

# Set Sail

for a New Destination in Marketing & Public Relations



District 7

**NCMPR**

National Council for Marketing & Public Relations

Connecting  
Community College  
Communicators

District 7 Conference • October 23-25 • 2019

FRIDAY HARBOR • **SAN JUAN ISLANDS** • WASHINGTON



# Welcome to San Juan Island and your NCMPR District 7 Conference

**Welcome to Friday Harbor, Washington**, hub of the San Juan Islands. We are very excited to open the door for you to enjoy one of the most picturesque landscapes in the Northwest. Get ready to experience an NCMPR district conference like never before. We're setting sail to explore inspiring topics in community college marketing, against a backdrop of fine art, music, culinary delights, and breathtaking landscapes.

Connect with your District 7 colleagues to converse, brainstorm, and inspire one another to be creative and think outside the box. Together, we'll discover answers and gain new insights that will help us become better community college marketing and public relations professionals.

From all of the staff at Skagit Valley College and your NCMPR District 7 Conference Team, we welcome you and look forward to our journey, as we set sail for new destinations in marketing & public relations.

## REGISTRATION FEES AND DEADLINES

Early Bird Registration

Before September 13th: **\$249**

After September 13th: **\$299**

Final registration deadline: **October 11**

## HOTEL INFORMATION

Earthbox Inn and Spa

410 Spring Street

Friday Harbor, WA 98250

Tel: 800.793.4756

## Conference Registration and Hotel Reservation info:

[www.ncmpr.org/events/detail/2019-district-7-conference](http://www.ncmpr.org/events/detail/2019-district-7-conference)

**CANCELLATION POLICY:** cancellation and refund requests must be made in writing on or before Sept. 20, 2019. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 7 Director. No refunds will be granted for requests made after the deadline. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund with proper documentation.

**DAY 1:** Welcome to the San Juan Islands  
*Wednesday, October 23*



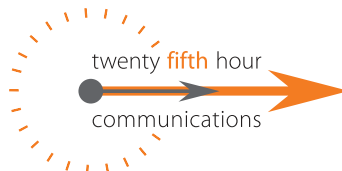
- Noon - 6:00 pm**     **Arrive** on the Washington State Ferry
- 3:00 pm**             **Hotel Check in** - Earthbox Inn and Spa  
410 Spring Street, Friday Harbor, WA 98250
- 6:00 pm**             **Reception/Social/Conference Kick Off**  
San Juan Island Brewing Company  
410 A Street, Friday Harbor, WA 98250  
360.378.2017
- 7:00 pm**             **Welcome**, conference overview  
James Walters, District 7 Director  
Jennifer Boehmer, Conference Chair  
Keynote Address: Randy Martin, Director  
Skagit Valley College San Juan Center
- 8:00 pm**             **Free time** to explore Friday Harbor  
or return to hotel

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## CONFERENCE EXHIBITORS



**COLLEGE***inbound*



DAY 2: Morning

Thursday, October 24



**8:00 am**

**Breakfast and Conference Details**

James Walters, District 7 Director

**8:30 - 8:50 am**

**NCMPR National Update**

Lynn Whalen, NCMPR President

**9:00 am**

**Exhibitor Spotlight 1**

Get to know our conference exhibitors, through their brief introductions.

**9:30 - 10:20 am**

**Beyond 49: How We Survived the Largest Celebration in College History**

Learn how Langara College, in Vancouver, B.C., turned a post-secondary anniversary campaign into an exciting, forward thinking, and on-brand event for its community. Hear how the small team generated excitement and internal buy-in, managed budgets and expectations, and created strategies to successfully plan and execute a multi-platform campaign for the largest event in the College's history.

Presenting, From Langara College:

Carly Barrett, Communications Officer, Advancement  
Charlotte Sander, Communications Officer, Events  
Rolf Savella, Communications Officer, Sponsorship and Advertising

**10:30 - 10:50 am**

**Exhibitor Spotlight 2**

Get to know our conference exhibitors, through their brief introductions.

**11:00 - Noon**

**Advancement Strategy: Combining Marketing, Philanthropy & PR to Move Your College Forward**

Not every college combines marketing, fundraising and government relations under one roof...but every college can set the stage for a consistent, impactful brand by using the advantages of comprehensive Advancement thinking. Learn how Linn-Benton Community College built an Advancement model, and how the resulting series of events, publications, and campaigns contributed to new levels of raving fans for LBCC. Learn how to promote the strengths of your full team and create a great Advancement strategy.

Jennifer Boehmer, Executive Director of Advancement  
Linn Benton Community College

DAY 2: Afternoon

Thursday, October 24



**11:50 - 1:15 pm**     **Lunch** (Discover culinary delights on your own)

**1:15 - 2:05 pm**     **Capturing the Faces of our Community**

A community college is truly a microcosm of our community at large. Taking photographs that capture the essence of expression and emotion are critical to the success of an advertising campaign. This session will explore the art of capturing and creating dynamic photos of the people in our college communities.

Marcus Badgley, Web Content Specialist, Photographer  
Skagit Valley College

**2:15 - 3:05 pm**     **Is Your Digital Marketing Effective?  
PROVE IT!**

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? 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.

Kathi Swanson, Clarus Corporation

**3:05 pm**     **Free Time**

Explore Friday Harbor and beyond

**5:45 pm**     **Medallion Awards Reception & Dinner**

Downriggers (on the marina)  
10 Front Street N, Friday Harbor, WA 98250  
360.378.2700

**6:30 pm**     **Medallion Awards Dinner**

**7:15 pm**     **Awards of Excellence & Medallion  
Awards Presentation**

Thank You!  
Medallion Awards  
Dinner Sponsor



**DAY 3: Morning**

*Friday - October 25*



**8:00 am**

### **Breakfast and Outline for the Day**

James Walters, District 7 Director

**8:30 - 9:20 am**

### **Dancing With Fire and Not Getting Burned**

When a crisis faces your college, the communications team is on the frontline - working with media to craft the public message. We will use the fire triangle, which describes the necessary ingredients to fuel a raging blaze, thus illustrating the dynamics involved at a community college between its Board, Faculty and Staff, as well as the public during a crisis. This session will highlight the strategies used during a poll of no confidence against the president, by the faculty senate at the College of Western Idaho.

From the College of Western Idaho...

Ashley Smith, Communications Manager

Audrey Eldridge, Director of Communications & Marketing

**9:30 - 10:20 am**

### **You Have the Photo, Now What? From Photo Organization to Creating an Official Photo Library**

Digital photography provides us with the ability to capture moments every single day, but as we document student stories, events, campus beauty shots, and more, our photo libraries grow and can start to feel overwhelming. Follow along as we discuss photo organization, post-processing and development, keyword metadata, departmental sharing and access, and bringing it all together in the creation and maintenance of an inexpensive online photo library powered by SmugMug ([smugmug.com](http://smugmug.com)).

From Green River College...

Joseph Becker, Web & Digital Communications Specialist

Philip Denman, Senior Director of College Relations

**DAY 3: Afernoon**

*Friday - October 25*



**10:30 - 11:20 am Expect the Unexpected!**

On April 1, 2019, a campus-wide emergency unfolded in Langara's Science and Technology Building. Over the course of the day, and the following weeks, the Marketing and Communications department had to work to inform, reassure, and support the community that the campus was safe. Discover key lessons learned in their efforts and the tactics they used to effectively communicate to the campus community.

Mark Dawson, Manager, Public Affairs  
Langara College

**11:30 - 12:20 pm Removing Barriers:  
How to Develop a Successful  
Capital Campaign Rooted in Equity**

As a follow up to SVC's 2019 NCMPR Webinar, Anne Clark and James Walters will lead a presentation and discussion on what equity means for community college marketing and advancement professionals. They will demonstrate how their team built upon the College's equity vision, successfully integrating it into a \$3 million capital campaign for student achievement and excellence. This presentation and discussion will be the beginning of an expanded session, being presented at NCMPR's 2020 National Conference in Orlando, FL. Marketing, Foundation, and Advancement professionals will gain great tips for creating inclusive marketing strategies and how to apply them to campaigns and promotions.

From Skagit Valley College...

Anne Clark, Vice President of College Advancement  
James Walters, Director of Marketing & Communications

**12:30 pm Conference wrap-up and invites to NCMPR  
National in Orlando, FL**

Light Boxed Lunch To Go

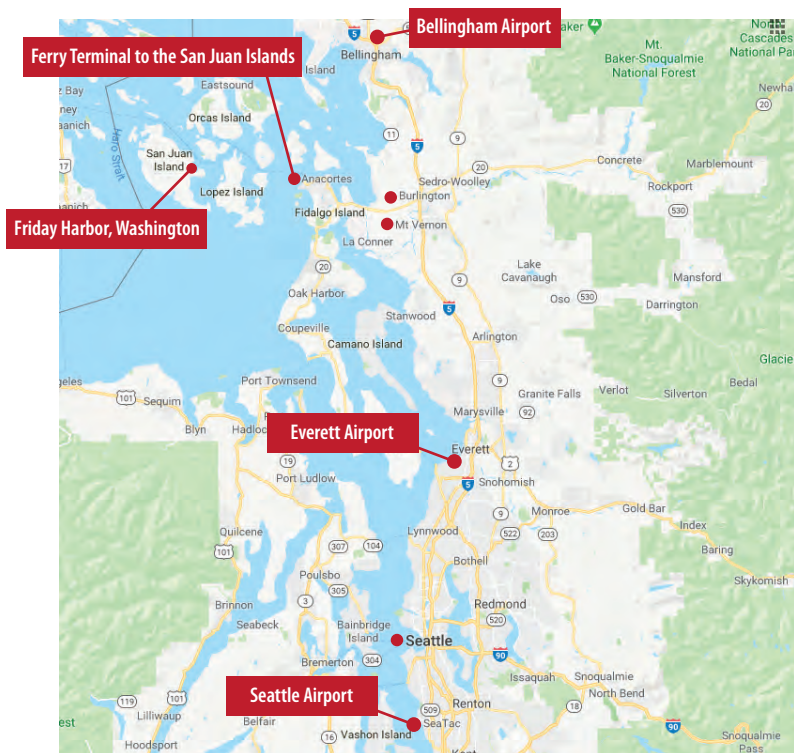


# Tips for Traveling to San Juan Island



## Travel Recommendations

One of the challenges of holding a conference in the San Juan Islands is being on an island. Travel logistics will be of utmost importance and will most likely generate lots of questions. Here are a few tips that we hope will assist with your travel plans. First off, there are ways to fly directly into Friday Harbor, but that comes at a higher cost than most of our budgets can afford. The best option for most of District 7 attendees is to drive your own car or school vehicle to the Anacortes Ferry Terminal and board the Washington State Ferry bound for Friday Harbor. If you live further out and wish to fly into the area, we recommend flying into Seattle, Everett, or Bellingham, renting a car and driving to the ferry terminal, park the car and walk on the ferry, bound for Friday Harbor. Once you arrive on the island, there is public transportation, bike and car rentals, hotel shuttle, plus Friday Harbor is small and easy to explore on foot. Whether you walk on or drive on, please read the section on San Juan ferry travel on the next page. If you are flying into the area, please review the section on Airports to decide which option is best for you. Below, in red are areas mentioned throughout the traveling tips pages:





# San Juan Ferry Travel Information



Whether you're renting a car and driving to the ferry terminal or driving your own vehicle, here is the information you need to know about ferry travel.

## Washington State Ferry, Anacortes Terminal

Depending on your budget and travel plans, we recommend catching one of the following ferries on Wednesday, October 23, in order to make it for our opening event at 6:00 pm. If you are planning on coming the night before, please check the Washington State Ferry Schedule, for times that work best with your travel plans. Anacortes to San Juan Islands, Friday Harbor Schedule: <https://www.wsdot.com/ferries/schedule/scheduledetailby-route.aspx?schedrouteid=1862&route=ana-sj-sid>

### Catching the Ferry on Wednesday, October 23, 2019

Recommended sailing time from Anacortes: 2:40 PM • 4:30 PM. We will have an NCMPR representative on each of those sailings to assist conference goers. Look for the Red Flag and person carrying an NCMPR sign. You'll need to go inside the terminal to purchase a roundtrip, passenger ticket for \$13.75, then listen for boarding announcements.

**Parking and Walking vs Driving On the Ferry:** Whether you are driving your own car or rental, we recommend parking in one of the Diamond lots just outside the ferry terminal. Lots A, B, C, and D are all available for long-term parking, \$12 per 24 hour period. Choose a lot and pay with credit card at the pay stations. Note that Lot A is the closest lot to the terminal. It is the most popular, but October is a slow time and spots should be available. Be sure to give yourself plenty of time to park, walk to the terminal, purchase your ticket and board. In other words, don't show up five minutes before the ferry leaves, or you may miss the boat.

If you choose to drive on the ferry, the cost is \$53.50 for car and driver, plus \$13.75 per passenger. If driving a car on the ferry, a reservation is recommended. Visit: <https://www.wsdot.wa.gov/ferries> for car ferry reservations.

## Arriving in Friday Harbor, Washington

If you are arriving on one of the recommended ferries on Wednesday, October 23, we will have a Skagit Valley College and Earthbox Shuttle available to pick you up as soon as you walk off the ferry. If you arrive earlier or later than our recommended sailings, please call the Earthbox Inn and Spa for pick up, or walk 4 blocks up Spring Street to their location.

Earthbox Inn and Spa:  
410 Spring Street  
Friday Harbor, WA 98250  
Phone: 360.378.4000

# Airports and Flight Information



## Airports

Depending on your travel plans, point of origin and method of preferred travel, there are three airports that would best accommodate conference attendees. Please see the locations below to determine best options.

### **SeaTac, Seattle International Airport (SEA)**

Seattle is the largest airport and offers the most airline options and flight times. Recommended airline for flying into Seattle is Alaska Airlines. Once in Seattle, all the major car rental agencies are available. The drive time to the Anacortes Ferry Terminal is roughly two hours, depending on traffic, and is 100 miles away.

### **Everett, Paine Field Airport (PAE)**

Everett is the newest airport to offer services to the area, however there are only two airlines to choose from; Alaska Airlines and United. We mention Everett as an option because there are four direct flights a day from Portland (PDX) on Alaska Airlines. If you are flying out of PDX, Everett is easier than SEA and offers major rental car services. The drive time to the Anacortes Ferry Terminal is 1 hour, 10 minutes and is 64 miles away.

### **Bellingham International Airport (BLI)**

Bellingham is the closest and easiest airport offering services to the area. However, there are only two airlines to choose from; Alaska Airlines and Allegiant. Alaska offers the most options, as you will be routed through Seattle for all destinations. It costs a little bit more to fly into Bellingham, but the ease of the airport and shorter drive times make it an excellent option. All major car rental agencies are available in the main terminal. The drive time to the Anacortes Ferry Terminal is 1 hour, and is 47 miles away.

### **Airporter Shuttle**

BellAir Charters and Airporter offers service from all area airports to the Anacortes Ferry Terminal. Visit: [www.airporter.com/shuttle](http://www.airporter.com/shuttle). Note that the Airporter shuttle takes time from most airport locations and requires a transfer in Burlington, WA. If you have the time and want to set back and let someone else drive, this maybe an option. However, you would want to have plenty of time coming and going, to ensure that the service would work for you.

### **Direct flights to Friday Harbor**

The following airlines offer direct flights to Friday Harbor, San Juan Island from most area airports. Visit their website for specific locations and times.

Kenmore Air: [www.kenmoreair.com](http://www.kenmoreair.com)

San Juan Airlines: [www.sanjuanairlines.com](http://www.sanjuanairlines.com)

# Tips For Extended Stays In the Area



## Other Things to Consider

If you have more time, or are turning this trip into an extended stay, there are other travel options available. The Earthbox Inn and Spa is offering the conference rate for all attendees who wish to extend their stay into the weekend after the conference. If you are staying longer, you may want to drive your car on the ferry, for additional convenience. If you have additional time, here are some other options to consider:

### Hotels Close to Ferry Terminal

If you are coming in the day before the conference and wish to stay at a hotel close to the ferry terminal, there are lots of options in Burlington, Mount Vernon, Anacortes and Bellingham. We would suggest checking availability through [priceline.com](http://priceline.com), [booking.com](http://booking.com) or [tripadvisor.com](http://tripadvisor.com).

Stay tuned for more tips and suggestions.

If you have any questions about travel plans, please do not hesitate to contact NCMPR District 7 Director, James Walters. 360.920.9380, [james.walters@skagit.edu](mailto:james.walters@skagit.edu)

Coming Soon! NCMPR District 7  
2019 Award Winners

Rising Star  
Communicator of the Year  
Pacesetter

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District 7



**James Walters**

District 7 Director

360.920.9380

[jwalters@skagit.edu](mailto:jwalters@skagit.edu)

**Jennifer Boehmer**

Conference Chair

541.917.4784

[jennifer.boehmer@linnbenton.edu](mailto:jennifer.boehmer@linnbenton.edu)