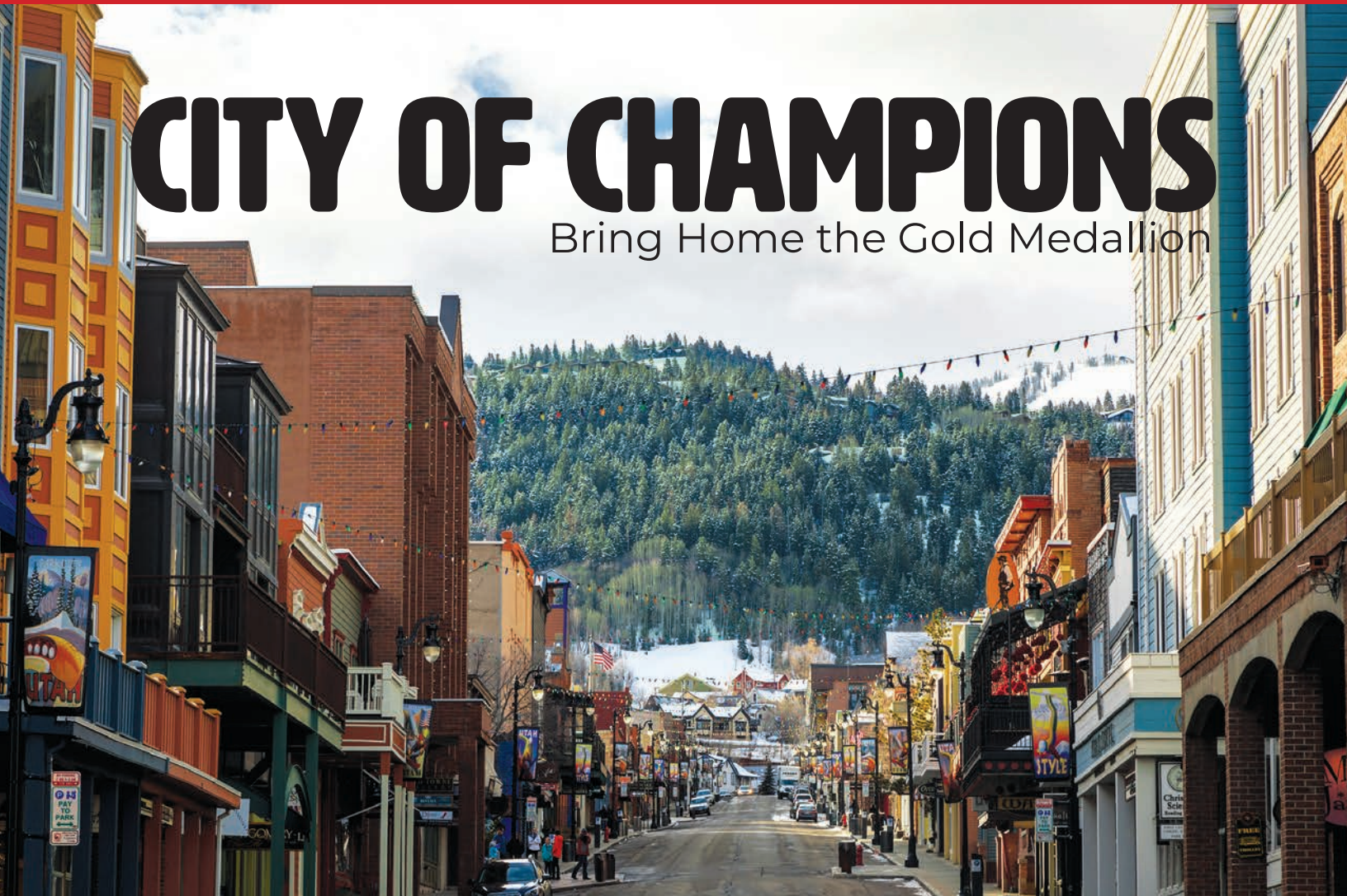


NCMPR DISTRICT 6 CONFERENCE

September 25-27, 2019

CITY OF CHAMPIONS

Bring Home the Gold Medallion



Westgate Resort & Spa
PARK CITY, UTAH

District 6

NCMPR
National Council for Marketing & Public Relations

Connecting
Community College
Communicators

2019 CONFERENCE AT A GLANCE

WELCOME FROM THE DISTRICT 6 DIRECTOR

Join your District 6 colleagues at the fall conference in fun and festive Park City, a winter playground for Olympic gold medalists (and District 6 gold medallion winners!). An adventurer's haven known for its renowned ski resorts, great restaurant scene, and the Sundance Film Festival, Park City offers an excellent mountain getaway to inspire, innovate, and invigorate your way to being a marketing and communications champion!

—Jennie McCue

2019 CONFERENCE SCHEDULE

Tuesday, September 24

3 p.m. – 5 p.m. Conference Registration Open

Wednesday, September 25

8 a.m. – Noon Conference Registration Open

8 a.m. – 5 p.m. Exhibitor Hours

8 a.m. – 9 a.m. Breakfast of Champions

9 a.m. – 10:30 a.m. Opening Ceremonies

Welcome

*Jennie McCue, NCMPR District 6 Director
Lynn Whalen, NCMPR National President*

The Warm-up

Let's kick off the conference with a full-group discussion on current topics and challenges. Brainstorm, get feedback, laugh, and connect with your counterparts on our unique experiences as community college communicators.

10:45 a.m. – Noon Concurrent Breakouts

Removing Enrollment Barriers with Behavioral Science

Nancy Pryor, Director, Communications, Foundation for California Community Colleges

Bryan Miller, Vice President, Communications & Technology, Foundation for California Community Colleges

Emily Gerofsky, Senior Technology Project Specialist, Foundation for California Community Colleges

2019 CONFERENCE AT A GLANCE

Wednesday, September 25 (Cont'd)

10:45 a.m. – Noon Concurrent Breakouts

Is Your Digital Marketing Effective? PROVE IT!

Rob Price, Digital Manager, Clarus Corporation

Dr. Kathi Swanson, President/CEO, Clarus Corporation

Paul Schwalbach, Director of Public Relations & Communications, Pima College

Smartphone Shoot-out

Eric Walker, Communications/Marketing Coordinator, Mt. San Jacinto College,

12:15 p.m. – 2 p.m.

Lunch Keynote and Rising Star, Communicator, and Pacesetter Awards

2:15 p.m. – 3:30 p.m.

Roundtables

Data Driven Story Telling: The Magic That Happens When Campus Communications and Institutional Research Come Together

Jennifer Perez, Director, Campus Communications, North Orange Continuing Education

Dulcemonica Delgadillo, Interim Director, Institutional Research & Planning, North Orange Continuing Education

Integrating Career Pathways into Your Marketing Strategy

Diane Oaks, Executive Director, Marketing & Creative Services, Irvine Valley College

Cheryl Broom, President, Interact Communications

2019 Gen Z Media Report – How Today's High School Students are Consuming Marketing and Media from Higher Education Institutes

Lauren Oswald, Digital Marketing Specialist, Glacier

Jordan Wenzel, CEO, Glacier

Navigate Your Way to Higher Enrollment Numbers

Robyn Martin, Assistant Dean of Enrollment Management & Marketing, Cochise College

Breanna Watkins, College Success Navigator, Cochise College

2019 CONFERENCE AT A GLANCE

Wednesday, September 25 (Cont'd)

2:15 p.m. – 3:30 p.m. Roundtables

Elevate Your Marketing Photographs to Great!

*Chauncey Bayes, Adjunct Faculty, OCC School of Photography/
Graphic Designer, Marketing & Public Relations, Orange Coast
College*

Design Basics for Non-designers

*Sarah London, External Relations Specialist, Foundation for
California Community Colleges*

*John Pastor, Visual Communications Specialist, Foundation for
California Community Colleges*

*Brady Comerford, Visual Communications Assistant, Foundation
for California Community Colleges*

5 p.m. – 6 p.m.

Après Ski Medallion Awards Reception

Sponsored by: Glacier

6 p.m. – 8 p.m.

Medallion Awards Dinner

8 p.m.

District 6 Game Night

Thursday, September 26

8 a.m. – 11:45 a.m.

Exhibitor Hours

8 a.m. – 9 a.m.

Breakfast of Champions

9 a.m. – 10:15 a.m.

Concurrent Breakouts

Is Your College Concerned About Enrollment?

*Paul Bratulin, Director, Marketing & Public Relations,
San Bernardino Valley College*

*Dr. Scott Thayer, Vice President, Student Services,
San Bernardino Valley College*

*Tim Leong, District Director, Communications & Community
Relations, Contra Costa Community College District*

Dressing Up the Data and Taking it Out on the Town

*Elena Bubnova, Associate Vice President, Research, Marketing
& Web Services, Truckee Meadows Community College*

*Kate Kirkpatrick, Director, Marketing & Communications,
Truckee Meadows Community College*

*Cheryl Scott, Director, Institutional Research, Truckee Meadows
Community College*

2019 CONFERENCE AT A GLANCE

Thursday, September 26 (Cont'd)

9 a.m. – 10:15 a.m.

Concurrent Breakouts

Magical Storytelling: The Courtship of Authenticity and Creativity

Mandy Heil, Director, Communications & Marketing, Arizona Western College

Leah McKeogh, Creative Director, Arizona Western College

Sarah Herman, Strategic Content/Social Media Specialist, Arizona Western College

10:30 a.m. – 11:45 a.m. Concurrent Breakouts

Promise Programs, Student Success, and the New Funding Formula: Go!

Crystal Berry, Vice President of Marketing & Communications, 25th Hour Communications, Inc.

Managing Up, Down, and Across Your Campus

Andrea Hanstein, Director, Communications & Strategic Partnerships, CCC California Virtual Campus – Online Education Initiative

Free Afternoon – Dinner on Your Own

For some fun ideas, visit: visitparkcity.com

Friday, September 27

9 a.m. – 11 a.m.

Closing Ceremonies

Closing Keynote

District 6 Business Meeting

Jennie McCue, NCMPR District 6 Director

REGISTRATION

Early Bird Registration - \$299

Registrations submitted by **August 30**.

Regular Registration - \$350

Registrations submitted on and after **August 31**.

Registration includes access to the full conference, three breakfasts, one lunch, and the Après Ski Medallion Awards Reception and Medallion Awards Dinner.

Guest Medallion Ticket - \$60

The Medallion Awards Dinner is included in the cost of registration for members and exhibitors. Guest tickets are for friends, family or special guests. Order by **September 3**.

Cancellation Policy

Cancellation and refund requests must be made in writing on or before **September 4**. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to jmccue@saddleback.edu. **NO REFUNDS** will be granted for requests made after the deadline. Substitutions are gladly accepted. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

HOTEL RESERVATION INFORMATION

Westgate Park City Resort & Spa

3000 Canyons Resort Drive
Reservation Phone Number: (877) 502-7058
(Group Code 64-715 NCMPR District 6)
Hotel Room Rate: \$135 (not including applicable state or local tax)

NCMPR has blocked a limited number of rooms at the special group rate. This guarantees the rate but not availability. Make your reservation EARLY!



SALT LAKE CITY AIRPORT TRANSPORTATION OPTIONS

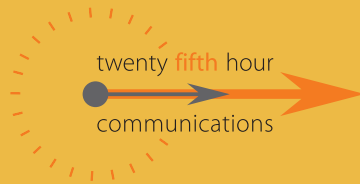
Canyon Transportation: canyontransport.com

Park City Group Transportation: parkcitygrouptransportation.com

Free transportation in Park City provided by Westgate Resort & Spa.

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Olympic Gold Sponsor



Black Diamond Sponsor



Wet Your Whistle Sponsor

