

NCMPR
DISTRICT 5 CONFERENCE

BIG IDEAS

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*Little
Apple*

KS



OCT. 6 - 8
MANHATTAN, KS



Sunday, Oct. 6, 2019

NCMPR

2-5 p.m.

Registration

5-6 p.m.

Social Hour

6 p.m.

Welcome & Opening Keynote

Creating Real Authentic Student Engagement

Sheila Ellis-Glasper

Students crave authentic engagement but how do you make it happen? Sheila offers insight on building real student-focused campaigns that actually work and get results. Creating content that stops the endless scroll, delights and excites!



Bio:

Sheila Ellis-Glasper is dedicated to helping purpose-driven businesses and organizations build and execute winning marketing strategies.

Born and raised in the capital city of Kansas, Sheila is a graduate of Kansas State University where she earned a degree in Journalism and Mass Communications and was the Editor-in-Chief of the Kansas State Collegian.

She ventured off to the east coast to begin her professional career as a reporter for the Associated Press and Roanoke Times. Following a week stint on the "Nancy Grace Show" in 2010, Sheila realized the importance of social media to build relationships, connect with the community and to stay ahead of the competition in her reporting career.

After starting her family, she embarked on her entrepreneurial journey with the creation of inspirational jewelry and apparel business, Precious Heart Designs. She shipped her handcrafted products all over the world, with thousands of social media followers and celebrity endorsements solely through the power of social media.

Sheila is the former social media manager for Kansas State University. In her role at Kansas State, she built the university's social media presence to be recognized in the top 25 universities on social media in the nation. During Sheila's tenure, she co-founded the K-State Student Social Media Team, launched the university Snapchat account and quadrupled the university's Instagram following. In 2015, Business Insider named K-State the most Instagrammed location in the state of Kansas.

Sheila has served as the social media consultant for the Kansas Small Business Development Center building winning social media strategies for small businesses across Kansas.

Sheila founded SEG Media Collective LLC in 2016 to provide marketing training, consulting and management services to businesses worldwide. Sheila runs SEG Media full time in addition to being a wife and mother to two boys ages: seven and two.

7 p.m.

Dinner & Medallion Awards



Monday, Oct. 7, 2019

NCMPR

7:30 a.m.

Breakfast

8-10 a.m.

Registration

8 a.m.

**Welcome and National Presentation from
NCMPR President - Lynn Whalen**



8:30 - 9:20 a.m.

Intent Recovery Technology- Taking back enrollment

Steve Briskman, 25th Hour Communications

Erin Wood, Lake Region State College

Learn how to identify web traffic that abandoned your content. Learn how to turn digital intent into a tangible piece of media. Learn why IRT is the future of enrollment marketing. Join this dynamic duo for some fun, several laughs, and great tips on increasing your marketing efforts with Intent Recovery Technology.



Bios:

Steve Briskman has had his hand in marketing and advertising in some form or fashion for just over 15 years now. As the previous Director of Advertising for a top-tier DSP and former General Advertising Manager of 5 Hearst Newspaper properties, Steve brings a fresh perspective and broad set of skills that will assist any campaign to perform at its peak potential. Steve especially enjoys working with clients to overcome obstacles in their outreach efforts and has successfully assisted in penetrating niche market segments when other have failed to deliver. In addition to advertising, Steve has worked side by side with data engineers to create and test several digital platforms and continues to stay on the forefront of new digital technology.

Erin Wood is a well-rounded communications and marketing professional. Her background has allowed her to excel and gain experience as: Communicator -- Community Builder -- Connector -- Community College Advocate -- Champion of Agriculture -- Public Relations Professional -- Rural America Champion -- Writer and Story Teller -- Fundraiser -- Event Planner -- and so much more. She's faced challenges in marketing a rural community college, but has excelled and risen through the ranks to her current position. A well-rounded communications and marketing professional, Erin has excelled and risen through the ranks at Lake Region State College over the past 19 years. Starting as a public information officer, she now oversees all college marketing and public relations, and the college website. As a rural community college, LRSC faces the challenges of small teams doing multiple projects and marketing certain specialty programs to expanded audiences. Lake Region State College experienced positive results with intent recovery technology.

9:30 - 10:20 a.m.

The Power of Marketing-Fundraising Relationships

Emily Zimmer, Dakota County Technical College & Inver Hills Community College

Rachel Marzahn, Dakota County Technical College & Inver Hills Community College

Each year the DCTC and Inver Hills marketing and foundation departments team up to plan and implement an annual gala. The event raises money for student scholarships and engages the business community with our work. This presentation will share details and best practices on how to work with foundation folks to plan and market fundraising events in strategic ways.

Key takeaways:

- Tips on how to get leadership engaged in your event
- Strategies on ways to build a common agenda while also meeting individual department objectives
- Ways to navigate conflict between objectives
- Building on successes

Bios:

Rachel Marzahn is the Interactive Media Coordinator at two aligned Minnesota State colleges, Dakota County Technical College and Inver Hills Community College. She is also the owner of Rachel Marzahn Photography. Rachel graduated summa cum laude from Hamline University, earning degrees in Communication, Spanish, Mediation, and Teaching English. She has 15+ years of experience in communications, specializing in public speaking, social media management, photography, videography, writing, event planning, and graphic design. In addition, she volunteers as president of South Metro Networking, vice president of Historic Wesley Center, and a district representative for Rotary International. In her free time, Rachel enjoys playing music and ballroom dancing.

Emily Zimmer loves words and has had the joy of creating a career using them to communicate for organizations large and small. She started her professional career as a journalist and has written on a wide range of topics including government, environment, family, health, public safety, sports, and the arts. Presently, the Marketing and Events Coordinator for Dakota County Technical College and Inver Hills Community College, she coordinates public relations, government relations, event communications, and key messages for the colleges. In 2017, she received a master's degree in Integrated Marketing Communications from West Virginia University.



10:30 - 11:20 a.m.

You Want Me to do What With Accessibility Design?

Amanda Groff, Central Community College

Emily Klimek, Central Community College

Join us for an Accessibility and Universal Design therapy session. It's a terrifying topic, but we'll tell you what we know, what we've changed already, and what we know is coming soon. Much of this presentation will be open for questions and discussion as we take time to share our experiences and lean on each other while we power through the ugly crying and extreme need for a cursing closet these topics bring every higher ed marketing department. We're no experts on this by any means, but at least we are past the point of panicking.



Bios

Amanda Groff is the marketing manager at Central Community College in Nebraska. She has 18 years of experience in marketing and public relations. At Central Community College she has been involved in strategic planning for the college, bringing more print jobs in house to the college's two print shops, championing the importance of having professionally trained graphic designers on staff, and bringing the college's marketing tactics up-to-date. Amanda earned her Bachelor's of Science in Media Productions with an emphasis in print media from Hastings College in 2003.

She earned her Master's of Business Administration with an emphasis in marketing from Bellevue University in 2017. She lives in Doniphan, NE with her husband Justin, son Chase, daughter Madilyn, and their dog Winry.



Emily Klimek is the graphic design specialist for Central Community College. She has 10 years of experience in graphic design. Emily is a 2009 graduate from CCC's Media Arts program. She lives in Grand Island with her husband, Preston, their two sons Oliver and Walter, and their dog Annabelle.

**11:30 - 1:00 p.m. Excellence Awards Luncheon
honoring Communicator of the Year, Rising Star, Pacesetter**
(Sponsored by Clarus Corporation)

1:00 - 1:30 p.m. Exhibitor Showcase

1:30 - 1:55 p.m.

Quick Takes - A: Which Snapchat Strategy is Right for You?

Tiffany Seybold, Central Community College

We all know how cool Snapchat is. For this quick take we'll skip the who and what and focus on the where, when, and the how. We'll discuss different options and level of involvement depending on your budget and marketing staff. You'll get a chance to look at some of the technical and strategic aspects of making Snapchat work for your college.

Bio:

Tiffany Seybold is the web content specialist at Central Community College in Nebraska. She has played a role in increasing CCC's web presence since 2014, especially with the latest website launch. She also creates videos for social media and is the exclusive CCC Snapchat manager. Tiffany earned her Bachelor of Fine Arts in Visual Communication and Design in 2013 and her Master of Science in Strategic Marketing in 2019. She lives in Hastings, NE with her husband Zach, son Sky, and cats Violet and Ash.



2:00 - 2:25 p.m.

Quick Takes - B: Thinking Inside the Box

Claudia Christiansen, Neosho County Community College

Tired of doing brochure after brochure after brochure and trying to create something different and appealing? Think inside the box and learn how this simple square shaped folder can lead you in a new direction when it comes to marketing, development, and admissions. Maybe even other places that we haven't thought to use it....who knows where you might go!

Bio:

Claudia Christiansen has a Master's degree in Psychology from Pittsburg State University, a Bachelor's degree from William Penn and an AA degree from Indian Hills Community College. She is a published author in the Journal of Mental Retardation and has presented at conferences in Kansas and Missouri. Most of her lessons are from life and she's still learning!



2:30 - 3:20 p.m.

Is Your Digital Marketing Working? Prove It!

Kelly Snedden, Butler Community College

James Schisler, Butler Community College

Kathi J. Swanson, Ph.D., CLARUS Corporation

Colleges, like all other businesses, are spending an increasing amount of their advertising budgets on digital, but the age-old question remains: how do you know if it's WORKING? The numbers you need go well beyond simply how many impressions were delivered and click-through rate-you need to be able to produce metrics that show response, engagement, and follow-through by your target audience. This session will show you the data that every digital campaign should be able to track and how to provide a clear ROI which will not only justify your marketing spend but will also make your CFO and President understand the importance and value of your marketing efforts.

Bios:

Kelly Snedden is the Director of College Relations & Marketing for Butler Community College. She has more than 28 years of experience in higher education marketing and has served in both the two-year public and four-year private sectors.

James Schisler is the Digital Marketing Specialist for Butler Community College. He has over 8 total years of digital marketing experience and five years of experience with higher education marketing, including two-year public, four-year public and four-year private sectors.

Kathi Swanson understands how colleges operate and shares that knowledge nationally with humor and insight. As President of CLARUS Corporation, Kathi continues to be on the cutting edge of new technologies used in marketing. Kathi has been working with colleges for more than 27 years – helping them stay current with their advertising tactics and assisting them in understanding their markets. Her work with hundreds of colleges across the country provides insight in to best practices in higher ed marketing. With a Doctorate in Marketing from Texas A&M University, Kathi brings fine-tuned information gathering skills as well as a wealth of information regarding best practices for colleges across the country.



3:30 - 4:20 p.m.

Video Production You Can Afford

Presenter: Mark Mathis II, Partner-Chief Creative & Strategy Officer of AMPERAGE Marketing & Fundraising (AKA Director of Cool)

There's no denying it. Video is on a rapid growth curve with little chance of slowing anytime soon. It will account for 79% of global internet traffic by 2020 - up from 63% in 2015 - which means if video isn't already part of your digital content marketing strategy, it should be. This session will give you tips on how to shoot video content - from lighting techniques to shooting various angles. Use your voice. Tell your story. Video content is an asset. It will be up to you how that asset pays dividends for years to come. Ready on the set, and action.



Bio:

Mark Mathis II, with almost 30 years' experience, AMPERAGE didn't hire Mark ... Mark hired AMPERAGE. He is creatively ambidextrous - son of an artist and engineer - and famous for distilling complex ideas down to a few words and a few visuals. As one of our fearless leaders, Mark works tirelessly to solve the complex puzzle that is "communication." He's written a whole book about it. Mark moves the needle by digging into research, background and persona for clients. It is from that solid foundation that he can empower clients to build large branded houses.

4:30 - 5:20 p.m.

Organize the Insanity

Johnna Kerres, Eastern Iowa Community Colleges
Nicole Harrison, Eastern Iowa Community Colleges

Publications, social media, press relations, web analytics and so much more. It can be absolutely insane trying to keep up with all we do in today's college marketing office. EICC turned to Trello, a low cost, even free, project management tool to bring some sanity to all the craziness. We'll show, in-depth, how we move projects through the process from origination to completion, how to organize projects with multiple pieces, and much more. We'll even share how we use stickers to put a little fun in your day.



Bios:

Johnna Kerres is the Marketing Relations Coordinator for Eastern Iowa Community Colleges (EICC). From copywriting to project management to media relations, Kerres is involved in the execution of all college marketing campaigns and has a passion for sharing student success stories. Kerres started her career as a broadcast news reporter and producer in the Quad Cities before transitioning to higher education.



Nicole Harrison is the Web and Social Media Specialist for Eastern Iowa Community Colleges and is a proud graduate of Clinton Community College. From web design to maintenance, analytics to social media, video editing, to occasional print design, she is a versatile player in the EICC Marketing department.

6 p.m.

Aggieville Adventure:

Start at Rock-a-Belly Bar & Deli and enjoy conversation over heavy apps, then head out on the town for a photo scavenger hunt to win some fabulous conference prizes! Appetizers are provided; dinner and drinks on your own.





- 7:30 a.m. **Breakfast**
8:15 - 8:30 a.m. **Business Meeting**
8:30 - 9:30 a.m. **Morning Keynote**

Measuring Impact and Driving Results

Peter F. Nájera, President of the Rudd Foundation

Learn how a new Kansas scholarship program partnered with local colleges to build name recognition, brand awareness, and ultimately increase student applications through social media and the data it provided to inform current and future strategy.



Bio:

Peter F. Nájera, as a successful entrepreneur, business executive and former Army officer, Pete Nájera brings a wealth of leadership and management experience in leading all aspects of the Rudd Foundation as its' current President. In this role, Pete launched and now manages the Rudd Scholarship program as one of the key initiatives of the organization. He also participates in many civic activities throughout Kansas in representing the Foundation but especially in Wichita where he is a board member of the Rotary Charitable Fund and a Business Journal 2019 Diversity and Inclusion honoree.

Previously, Pete served as the Chief Operating Officer for the Virginia-based Sterling Foundation Management where he was responsible for all operational issues across Sterling's full suite of philanthropic services including Private Foundation Administration, Sterling's Donor Advised Fund, Charitable Consulting, and the company's industry-leading Charitable Remainder Trust (CRT) Program. He helped manage dozens of private foundations and provided assistance in governance, grant making, budgeting, and philanthropic impact.

Before his career in non-profit management, Pete served as Vice President for the world's largest biomass energy manufacturer, which he helped build from the ground up as an entrepreneurial, pre-revenue startup in the renewable energy space. With a global footprint of facilities (10), employees (400) and associated supply chain, Pete supervised a \$300 million international operation in Europe, Latin America, and throughout USA.

A former Army Officer and combat veteran, Pete honed his leadership and critical thinking skills in adverse and high pressure conditions around the world to include the DMZ in Korea, the Cold War border between East and West Germany, Operation Desert Storm in Iraq, and the Green Line in Cyprus. He was awarded the Bronze Star and the Valorous Unit Award for his combat service. Pete has led organizations as small as 16 people to ones as large as 1000. Pete also served in the Pentagon as a Harvard Fellow and advisor to the Secretary of Defense, and later in the Executive Office of the President as a White House Fellow.

Pete has been recognized with a number of national and regional leadership awards including the prestigious MacArthur Leadership Award, the Draper Leadership Award, and Notre Dame's Corby Award for distinguished government service. A member of the Council on Foreign Relations, Pete has also served as a Young Leader Fellow in Britain, France, Austria and Japan. Pete's community service and philanthropic endeavors include volunteering with Reading is Fundamental, the Hispanic College Institute at Fort Hays, Habitat for Humanity and the Special Olympics.

9:40 - 10:30 a.m.

YouFaceChat & InstaTwit Matters: An Exploration of Social Media

Meg D'Souza, Southeastern Community College

Remember when it was funny to sit in one room and send instant messages to someone in a nearby room? My friends and I got belly-shaking laughs from this nonsense for hours back in the day. It isn't nonsense anymore. Now sharing a message by phone from the same room is just daily life. And what are people sharing? Things that make them laugh; photos of people they know; information that is new. They're sharing content that higher ed marketers can create to tell their school's story. In this session, we'll cover



1. What

- a. What each social media platform is
- b. What the best practices are on each platform

2. Who

- a. Who we are talking to on each platform (you might be surprised)

3. When

- a. When we should talk to our audiences

4. Where

- a. Where messages belong

5. Why

- a. Why social media is this important
- b. Why use some (or all?) platforms at your college

6. How

- a. How to implement communication plans

Bring your phone. I don't want you to get bored, so we'll spend some time practicing what we learn.

Bio:

Meg D'Souza is a Marketing Communication Coordinator from Southeastern Community College (SCC) in West Burlington, Iowa. Her passion for higher education began when she worked as an editorial assistant at the marketing department at Cal State-Northridge. She sprinkled her joy for academia upon students as an instructor and professional tutor at Pepperdine and SCC. Much to her boss's (Jeff Ebbing) chagrin, she feels like she's found exactly where she belongs in the southwesternmost corner of SCC. She'd like to use this space to thank her small, quiet, and humble dog Logan for traveling across the nation and Iowa with her while they found her perfect place.

10:44 - 11:30 a.m.

New Research Tools to Convince Your Students to Stay

Dr. Pamela Cox-Otto, Interact Communication, Inc.

Think of those tireless communications researchers locked in their ivory towers trying to figure out what works to change minds, influence attitudes, and get students to “tough it out.” For all of us living through Guided Pathways, the trick is how to build resilience and grit in our students, so they never give up and never surrender. The answer is communications, but not the same old communications we’ve done before. Join Pam Cox-Otto, Ph.D. as she shares what new research tells us about messaging that builds grit, and how our marketing language can (and should) lay the foundation for retention.



Bios:

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.

11:40 a.m. **Closing, prizes & good bye**

12:00 p.m. **Adjourn**

Thank you to our Exhibitors & Sponsors



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Conference Fee

\$250 per member

Medallion Awards Dinner Guest Ticket:

\$30 per person

NCMPR Cancellation policy

Cancellation and refund requests must be made in writing on or before Sept. 16. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to District 5 Director, Jeff Ebbing. No refunds will be granted for requests made after the deadline. Substitutions are gladly accepted. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

Bluemont Hotel

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