

# NCMPR DISTRICT 6 CONFERENCE

September 25-27, 2019

## CITY OF CHAMPIONS

Bring Home the Gold Medallion



### Executive Council

Jennie McCue, District 6 Director

Julie Schoepf & Chelsea Salisbury, Conference Co-Coordiators

Robyn Martin, Medallion Awards Coordinator & Arizona State Representative

Vacant, California (Central) State Representative

Andrea Hanstein, California (Northern) State Representative

Jennifer Perez, California (Southern) State Representative

Kathleen Cabral, Hawai'i State Representative

Elena V. Bubnova, Nevada State Representative

Vacant, Pacific Representative

Program designed by: North Orange County Community College District  
Thank you to Graphic Designer Rebecca Guillen and the Printing & Design Department

Westgate Resort & Spa  
**PARK CITY, UTAH**







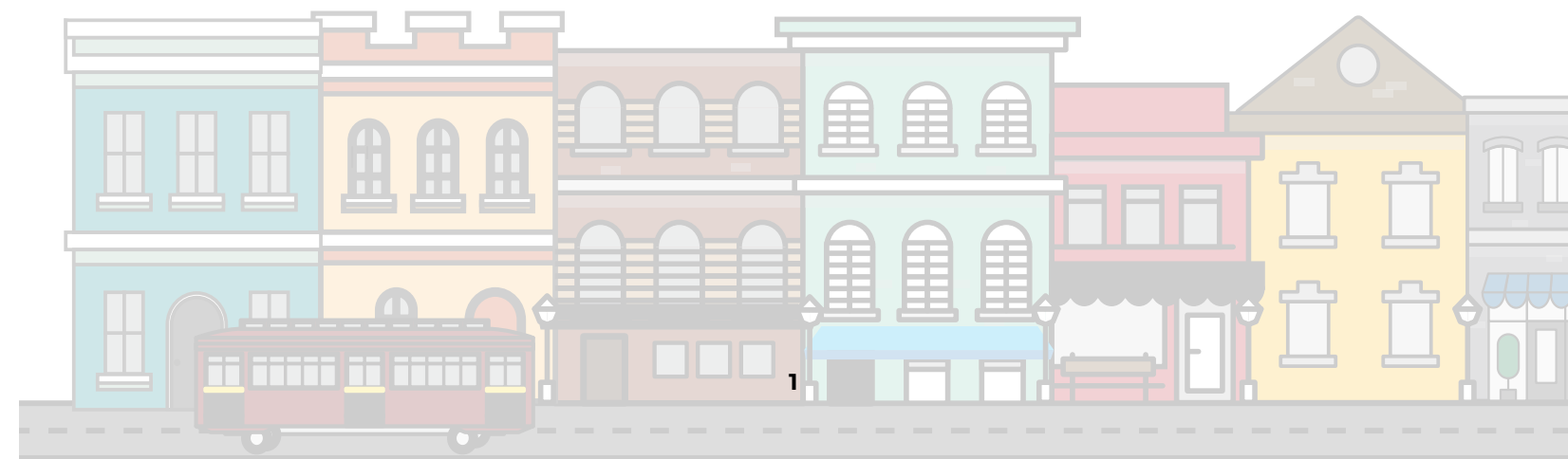
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District 6

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

Connecting  
Community College  
Communicators



# CONFERENCE AT A GLANCE

## Tuesday, September 24

3 p.m. – 5 p.m.	Conference Registration Open (Bison One – B1)
Wednesday, September 25	
8 a.m. – Noon	Conference Registration Open (Bison One – B1)
8 a.m. – 5 p.m.	Exhibitor Hours (Bear Ballroom)
8 a.m. – 9 a.m.	Breakfast of Champions (Bison One – B1)
9 a.m. – 10:30 a.m.	Opening Ceremonies (Bison One – B1)
10:45 a.m. – Noon	Concurrent Breakouts <u>Breakout I (Bison Four – B4)</u> Removing Enrollment Barriers with Behavioral Science <u>Breakout II (Bison Five – B5)</u> Is Your Digital Marketing Effective? PROVE IT! <u>Breakout III (Bear Ballroom)</u> Managing Up, Down, and Across Your Campus
12:15 p.m. – 2 p.m.	Lunch Keynote and Rising Star, Communicator, and Pacesetter Awards (Bison One – B1)  <u>Lunch Keynote</u> News and Public Relations: Who Do We Trust?
2:15 p.m. – 3:30 p.m.	Roundtables (Bison One – B1)
5 p.m. – 6 p.m.	Après Ski Medallion Awards Reception (Bear Ballroom) <i>Sponsored by Glacier</i>
6 p.m. – 8 p.m.	Medallion Awards Dinner (Bison One – B1)
8 p.m.	District 6 Game Night (Bear Ballroom)

## Thursday, September 26

8 a.m. – 11:45 a.m.	Exhibitor Hours (Bear Ballroom)
8 a.m. – 9 a.m.	Breakfast of Champions (Bison One – B1)
9 a.m. – 10:15 a.m.	Concurrent Breakouts <u>Breakout I (Bison Four – B4)</u> Dressing up the Data and Taking It out on the Town <u>Breakout II (Bison Five – B5)</u> Magical Storytelling: The Courtship of Authenticity and Creativity
10:30 a.m. – 11:45 a.m.	Concurrent Breakouts <u>Breakout I (Bison Four – B4)</u> Promise Programs, Student Success, and the New Funding Formula: Go! <u>Breakout II (Bison Five – B5)</u> Is Your College Concerned About Enrollment?
Free Afternoon	Fun ideas on pages 14 & 15 – Dinner on your own

## Friday, September 27

8 a.m. – 9 a.m.	Breakfast of Champions (Bison One – B1)
	Exhibitor Hour (Bear Ballroom)
9 a.m. – 11 a.m.	Closing Ceremonies (Bison One – B1) <u>Closing Keynote</u> Presentation from the Utah Olympic Legacy Foundation/Park
11 a.m.	Conference Ends







# 2019 NCMPR DISTRICT 6 CONFERENCE

## Tuesday, September 24

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## Wednesday, September 25

8 a.m. – Noon Conference Registration Open (Bison One – B1)

8 a.m. – 5 p.m. Exhibitor Hours (Bear Ballroom)

8 a.m. – 9 a.m. Breakfast of Champions (Bison One – B1)

9 a.m. – 10:30 a.m. Opening Ceremonies (Bison One – B1)

### 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.

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – Noon Concurrent Breakouts

### Breakout I (Bison Four – B4)

#### 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*

The Foundation for California Community Colleges and leading nonprofit behavioral design firm ideas42 recently partnered on a project that applied a behavioral science lens to the community college student journey, aiming to discover and reduce barriers to enrollment. Through data analysis and conversations with students, staff, and other stakeholders, research identified five seemingly small behavioral barriers that can have an outsized impact on enrollment and retention. In this session, you will learn design principles that address each barrier and walk away with practical tools to design interventions that can streamline the student experience.

### Breakout II (Bison Five – B5)

#### 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 Community 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.

### Breakout III (Bear Ballroom)

#### Managing Up, Down, and Across Your Campus

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

If you are a marketing or communications manager at a community college, chances are you need to manage relationships at many levels, including your college CEO, fellow managers, and direct reports. Knowing how to manage up, across, and down is essential to success in any institution. While it can feel like a juggling act, those who know how to formally and informally manage a variety of relationships become the stars of their organization. Through interactive discussion and collaboration, you will tackle subjects such as counseling your CEO, partnering with leaders across campus, and hiring and growing your staff.

Noon – 12:15 p.m. Break

12:15 p.m. – 2 p.m. Lunch Keynote and Rising Star, Communicator, and Pacesetter Awards (Bison One – B1)

### Lunch Keynote

#### News and Public Relations: Who Do We Trust?

*Leslie Thatcher, News Director & Producer/Host of The Local News Hour, KPCW*

2 p.m. – 2:15 p.m. Break

2:15 p.m. – 3:30 p.m. Roundtables (Bison One – B1)  
*Time for three choices*

### 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*

In today's world of data-driven outcomes, the need for statistics and information is more important than ever to tell the institution's story. The Campus Communications and Institutional Research departments at North Orange Continuing Education in Southern California came together to do just this. The two departments collaborated on several projects to share the benefits of noncredit education by highlighting simple and

succinct infographics to share outcomes and student success stories for internal stakeholders, board of trustees, and legislators. Learn how the departments worked together to utilize favorable data, the publications that were developed, and the tools that were utilized, as well as how this collaboration inspired a framework for future collaborative projects

**Integrating Career Pathways into Your Marketing Strategy**

*Diane Oaks, Executive Director, Marketing & Creative Services, Irvine Valley College*  
*Cheryl Broom, President, Interact Communications*

When an entire academic department or area asks you to create and implement a marketing plan and marketing strategies unique to them—and has the funding to make it happen—how do you approach it in a way that maintains the overall college brand, supports college priorities, and keeps your faculty happy? Learn how Irvine Valley College worked with Interact Communications to create and integrate a new website with the sole focus to market career education, performed custom research, and developed and executed a comprehensive marketing plan. This lively presentation will cover the ups and downs of working with a highly passionate department, showcase strategies that worked well in keeping internal audiences engaged and involved in the process, and share how the campaign is performing.

**2019 Gen Z Media Report – How Today’s High School Students Are Consuming Marketing and Media from Higher Education Institutes**

*Dan O’Neil, Senior Account Manager, Glacier*

In 2019, Glacier partnered with a higher education research group called Academia and surveyed 1,700 high school students from 250 high schools across Canada to better understand how students interact with and consume marketing materials from higher education brands. Within this presentation, Glacier will focus on four key points that all higher education institutes should include when it comes to building a marketing strategy for the Gen Z audience.

- 1. What the hell is a Gen Z anyway?
- 2. Key takeaways and stats from the Gen Z media report
- 3. What media channels Gen Z are actually using
- 4. How you can make a kick-ass Gen Z media campaign for your higher education institute

I hope to see you in the audience!

**Navigate Your Way to Higher Enrollment Numbers**

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

Find out how Cochise College effectively merged their marketing and recruiting departments, broadened the role of the recruiters and integrated a new recruitment strategy using a guaranteed scholarship program aimed at traditional students. By working closely with their foundation and financial aid department, they launched a different kind of college promise. Due to the strong relationships built with district high schools, the outcome in the first year resulted in an increase in high school capture rates for full-time student enrollment.

**Elevate Your Marketing Photographs to Great!**

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

Great images are the cornerstone of great marketing. The challenge is how we can create those amazing images. The purpose of this NCMPR conference session is to discuss and instruct on principles needed to orchestrate great imagery and design. I am calling upon my more than 45 years of commercial photography and art direction experience to establish a helpful discussion to raise your institutions marketing imagery to a higher level of professionalism.

**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*

Discover design tips and tricks to help you navigate the marketing space and uplevel creative, even if your department doesn't have a dedicated designer. The Foundation for California Community Colleges design team will walk you through common graphic pitfalls and easy fixes to remedy them. Expect to learn more about typography, layout, file types and file handling, image selection, creating for digital versus print, and more.

**5 p.m. – 6 p.m.**

**Après Ski Medallion Awards Reception** (Bear Ballroom)  
*Sponsored by Glacier*

**6 p.m. – 8 p.m.**

**Medallion Awards Dinner** (Bison One – B1)

**8 p.m.**

**District 6 Game Night** (Bear Ballroom)  
Come have a little fun with your NCMPR colleagues as we engage in a team building games that will make you want to strive for the PIO gold-winning answer!

**Thursday, September 26**

**8 a.m. – 11:45 a.m.**

**Exhibitor Hours** (Bear Ballroom)

**8 a.m. – 9 a.m.**

**Breakfast of Champions** (Bison One – B1)

**9 a.m. – 10:15 a.m.**

**Concurrent Breakouts**

**Breakout I (Bison Four – B4)**

**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*

In an era of abundance of information, it's easy to be bombarded by an overload of data everywhere you look. Information is not the problem, but turning it into a compelling story can be tricky. We are all searching for creative ways to extract data nuggets that can be presented in memorable bite-size pieces. People are persuaded by numbers and stories. If we can figure out an effective way to combine the two, we have a communication powerhouse. Institutional Research is the analytical arm of most colleges and they have the numbers. The Marketing team is usually the chief storyteller. Together, IR and Marketing can connect the dots between data/analytics and presentation, allowing us to tell our stories in new and compelling ways.

**Breakout II (Bison Five – B5)**  
**Magical Storytelling: The Courtship of Authenticity & 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*

We all know our students are our best recruiters, so when tasked with developing an annual campaign, the marketing team at Arizona Western College (AWC) wanted something authentic and inspiring that made the students the stars. This ambitious idea sparked creativity and excitement in the team that led to a cascading series of beautiful outcomes. The “What’s Your Why” campaign became more than a campaign, it became a campus-wide theme, connecting to the college’s ongoing Strategic Planning work focused on the Student Experience, inspiring faculty, staff, and students to share their stories and think about their personal WHY for attending or working at AWC. In this presentation, you will find out how this cross-functional team worked together to recruit 16 students with unique reasons for pursuing their education; how design, video, radio, photography, web, and campus events were intentionally incorporated; and how this effort transcended marketing and contributed to fundamental culture change.

**10:15 a.m. – 10:30 a.m.      Break**  
**10:30 a.m. – 11:45 a.m.      Concurrent Breakouts**

**Breakout I (Bison Four – B4)**  
**Promise Programs, Student Success, and the New Funding Formula: Go!**  
*Crystal Berry, Vice President of Marketing & Communications, 25th Hour Communications, Inc.*

You get a promise, you get a promise, everyone gets a promise!! Well. Kind of. Talk promise program ins and outs with 25th Hour during their fundamental tech talk on established success with not only California community colleges, but their national college partners on retention based-funding, free college, and student success and equity. 25th Hour, the leading partner in funding formula education and marketing, will walk you through Promise plan variations, messages, creative and show proven implementation in retention and student success initiatives. Prepare yourself and your team to come to the table with facts, tactics, and high impact measurements that answer to this new need of marketing directors across the country.

**Breakout II (Bison Five – B5)**  
**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*

Whether your college is trying to grow enrollment or maintain your current level, effective community college marketing efforts will still be needed to support both enrollment and branding objectives. Learn about the Institutional Effectiveness Partnership Initiative’s Strategic Enrollment Management efforts that provide the fundamental elements to implementing successful enrollment marketing techniques. In addition, hear how Marketing and Student Services at San Bernardino Valley College are successfully collaborating on enrollment tactics from recruitment to completion.

**11:45 a.m.                      Free Afternoon (with some fun ideas on pages 14 & 15) - Dinner on your own**

**Friday, September 27**  
**8 a.m. – 9 a.m.              Breakfast of Champions (Bison One – B1)**  
**Exhibitor Hour (Bear Ballroom)**  
  
**9 a.m. – 11 a.m.              Closing Ceremonies (Bison One – B1)**  
  
**Closing Keynote**  
**Presentation from the Utah Olympic Legacy Foundation/Park**  
*Melanie Welch, Director of Marketing, Utah Olympic Legacy Foundation*  
*Valerie Fleming, Bobsled & Skeleton Program Manager, Utah Olympic Park*  
  
**District 6 Business Meeting**  
*Jennie McCue, NCMPR District 6 Director*  
  
**11 a.m.      Conference Concludes**



# KEYNOTE BIOS



**Leslie Thatcher**  
News Director & Producer/Host of *The Local News Hour*, KPCW

Tough but fair, Leslie Thatcher is the woman most of Park City wakes up with every weekday morning. Thatcher has been at KPCW since 1990 and her 30 years working in local media have given her depth and insight, guiding her as she asks local leaders and citizens the questions on everyone’s minds during the live interviews of *The Local News Hour*.

As KPCW’s News Director, she has the pulse of the community and an unmatched range of contacts that allows the station to cover everything going on in town, from increased school taxes and water rates to personal achievements and community-wide victories. When she’s not sussing out the next story, you’ll see her face at many Park City events, as well as on the ski hill and mountain trails.





## KEYNOTE BIOS (Cont'd)



### Melanie Welch

Director of Marketing, Utah Olympic Legacy Program

Melanie Welch is the Director of Marketing and Sponsorships at the Utah Olympic Legacy Foundation. She was previously the Marketing Manager at Utah Olympic Park. She holds a Master of Arts degree in English Literature from DePaul University, and a Bachelor of Science degree in marketing from Miami University.



### Valerie Fleming

Bobsled & Skeleton Program Manager, Utah Olympic Park

Valerie Fleming began bobsled in 2003 and just three years later won a silver medal at the Olympic Games in Torino, Italy with driver Shauna Rohbock. During the 2006-2007 season, Fleming pushed Rohbock to seven World Cup medals and a bronze medal at World Championships. The team continued their success, winning three more medals during the 2007-2008 season and gold and silver medals during the first half of the 2008-2009 season.

Fleming graduated from the University of California, Santa Barbara (UCSB) in 1998 with a degree in communications. While at UCSB she was an athlete on the track and field team. She continued her education at St. Mary's College, earning a Master's degree in Health, Physical Education, and Recreation. Fleming currently serves on the U.S. Bobsled & Skeleton Federation Board of Directors as an athlete representative.



## AWARD WINNERS

### *Rising Star*



### Doug Schultz

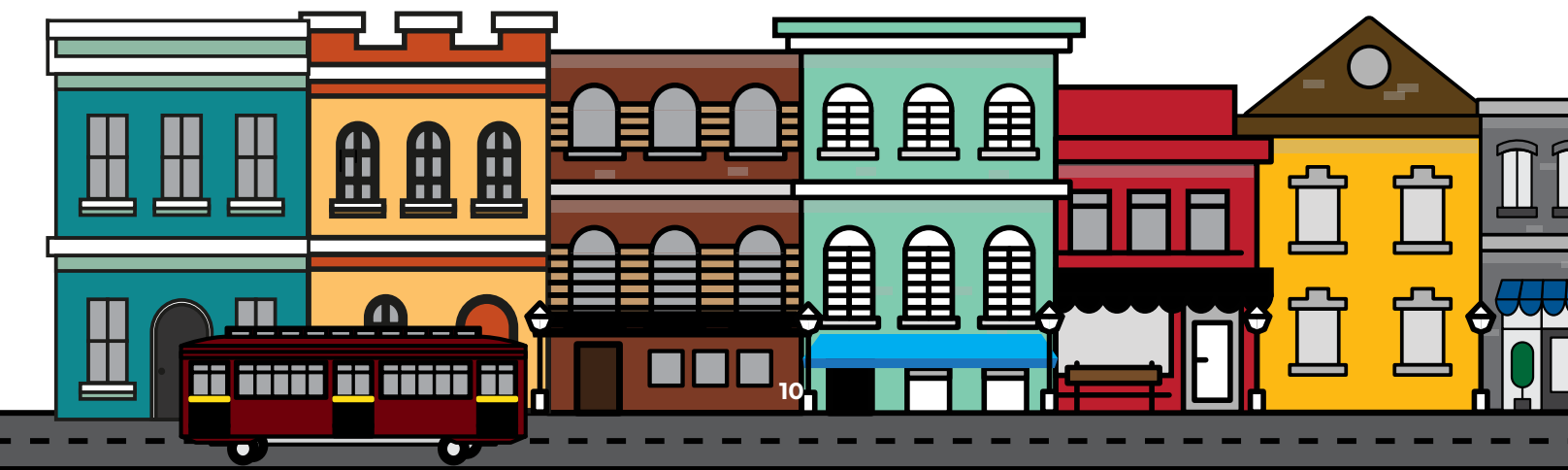
Digital Communications & Publications Supervisor, Citrus College

Doug Schultz has served as the communications supervisor at Citrus College since April 2017. In a short amount of time, he has elevated the status of the communications and external relations department and has become a vital member of the Citrus College community.

Within his first two months, his immediate manager stepped down, leaving Schultz to lead the department all while navigating his own permanent position, which was brand new to the college. A recent transplant from 'Chicago and new to the community college system, he juggled two jobs without the benefit of having a professional network to lean on, like NCMPR.

His attention to detail and unwavering work ethic are just two of the many reasons why Schultz has earned the trust of his team and top administrators. Among his many accomplishments, Schultz built the college's social media channels from the ground up, instituted an efficient workflow process for incoming projects, led a design/branding refresh and served as the crisis PIO during a tense, six-hour lockdown. Before his work in the California community college system, Schultz was a one-person department for a local K-12 school district. As a result, he has the ability to quickly switch "hats" between graphic design, writing and editing, project management, and being in front of an audience, all without hesitation.

Schultz holds a bachelor's degree in communication from DePaul University (Chicago) and an associate degree from Harper College (Palatine, Illinois).





## AWARD WINNERS (Cont'd)

### Communicator



#### Kathleen Cabral

Director of Marketing and Communications, Leeward Community College

Kathleen Cabral has worked in marketing and communications for more than 4 decades. Her undergraduate degree is in theatre arts, which she believes is the perfect foundation for a career in communications. She began her professional career as Marketing Director for the Department of Performing Arts and Communications at Virginia Tech. Her next stop was Hawaii. She did freelance writing, served as art director for Honolulu Downtown Magazine and Marketing Director for the Honolulu Theatre for Youth before she discovered Leeward Community College. Cabral's worked at Leeward for 38 years; serving as Theatre Manager for 20 years and handling all institutional marketing and communication for the past 18 years.

As a pacesetter, innovator, and early adopter, Cabral championed and implemented new solutions to college challenges: content audits for website redesigns, weekly digital employee newsletter, and sharable online calendars and on-campus digital signage. Cabral continually sought out and found ways to improve efficiency in student engagement, faculty involvement and community awareness.

Her office was the first in the state to establish a "print-on-demand" college catalog, saving the college \$10,000 annually. This year, she has guided the campus in the next step for the catalog with the introduction of a new ADA accessible online catalog.

Cabral received the College's Outstanding Service Award that recognizes an employee for outstanding demonstrated work performance, service, and leadership in 1995 when she was the Theatre Manager and received it again in 2012 when she served as the Marketing Director. She is a team leader for the University of Hawaii Community College (UHCC) Marketing Team, often contributing the most creative ideas that have garnered several NCMPR Paragons. She was a member of the 2014 University of Hawaii's Team of the Year, an award given to those who exemplify the highest caliber of public service and dedication to serving the people of Hawaii.

Cabral is very active at the system level, adding her talents to a variety of projects from writing radio copy and video scripts to crafting the Social Media Policy and guidelines for the UHCC system. She was instrumental in the creation of a state-wide Integrated Communications for Recruitment and Retention initiative that developed a unified and intentional stream of messaging at touchpoints for prospective and current students.

Cabral has been an active member of NCMPR since 2003, attending national conferences almost every year of her membership. She also serves as a volunteer and Hawaii's representative on NCMPR District 6 Executive Council. She's served as a judge for several Medallion Awards, and presented breakout and roundtable presentations at the national and district NCMPR conferences.

In the past year, she successfully chaired the college's 50th Anniversary, launched targeted digital media marketing campaigns for new academic programs, coordinated CTE month, and helped with strategic planning. All this while deploying enrollment campaigns that led Leeward's enrollment to outpace the largest community colleges in Hawaii and become the CC with the highest number of undergraduates. In her one-person office at Leeward, Cabral designs, writes, takes photos, handles all public relations, creates campaigns, prints signage, handles social media and responds to students' emails...even when on vacation. And somehow she still laughs daily!

### Pacesetter



#### Daniel P. Corr

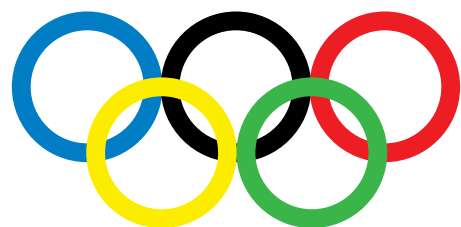
President, Arizona Western College

Dr. Daniel Corr is the ninth President of Arizona Western College (AWC), bringing with him a background of 25 years in higher education. Prior to assuming the role of AWC's President, Dr. Corr held a variety of instructional and administrative positions at four different community colleges in Arizona & Illinois. All told, he has over 25 years of experience at the community college level.

Dr. Corr's familiar signature phrase, "It's a great day to be a Matador", reveals his enthusiasm for all things AWC. Though he's only just finished his junior year at AWC, he is already established some long-term priorities. He successfully shepherded a district-wide strategic plan that envisions the college in the year 2025. His B-HAG -- Big, Hairy, Audacious Goal -- sets an objective of doubling the number of baccalaureate degrees earned in La Paz and Yuma counties by 2035. Under his leadership, the AWC is also developing a master plan to ensure its facilities are appropriate for a modern institution of higher education.

Dr. Corr has always placed an emphasis on establishing and maintaining partnerships. He also remains committed to being responsive to community business needs. Dr. Corr serves on a number of local, state, and national boards. However, his greatest passion is for AWC's students and their success. Diversity has long been important to Dr. Corr, and he lives it. His wife of 26 years is a native of Mexico. Together they raise their teenage daughters in a bi-cultural setting.





# FREE AFTERNOON

*(with some fun ideas)*

## Utah Olympic Park – Joe Quinney Winter Sports Center

<https://utaholympiclegacy.org/activity/museums-at-utah-olympic-park/>

The Joe Quinney Winter Sports Center is home to the Alf Engen Ski Museum and George S. and Dolores Doré Eccles Salt Lake 2002 Olympic Winter Games Museum. This world-class facility highlights the history of all skiing disciplines in the intermountain region through interactive touch screen displays, videos, virtual reality ski theater, games and topographical maps. Visitors can also experience the glory of the 2002 Olympic Winter Games through a gallery of visual highlights and artifacts from the 2002 Games.

Admission: FREE  
Hours: 9 a.m. – 6 p.m. daily

## Historic Main Street – Art Galleries & Shops

<https://historicparkcityutah.com/>

At the center of Historic Park City is Main Street – home to over 200 unique businesses and the trailhead to mountain town adventures galore. Visitors can shop among over 100 independent boutiques, dine at 50 one-of-a-kind restaurants, relax at a restorative spa, ride the town lift to play in the mountains, stay in style within a short walk of everything, revel in the city's spirited nightlife, discover something to treasure from the city's lively art community, connect with locals, and more.

Main Street Trolley Service: FREE  
Hours: 10 a.m. – 11 p.m. daily

## Take the Scenic Route – Guardsman Pass

<https://www.visitparkcity.com/things-to-do/scenic-drives/>

Just 14 miles from Park City, Guardsman Pass connects the city to Brighton and Salt Lake or to Midway and Wasatch Mountain State Park. The road surface is paved much of the way, but the middle portion is maintained gravel; nonetheless, the route can be driven in a family car. To get there, take SR-224 to Deer Valley Drive and turn east. Continue on to the roundabout and exit on Marsac Ave and continue on up Ontario Canyon to Guardsman Pass. This road (SR-190/224) travels through forests and valleys to the summit area between Big Cottonwood Canyon and the Park City Resort area and is a popular wildlife and wildflower viewing area.

## Happy Hour – High West Distillery

<https://www.highwest.com/>

Utah's first distillery since the 1870's, and the only ski-in gastro-distillery in the world, High West Distillery is located in Old Town Park City, at the bottom of Quintin' Time ski run and next to the Town Lift. High West Distillery and Saloon is an intimate gathering place serving small plates of nouveau Western fare, a full selection of fine wine and spirits, and its own small-batch, mountain-crafted, award-winning whiskeys and vodkas.

Hours: 11 a.m. – 9 p.m. Sun – Thurs,  
11 a.m. – 10 p.m. Fri – Sat

For more fun ideas, visit: [visitparkcity.com](https://www.visitparkcity.com)

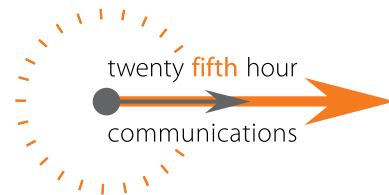
Complimentary transportation in Park City provided by Westgate Resort & Spa



# A BIG THANK YOU!

Please join us in thanking our sponsors for their support of NCMPR and the 2019 District 6 Conference. Stop by their booths during exhibitor hours to learn about their great products and services, and enter for a chance to win great prizes!

## Olympic Gold Sponsor



## Black Diamond Sponsor



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## Mile-High Exhibitors



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# 25th Hour Communications

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Advertising

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Have an **AWESOME** conference!



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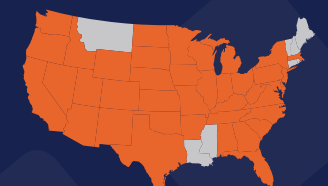
# BIG numbers = BIG results



Celebrating  
**30** years



**300+**  
colleges served



**42** states  
+ Canada  
served



**150** years combined  
community college  
experience for our team



**250,000**  
interviews conducted with current and  
potential community college students



## Our clients say it best...

I sleep with my scan reports/results from Clarus. Literally. Thank you. So many of the issues you addressed, we were currently working on and your recommendations help to confirm our directions. And yes, enrollment is up for the Fall. Hope it holds steady. We have visits from many colleagues in the state wanting to know our strategies, etc and they want to know about communications and marketing. I give them your contact information.

Sylvia Littlejohn  
Office of Enrollment Services,  
Midlands Technical College



308.762.2565  
[claruscorporation.com](http://claruscorporation.com)  
[info@claruscorporation.com](mailto:info@claruscorporation.com)

## DIGITAL #s

**1,373**  
digital campaigns managed

**141** digital  
community  
college  
clients

**527** million  
digital ads  
delivered

**1.2** million  
potential student  
visits to colleges



