



OCTOBER 27-29, 2019

ALBUQUERQUE, NEW MEXICO

NCMPR's DISTRICT 4 CONFERENCE

LIFT YOUR MARKETING TO NEW HEIGHTS

District 4

NCMPR
National Council for Marketing & Public Relations

Connecting
Community College
Communicators

WELCOME TO ALBUQUERQUE

Thank you for joining us for the 2019 National Council of Marketing and Public Relations District 4 Conference!

We're soaring high in the hot air balloon capital of the world with some of the most innovative college marketing professionals and partners in the world. Albuquerque is a city where diverse cultures, authentic art, and dynamic traditions have helped shape a century-old story — a sight sure to lift your marketing to new heights.

Also, welcome to Hotel Albuquerque at Old Town, a landmark luxury hotel that delights travelers with a distinctive blend of historic grandeur and contemporary comfort. Historic Old Town is in the heart of Albuquerque and has been the focal point of the community since 1706. Within walking distance are historic landmarks, restaurants, local shopping favorites, and many other attractions.

Finally, congratulations to our awardees and Medallion Award finalists for their excellent work this year. Your contributions to our profession elevate the work we all do. Thank you for your contributions. We're glad to have you in our district!

Warmest wishes and best regards,



Natalie Daggett
NCMPR District 4
Director



Matt Radcliffe
NCMPR District 4
Assistant Director

THANK YOU

2019 SPONSORS



VISIONPOINT
MARKETING

CLARUS
corporation

Corporate Sponsor – VisionPoint Marketing
3210 Fairhill Dr. Suite 150
Raleigh, NC 27612
919.848.2018
info@visionpointmarketing.com

Awards of Excellence Luncheon – CLARUS Corporation
6354 Wayne Road
Alliance, NE 69301
308.762.2565
info@claruscorporation.com

Exhibitor – Interact Communications
502 Main St., 3rd Floor
La Crosse, WI 54601
608.781.8495
info@interactcom.com

interact
2-Year College Experts

SCHEDULE AT-A-GLANCE

SUNDAY, OCTOBER 27

4:00 – 7:00 PM: Registration – Fireplace Room

5:30 PM: Night Out in Old Town

MONDAY, OCTOBER 28

8:00 – 10:00 AM: Registration Open – North Atrium

8:00 AM: Breakfast – Alvarado Ballroom

8:30 AM: Welcome & National Update – Alvarado Ballroom

9:00 AM: Opening Session – Alvarado Ballroom

10:00 – 10:30 AM: Morning Break with Vendors – North Atrium

10:45 – 11:45 AM: Breakout Session 1 A/B – Potters Room & Weavers Room

12:00 – 1:15 PM: Balloon Fiesta Luncheon – Alvarado Ballroom

1:45 PM: Board Buses to FUSE Makerspace

2:15 – 3:45 PM: Special Session + Tour @ FUSE Makerspace

3:45 PM: Board Buses back to Hotel Albuquerque

4:00 – 6:00 PM: Free Time

6:00 PM: Fiesta Flamenco! Medallion Dinner & Awards Ceremony –
Alvarado Ballroom

TUESDAY, OCTOBER 29

9:00 AM: Behind the Medallion Golds Breakfast – Alvarado Ballroom

10:00 – 10:30 AM: Morning Break with Vendors – North Atrium

10:45 – 11:45 AM: Breakout Session 2 A/B – Potters Room & Weavers Room

12:00 – 1:15 PM: Awards of Excellence Luncheon – Alvarado Ballroom

1:30 PM: Short Takes – Potters Room & Weavers Room

3:00 PM: Closing Remarks – Alvarado Ballroom

3:30 PM: Conference Adjourns

HOTEL ALBUQUERQUE AT OLD TOWN



HOTEL ALBUQUERQUE
at old town



DAY 1 MONDAY, OCTOBER 28

8:00 – 10:00 AM: Registration Open – North Atrium

8:00 AM: Breakfast – Alvarado Ballroom


8:30 AM: Welcome & National Update – Alvarado Ballroom

Gather for our conference welcome and a national update from Lynn Whalen, NCMPR President.

9:00 AM: Opening Session – Alvarado Ballroom

The Story that Needs to be Told: Community College ROI

Fiona Lytle, Chief Communications Officer, Colorado Community College System and Tony Poillucci, Creative Director & Vice President, VisionPoint Marketing



While the investment that community colleges return for their students and economies increases year over year, perceptions surrounding two-year schools are slow to catch up. Join us to learn how Colorado Community College System (CCCS) took a proactive approach to close this gap. By leveraging their marketing communications to make their ROI known to state legislators, CCCS transformed the way their story is told statewide.

10:00 – 10:30 AM: Morning Break with Vendors – North Atrium

10:45 – 11:45 AM: Breakout Session 1

A – Potters Room

Capitalizing on Student-to-Student Connection

Hannah Keller Flanery, Communications & Marketing Coordinator, University of Arkansas Community College-Batesville (UACCB); Erica Tilley, Admission Administrative Assistant, UACCB; Jessica Bunch, Student Ambassador, UACCB; Kayllen Cox, Student Ambassador, UACCB; & Ryan Moxley, Student Ambassador, UACCB

The University of Arkansas Community College at Batesville has significantly grown its social media footprint. A large

DAY 1 MONDAY, OCTOBER 28

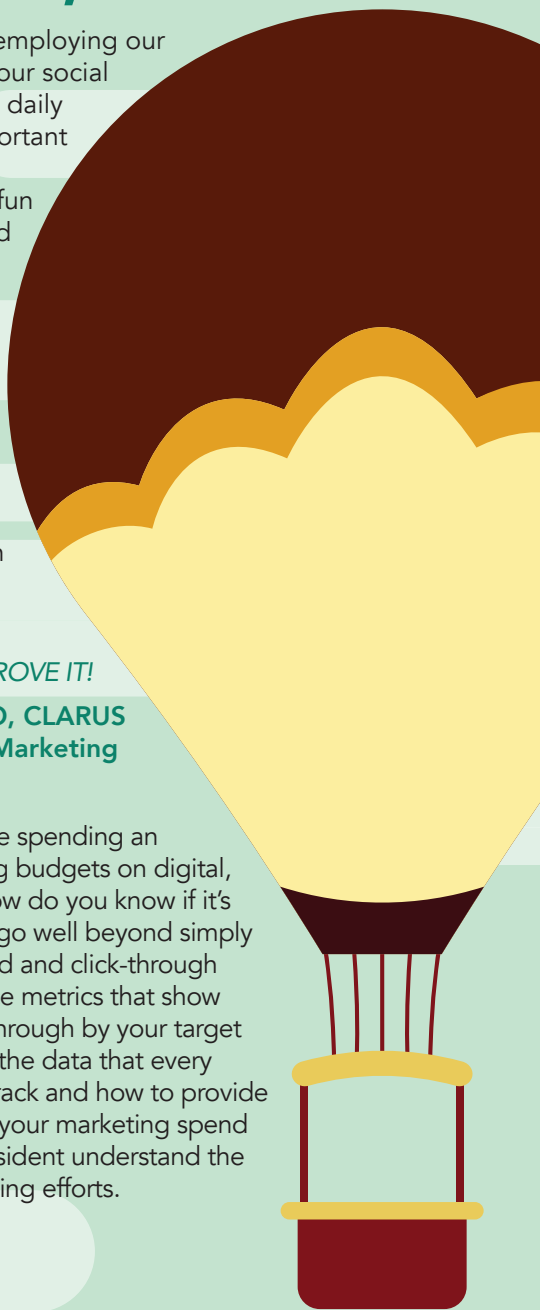
part of the success is attributed to employing our student ambassadors in managing our social media channels. Ambassadors post daily videos providing students with important information about campus events, registration, final exams, as well as fun facts and trivia. Ambassadors attend a social media training session at the beginning of the semester where they review the campus social media policy and learn the do's and don'ts of posting to UACCB's social media channels. This not only helps the campus with student engagement, but has provided the ambassadors with valuable skills that they can apply in future careers.

B – Weavers Room

Is Your Digital Marketing Effective? PROVE IT!

Dr. Kathi Swanson, President/CEO, CLARUS Corporation & Janet Cowey, Marketing Director, San Jacinto College

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.



DAY 1 MONDAY, OCTOBER 28

12:00 – 1:15 PM: Balloon Fiesta Luncheon – Alvarado Ballroom

Keynote: Picture Perfect – Insight Behind the 48th Albuquerque International Balloon Fiesta

Tom Garrity & Amanda Molina, The Garrity Group, with Sam Parks & Laurie Riedle, Albuquerque International Balloon Fiesta

The Albuquerque International Balloon Fiesta is the largest balloon event in the world. The 48th Balloon Fiesta included more than 580 balloons from 17 countries. Getting an event like this off the ground is no small task. Some of the organizers will share insights about the event, pilot and guest outreach, marketing and communications. The 2019 theme was, appropriately, Picture Perfect! Balloon Fiesta can be found on Twitter @BalloonFiesta and Facebook.

1:45 PM: Board Buses to FUSE Makerspace

2:15 – 3:45 PM: Special Session + Tour @ FUSE Makerspace

Kyle Lee & Mary Gallivan, CNM Ingenuity

Take a look at how the FUSE Makerspace was branded, separately from the main campus' branding, and how this innovative space has created opportunities for user-generated content.

3:45 PM: Board Buses back to Hotel Albuquerque

4:00 – 6:00 PM: Free Time

6:00 PM: Fiesta Flamenco! Medallion Dinner & Awards Ceremony – Alvarado Ballroom

The Medallion Awards will be announced at tonight's dinner and awards ceremony. Come see what work stood out this year to capture the Bronze, Silver and Gold.



DAY 2 TUESDAY, OCTOBER 29

9:00 AM: Behind the Medallion Golds Breakfast – Alvarado Ballroom

10:00 - 10:30 AM: Morning Break with Vendors – North Atrium

10:45 – 11:45 AM: Breakout Session 2

A – Potters Room

Building Brands Worth Bragging About

Dr. Pamela Cox-Otto, CEO, Interact Communications Inc. & Daniel Ramirez, Director of Public Relations & Marketing, South Texas College

Your college brand may speak to potential students, but if it doesn't rally your internal audiences or make other groups (such as the business community) excited, your brand may just be a campaign. Strong brands are based on real perceptions and aspirations of ALL critical audiences, not just students. So, how exactly do you take your college's image from bland to brand when your audiences have different perceptions and aspirations? Join Daniel Ramirez and Dr. Pamela Cox-Otto as they share their secrets for successfully building a brand worth bragging about.

B – Weavers Room

Takin' it to the Streets – Empowering Students to Promote Your College on Social Media

Angelique Rodriquez, Marketing Specialist, San Juan College

Are you a social media coordinator who needs help portraying student life on social media? Looking for a way to get authentic student content on your social media platforms? Create a student driven social media advocacy program to promote your college. Learn how San Juan College implemented and is utilizing a social media street team. The Street Team is a unique and creative group of students from various academic disciplines, who use their position and influence in conjunction with their personal and college social media accounts to showcase college student life and elevate the college brand. Street Team members create the social media content and engage in the conversations using a variety of social media platforms and a unique hashtag.

DAY 2 TUESDAY, OCTOBER 29

12:00 – 1:15 PM: Awards of Excellence Luncheon – Alvarado Ballroom
Sponsored by CLARUS Corporation

Keynote: Experiential Learning – Building a Bridge Between Academics and the Community

Stacy Sacco, UNM Anderson School of Management

1:30 PM: Short Takes – Potters Room & Weavers Room

1. 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.

2. Tilt & Shift: Evolving Digital Marketing & Strategy

Kristelle Siarza, CEO, Siarza Social Digital

Twenty years ago, native advertising in BuzzFeed did not exist. Ten years ago, there was no Instagram or Snapchat. Last year, live video barely integrated into the marketing mix. Because digital marketing strategy constantly changes, it’s a challenge for most marketing and communications teams to keep up with new technology and innovating tactics.

3. Influencer Marketing: Top Trends, Success Stories and Opportunities

Brian Mullen, Executive Director of Marketing, Lone Star College

Think of the last time you made a decision to buy a product or service. What were the major influences on that decision? Without realizing it, most are influenced by friends, family, experts and others who they trust. But how can higher education institutions make an intentional effort to collaborate with the right influencers in a way that is genuine and believable to recruit and retain students? In this presentation, you will hear the results of recent research on influencer marketing outlining key trends, goals, budgets and best practices. You will also hear how Lone Star College incorporated broad and niche influencers to reach demographics not previously engaged with the college.

DAY 2 TUESDAY, OCTOBER 29

4. *How to Wizard a Website Redesign, Get Buy-In Where It Matters and Maintain Your Sanity*

Matt Radcliffe, Digital Strategist, Pikes Peak Community College

This presentation shows how to complete a web redesign project from ideation and discovery through design and implementation. Any marketing team that wants to undertake a redesign project should attend this presentation to learn about some of the traps and opportunities inherent in any massive web project.

5. *Training Faculty and Staff to Be Media Ready*

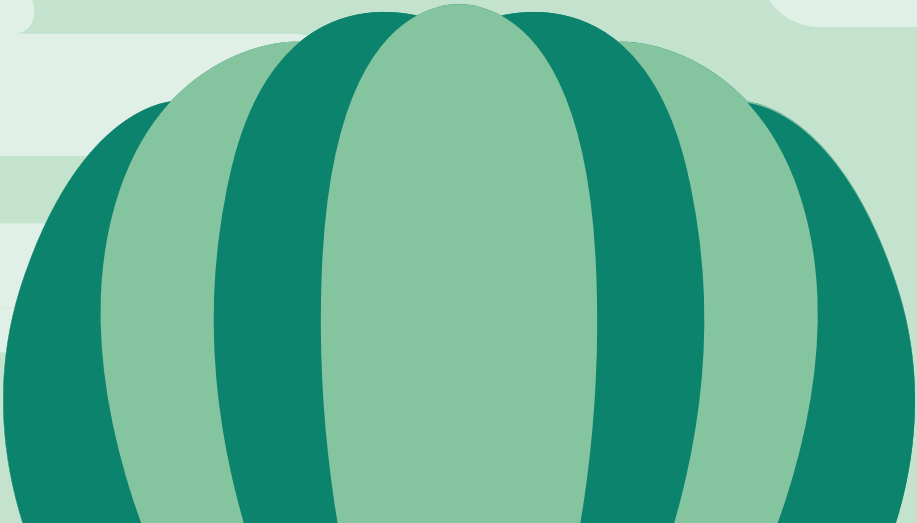
Karen Kovaly, Communications Coordinator, Pikes Peak Community College

Media coverage is a crucial aspect of a college's marketing plan because it builds your presence and credibility in the community in a more objective way than paid advertising. College Marketing and Communication departments must rely on faculty and staff to provide expert knowledge on a wide variety of topics and act as a representative of the college to communicate a key message to the community. This training will prepare them to represent the college in the most positive light.

3:00 PM: Closing Remarks & NCMPR District 4 Business meeting – Alvarado Ballroom

Natalie Daggett, NCMPR District 4 Director

3:30 PM: Conference Adjourns



MEDALLION AWARDS

FINALISTS

ARKANSAS STATE UNIVERSITY – MOUNTAIN HOME

Postcard (single or series)

Logo Design

AUSTIN COMMUNITY COLLEGE

Brochure (single or series)

Flyer (single or series)

Electronic Newsletter

Microsite

Original Photography (Unmanipulated)

Print Advertisement (single or series)

Television/Video

Advertisement (single or series)

Outdoor Media (single or series)

Interior Signage/Displays (single or series)

Communication Success Story or

Community Relations Campaign

CASPER COLLEGE

Annual Report

CLOVIS COMMUNITY COLLEGE

Newsletter

Specialty Publication

COASTAL BEND COLLEGE

Special Event or Fundraising Campaign

Social Media or Online Marketing Campaign

COLLIN COLLEGE

Postcard (single or series)

Excellence in Writing

COLORADO COMMUNITY COLLEGE SYSTEM

Flyer (single or series)

Folder

Interior Signage/Displays (single or series)

COMMUNITY COLLEGE OF DENVER

Academic Catalog or Class Schedule

Annual Report

Specialty Publication

Poster (single or series)

Video Shorts (single)

DEL MAR COLLEGE

Viewbook

Notes/Cards/Invitations (single or series)

Social Media
Video Shorts (series)
Television/Video Advertisement
(single or series)
Communication Success Story or
Community Relations Campaign
Excellence in Writing
Wild Card

EL PASO COMMUNITY COLLEGE DISTRICT

Microsite
Novelty Advertising
Outdoor Media (single or series)
Interior Signage/Displays (single or
series)
Communication Success Story or
Community Relations Campaign
Special Event or Fundraising
Campaign
Wild Card

GALVESTON COLLEGE

Successful Recruitment or Marketing
Program

HOUSTON COMMUNITY COLLEGE

Academic Catalog or Class Schedule
Specialty Publication
Social Media
Video Shorts (single)
Original Photography
(Unmanipulated)
Novelty Advertising
Wild Card

LARAMIE COUNTY COMMUNITY COLLEGE

Viewbook
Magazine
Original Photography
(Unmanipulated)
Original Photography (Manipulated)
Computer-Generated Illustration

LAREDO COLLEGE

Folder
College
Promotional Brand
Video
Video Shorts (series)
Computer-Generated
Illustration
Radio Advertisement
(single or series)
Social Media or Online
Marketing Campaign

LONE STAR COLLEGE – KINGWOOD

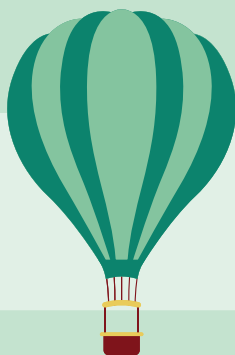
Electronic Catalog,
Schedule, Viewbook,
Annual Report
Novelty Advertising

LONE STAR COLLEGE – NORTH HARRIS

Electronic Newsletter

LONESTAR COLLEGE SYSTEM

E-cards



NATIONAL PARK COLLEGE

Original Photography (Manipulated)
Logo Design
Print Advertisement (single or series)
Successful Recruitment or Marketing Program

NORTHEAST LAKEVIEW COLLEGE

Television/Video Advertisement
(single or series)

NORTHWEST ARKANSAS COMMUNITY COLLEGE

Microsite
Social Media

PIKES PEAK COMMUNITY COLLEGE

Viewbook
Brochure (single or series)
Notes/Cards/Invitations (single or series)
Poster (single or series)
College Promotional Brand Video

PUEBLO COMMUNITY COLLEGE

Radio Advertisement (single or series)
Digital Ad

SAN ANTONIO COLLEGE

Flyer (single or series)
Postcard (single or series)
Outdoor Media (single or series)
Special Event or Fundraising Campaign

SOUTH TEXAS COLLEGE

Electronic Newsletter
Website
Original Photography (Manipulated)
Print Advertisement (single or series)
Digital Ad
Successful Recruitment or Marketing Program

TARRANT COUNTY COLLEGE

Magazine
Website
Excellence in Writing

TEMPLE COLLEGE

Logo Design
Computer-Generated Illustration

WEATHERFORD COLLEGE

Newsletter
Poster (single or series)
Website
Social Media or Online Marketing Campaign

EXCELLENCE AWARDS



Rising Star

Matt Radcliffe

Digital Strategist, Pikes Peak Community College

From the moment Matt Radcliffe came to PPCC, it was clear he wasn't just a coding guy. He could take several steps back and look at the larger digital strategies and figure out how to make them better. A lot of this comes from Matt's time serving as a Military Policeman in the Army, including two tours Iraq. He is a bronze-star recipient and during his time serving he learned to problem solve quickly and under pressure. Matt is a rising star not only in college marketing but also in NCMPR where he currently serves as Assistant Director for District 4.



Communicator of the Year

Carol Langston

Director of Public Affairs, Galveston College

Carol Langston has spent her life as a marketing and communications professional and an NCMPR member since the 1980s. Under her direction, Galveston College has embraced new technologies and procedures to streamline Public Affairs projects and enable greater team communication. She kept everyone informed as the college introduced new programs, broke ground on new student housing, and braved several severe weather events. Under her direction, social engagement numbers have skyrocketed, marketing analytics continue to climb, and enrollment increased over 11%.



Pacesetter of the Year

Dr. Robin Myers

Chancellor, Arkansas State University-Mountain Home

Dr. Robin Myers is one of the most respected Chancellors in the state of Arkansas and under his leadership, Arkansas State University-Mountain Home has been recognized nationally as the top community college in the nation by Wallet Hub and in the state of Arkansas by MSN Money. ASUMH has risen to the top of the in graduation and completion rates. The college just launched a new website with a marketing focus and a state-of-the-art custom lead management system that moves the recruiter into a position of strength as she competes against four-year institutions.

WORKSHOP & SPEAKER BIOGRAPHIES



Angela Carollo, MBA, director of marketing at Interact, has a demonstrated history in media, marketing, and management. She has six years of experience developing promotional campaigns for businesses and has spent much of her time

consulting start-ups and student organizations prior to joining Interact. As a passionate professional and strong advocate for higher education, she regularly volunteers to speak at various events for organizations such as College Media Business and Advertising Managers, Inc., Journalism Rocks, and the Young Professionals Network. She has also received national recognition for her creative campaigns and strategic promotional plans.



Janet Cowey serves as Director of Marketing for San Jacinto College in Texas. Her 20 years of higher education experience spans across marketing, communications, and enrollment management at large and small institutions.

Janet holds a BBA in Marketing from Stephen F. Austin State University, and an MBA, from the University of Houston Clear Lake. In her free time, she enjoys time with family, reading, hiking, biking, and kayaking.



Dr. Pamela Cox-Otto is the CEO and founder at Interact, as well as a former vice president of advancement at Western Technical College in Wisconsin and public information officer (PIO) 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 Colleges. She specializes in branding and image campaigns, recruitment efforts, and government relations projects, and has written books on college branding and web practices.



Hannah Keller Flanery is the communications and marketing coordinator for UACCB. She holds a bachelor's degree in journalism and a master of public administration. She has been with UACCB for 4 years, previously serving in the role of assistant to the chancellor. She has 15 years of experience in journalism, marketing, and public relations.



Mary Gallivan leads the program team at CNM Ingenuity. She is passionate about working with great people who are committed to serving the needs of the Albuquerque community by providing training and education opportunities that meet people where they are. She enjoys having the opportunity to try out new things and develop new programs to meet evolving workforce trends. Mary has an extensive background in non-profit management and program development.



Tom Garrity is president of The Garrity Group Public Relations. Tom's connection to Balloon Fiesta started in 1991 when he produced Emmy Award winning coverage of the 20th Balloon Fiesta. In 1994 Tom joined the Albuquerque Convention and

Visitors Bureau, establishing a formal relationship with Balloon Fiesta which continued when he started his public relations firm in 1997. Tom's focus is on media relations, issue management and crisis communications. The Garrity Group team is an embedded with the Balloon Fiesta serving as its year round public relations firm agency of record, coordinating external messaging, traditional and digital media



Karen Kovaly is Pikes Peak Community College's Communication Coordinator and is responsible for media relations and internal communication. She graduated from the University of CT with a BA in Communications and has

lived in Colorado for 30 years. Karen has more than 20 years of experience in public relations, communication and marketing for worldwide manufacturers and publishing companies to non-profits and small businesses. When she's not living the community college marketing dream, you can find her skiing, climbing, biking, gardening, travelling and doing circus tricks with her cat Oliver.



Kyle Lee joined CNM Ingenuity, Inc. as Executive Director in late 2015, and oversees the growth of CNM Ingenuity as a world class provider of innovative education and training. Prior to joining CNM, Mr. Lee co-founded Enevor, Inc. an

innovative clean-tech company revolutionizing advanced material and biotech processes. Prior to that, Kyle was the Chief Operating Officer of Voxox, Inc. and Chief Operating Officer of MIOX Corporation, and he was FAB production manager at FAB 11, Intel Corporation.



Fiona Lytle brings more than 15 years of experience developing and managing successful community and marketing initiatives in academic, government, business, and non-profit settings. She serves as the chief communications officer &

legislative liaison for the Colorado Community College System. In her role, Fiona oversees public and media relations, marketing, and the digital/online presence for the System Office. Under legislative affairs, she manages the System's legislative initiatives, strategies, and relations with members of the Colorado General Assembly and United States Congress.



Amanda Molina is vice president of The Garrity Group Public Relations. She has more than 10 years of public and media relations, issue management and mass communication experience. The 2019 Balloon Fiesta marked

the ninth year she helped lead the Balloon Fiesta media relations team. Her primary focuses involve: developing long-term communication and issue management plans, working closely with the digital media team, developing public and media-focused content and management of the media relations and hospitality program. Although Balloon Fiesta is a primary client of Amanda's, she's worked with clients in a variety of industries, including: construction, hospitality, tourism, restaurant, energy, pharmaceutical and health care.



Brian Mullen is the executive director of marketing at Lone Star College. He possesses over 10 years of experience in PR, and a passion for maximizing an organization's image and reputation. He has already

done so for such prestigious organizations as the Smithsonian Institution, Clemson University, Georgia State University and now Lone Star College. He was awarded the Public Relations Society of America's Silver Anvil Award for Excellence and six additional awards from PRSA and the Council for the Advancement and Support of Education for outstanding strategic marketing communication programs and projects, excellent and innovative use of

social media with a high impact, online innovation and experimentation, and outstanding media relations programs. He earned his Bachelor's degree in Communication from Barry University in Miami, Florida and his Master of Business Administration from Clemson University in South Carolina.



Sam Parks the Director of Operations for the Albuquerque International Balloon Fiesta. An accomplished pilot and longtime Balloonmeister for the event. Mr. Parks oversees the day-to-day administration and operation of the 501 (c) (3) Not-For-Profit Corporation. This includes overseeing flight operations, entertainment, guest experience, as well as a variety of other responsibilities that include communications, sponsorships and traffic management. Mr. Parks has been flying balloons since 1988, earning his commercial rating in 1989 and gas balloon rating in 2000. Collectively, he has logged over 1,500 hours in both hot air and gas balloons. In 1990 Mr. Parks established Parks Balloon Aviation, a commercial and corporate hot air balloon company.



Tony Poillucci serves as Creative Director and VP at VisionPoint Marketing. He does a little bit of everything, but is primarily responsible for developing effective strategies and compelling experiences that help his clients achieve their goals. Tony's experience and client list runs the gamut from the technology sector (Intel, SiriusXM) to non-profits (Hamner Institutes for Health Sciences, International Olympic Committee), but for the better part of the past two decades his primary focus has been on Higher Ed marketing. Tony has led branding, web and integrated marketing engagements for the likes of Virginia Tech, Boston College, University of Maryland, University of Pennsylvania, Northern Virginia Community College, the Colorado Community College System and many others. He also writes, blogs and speaks nationally about Higher Ed marketing.



Matt Radcliffe is the Digital Strategist for Pikes Peak Community College and is responsible for all things web and social media. He graduated from PPCC with an Associates Degree in Multimedia Graphic Design and from the University of Colorado Colorado Springs with a B.S. in Business with an emphasis in Marketing. Before he went to school, Matt served as a Military Policeman in the US Army for seven years during which time he deployed to Iraq twice and earned a Bronze Star Medal. When Matt isn't working, he serves as president for Springs Ensemble Theatre and does some acting in Colorado Springs.



Laurie Riedle is the Sponsorship Sales Director for the Albuquerque International Balloon Fiesta. Connected with the event for more than two decades, Ms. Riedle oversees the sponsorship and advertising aspects for the Balloon Fiesta. Her work has resulted in attracting an impressive list of sponsors including Canon as the event's presenting sponsor an official sponsors that includes national organizations like Dos Equis, Dunkin', Wells Fargo and Phillips 66. With a commitment to engage New Mexico organizations and small businesses, her team also works in partnership with sponsors like Rio Grande Brewing Company, Lovelace Health System and 770am KKOZ, the Albuquerque radio station that helped to create the event we know today as the Balloon Fiesta.



Daniel Ramirez is the director of public relations and marketing at South Texas College in McAllen, Texas and has over 17 years of experience in higher education marketing. He holds a degree in Mathematics from the University of Texas – Pan American in Edinburg, Texas. He has received more than 50 marketing awards for his work in higher education, including NCMPPR's 2014 District 4 Communicator of the Year.



Angelique Rodriguez is the Marketing Specialist at San Juan College (SJC). She has worked for SJC for 20 years. She manages, organizes and monitors all the college social media accounts and is in charge of all the content shared on the

official San Juan College accounts. She created the SJC Street Team from the ground up and has grown the number of street team members from two to 10 in a year's time. Angelique earned an Associate of Science degree in Media Technologies and Communications from San Juan College, a Bachelor's degree in Graphic Design from the Art Institute of Pittsburg, and a Master of Business Administration degree with a concentration in Marketing from New Mexico Highlands University.



Stacy Sacco teaches entrepreneurial studies at UNM Anderson School of Management, serves as the Director of the UNM Small Business Institute and owns Sacco Connections LLC, a management-consulting

firm. Stacy previously held national marketing management positions at several Fortune 500 corporations in Southern California including Avco, Hyundai and Transamerica, and locally, the Greater Albuquerque Chamber of Commerce, the CNM Workforce Training Center, Kirtland Federal Credit Union and WESST. Stacy is an active leader in the community including serving on the boards of the New Mexico and Orange County chapters of the American Marketing Association, Creative Albuquerque, Professional Aerospace Contractors Association, and TEDxABQ and he served as the Public Information Officer for the 100+ Toastmasters club statewide. Stacy currently serves on the Workforce Connections of Central New Mexico Advisory Board, and is the Faculty Advisor for the UNM Student Entrepreneur Club.



Kristelle Siarza is a digital communications and marketing specialist with over 15 years of experience. In 2014, after 11 years in agencies and marketing/ comms departments, she founded Siarza Social Digital – a 360

degree digital communications firm that pivots on innovation, curation, and creativity. Kristelle has consulted for and assisted several organizations with digital marketing and communications strategies for the tech, tourism, hospitality, and B2B markets. Her social media and content strategies have helped clients generate millions of impressions and win local and national recognition. As a Filipino-American, she is one of Albuquerque, NM's youngest business owners of minority status and one of the New Mexico's rising stars. In 2016, Kristelle was honored as one of NM's 'Forty Under 40,' and Siarza Social Digital was honored with a 'Flying 40 Falcon Award' as one of the fastest growing companies in the state.



Dr. Kathi Swanson understands how community colleges operate and shares that knowledge nationally with humor and insight. As President of CLARUS Corporation, Kathi is one of the Primary Consultants responsible for

the strategic visioning and interpretation of the data collected through the market assessment process. With a Doctorate in Marketing from Texas A&M University, Kathi brings fine-tuned information-gathering skills to the project team as well as a wealth of information regarding best practices for community colleges across the country. Kathi has been a popular speaker for the last 10 years at the annual conferences for the American Association of Community Colleges (AACC), the Association of California Community College Administrators (ACCCA), the Chair Academy, the National Council of Instructional Administrators (NCIA), the League for Innovation, National Council for Public Relations and Marketing (NCMPR), and other state and regional community college conferences.



Erica Tilley is the admissions administrative assistant and serves as supervisor of the student ambassadors. She is a graduate of UACCB, holding an associate's of applied science in business services.

She is currently pursuing her bachelor's of applied science from the University of Arkansas Fort Smith through UACCB's 2+2 program with that institution.

GET INVOLVED NCMPR DISTRICT 4

One of the best ways to give back and grow professionally is to volunteer to help NCMPR! Our district is always looking for great people who love what they do to help us all grow and succeed as community college marketers and communicators.

We need help with conference planning, logistics, graphic design, judging awards, recruitment, member engagement, and anything else you can do to help! Email Natalie, Matt, or your state rep to find out more.

Natalie Daggett

District 4 Director
natalie.daggett@clovis.edu
Executive Director, CCC Foundation
Clovis Community College, NM

Stacie Sipes

Medallion Awards Coordinator
stacie.sipes@navarrocollege.edu
Director of Marketing & Public Information
Navarro College, TX

Hannah Keller Flanery

Arkansas State Representative
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Assistant to the Chancellor
University of Arkansas Community
College at Batesville, AK

Sheron Bruno

Texas State Representative
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Director of Public Relations
Houston Community College, TX

Matt Radcliffe

District 4 Assistant Director
matt.radcliffe@ppcc.edu
Digital Strategist
Pikes Peak Community College, CO

Fiona Lytle

Colorado State Representative
Fiona.Lytle@cccs.edu
Director, Public and Legislative Affairs
Colorado Sommunity College System

Donna Oracion

New Mexico State Representative
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Executive Director, College Development
Eastern New Mexico University-Roswell

Open

Oklahoma State Representative

Open

Wyoming State Representative

UPCOMING NCMPR CONFERENCES

NCMPR NATIONAL CONFERENCE

March 22 - 24, 2020 in Orlando, Florida

2020 NCMPR DISTRICT 4 CONFERENCE

October 21- 24, 2020 in Hot Springs, Arkansas

District 4

NCMPR

National Council for Marketing & Public Relations

Connecting
Community College
Communicators

