



CARVERTISE

SPECIAL THANKS TO
CARVERTISE FOR
THEIR GENEROUS SUPPORT
OF THIS CONFERENCE!

Check out our looping
PPT of Medallions
submissions. It will run
before lunch, during
dinner and will be
available for you to view
on a laptop (for most of
the conference) in
the Ocean Front
Foyer. It will also
be available on
our virtual
platform.



DAY 1



MONDAY, OCTOBER 25

5:30-7:30 p.m.

Opening Night Dinner/Bonfire

Beach behind the hotel

Meet up with your fellow colleagues as we head outside for a fun dinner, bonfire and an opportunity to enjoy an evening of lively conversation.

DAY 2



TUESDAY, OCTOBER 26

7:30-8:30 a.m.

Registration Check-in and Breakfast

HOTEL LOBBY

Breakfast

SEAVIEW

8:30-8:50 a.m.

Welcome

OCEANPORT SOUTH

Gather for our conference welcome, introductions and a special message from NCMPR President Debra McGaughey, M.S.



#D1ShoreUP

8:50–9:50 a.m.

Keynote

OCEANPORT SOUTH

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.

10–11 a.m.

Breakout Session I (*Select one*)

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

OCEANPORT NORTH

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

OCEANPORT SOUTH

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 help you develop your own videos that appeal to students.

11–11:15 a.m.

Morning Coffee Break and Snack Break

OCEAN FRONT FOYER

11:15 a.m.–12:15 p.m.

Breakout Session II (*Select one*)

Digital Battle for Bucks

OCEANPORT NORTH

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.

11:15 a.m.-12:15 p.m.
Breakout Session II (cont.)

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

OCEANPORT SOUTH

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!

1:45-2:45 p.m.
Breakout Session III (Select one)

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

OCEANPORT NORTH

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.

Alumni Engagement: A Shore Bet for Success

OCEANPORT SOUTH

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.

DAY 2
12:30-1:30 p.m.

Awards of Excellence Luncheon

SEABRIGHT

Celebrate our Pacesetter, Communicator and Rising Star award winners!

Emcee: Dan Baum, *Executive Director*
Public Relations and Marketing,
Anne Arundel Community College, MD



SPECIAL THANKS TO CLARUS Corporation FOR SPONSORING OUR AWARDS OF EXCELLENCE LUNCHEON!



3-3:30 p.m.
Short Takes

How to Get National Media Attention (The Good Kind)

OCEANPORT NORTH

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

OCEANPORT SOUTH

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.

3:30-3:45 p.m.
Afternoon Coffee Break and Snack Break

OCEAN FRONT FOYER



SPECIAL THANKS TO **GLACIER**, OUR TECH SPONSOR,
FOR HOSTING THIS COFFEE BREAK!

3:45-4:15 p.m.
Short Takes



Guided Pathways: A Marketing Strategy for Community Colleges

OCEANPORT NORTH

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

OCEANPORT SOUTH

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!



FREE AFTERNOON

See Monday's suggestions for some sights to see around the shoreline.





If you need any assistance, please don't hesitate to see someone in a red LIFEGUARD shirt.

6:45 p.m.

Medallion Awards Reception

SEAVIEW LOUNGE

7:30 p.m.

Dinner and

Medallion Awards Ceremony

SEABRIGHT

BEACH CASUAL ... FLIP FLOPS OPTIONAL

Emcee, Patrick Stone & Jonathan Fonseca,

longtime District 1 member & former member

The dress may be casual and fun but the content is serious! Come see what work stood out this year as the Bronze, Silver and Gold Medallion awards are announced at the dinner and awards ceremony.

interact

2-YEAR COLLEGE EXPERTS

SPECIAL THANKS TO **INTERACT**

Communications FOR SPONSORING OUR

MEDALLION AWARDS RECEPTION AND DINNER.

SHORING
UP
SUCCESS

NCMPR

VIRTUAL PLATFORM

All District 1 attendees will be given access to the PheedLoop District 1 Virtual Platform. With this access, attendees will be able to virtually participate in the event's session live streams, participate in the exhibit hall, and network with fellow attendees. **Attendees will be able to view all of the recorded and live presentations through Dec.15.** Be sure to watch the ones that you were not able to attend during the conference or re-watch your favorites.



DAY 3



WEDNESDAY, OCTOBER 27

7:30–8:30 a.m.

Breakfast

SEAVIEW

8:45–9:45 a.m.

Breakout Session IV (*Select one*)

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

OCEANPORT NORTH

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.

Creating an Institutional Front Door that Everyone Loves

OCEANPORT SOUTH

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.

10–11 a.m.

Closing Keynote

Marketing in an Era of Edutainment for Impact Organizations

**The 10 Things You Can Elevate Today
to Reach More Stakeholders**

OCEANPORT SOUTH

Ken Malagiere, *Ocean County College Foundation*
& **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.

11 a.m.–noon

LUNCH

OCEAN FRONT FOYER – lunch pick-up

Conference Wrap-up and Prize Patrol

OCEANPORT SOUTH

Pick up your boxed lunch and settle in for some closing remarks from James Walters, NCMPR Executive Director. You'll also get a sneak peek at plans underway for our 2022 D1 conference in Syracuse, NY. (You'll even have a chance to create the conference theme!) Plus, you'll enjoy the opportunity to win some great prizes donated by our vendors and many of our colleges.