



NCMPR DISTRICT 3
CONFERENCE

**Register today for a 360° view
of the future from the Wisconsin
side of beautiful Lake Michigan.**

For anyone tasked with communications &
marketing to an increasingly elusive and
diverse population.

**SEPTEMBER 29 - OCTOBER 1, 2019
MILWAUKEE, WI**

The 2019 NCMPR D3 conference will be in Milwaukee - the City of Festivals, also known as the Brew City, America's third coast, the music metropolis of the Midwest, frozen custard capital of the world, hometown of "Happy Days," the birthplace of the typewriter and the home base of Harley-Davidson.

Don't let these long-standing symbols of Milwaukee leave you with a dated impression of the city, however. Milwaukee's Harbor District, Walker's Point and Third Ward are just a few of the neighborhoods **bustling with fresh young energy, craftsmanship and talent.**

See why Milwaukee is the perfect backdrop to learn about technology and trends in education marketing.

To help inspire, the top floor of the Hyatt is complete with a **360-degree view** of the city and Lake Michigan.

Join us here to **share ideas, master new concepts and reenergize.** Just like the sphere of innovation and history encircling Milwaukee, the conference theme is Marketing 360° and will feature programs on everything marketing and communications-related, from analytics to web.



Mark your calendar
and make your travel plans!
**Rooms are
available at the
Hyatt Regency Milwaukee
for \$134/night through September 6
or call 888.591.1234**

***Book your room early
and beat the rush!***

Rooms are available at the [Hyatt Regency Milwaukee](#) for \$134/night, available until September 6.

[Register now](#) for early bird rate

On-site
registration hours
Sunday, Sept. 29,
2:00-5:00 P.M. (hotel lobby).
Monday, Sept. 30,
8:00 - 9:00 A.M.



SUNDAY

***Sunday, September 29
Medallion Awards,
5:30 Reception - VUE East
6:30 Dinner and Awards - VUE North
(top floor)***

***Sponsored by
Interact Communications***



Medallion Awards Sponsor:
Interact Communications

Monday, September 30

8:00 Registration & Breakfast Buffet

9:00 A.M. Welcome

Welcome and member update by NCMPR President and our own District 3 member Lynn Whalen.

9:15 Keynote Speaker

Quentin Allums, Chief Executive Officer, Urban Misfit Ventures

Why Organizations Need Employees that are Brands



People are becoming brands and brands are becoming people. And 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.

About the presenter

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

Monday 10:00 - 10:25 Visit Exhibits

Monday 10:30 Breakouts (one hour)

Monday 10:30 Breakouts (choose one)



Breakout 1: Empowering Designers to Think Strategically & Make Real Change

*Clare Briner, Director, Marketing & Communications
& 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.



Breakout 2: Developing your Institution's Social Media Story

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.



Breakout 3: From Insight to Message: How Research Gets it Right in Higher Ed

Jennifer Savino, VP/Co-Owner, KW2 & Jena Vogtman, Director of Marketing & Communications, Wisconsin Indianhead Technical College (WITC)

(Breakout 3, cont'd)

KW2 asked students across the Midwest about their perceptions of higher education opportunities and what messages best resonate with them. We've gathered powerful insights about how they perceive of 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 down to defining what higher education institutions really do, who they are for and how are they different. KW2 and WITC worked together to discover what prospective students and other stakeholders needed in the college's newly redesigned website, such as content, terminology, imagery and more to bring the site from drab to fab, and ultimately, boost new enrollments. Every 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 guidance counselors Learn a quantitative research methodology that gets 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 Awards luncheon

Sponsored by Clarus Corporation



12:45 Lunch speaker

Know thy audience

Sarah Smith Pancheri, Vice President, Sales & 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, Summerfest® (produced by Milwaukee World Festival) is an 11-day event that generates approximately \$186 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 1.3 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 Break

2:00 Breakouts (one hour)



Breakout 1: *Visual Storytelling within your Walls*

*Erica Plaza, Marketing and Recruitment Director,
& 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.



Breakout 2: *Email isn't Dead... Improve your Student Email Open Rates*

Becki Suthers, Student Communication Manager, Harper College

(Breakout 2, cont'd)

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 percent open rate to nearly 50 percent 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.



**Breakout 3: Your Employees are your Best Brand Asset!
How to Make them Recruitment and PR Champions**

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 Break

3:15 Short sessions, 30 minutes (choose one)

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Session 1: Straight from the Horse's Mouth, How your Students are Telling you to Communicate with them

Angela Carollo, Director of Marketing, & Jamie Wagner, Executive Director of Media Preferences, 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.



Session 2: Going the Distance: Making Copy go Further

Jessica Crotty, Assistant Director of Communications, Maura Vizza, Communications Specialist/Sports Information Coordinator, & 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.



Session 3: Let your Students do the Talking: Using Instagram Takeovers to Market your College

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 presentation will 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, using 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 Break

4:00 Roundtables 30 minutes (choose one)



Roundtable 1: Recruiting Summer Guest Students

*Malinda Powers, Assoc. 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 80percent increase in summer guest student attendance, and emphasize the importance of the dynamic between advertising and PR in a recruitment campaign.



Roundtable 2: Faculty and Staff: Crafting Communication Strategies to Engage Vital Stakeholders

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 in-box 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 communication.



Roundtable 3: Digital Workflow — Image Creation to Distribution

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 meta data, rename and organize them so not only you but your campus community could find them— quickly.



Roundtable 4: Cracking Creativity: Brainstorming Exercises to Try with your Team

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.

MONDAY

5:00 Adjourn

Punch Bowl Social event

5:30 - 8:30 P.M.

Food and games are provided by NCMPR; alcoholic beverages may be purchased on your own.

PUNCH BOWL SOCIAL

After an inspiring day of learning, join your District 3 colleagues for an evening of fun at Punch Bowl Social in the Deer District. Located smack in the heart of the action, this adult playground and social hub is a scratch kitchen serving up tasty treats and hand-crafted beverages. The outdoor space includes a beautiful beer garden and two big patios. Games include bowling, karaoke, shuffleboard, bocce and more. Join us and compete against your colleagues or other states! There will still be time to go out on the town for additional culinary options.

Tuesday, October 1
7:30 Breakfast Buffet

8:30 Panel Discussion

Student Q&A

Moderator: Dr. Morna K. Foy, President, Wisconsin Technical College System

The Wisconsin Technical College System comprises 16 separate colleges serving more than 300,000 students each year. The student panel will feature some of the 2019 Student Ambassadors chosen to represent their respective colleges.

9: 30 Break to view exhibits and check-out

9:45 Breakouts, one hour, choose one



Breakout 1: Is your Digital Marketing Effective? PROVE IT!

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.



Breakout 2: A Strategic and Affordable Approach to an In-House Web Refresh

*Rebekah Marshall, Assistant Director of Marketing and Communication,
& Mike Loveday, Senior Web Content Specialist,
Moraine Valley Community College*

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 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:

- 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
- Content can be overwhelming and needs to showcase what a prospect is looking for at the initial stage of decision making
- Many potential enrollees visit the site past office hours and there was 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



Breakout 3: Crisis Communications: Be Ready so You Don't have to Get Ready

*Jen Thompson, Executive Director of Marketing & Communications,
Blackhawk Technical College & Tony Tagliavia, Director, Marketing
& Communications, Milwaukee Area 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 and weather-related problems to social media gaffes and unflattering news inquiries – anything goes. We will share a few of the crises we've faced in the past and how we were able to handle them.

10:45 Break

11:00 Breakouts



Breakout 1: *Online Voice of your Prospects: Are you Listening?*

*Barb Dreger, Director of College Marketing, & Eric Drews,
Enrollment and 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.



Breakout 2: *What's your Relationship Status?*

*Kim Pohl, Manager, Media Relations and Legislative Affairs,
& 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. in-house and on our own time. We used a hybrid blend of page designing plug-ins.



Breakout 3: From Hubspot to Google Ads: Achieving Exciting Results through In-House Digital Marketing Efforts

Sam Ritz, Marketing Content Specialist, & Mike Hernandez, Director of Marketing and 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.



Milwaukee Art Museum

12:00 Lunch

1:00 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 that 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 it is estimated that more than 50 percent 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; and how you can begin optimizing your existing content for voice search to increase your discoverability.

About the presenter

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. He has 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.

2:00 Conference wrap-up and door prizes

Conference Attire

The conference and Medallion Awards dinner are business casual. Please be sure to dress in layers as conference room temperatures may vary. The Monday night reception at Punch Bowl Social will be a fun, engaging event. Feel free to dress however you are most comfortable for a night out.

Conference program is subject to change.

Questions/Comments?

Please contact your District 3 Director

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