey@jjc.edu



**Mike Hernandez**

Director of Marketing and Creative Services,  
Joliet Junior College, IL  
(815) 280-2406 • [mhernand@jjc.edu](mailto:mhernand@jjc.edu)

**Dawn Hibbard**

Communications Specialist,  
Mott Community College, MI  
(810) 762-0593 • [Dawn.Hibbard@mcc.edu](mailto:Dawn.Hibbard@mcc.edu)

**Lauri Hoff**

Marketing Associate, Western Technical College, WI  
(608) 785-9236 • [hoffl@westerntc.edu](mailto:hoffl@westerntc.edu)

**Jessica Huffman**

Communications Coordinator,  
Central Ohio Technical College, OH  
(740) 364-9530 • [huffman.817@cotc.edu](mailto:huffman.817@cotc.edu)

**Eric Jacobson**

Public Relations Specialist, Western Technical College, WI  
(608) 785-9291 • [jacobson@westerntc.edu](mailto:jacobson@westerntc.edu)

**Cara Jakubiec**

Lead Graphic Designer, Fox Valley Technical College, WI  
(920) 735-2529 • [jakubiec@fvtc.edu](mailto:jakubiec@fvtc.edu)

**Dawn Johnson**

Web Developer, Western Technical College, WI  
(608) 789-6194 • [johnsond@westerntc.edu](mailto:johnsond@westerntc.edu)

**Julie Johnston**

Assistant Director of Marketing and Public Relations,  
Black Hawk College, IL  
(309) 796-5050 • [johnstonju@bhc.edu](mailto:johnstonju@bhc.edu)

**Laurie Jorgensen**

Marketing Director, College of DuPage, IL  
(630) 942-2755 • [jorgensenl@cod.edu](mailto:jorgensenl@cod.edu)

**Chris Jossart**

Manager, Media Relations, Fox Valley Technical College, WI  
(920) 735-5738 • [jossart@fvtc.edu](mailto:jossart@fvtc.edu)

**Jeff Julian**

Interim Chief of Staff / Board Liaison, Harper College, IL  
(847) 925-6183 • [jjulian1@harpercollege.edu](mailto:jjulian1@harpercollege.edu)

**Angie Kablar**

Creative Services Coordinator,  
Blackhawk Technical College, WI  
(608) 757-7776 • [kablar@blackhawk.edu](mailto:kablar@blackhawk.edu)

**Kathryn Kaesermann**

Design Coordinator for Marketing and Communications,  
Milwaukee Area Technical College, WI  
(414) 297-6520 • [kaesermk@matc.edu](mailto:kaesermk@matc.edu)

**Michele Kersten-Hart**

Manager of Multimedia and Web Services,  
Oakland Community College, MI  
(248) 232-4423 • [mrkerste@oaklandcc.edu](mailto:mrkerste@oaklandcc.edu)

**Donna Kiesling**

Assistant Director of Marketing and Communications,  
Ivy Tech Community College, IN  
(219) 981-4940 • [dkiesling@ivytech.edu](mailto:dkiesling@ivytech.edu)

**Melissa Kramolis**

Marketing and Public Relations Associate,  
Wisconsin Indianhead Technical College, WI  
(715) 682-4591 • [melissa.kramolis@witc.edu](mailto:melissa.kramolis@witc.edu)

**Sarah Kubik**

Graphic Designer, Prairie State College, IL  
(708) 709-7897 • [skubik@prairiestate.edu](mailto:skubik@prairiestate.edu)



## Josh Lee

Marketing and Public Relations Associate,  
Wisconsin Indianhead Technical College, WI  
(715) 394-6677 • [joshua.lee@witc.edu](mailto:joshua.lee@witc.edu)

## Kara Leiterman

Public Relations and Communications Manager,  
Northeast Wisconsin Technical College, WI  
(920) 498-5496 • [kara.leiterman@nwtc.edu](mailto:kara.leiterman@nwtc.edu)

## Julie Lemon

Marketing and Communications Director,  
Western Technical College, WI  
(608) 785-9890 • [lemonj@westernwc.edu](mailto:lemonj@westernwc.edu)

## Greg Lopez

Web Coordinator, Milwaukee Area Technical College, WI  
(414) 297-8767 • [lopezga@matc.edu](mailto:lopezga@matc.edu)

## Mike Loveday

Senior Web Content Specialist,  
Moraine Valley Community College, IL  
(708) 974-5244 • [lovedayo@morainevalley.edu](mailto:lovedayo@morainevalley.edu)

## Susan Lucius

Manager of Marketing Communications,  
Fox Valley Technical College, WI  
(920) 735-4865 • [lucius@fvtc.edu](mailto:lucius@fvtc.edu)

## Sara Mackey

Marketing Communications Specialist,  
Wisconsin Technical College System, WI  
(608) 264-6963 • [sara.mackey@wtcsystem.edu](mailto:sara.mackey@wtcsystem.edu)

## Jill Maher

Internal Communications Coordinator,  
Milwaukee Area Technical College, WI  
(414) 297-6493 • [maherjr@matc.edu](mailto:maherjr@matc.edu)

## Gabriela Mar-Gagula

Digital Communications Specialist,  
Blackhawk Technical College, WI  
(608) 743-4544 • [gmargagula@blackhawk.edu](mailto:gmargagula@blackhawk.edu)

## Jodi Marneris

Writer, Moraine Valley Community College, IL  
(708) 974-5272 • [marnerisj@morainevalley.edu](mailto:marnerisj@morainevalley.edu)

## Rebekah Marshall

Assistant Director of Marketing,  
Moraine Valley Community College, IL  
(708) 608-4103 • [marshallr36@morainevalley.edu](mailto:marshallr36@morainevalley.edu)

## Lennis Mathews

Media Designer, Milwaukee Area Technical College, WI  
(414) 297-6386 • [mathewl2@matc.edu](mailto:mathewl2@matc.edu)

## Tom McCool

Executive Director of Marketing and Communications,  
Ivy Tech Community College, IN  
(765) 269-5133 • [tmccool@ivytech.edu](mailto:tmccool@ivytech.edu)

## John Meineke

Director of Marketing and Public Relations  
Black Hawk College, IL  
(309) 796-5053 • [meinekej@bhc.edu](mailto:meinekej@bhc.edu)

## Paula Meisner

Marketing and Public Relations Associate,  
Wisconsin Indianhead Technical College, WI  
(715) 246-6561 • [paula.meisner@witc.edu](mailto:paula.meisner@witc.edu)

## Aaron Michaelson

Media Designer, Milwaukee Area Technical College, WI  
(414) 297-6923 • [michaean@matc.edu](mailto:michaean@matc.edu)

## Julie Mirecki

Director of Marketing, Lakeshore Technical College, WI  
(920) 693-1193 • [julie.mirecki@gotoltc.edu](mailto:julie.mirecki@gotoltc.edu)

**Carolynn Muci**

Internal Communications Manager, Harper College, IL  
(847) 925-6198 • [cmuci@harpercollege.edu](mailto:cmuci@harpercollege.edu)

**Bonnie Muhlebach**

Marketing Assistant, Fox Valley Technical College, WI  
(920) 735-4821 • [muhlebac@fvtc.edu](mailto:muhlebac@fvtc.edu)

**David Murray**

Director of Communications,  
Grand Rapids Community College, MI  
(616) 234-4213 • [davidmurray1@grcc.edu](mailto:davidmurray1@grcc.edu)

**Shelly Nelson**

Writer and Marketing Specialist,  
Waukesha County Technical College, WI  
(262) 691-3484 • [mnelson63@wctc.edu](mailto:mnelson63@wctc.edu)

**Jessica Neuenschwander**

Media Relations and Communications Coordinator,  
Ivy Tech Community College, IN  
(260) 481-2270 • [jneuenschwande2@ivytech.edu](mailto:jneuenschwande2@ivytech.edu)

**Anne O'Connell, APR**

Director for Public Relations and Marketing,  
College of Lake County, IL  
(847) 543-2622 • [aoconnell@clcollinois.edu](mailto:aoconnell@clcollinois.edu)

**Tracy Orne**

Director for Public Relations and Marketing  
John Wood Community College, IL  
(217) 641-4106 • [torne@jwcc.edu](mailto:torne@jwcc.edu)

**Andrew Palen**

Director for College Marketing and Recruitment  
Waukesha County Technical College, WI  
(262) 695-6247 • [apalen@wctc.edu](mailto:apalen@wctc.edu)

**Sara Pertz**

Marketing and Digital Experience Manager  
Chippewa Valley Technical College, WI  
(715) 852-1305 • [spertz@cvtc.edu](mailto:spertz@cvtc.edu)

**Katy Pettersen**

Marketing Consortium Director,  
Wisconsin Technical College System, WI  
(608) 266-0050 • [katy.pettersen@wtcsystem.edu](mailto:katy.pettersen@wtcsystem.edu)

**Erica Plaza**

Marketing and Recruitment Director,  
Northeast Wisconsin Technical College, WI  
(920) 498-6969 • [erica.plaza@nwtc.edu](mailto:erica.plaza@nwtc.edu)

**Kim Pohl**

Manager of Media Relations  
and Legislative Affairs, Harper College, IL  
(847) 925-6159 • [kpohl@harpercollege.edu](mailto:kpohl@harpercollege.edu)

**Chelsey Porth**

Writer/Marketing Specialist,  
Waukesha County Technical College, WI  
(262) 691-5478 • [cporth1@wctc.edu](mailto:cporth1@wctc.edu)

**Mandy Potts**

Director of Marketing and Communications,  
Moraine Park Technical College, WI  
(920) 924-6326 • [apotts2@morainepark.edu](mailto:apotts2@morainepark.edu)





## Malinda Powers

Communications Support Professional,  
Grand Rapids Community College, MI  
(616) 234-3775 • mpowers@grcc.edu

## Bart Putzer

Creative Services, Moraine Park Technical College, WI  
(920) 924-3252 • bputzer@morainepark.edu

## Cab Rininger

Media Design Staff Assistant, Kellogg Community College, MI  
(269) 965-3931 • rininger@kellogg.edu

## Samantha Ritz

Marketing Content Specialist, Joliet Junior College, IL  
(815) 280-2489 • ssottosa@jjc.edu

## Lauren Rohaley

Marketing Assistant, Stark State College of Technology, OH  
(330) 494-6170 • lrohaley@starkstate.edu

## Tracy Saak

Graphic Designer, Lakeshore Technical College, WI  
(920) 693-1240 • tracy.saak@gotoltc.edu

## Marwill Santiago

Recruitment Manager, Milwaukee Area Technical College, WI  
(414) 297-6713 • santiam@matc.edu

## Stephanie Schuldt

Graphic Designer, Western Technical College, WI  
(608) 789-6202 • schuldt@westernwc.edu

## Kelsi Seubert

Marketing and Public Relations Coordinator,  
Northcentral Technical College, WI  
(715) 803-1509 • seubert@ntc.edu

## Erin Shannon

Director of Marketing and Public Relations,  
Parkland College, IL  
(217) 353-2683 • eshannon@parkland.edu

## Madeline Shepherd

Marketing Manager/Writer  
Cuyahoga Community College, OH  
(216) 987-4616 • madeline.shepherd@tri-c.edu

## Stephanie Sklba

Vice President of Community and Government Relations,  
Gateway Technical College, WI  
(262) 564-2662 • sklbas@gtc.edu

## Conor Smyth

Director, Strategic Advancement,  
Wisconsin Technical College System, WI  
(608) 277-2482 • conor.smyth@wtcsystem.edu

## Robyn Steinmetz

Director of Marketing and Communications,  
Stark State College of Technology, OH  
(330) 494-6170 • rsteinmetz@starkstate.edu

## Susan Stern

Marketing and Communications Manager,  
Waukesha County Technical College, WI  
(262) 695-3451 • sstern1@wctc.edu

## Andrea Stern

Marketing Specialist - Creative and Graphic Design,  
Gateway Technical College, WI  
(262) 564-2624 • sterna@gtc.edu

## Alyssa Stevens

Digital Media and Creative Specialist,  
Highland Community College, IL  
(815) 599-3541 • alyssa.stevens@highland.edu

**Cortez Strickland**

Marketing and Communications Director,  
Ivy Tech Community College, IN  
(574) 289-7001 • cstrickland19@ivytech.edu

**Teri Sturm**

Marketing Copywriter, Lakeshore Technical College, WI  
(920) 693-1144 • teri.sturm@gotoltc.edu

**Rebecca Suthers**

Student Communication Manager, Harper College, IL  
(847) 925-6545 • rsuthers@harpercollege.edu

**Karli Tatum**

College Events Coordinator,  
Milwaukee Area Technical College, WI  
(414) 297-6203 • tatumk7@matc.edu

**Cheryl Thomas**

PR/Marketing Assistant,  
Waukesha County Technical College, WI  
(262) 309-4289 • cthomas25@wctc.edu

**Jennifer Thompson**

Executive Director of Marketing & Communications,  
Blackhawk Technical College, WI  
(608) 757-7769 • jthompson83@blackhawk.edu

**Amy Thornton**

Vice President of Student Service and Engagement,  
Western Technical College, WI  
(608) 785-9262 • thorntona@westerntc.edu

**Haley Titsworth**

Marketing Digital Content Coordinator, Lake Land College, IL  
(217) 234-5554 • htitsworth@lakelandcollege.edu

**Judy Urban**

Communications Manager,  
Moraine Park Technical College, WI  
(920) 924-3268 • jurben@morainepark.edu

**Joe Verkennes**

Director of Marketing and Communications,  
Monroe County Community College, MI  
(734) 384-4207 • jverkennes@monroeccc.edu

**Maura Vizza**

Communications Specialist/Sports Information Coordinator,  
Moraine Valley Community College, IL  
(708) 974-5742 • vizzam@morainevalley.edu

**Jena Vogtman**

Director of Marketing,  
Wisconsin Indianhead Technical College, WI  
(715) 394-6677 • jena.vogtman@witc.edu

**Lynn Whalen**

NCMPR President, Executive Director, Public Relations  
and Marketing, Lincoln Land Community College, IL  
(217) 786-2219 • Lynn.Whalen@llcc.edu

**Bradley Ziegler**

Videographer/Photographer,  
Blackhawk Technical College, WI  
(608) 743-4430 • bziegler2@blackhawk.edu



*Save the Date!*

NCMPR National Conference

March 22-24, 2020

Orlando, FL



# #NCMPRcheer

You're **#1** in our eyes.

We hope **NCMPR** is **#1** in yours.

Please accept this as a small token of our appreciation for your membership in NCMPR. And now, **LET'S HAVE SOME FUN.**

**Snap a selfie** with this foam finger and tell us your favorite thing about NCMPR. Use the hashtag **#NCMPRcheer** and **share your photo** on Instagram, Twitter or Facebook (or all three).

Let's add to the fun. If your post gets a lot of interaction or is deemed "most creative," you and your team will **receive a FREE webinar**. That's a \$150 value to your college. NCMPR will award two free webinars at the close of the contest in late November.

Have fun! Be wacky! Heck, **go a little crazy!**

*(Note: NCMPR retains the right to happily use your photos for any future promotions.)*

**We can't wait to see your photos.**





