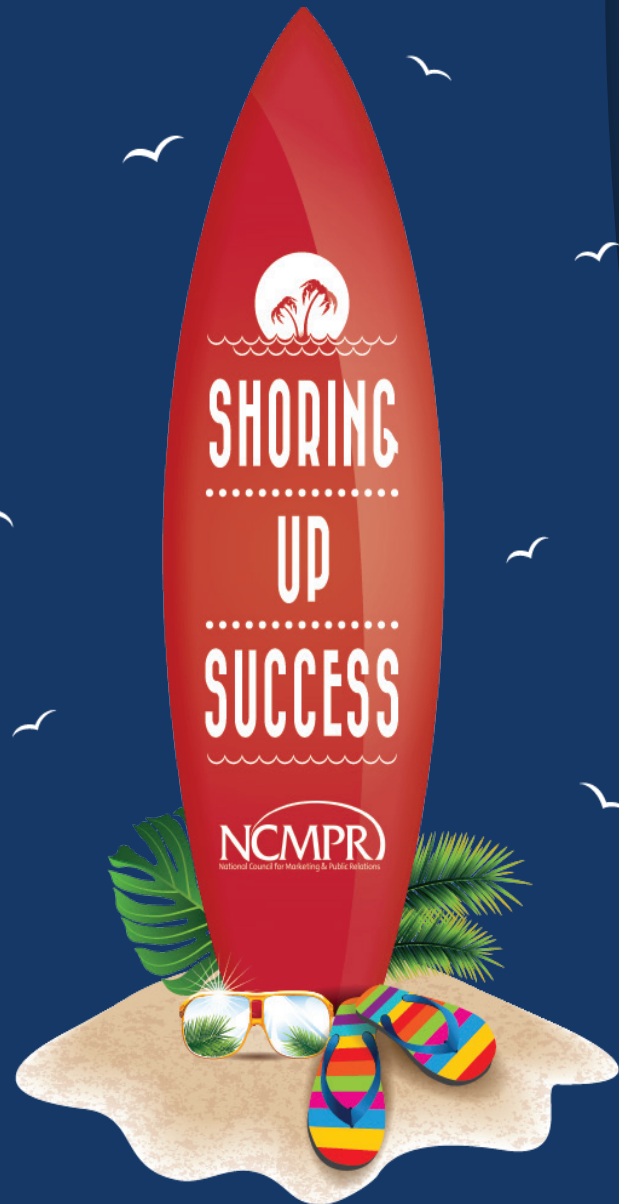


NCMPR DISTRICT 1

PRESENTS



OCT. 25-27

WE LOOK FORWARD TO SEEING YOU - REGISTRATION IS OPEN!

No state epitomizes District 1's 2021 "**Shoring Up Success**" conference theme better than our very own New Jersey.

Join your NCMRP District 1 colleagues this fall in Long Branch, [New Jersey](#)

This year's conference will be held at the [Ocean Place Resort and Spa](#). A unique and relaxed atmosphere with a touch of modern luxe sophistication. Overlooking a magnificent stretch of beach in Long Branch, a truly hidden gem among NJ beachfront hotels. Nothing comes between you and an unforgettable Jersey Shore beach vacation. Enjoy dazzling Atlantic Ocean views along our 530 feet of uninterrupted beachfront access. Revel in crisp sea breezes and beautiful ocean views. Located 50 miles south of New York City and 70 miles east of Philadelphia our location makes getting to a beach front resort within anyone's reach.

REGISTER TODAY! See you in Long Branch!

CONFERENCE FEES

Full Conference Registration (in person or virtual)*

\$290 Early Bird (paid by Sept. 27) \$315 Regular (paid after Sept. 27)

** In-person registration Includes access to the full conference, two breakfasts, the Awards lunch, opening night dinner, Medallion Awards reception and dinner and access to recorded versions of the presentations.*

** Virtual registration includes access to most presentations online with live access for real-time questions, access to the OnlineExhibitors virtual booth and access to recorded versions of the presentations. Register by the Early Bird date and receive a Conference-In-A-Box!*

Half Conference Registration (in person or virtual)**

\$215 Early Bird (paid by Sept. 27) \$240 Regular (paid after Sept. 27)

*** Includes access to conference programming and meals on Tuesday, Oct. 26 (including the Awards lunch, Medallion Awards reception and dinner).*

*** Virtual registration includes access to conference programming on Tuesday, Oct. 26 online with live access for real-time questions, access to the OnlineExhibitors virtual booth and access to recorded versions of the presentations made on Tuesday, Oct. 26.*

Guest Ticket Options

\$50 Opening Night Dinner (Monday, Oct. 25)

\$40 Awards Luncheon (Tuesday, Oct. 26)

\$75 Medallion Awards Dinner (Tuesday, Oct. 26)

Attendees may pay for additional guests to attend one or all of the above events with advance payment. Purchases must be made by Friday, Oct. 8.

NOTE: You must be a member of NCMRP before registering for the conference. Learn more about membership [HERE](#).

CONFERENCE CANCELLATION POLICY: Cancellation and refund requests must be made in writing on or before Sept. 28, 2021. NCMRP will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 1 Director. Substitutions are gladly accepted. No refunds will be granted for requests made after the deadline. For special circumstances (family or medical emergencies) that arise after the deadline, NCMRP will issue a full refund with proper documentation.

NCMPR DISTRICT 1

PRESENTS

SHORING
UP
SUCCESS

NCMPR
National Council for Marketing & Public Relations

OCT. 25-27

HOTEL RESERVATIONS

Ocean Place Resort & Spa
1 Ocean Blvd. Long Branch, NJ 07740

Online: <https://reservations.travelclick.com/13199?groupID=2596139>

Phone: 732-571-4000 (reference groupID #2596139)

Room Rate: \$169 per night* (plus applicable taxes and fees)

Reservation Cutoff: Friday, Oct. 1

NCMPR District 1 has blocked a limited number of rooms at the special group rate. This guarantees the rate but not availability. The room block may fill earlier than the deadline so make your reservation EARLY!

TRAVEL

The closest airport is the Newark Liberty International Airport (EWR).
It is about a 45 minute ride to the hotel.

QUESTIONS?

Jan Kirsten, Conference Chair
Ocean County College, Executive Director of College Relations
jkirsten@ocean.edu • 732-255-0400 x2071

CONFERENCE AT A GLANCE

information subject to change

MONDAY, October 25

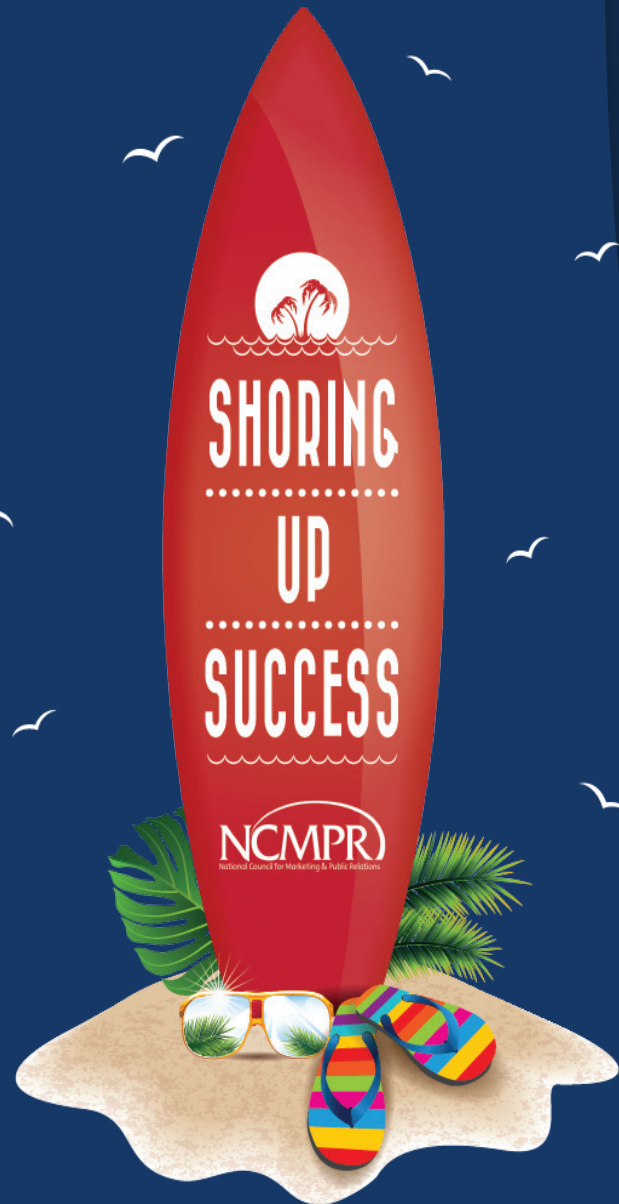
Registration Check-in

Opening Night Dinner - Bonfire on the Beach (*You don't want to miss this!*)



NCMPR DISTRICT 1.

PRESENTS



OCT. 25-27

TUESDAY, October 26

KEYNOTE

Are You Prepared to Answer the Call?

Four Ways to Make Your Mark in A Changing World Through Inclusive Leadership!

Dr. Joshua Fredenburg, National Acclaimed Speaker and Leadership & Diversity Consultant

The social landscape of our world is changing and campuses leaders need to pivot, while raising others up. This diversity-focused keynote will discuss the importance of inclusive leadership and provide practical steps that can be implemented to ensure that everyone becomes more effective at serving, collaborating, leading diverse groups of people. This presentation will help guide participants through effective and inclusive leadership skills that all higher education professionals can adapt to their institutional roles.

BREAKOUT SESSION I

How To Measure, Calculate, And Use Marketing ROI In Your Community College

Kathi J. Swanson, Ph.D., CLARUS Corporation & Crystal Hollmann, Northeast Community College

Proving your Marketing ROI on every marketing dollar is extremely important, but how are you collecting this information and are you using it to your advantage to make the most of your marketing budget? Learn how one campus created a system for ROI accountability to not only measure their ROI, but stay focused on the end goal – enrollment.

The Revolution Will Not Be Televised: Standing Out & Building Enrollment with Digital Videos

Patrick Stone, Cape Cod Community College & Jonathan Fonseca, Bryant University

When COVID-19 disrupted traditional recruitment efforts, learn how one college strategically leaned on animated videos to break through the noise and get their messaging noticed. This presentation will use enrollment data, video samples, and tips and tricks to develop your own videos that appeal to students.

BREAKOUT SESSION II

Digital Battle for Bucks

Greg Volpe, Mindi Cahall & Lindsey Daniello, Rowan College at Burlington County

When all in-person fundraising events were canceled due to COVID-19, discover how one college used creativity and community to turn a bleak fundraising season into a huge success. Designing a competitive crowd-sourced initiative, this college hosted its biggest fundraising single-event exceeding its \$100K goal. Hear how this campaign used very little overhead costs to raise student funds and change the college's approach to fundraising.

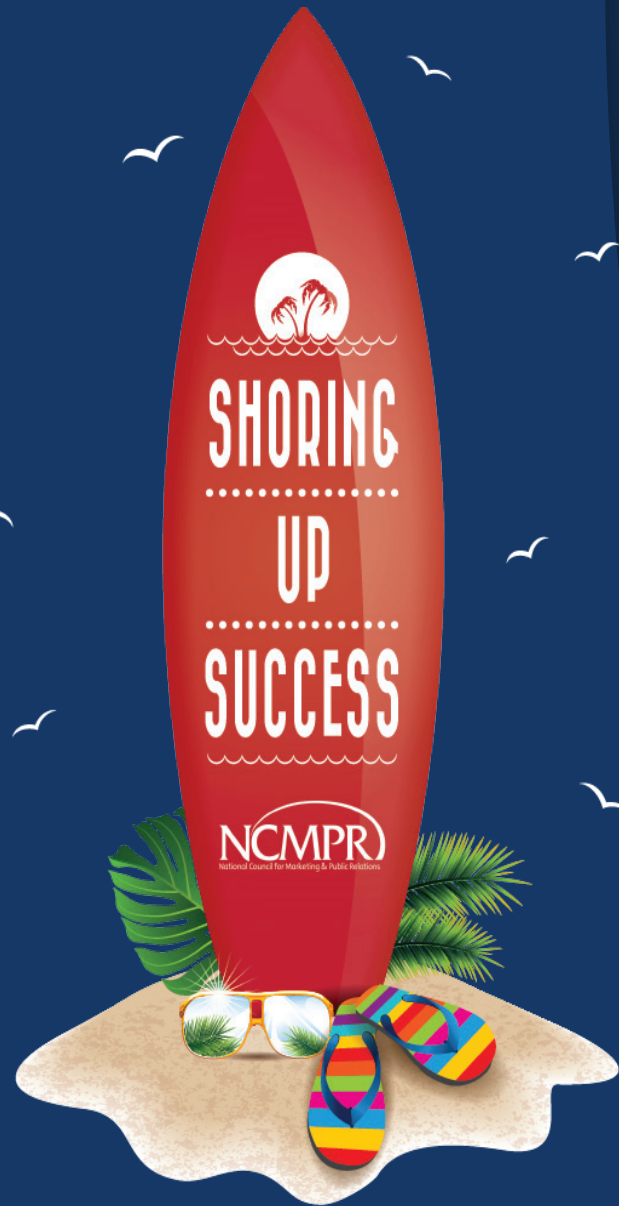
Hit the Road! Using Non-Traditional Marketing to Promote Your College & Generate Good Will

Greg Star, Carvertise

Get back to basics with non-traditional, or guerilla, marketing. Through passing out flyers in parking lots to knocking on doors, Greg will tell the story of how he created the start-up Carvertise. He will delve into how colleges can do the same, utilizing their students and alumni to market for them. He will include tips on car wraps, utilizing LinkedIn to tell your college's story as well as personal branding, marketing, and never giving up!

NCMPR DISTRICT 1.

— PRESENTS —



— OCT. 25-27 —

BREAKOUT SESSION III

Alumni Engagement: A Shore Bet for Success

Michelle Schleibaum, Westchester Community College

Want to grow and leverage your alumni connections to build a stronger community? Learn new tips for finding the best opportunities to initiate alumni relationships, how applying storytelling to your outreach can influence annual giving, and providing alumni profiles to your recruitment outreach can have significant results.

Pop Culture, Personality & Puns: How To Stand Out on Social Media

Erin Mercer, Atlantic Cape Community College

When it comes to higher education, engagement is the key to your success. Fresh off the successful admissions campaign, “Stop, Drop, Enroll”, Erin will dive into what students want to see on social media. This session will show you how to harness popular culture and explore what it means to stand out, have fun and increase engagement while keeping your college’s brand intact.

SHORT TAKES

How to Get National Media Attention (The Good Kind)

Jim Danko & Keith Paul, Springfield Technical Community College

Learn how one media relations team pitched and landed a student story that caught the attention of NBC News, gaining national media attention. Get the inside scoop on how to connect with reporters, editors, and producers to highlight your students and institutions.

Coast-to-Coast Insights to Coax Your Department’s Impact and Influence

Mary DeLuca, Interact Communications

Using data to justify your marketing decisions is essential in today’s ever-changing landscape. This presentation will share insights, research, strategy, and creative work from two-year colleges across the country. Learn how to use this data to help you make informed decisions and educate your community to convert those students you have already brought to the door.

Guided Pathways: A Marketing Strategy for Community Colleges

Vincent Mazza, eDesign Interactive & Meredith Behrens, Passaic County Community College

Has your educational institution adopted the Guided Pathways initiative? Hear how a redesign of academic programs and organization framework helped student engagement and enrollment, while keeping students on an educational path and improving graduation rates. We’ll walk you through a successful Guided Pathways program’s planning, promotion, implementation, and marketing.

How to Advertise to High School Students Without Wasting Your Media Budget

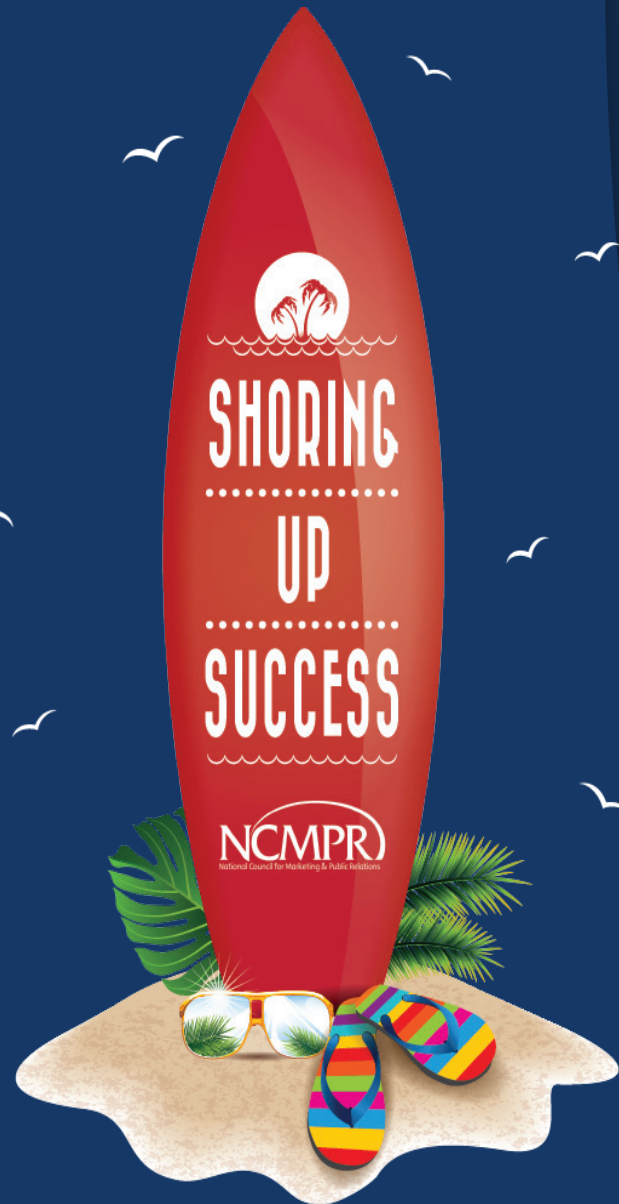
Ian Feil, Glacier

In a world of online opportunities, higher education options for high school students can seem endless. Join Glacier in this presentation to learn about who high school students are today, where they are spending their time online, how they are researching higher education options, and how to effectively advertise to this fast-moving demographic!



NCMPR DISTRICT 1

PRESENTS



OCT. 25-27

WEDNESDAY, October 27

BREAKOUT SESSION IV

Creating an Institutional Front Door that Everyone Loves

Karen Norton, Bunker Hill Community College & Cheryl Broom, Graduate Communications

Everyone loves to complain about the college website, but few people know how to fix it. Discover how one college transformed its website from a digital filing cabinet of institutional data to a welcoming, inclusive, and audience-centric environment. Hear about the process from start to finish, including all the challenges and successes in the journey.

Giphy Pop! Creating Collections of Searchable .gifs and Social Stickers on an Official College Brand Channel

Angela Miles, Community College of Philadelphia

Examine how to build your institutional brand through .gifs, while creating an engaging community and improving your SEO. Learn how one college used giphy.com to build a free official brand channel and cultivate a collection of original collateral to engage with students, faculty, staff, and community partners on multiple platforms.

CLOSING KEYNOTE

Marketing in an Era of Edutainment for Impact Organizations

The 10 Things You Can Elevate Today to Reach More Stakeholders

Mr. Ken Malagiere, Ocean County College Foundation & Mrs. AnnMarie Baker, Company 446

Together we will explore the top ten marketing and outreach tools already at your disposal that can be elevated right now in your organization to appeal to a wider range of stakeholders, polish your brand, and succeed in post-pandemic era of edutainment.

By using shared experiences and perspective from a wide range of organizations, Ann Marie and Ken will share industry best practices and true success stories to help you rise above the noise.

CONFERENCE WRAP UP & PRIZES (We should be finished by noon)

REGISTER TODAY!

Your safety is our priority. We will provide a face mask and hand sanitizer to each attendee. Social distancing will also be in effect, whenever possible.

Questions?

Eve Markman, Programming Chair
Community College of Philadelphia
emarkman@ccp.edu • 215-751-8043

District 1

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