



Connecting
Community College
Communicators

A stylized, yellow line-art illustration of a city skyline is set against a teal background with faint, abstract shapes. The skyline includes several rectangular buildings of varying heights and a prominent geodesic dome structure on the right side. The text "TAMING THE" is written in a yellow, hand-drawn, cursive font across the middle of the skyline.

TAMING THE

WILD

2021 District 5 Conference
OCT. 10-12 • MAGNOLIA HOTEL • OMAHA, NE

WELCOME



Welcome to Omaha and the 2021 District 5 Conference!

Let me say that again!

Welcome to Omaha and the 2021 District 5 Conference!

That feels so good to say! Welcome back to one of the best professional organizations there is! It has been a long two years since we've all been able to get together, and I am very excited to be able to host this event.

Our planning committee has been working tirelessly preparing for this event, and I'm proud of the conference we've put together. It's a solid program with something for everyone. Whether you've been on the job for 10 days or 10 years, you're going to go home inspired, invigorated and ready to put all these new ideas into practice.

One session I'm especially looking forward to is Everything NCMPR – Everything You Need to Know About NCMPR, Q&A Panel. First, I love showcasing the exceptional talent of the District 5 membership (and there are some great leaders on the panel!). Second, I love getting people involved in this organization that has given me so much. So, for all of those who have ever considered getting involved in NCMPR now is the time to listen, absorb information, and understand there is a place for everyone in this group of marketing professionals. The only thing you need to do is decide where you feel most comfortable joining in to volunteer. So jump in the pool — it's your time to shine!

One leadership pro tip I've learned over the years is to surround yourself with people who shine brighter than you and who have strengths that can enhance the group, and a great example of that is this conference committee. Thank you to: Amanda Groff, Crystal Hollmann, Jennifer Snyder, and Derek Rayment for serving on our conference committee! A special shoutout to Derek and Metropolitan Community College for serving as the host site for two consecutive years because of the postponement of the 2020 conference! Thank you for your patience and commitment!

NCMPR has made a huge impact in my life, affording me the opportunity to make many lifelong friends and forge professional connections with immensely talented colleagues. I promise that if you invest time and energy with this group, your life will be richer, your work better, and your friends list longer. We are stronger together!

So whether you are joining us in person or virtually — here's to a great conference!

Kristin Kollbaum

NCMPR District 5 Director

2:00–5:00PM Registration - Winter Garden

5:00–6:00PM Social Hour - Courtyard

6:00PM Welcome - Lavender Ballroom

6:05–7:00PM **OPENING KEYNOTE**

The value of brand building and targeted recruitment

Clark Creative Group, NE

Creating a positive and accurate brand for a college builds value in the community. It generates goodwill and positions the college as a worthwhile investment to students, parents, faculty, stakeholders, partners and employers. Most importantly, branding is a necessary layer for targeted recruitment.

Key Audience Takeaways:

- Understand the importance of branding a community college and why marketing should be more than recruitment
- Learn how to create impactful recruitment campaigns that target specific groups
- Learn how creative for branding and recruitment should work together
- View examples of successful branding and recruitment campaigns

Presenters:

Fred Clark, President, Clark Creative Group

Melanie Morrissey Clark, President, Clark Creative Group

7:00PM

Dinner & Medallion Awards - Magnolia Ballroom
*** Sponsored by Amperage Marketing & Fundraising**



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MORNING

*All Sessions held in Lavender Ballroom unless otherwise marked

7:30AM Breakfast - Magnolia Ballroom

8:00–10:00AM Registration

8:00AM Welcome and National Presentation from NCMPR President

8:30–9:20AM SESSION ONE:

Advertising to Diverse Populations

Dakota County Technical College/Inver Hills Community College

As members of Minnesota State, Dakota County Technical College and Inver Hills Community College are part of the system's Equity 2030 initiative. The initiative aims to eliminate the educational equity gaps at every Minnesota State college and university. As such, DCTC and Inver Hills have created comprehensive targeted marketing strategies to reach diverse populations. Target groups include LatinX, Black, Hmong, LGTBQ, as well as promoting gender balance in programs with significant imbalances.

Key Audience Takeaways:

- Understand the importance of using an equity and diversity lens in all systems of your department
- Learn how to use demographic data to inform advertising spends
- View diverse ads and understand the nuances of communicating to various groups
- Gain a practical understanding of wading into diverse advertising and what it takes to ensure your brand lands

Presenters:

Emily Zimmer, Marketing & Events Coordinator, DCTC
Marlo Teal, Marketing Project Manager, DCTC

9:30–10:20AM SESSION TWO:

Focus Strategies and Increase ROI with Persona Development!

Clarus Corporation

With the ability to micro-target audiences with digital marketing, how well is your college truly defining those audiences? Learn how to leverage internal data to create personas through this interactive presentation. Colleges who have successfully developed personas for marketing have seen increased engagements and ROI, all by focusing efforts on a well-defined audience.

Key Audience Takeaways:

- Participants will learn to identify key markets using enrollment data
- Learn how to map audiences and markets
- Build a rough draft of a persona

Presenter:

Kathi J. Swanson, Ph.D., President/CEO, Clarus Corporation

10:30–11:20AM SESSION THREE:

Spicing Up Your Strategy: New Data and Creative Techniques to Add to Your Mix

Interact Communications

The people in your community are hungry for a life-changing experience and it's up to you to seat them at the table to feel the love. For many college marketers, coming up with creative communications and solutions to better serve students was easy as pie. But, with budget cuts, enrollment declines, and the pressure caused by the pandemic, marketers and their students alike are feeling a little fried. How do you turn up the heat with limited resources?

In this interactive presentation, Angela Carollo and Jamie Wagner of Interact Communications will share how to use the ingredients in your kitchen to get your creative juices flowing for data-driven and delicious results. Leveraging the latest data from Interact's national Media Prefs student survey, the team will help you develop the perfect recipe to satisfy even the toughest critic.

Show up with an appetite – you will learn about the science of creativity, how to use data to spice up your college's planning and messaging, and which techniques you can use for developing creative solutions. See samples of work and cameos from some of your fellow community college marketing peers during this full-course presentation.

Key Audience Takeaways:

- Gain insight on how you can leverage your internal college data and Interact's Media Prefs student data to inform your decision making and communication strategies
- Learn creative techniques and strategies for solving your institution's unique challenges
- Bonus: Get new ideas and see what other colleges have done to better engage with their current and prospective students.

Presenters:

Angela Carollo, MBA, Director of Marketing, Interact Communications

Jamie Wagner, Executive Director of Media Prefs, Interact Communications

MORNING CONTINUED

11:30AM–1:00PM Excellence Awards Luncheon honoring Pacesetter, Communicator, Rising Star - Magnolia Ballroom
* Sponsored by Clarus Corporation



AFTERNOON

1:00–1:30PM Exhibitor Showcase - Winter Garden

1:30–2:30PM **SESSION FOUR: Quick Takes**

1:30–1:55PM **QUICK TAKE A:**
Quick-to-Implement High Impact, Minimal Effort—Too Good to be True?? Not today!
Lake Region State College, ND

COVID-19 has changed recruiting and retention forever. With communication taking precedence over general marketing during the pandemic, community college marketers made a quick shift to getting people back in the door and filling seats. Responsiveness is key as Lake Region State College utilized quick-to-implement tactics to launch campaigns in a few days, by having three main items always available. Learn how to be a fierce marketing force by using agility marketing to get your message out the door to be timely, relevant and live before your president can ask you for an update!

Key Audience Takeaways:

- Quick to implement, relevant, and agile marketing tactics

Presenters:

Erin M Wood, Director of College Relations, Lake Region State College

Crystal Berry, Vice President, 25th Hour Communications

2:00–2:25PM **QUICK TAKE B:**
Leveraging: The Key to Boosting Your Earned Media
Central Community College, NE

Is there an event you know that a lot of people are watching its every move? Instead of just watching the interest right along with the crowd, how about you leverage that interest to spotlight students or programs, or both, at your institution through earned media? If the event is national or international, has one of your students or staff been at the scene? If so, how about leveraging that experience to give the national or international event a local name and face? Do you have well-intentioned staff bring you national advertising opportunities not realizing it may cost upwards of \$20,000? Rather than just saying, "We don't have the money," how about helping them learn how to help themselves with free advertising via national trends? Scott Miller with Central Community College communications will share success stories of leveraging high-profile happenings and addressing national trends that resulted in significant earned media. Participants will glean ideas they can implement in their respective communications departments.

Key audience takeaways:

- Leveraging can bring about significant earned media
- Payoff through leveraging can be challenging, but it's not rocket science either
- Responding to national trends can be a real money saver

Presenter:

Scott Miller, Senior Director of College Communications, Central Community College

2:30–3:20PM **SESSION FIVE:**
Phone Photography 101: Getting Your Best Pictures
AMPERAGE Marketing & Fundraising

Do you take photos for your website and other marketing uses with your Smartphone? There's no close second for professional photography, but sometimes that's cost prohibitive for those who consistently upload new photos for their online content. Learn how to take better photos using your Smartphone to make your website and other materials look smart.

Key Audience Takeaways:

- Getting your best pictures for your website, media campaigns and other college marketing initiatives

Presenter:

Brian Foelske, Partner—Director of Video Content, Amperage Marketing & Fundraising

AFTERNOON CONTINUED

3:30–4:20PM **SESSION SIX:**
Bunker University: How a War Built Central Community College
Central Community College, NE

The Hastings Campus of Central Community College has a unique history from the land it sits on to how it was originally formed. When the current campus president came to CCC he quickly realized how important it was to document this history. He approached the college president and college communications on creating a 90 minute documentary. From initial discussion to premiere was originally scheduled to happen in nine months, but throw a pandemic in towards the end of the filming schedule and it ended up taking about 18 months from start to finish. We'll tell you how we pulled it off and the drama in between. There's a lot to learn when you jump from 3-5 minute videos being the longest you've produced to a full length feature.

Key Audience Takeaways:

- Why it pays to say yes to crazy over-the-top requests
- What it takes to pull off something this extreme
- Lessons learned and experiences gained.
- We'll share budget and timelines created for a project of this scope

Presenter:

Amanda Groff, Director of Marketing,
Central Community College

4:30–5:20PM **SESSION SEVEN:**
Livestreaming Zero to Hero with Switcher Studio
Southeastern Community College, IA

As livestreaming events become more the norm than the exception, teams of every size are trying to figure out how to do it well, affordably and simply. By using a multi-camera-ready, livestreaming app called Switcher Studio, Southeastern Community College's marketing team has produced engaging livestreams for fundraisers, commencements, and special events. Whether you're a team of one or an army of 10, Switcher Studio's simple iOS app is like having a Grass Valley production console in the literal palm of your hand. Learn the basics of how to successfully livestream your next event: location planning, gear selection, event coordination, advance promotion, and post-production.

Key Audience Takeaways:

- Multi-camera live streaming isn't as difficult or as expensive as you think
- Learn tips to boost the quality of your livestreaming efforts right now
- Get a shortlist of affordable equipment and technology gadgets to make livestreaming simpler

Presenters:

Meg D'Souza, Marketing Communications
Coordinator, Southeastern Community College
Jeff Ebbing, Director of Marketing and
Communication, Southeastern Community College

6:00PM **Omaha Adventure:**
Join us in the Courtyard for heavy apps,
then dinner on your own
(Sorry kids—just the appetizers. Drinks are on your own!)

CONFERENCE AGENDA | TUESDAY, OCTOBER 12

MORNING

*All Sessions held in Lavender Ballroom unless otherwise marked

7:30AM Breakfast - Magnolia Ballroom

8:15–8:30AM Business Meeting

8:30–9:30AM **Morning Keynote: Everything NCMPR—Everything You Need to Know About NCMPR, Q & A Panel**

How do I get more involved in NCMPR? What is a national committee? How much of a time commitment does judging Medallions take? What exactly is the new thing—the Leadership Institute? What is the path to NCMPR leadership? There are a lot of ways to be involved with NCMPR and we want to invite you to hear from your peers who have already accepted the NCMPPR service challenge. We will discuss why they have leaned-in and decided to be involved in this great organization and what exactly that means. Join us for a panel discussion — Everything You Wanted to Know About NCMPR!

Panelists:

- Jeff Ebbing, NCMPR Vice President/National Committee Chair
- Amanda Groff, Assistant District 5 Director/Medallion Coordinator
- Crystal Hollmann, Medallion Coordinator (incoming)
- Erin Wood, State Representative/Leadership Institute member
- Emily Zimmer, Leadership Institute member/D5 Conference Presenter
- Derek Rayment, Fall Convention Host
- Lori Richards, Medallion Judge

9:40–10:30AM **SESSION EIGHT:**
Once upon a time: A very tall girl told a good story
Mutual of Omaha, NE

We love to see, read or hear a good story. It creates a human connection – that’s why we love to ‘Netflix and Chill.’ The average American consumes over 100,000 digital words every single day, but 92% say they want brands to tell stories among those words. So if you want to be a better marketer, you need to become a great storyteller – a story marketer.

Key Audience Takeaways:

- In this session, you’ll learn 5 key tips to help you become a story marketer, improve your branding and increase conversion rates.

Presenter:

Michelle Gibilisco, Director of Business Development, Mutual of Omaha Retirement Plans Division

10:40–11:30AM **SESSION NINE:**
Beauty of Diversity
Central Community College, NE

College students have a wide variety of backgrounds and experiences that make Central Community College and other colleges beautifully diverse. We partnered with our multicultural resource center to create the project “Beauty of Diversity” consisting of a video and banner series to showcase our diverse student population and help all students know they are not alone. We will discuss the honesty and vulnerability experienced during this process, our personal experiences and how marketing plays a role in diversity, equity and inclusion initiatives.

Key Audience Takeaways:

- How we approached sensitive topics including race, gender and sexuality
- How we worked with other departments to get student participation
- The importance of marketing getting involved in diversity, equity and inclusion

Presenters:

Tiffany Seybold, Web Content Specialist, Central Community College
Emily Klimek, Graphic Design Specialist, Central Community College

11:40AM–12:30PM **SESSION TEN:**
Creating a Buzz after Canceling, Rescheduling & Modifying Omaha’s Largest Sporting Event Around A Pandemic
OMAHA SPORTS COMMISSION

What do you do when one of the biggest sporting events in the country is canceled because of Covid, then re-scheduled a year later with significant format changes. Hear how the Omaha Sports Commission worked with USA Swimming to coordinate the 2020 Olympic Swim Trials...in 2021. You’ll learn how logistics from securing hotel rooms to recruiting hundreds of volunteers had to be revised, not to mention creating an innovative plan to protect and test nearly 1,500 athletes. Insight also will be shared on how local, regional and national media were utilized to promote the revised event, while at the same time giving media less access than they were used to receiving from the Trials.

Key Audience Takeaways:

- Identifying an insignificant part of an event and transforming it into a major solution to Covid restrictions
- Keeping media informed and appreciated while forcing them to work in a more restrictive environment
- Re-charging community spirit following months of cancellations and disappointments.

Presenters:

Josh Todd, Executive Director, Omaha Sports Commission
Lindsay Toussant, Director of Operations, Omaha Sports Commission
Doug Parrott, Board of Directors, Omaha Sports Commission

12:30PM Closing, prizes & good bye



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Thank you to all of our sponsors!

The background is a solid teal color with faint, stylized tropical leaf patterns in a slightly darker shade of teal. The patterns include palm fronds and monstera leaves, scattered across the page.

2021 NCMPR DISTRICT 5 CONFERENCE

AWARD WINNERS



PACESETTER RECIPIENT

Dr. Leah Barrett

President

Northeast Community College

Leah Barrett became the President of Northeast Community College in January 2020. Prior to coming to Northeast, she served as the Vice President of Student Affairs for the Northern Wyoming Community College District from 2016-19.

Before becoming a community college leader she worked at four-year institutions across the United States in the area of Student Affairs. She began her career at the University of Wyoming then moved on to professional experiences at Arizona State University, Valparaiso University and Boise State University. She then served as the Associate Vice President for Enrollment Management & Student Affairs at SUNY Brockport from 2008-16.

She earned her bachelor's degree in Business and an MBA from the University of Wyoming and then earned her doctorate in education at St. John Fisher College in Rochester, NY.

Her professional career has included involvement in multiple professional and civic organizations and in her personal life many volunteer hours supporting youth sports. Her most profound volunteer work was in the 1990s when she worked with the NAMES Project AIDS Memorial Quilt. She resides in Norfolk, Nebraska with her husband and two sons.



2021 COMMUNICATOR OF THE YEAR

Crystal Hollman

Director of Marketing

Northeast Community College

Crystal Hollmann was promoted to the Director of Marketing of Northeast Community College in August of 2019 after serving as Associate Director. Prior to coming to Northeast, she served in multiple marketing and leadership roles within a diverse range of professional careers.

She earned her bachelor's degree in Business Administration from Midland University in Fremont, Nebraska and a master's in strategic marketing from VBellevue University in Bellevue, Nebraska.

Her career has included involvement in multiple professional and civic organizations, and in her personal life she enjoys volunteering to support youth, her church, and community.

One of her profound achievements was receiving an American Marketing Association Pinnacle Award from the Omaha chapter in 2019.

She resides in Columbus, Nebraska with her two spoiled dogs.





RISING STAR RECIPIENT

Marie Pauley Swaja

Marketing and Communications Manager

Anoka Technical College and Anoka-Ramsey Community College

Marie Swaja is an experienced marketing communications professional with more than 13 years of experience in the ever-evolving field. She joined the Marketing and Communications team at Anoka Technical College and Anoka-Ramsey Community College in November 2018 and has led the colleges' social media and earned media strategy and notably advanced the team's priorities of brand awareness, recruitment and retention.

Dedicated to impactful communications, Marie has been instrumental in shifting the colleges' toward a more human-centered storytelling, focused on engagement across all channels. She is a champion of using data and strategic planning to tell the most resonant story, through the right media and most-impactful channels, at the right time to make every project as successful as possible.

Prior to joining the team at Anoka Tech and Anoka-Ramsey, Marie spent more than a decade managing strategic communications, marketing and event management activities for nonprofit and B-Corp brands including Second Harvest Heartland, FINNEGANS Brew Co. and House of Charity.

A true believer in the importance of higher education, Marie invested in her own and holds a M.B.A. with a concentration of integrated marketing communications from St. Catherine University as well as a B.A. in marketing management from the University of St. Thomas. She is also a current member of NCMPR.

Outside of work, Marie can be found outside trying to keep up with her toddler and dog. When the toddler and dog are asleep, Marie is an easily-distracted crafter and avid reader who makes some solid attempts at gardening.



CONGRATULATIONS TO THIS YEAR'S AWARD RECIPIENTS!



CRYSTAL BERRY

Crystal Berry is Vice President at 25th Hour Communications. She is a national award-winning media expert and keynote speaker. An executive marketer with more than 20 years of experience in higher education and corporate industries, servicing 175 clients and DD60 platforms, Berry is a leader in contract negotiations, strategic planning, and brand building. She brings an entrepreneurial focus to the table for each and every project. Notable skills include implementing communications strategies and tactics, paid placement advertising (traditional and digital), social media outreach, executive communication, business development, project management, product development and brand awareness. Google Certified, and manages directly in platforms such as Facebook, Twitter, LinkedIn, Pandora, Soundcloud, iHeart, Spotify, YouTube, Instagram, and Snapchat. Well versed in traditional media buying on platforms such as Cinema, Newspaper, Outdoor, Publications, Direct Mail, Local TV, Local Radio, and specialty items.

ANGELA CAROLLO

Angela Carollo Marketing and data-geek, Angela Carollo, is the vice president of marketing and strategy at Interact Communications. Angela began her career as a guerilla marketer in the entertainment industry over a decade ago. From there, she led and managed the advertising departments for student media for six years, developing nationally recognized strategies and campaigns for businesses as well as consulting start-ups and organizations on marketing and branding strategies. While at Interact, Angela led her team in developing numerous college brands, including Oakland Community College's award-winning Excellence Empowered brand, and record-breaking campaigns, such as the Los Angeles Community College District's Go Get It financial aid campaign. As a former college instructor, Angela is passionate about creating unique experiences for students and is a strong advocate for higher education. She is a recognized speaker and has presented at conferences like NCMPR, the Adult Learner Institute, and College Media Business and Advertising Managers, Inc.



FRED CLARK

Fred sits at the center of all things creative. As an art-lover who started out in broadcast television, and as Clark Creative Group's creative engine, Fred hasn't stopped cultivating and producing original ideas since the first day CCG opened its doors in 1992. Whether it be marketing strategy, branding companies, directing shoots or writing scripts, Fred's innovative touch is unlimited and infectious. Oftentimes he can be found behind a director's chair, but between takes Fred is running half marathons, jamming with his kids' band, enjoying a weekend at the lake and contributing to Omaha's contemporary arts community.

MELANIE CLARK

Melanie has helped steer CCG through decades of successful business. And as an experienced copywriter, editor, journalist, book author and strategist, there's no doubt she serves as an agency hybrid. It's this myriad of talents partnered with industry experience that enable Melanie to produce exceptional communication solutions for clients. Melanie's passion is to give back to the community, which is why she has served on the boards of directors of many nonprofit organizations over the past 25 years, including: Inclusive Communities, Women's Fund of Omaha, Girls Inc., CASA of Douglas County, WCA (formerly YWCA Omaha), Voices for Children, Children's Respite Care Center and Phoenix Academy. She also created and served as volunteer editor in chief of Today's Omaha Woman, a magazine owned by the Women's Fund, for 23 years.



JEFF EBBING

Jeff Ebbing is the marketing guy at Southeastern Community College. He's been there for what seems like forever. While he started out as a staff of one, he employed his masterful communication and persuasion skills to build a marketing army of three in just twelve short years. His team has been fortunate to win a bunch of Medallions and Paragons, he blogs periodically for NCMPR (he's always surprised that they actually publish them), and has presented at district and national conferences. He likes nachos, indie music, and ice cream. He owns more disco balls than a grown man should, and finds masochistic satisfaction in going on long runs with his dog #mrfinntastic.

MICHELLE GIBILISCO

Michelle brings more than 15 years of marketing experience in the financial services industry. While at Mutual of Omaha she has worked closely with both group insurance and retirement products. Throughout her career she has worked on implementing several customer-first initiatives including: benefit-focused websites and employee retirement education and engagement campaigns. Most recently, Michelle has led the development of Mutual of Omaha's participant engagement strategy, Imagine Retirement RightSM. Michelle currently leads the Mutual of Omaha Retirement Plans Marketing, Internal Wholesalers, Install, Participant Experience and National Accounts teams. Her mission is to offer retirement solutions that help engage, enroll and educate customers, ultimately helping them achieve their retirement vision. Michelle earned her B.S. in Marketing Communications from the University of Nebraska Omaha.



AMANDA GROFF

Amanda Groff is the director of marketing at Central Community College in Nebraska. She has 19 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 professional 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. If she's not in the office she's probably off cheering her kids on in football, volleyball, wrestling and basketball. She lives in Doniphan, NE with her husband Justin, son Chase, daughter Madilyn, and a small zoo that includes their dog Winry, hedgehog Shadow and leopard gecko Athena.



BRIAN FOELSKE

Brian has worked with numerous higher education clients, including community colleges, private colleges and state universities, directing numerous videos with a wide reach. He recognizes and understands the challenges of the evolving target audience, and excels at creating videos with eye-catching graphics and motion to post on popular social media platforms that appeal to traditional students and adult learners.



EMILY KLIMEK

Emily Klimek is a Graphic Design Specialist at Central Community College. She is an alumni from the CCC, obtaining an Associate of Arts degree from the Media Arts program. Her vast and varying job experience has made her a valuable asset to the college for the past 4 years. She currently lives in Grand Island, Nebraska with her husband (Preston), two boys (Oliver-9 and Walter-4) and dog (Annabelle).

SCOTT MILLER

Scott Miller currently serves as the senior director of college communications at Central Community College. Since earning a master of professional communication degree in 2004, he has primarily worked in higher education. Miller previously at Lincoln University (Pennsylvania), Ottawa University (Kansas) and Norwich University (Vermont). Originally from Salt Lake City, Utah, Miller was a news and sports anchor/reporter for several broadcast entities for nearly two decades. From 2002-2004, he served as the radio play-by-play voice of Weber State University basketball and was a play-by-play specialist for BYU Television. He remains in sportscasting in a behind-the-scenes roll by working as a statistician and spotter for Compass Media Networks, Westwood One and multiple NFL and college football broadcast crews. Miller is also a certified basketball referee at the collegiate and high school levels. He and his wife, Cherise, are the proud parents of five children and reside in Grand Island.



DOUG PARROTT

PR Consultant/OSC Board Member

Doug Parrott started his career as a television reporter and later news executive for KETV, Omaha, and then served as communications director to Nebraska Governor Kay Orr. For more than 25 years he has been considered one of area's top public relations professionals and is the only three-time winner of the Public Relations Society of America Professional of the Year in Nebraska. He was part of the team responsible for building a new arena/convention center (CHI Health Center Omaha), the new home of the College World Series (TD Ameritrade Park) and has served as the local communications coordinator for the U.S. Olympic Swim Trials in Omaha in 2008, 2012 2016 and 2021.

Doug and his wife Cyndi have two daughters, living in Seattle, Washington and Morocco. Doug and Cyndi regularly travel to visit family and see their grandchildren.



TIFFANY SEYBOLD

Tiffany Seybold is the web content specialist at Central Community College in Nebraska. With eight years in higher ed marketing, she has played a large role in enhancing CCC's website, creating cost effective videos and starting the college's snapchat presence. She is an Aquarius and a Ravenclaw with Hufflepuff tendencies so that tells you everything you need to know. 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 Grand Island, Nebraska with her husband Zach, son Sky, and cats Violet and Ash.

KATHI SWANSON

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 30 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.



MARLO TEAL

Marlo is a project manager in the marketing department for DCTC and its aligned institution, Inver Hills Community College. Marlo earned a B.A. in Journalism from the University of Wyoming. She is currently working toward a M.S. in Technical Communication at Metropolitan State University, with a graduate certificate in Design of User Experience. Prior to DCTC, she worked as a customized training representative at Lake Region State College in Devils Lake, N.D. Marlo also managed marketing efforts, helped develop a new program to train wind turbine technicians, and trained businesses in Microsoft applications. Marlo has extensive professional experience in media, including television, radio, print, and marketing.

JOSH TODD

Executive Director & President

Omaha Sports Commission

Josh has over 15 years in the sports, events and sports tourism industry and took over the helm of the Omaha Sports Commission in February 2018. Josh previously worked with the Huddle Up Group sports consulting firm as well as Connect Meetings where he served as the Director of Connect Sports. Before that he spent six years as the Director of Sports in Mesa, AZ where he helped put Mesa on the sports map and orchestrated over \$250 million in economic impact through booked sporting events in the Mesa area. Josh's well-rounded experience also includes work in collegiate athletics, parks and recreation, Disney's/ESPN Wide World of Sports, and coaching high school football.

Passionate about the sports industry and the impact youth and amateur sports have on communities and lives, Josh has served on boards and committees such as SportsETA Membership and Mentoring committees, Mesa Parks & Rec Board, AZ Sports & Entertainment Commission, College Football National Championship Game & NCAA Final Four Host Committees, and Metropolitan Hospitality Association (Omaha). Born and raised in Tempe, AZ, he holds a bachelor's degree from THE Fort Hays State University and a Masters in Sport Management from Wichita State University. Married to Mandy, Josh stays busy with two amateur athlete daughters: Rhyann (9) & Josie (6).



LINDSAY TOUSSANT

Omaha Sports Commission Director of Operations

Lindsay Toussant has worked in the sports industry for more than nine years. Lindsay came to the Omaha Sports Commission to serve as the Director of Events in September of 2017 and was recently named Director of Operations. Since her time with OSC, she produced three (3) Olympic Trials, including Curling, Paralympic Marathon, and Swimming, completing her 6th Olympic Trials of her professional career. She started OSC's annual Women with Drive golf program, annual pole vault event and OSC's internship program.

Prior to Omaha, she worked at USA Track & Field in Indianapolis, Indiana. Originally from Ohio, Lindsay attended the University of Toledo where she competed on the cross country and track & field team, then completed her master's degree at West Virginia University. Lindsay has enjoyed becoming a part of the local community and making this home. She serves on the board of the Downtown YMCA, Ironhawk Juniors Triathlon Club, and Sports Nebraska. Lindsay also teaches Sports Ethics at Bellevue University. When not working Lindsay can be found traveling, going to the lake, and playing golf with her fiancé.





MEG D'SOUZA

Meg D'Souza is the marketing communication coordinator at Southeastern Community College in Iowa.

Before finding herself in this role, Meg's experiences included proofreading and editing everything from academic journals and marketing projects to dissertations and break-up emails. She found her place in higher ed first in marketing at California State – Northridge, then as an instructor at Pepperdine University.

Meg was the honored recipient of D5's 2020 Rising Star Award. She says this isn't a mark of success she's achieved alone, but the result of working with the most supportive team she could imagine. Her achievements are her team's achievements.

Outside of work, Meg will be found watching TikTok for "research," dressing her dog in sweaters, and taking her walks in the 55+ neighborhoods to make herself feel younger.

JAMIE WAGNER

Jamie Wagner is the dynamic and focused executive director of Interact Communications' Media Prefs research, and resident data nerd. Driven by building relationships and connecting with those seeking to improve the community college student experience, she offers her marketing and communications expertise to guide colleges through the research process and apply their data to see results. Jamie is a lover of travel, a mom to two energetic boys, and calls Interact's La Crosse, Wisconsin office home.



ERIN WOOD

Erin Wood is the Director of College Relations at Lake Region State College in Devils Lake, ND. A rural community college with a variety of enrollment challenges, no enrollment year is ever the same. Since 2000, Erin has worked to expand the reach of LRSC to its service area and beyond. The College Relations area at LRSC manages public relations, government relations, media relations, marketing efforts, and communications for Lake Region State College and works closely with the college's recruitment, foundation, and administrative teams. Past recipient of medallions and paragons for radio, web, and print projects, Wood helped develop a comprehensive marketing/recruitment plan that led to record enrollment in 2018 and created marketing materials for a successful \$1 million+ capital campaign for the new agricultural education building on the campus that took place in the heart of a pandemic and stressed ag economy.



EMILY ZIMMER

Emily 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, a Marketing Project Manager for Dakota County Technical College and Inver Hills Community College, she coordinates public relations, government relations, event planning and communications, as well as develops key messages for the colleges. In 2017, she received a master's degree in Integrated Marketing Communications from West Virginia University.



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