



2021 DISTRICT 2 CONFERENCE
NOV. 7-9 • THE DESOTO • SAVANNAH, GEORGIA



BE PREPARED TO **SPILL THE TEA!**

Are you ready to speak your truth about the challenges we face in higher ed marketing, such as shrinking budgets, demanding leadership, creative burnout, etc? If so, plan to join us in Savannah, Ga., for the **2021 NCMPR District 2 Fall Conference** as we “spill the tea” and share both our successes and our frustrations for navigating today’s ever-changing marketing landscape. We’ll focus on real solutions to real issues with straight talk from our presenters and group discussions.

Savannah was dubbed the “world’s friendliest city” according to Conde Nast Traveler readers, so prepare to enjoy a city full of history, art, unique shopping and natural beauty every which way you turn. Savannah is also called America’s most haunted city, so perhaps you’d like to explore a few ghost stories as well. Attendees will be able to stroll through the city’s many famous squares and enjoy the southern charm, history and hospitality of Georgia’s oldest city – not to mention the beautiful Tybee Island is just minutes away.

REGISTRATION FEES, DEADLINE DATES & CANCELLATION POLICY

Early Bird Registration: **\$300**
(before Oct. 15)

Regular Registration: **\$350**
(after Oct. 15)
*Registration includes access to the full
conference, two breakfasts, two lunches
and the Medallion Awards dinner.*

Guest Medallion Ticket: **\$50**
(order by Oct. 25)

Cancellation Policy

Cancellation and refund requests must be made in writing on or before Oct. 22. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to virginia.moreland@tbr.edu. NO REFUNDS will be granted for requests made after the deadline. Substitutions are gladly accepted. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

The First African Baptist Church

This Savannah congregation is known as the "oldest continuous Black church in North America." It is a National Historic Landmark, and is listed on the National Register of Historic Places.

ACCOMMODATIONS

The Desoto

15 East Liberty Street
Savannah, Ga. 21404

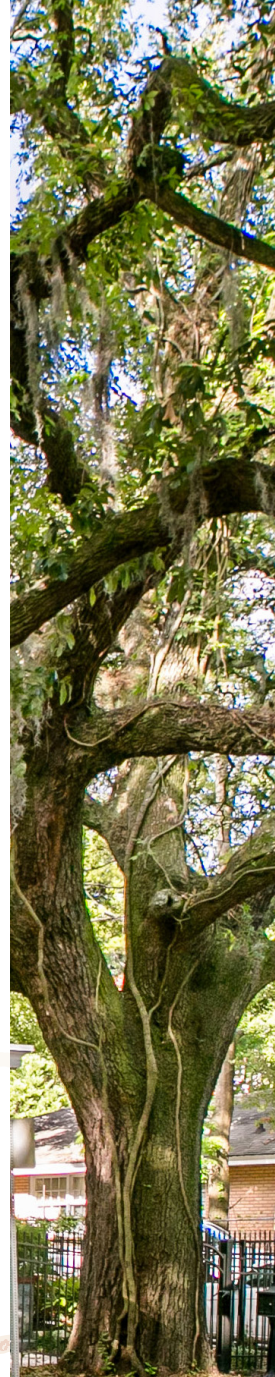
We'll be staying at the elegant The DeSoto Hotel, located in the heart of Savannah's historic garden district, just steps away from dozens of charming restaurants and trendy boutiques

Hotel Room Rate: \$159 (plus
applicable taxes and fees)

Reservation Deadline: Oct. 15
NCMPR has blocked a limited number of rooms at the conference rate. This guarantees the rate but not availability. The room block may fill earlier than the deadline, so make your reservations early.

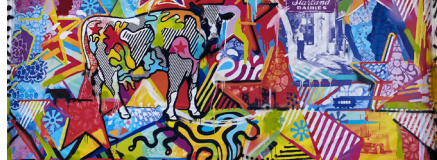
Parking: The DeSoto offers valet-parking only for \$34 per night.

The DeSoto





Revolution Yoga Studio



Starland Mural



Georgia Bees Mural

CONFERENCE AGENDA

SUNDAY, NOV. 7

1-4 PM REGISTRATION OPENS

5 PM WELCOME RECEPTION
Foyer

6:30 PM OPENING REMARKS
Cumberland Room

**MEDALLION AWARDS
DINNER & CEREMONY**
Cumberland Room

MONDAY, NOV. 8

7:30 AM REGISTRATION & BREAKFAST
Open

8:15 AM WELCOME
Cumberland Room

**8:30 AM IT TAKES MORE THAN PHOTOS—
INCREASING THE DIVERSITY OF
YOUR STUDENT BODY**

***Laurette Jorgensen, Director, Marketing &
Creative Services, College of DuPage***

This fall, for the first time in several years, College of DuPage was finally able to increase enrollment of Black and LatinX students. It took more than photos of diverse students on the website, and it took more than the marketing department alone to make it happen. It took understanding our audience, understanding what we could offer and what we still need to do.

9:30 AM MORNING BREAK
with vendors

10 AM USING ROI TO SURVIVE COVID

***Crystal Hollman, Director of Marketing,
Northeast Community College***

***Kathi Swanson, President,
CLARUS***

Even before the pandemic, community college marketing directors were under more and more pressure to “prove” the ROI on every marketing dollar. In this session, attendees will learn how to track and measure short-term and long-term ROI and compare the effectiveness of their marketing strategies across multiple channels. With the power of ROI, marketers will learn how to convince leadership that not only should their budgets not be cut, but actually increased during lean times.

11 AM DOING MORE WITH LESS

***Terri Bryson, Vice President of External Affairs,
Motlow Community College***

A small creative team at Motlow State tested several project management platforms as a means to manage a rapidly expanding workload. After testing several platforms, this team found a winning solution that saves time and increased productivity, senior leadership satisfaction, collegial collaboration, and team communication. The team has increased productivity, demonstrated significant gains in product quality winning scores of creative awards. Further, it build customized and automated weekly productivity reports organized by division. Weekly reports show at a glance each job name, client, overall work volume, client utilization and collaboration.

NOON AWARDS OF EXCELLENCE
luncheon

Sponsored by CLARUS Corporation

Enjoy lunch as we recognize the Communicator, Pacesetter and Rising Star recipients from District 2 for 2021.



Bongang Mural



Pie Society



Green Truck Mural

1:30 PM "PEER AND SIMPLE" PODCAST: LIVE RECORDING

Sit in on a live episode of NCMPR's national Podcast "Peer and Simple," hosted by Jeff Julian, NCMPR Secretary-Treasurer, and Chief of Staff at Harper College in Palatine, Ill.

2:30 PM AFTERNOON BREAK with vendors

3 PM SPILLING THE TEA ON GENERATIONS

Jackie Watson, Director of Web Strategy, KCTCS

Today's community colleges have the unique challenge of trying to enroll everyone from Gen X, to Millennials, to the elusive Gen Z. But how do we reach them? When there are multi-generational audiences – and marketers trying to find them – communication breakdowns are bound to happen. You're not going to find Gen Z on Facebook, and good luck reaching your Gen X audience through TikTok. This session will help you figure out the best way to reach each generational audience and help you place your ads where they'll actually see them.

4 PM FREE EVENING

TUESDAY, NOV. 9

7:30 AM BREAKFAST AVAILABLE CUMBERLAND ROOM

8:30 AM BEHIND THE GOLD BREAKFAST

Medallion Award Winners (TBA)

Grab breakfast while we hear the stories behind some of our top 2021 Medallion Award winners.

9:30 AM WHAT'S THE TEA ON NATIONAL NCMPR?

Jeff Ebbing, Vice President, NCMPR

Get an update on what the national office is up to, as well as a preview of the next national conference in Denver in March 2022.

10 AM MORNING BREAK

10:30 AM YOU WON'T BELIEVE THIS TEA: LEARNING FROM OUR BIGGEST MARKETING "FAILS"

Group Participation

Ever have a day where things just didn't go right? Or a project that simply didn't turn out the way you hoped? Or maybe a campaign that crashed and burned? Join in as we explore stories of epic "fails," what happened next and what we learned for next time.

11:30 AM CLOSING REMARKS & SWAG EXCHANGE

Noon ADJOURN Boxed lunches available



Montgomery Hall Mural

MURAL GUIDE sandsunandmessybuns.com/murals-in-savannah

Continued on next page.



Mercer-Williams House



Andrew Low House



Davenport House

SPEAKER BIOS



Terri Bryson is vice president of external affairs and internal communication at Motlow State. She has bachelor's degree with a triple major in journalism, mass communication, and public relations. She also earned a PhD in cognition and learning. Terri worked as a professional journalist in college before joining the Luckie Agency, Alabama's largest marketing and advertising firm, after graduation and later Compass Bank and Huntsville Hospital System. Terri joined Calhoun Community College in 2004 where she led enrollment growth of the Huntsville campus from 1,400 students to 5,000 students in less than four years. She moved to her current position as vice president of Motlow State Community College in 2017 where she has built a nationally recognized team of creative individuals.



Jeff Ebbing is the marketing guy at Southeastern Community College, and has been there for what seems like forever. While he started out as a staff of one, he employed his Jedi 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.



Crystal Hollman has 20 years of experience in marketing, traditional and digital advertising, budget management, social media management, analytics, strategic planning and reporting, leadership, and training to develop and execute data driven strategies. She has been the Director of Marketing for Northeast Community College since 2018. She specializes in strategic, integrated marketing and is well-versed in every touchpoint from prospecting and recruiting to retention.



Laurette Jorgensen has led the Marketing team at College of DuPage for more than a decade as the Director of Marketing and Creative Services. College of DuPage is a single-campus community college, just west of Chicago, serving more than 21,000 students. Laurie leads the 15-member team responsible for the College's branding, digital, broadcast and advertising, website, social media, direct mail, email and multimedia communications as well as STEM Outreach. During her tenure at COD, she has

instituted the College's first integrated marketing campaigns, led the team that redesigned, the college website twice; launched the campus-wide rebranding program and recently developed the College's first ever STEM Outreach program.



Dr. Kathi Swanson, president of CLARUS Corporation, is on the cutting edge of new technologies used in marketing and has been working with community colleges for nearly 30 years, helping them stay current with their advertising tactics and assisting them in understanding their markets. Her work with more than one-third of the community colleges in the country provides insight into best practices for community college marketing.



Jackie Watson is the Director of Web Strategy for the Kentucky Community and Technical College System and the 2020 NCMPR Rising Star. She is a certified content marketing specialist with over 16 years of digital experience and has spent the last six years developing and managing digital and social media content ensuring its relevance for KCTCS' target audiences.



City Market Savannah

Since The 1700s, Savannahians gathered here for their groceries, services and other goods. The Market thrived even after two fires, survived the Civil War and weathered Savannah's great 1896 hurricane—only to fall into disrepair as the population and commerce spread out. Today, thanks to Savannah's preservation movement, City Market is home to some of the Historic District's most popular restaurants, art galleries and other shops.



Harper Fowlkes House



Green-Meldrim Mansion



Rose Hill Plantation House

SPONSORS & EXHIBITORS

Many thanks to our 2021 sponsors and exhibitors. We greatly appreciate their time, expertise and support of NCMPR District 2. Please be sure to visit with our exhibitors during the welcome reception and conference breaks!

Awards of Excellence Luncheon Sponsor



CLARUS Corporation

The first marketing firm to focus exclusively on the community college market, CLARUS Corporation, founded in October 1988, has 30 years of assisting community colleges across the country with enrollment, marketing plans, and branding. Working with more than 150 community colleges over two decades, CLARUS Corporation is the leader in marketing for community colleges. CLARUS Corporation was created to provide marketing research and marketing planning services to community colleges and now has a national reputation for providing high-quality research and planning services to community colleges across the country.

CLEANCATALOG

(Virtual Exhibitor)

Course catalog software, curriculum management software, and student handbook software — built for colleges and universities.



(Virtual Exhibitor)

Graduate Communications supports institutions of higher education and the success of their students through time-tested communications, marketing, and research tools and strategies.



(Virtual Exhibitor)

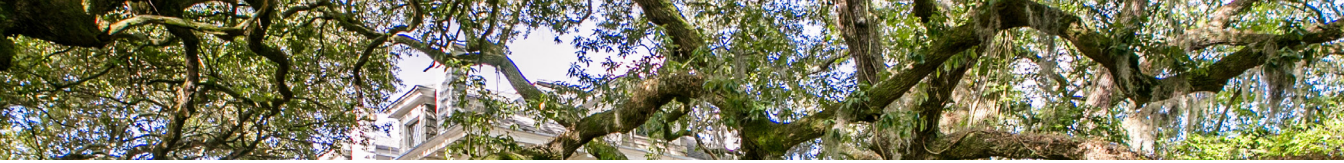
Interact Communications is the premier marketing and enrollment agency exclusively serving two-year colleges in North America. Our team has extensive experience within the two-year college market and has supported our partners, including colleges, consortia, and statewide systems, at every level — from a student's first inquiry to graduation. To us, two-year colleges aren't simply a subcategory of higher education. We are deeply passionate about the community college mission and choose to only work with two-year colleges. View some of the 700+ community colleges we have worked with on our website at www.interactcom.com.



StageClip enables honorees and their loved ones to share life big moments with personalized video clips for graduations, virtual ceremonies, awards, and everything in between.



The African-American Families Monument on River Street commemorates and honors contributions of African-Americans to the cultural, social, educational, economic and spiritual life of Savannah.



AWARDS OF EXCELLENCE

Lunch sponsored by



Bonaventure Cemetery

is a rural cemetery located on a scenic bluff of the Wilmington River. It is the largest of the city's cemeteries, containing nearly 160 acres. The most conspicuous glory of Bonaventure is its noble avenue of live-oaks. The main branches reach out horizontally until they come together over the driveway, embowering it throughout its entire length, while each branch is adorned like a garden with ferns, flowers, grasses, and dwarf palmettos.



COMMUNICATOR of the YEAR

Leia Agnew Hill

Vice President for Institutional Advancement
Meridian Community College
Meridian, Mississippi

In nominating Leia Hill, her college president described her leadership as nothing less than "transformational," citing her oversight of dramatic changes in the school's marketing efforts in every conceivable area – from social media and digital advertising to rebranding and developing a new web site. Leia even launched a livestream for Meridian Community College that quickly became the move viewed of all Mississippi community colleges. Honing her team to a well-oiled machine, Leia has increased productivity of her department while gaining the respect of her staff and colleagues. Prior to joining Meridian, Leia dealt with international media attention when her college, East Mississippi Community College, was the focus of the Netflix series Last Chance U. Using her marketing knowledge and skills, she used the unique opportunity to boost the college's profile while working with the production company and staff.



PACESETTER of the YEAR

Dr. Cindy Kelley

President/CEO
Madisonville Community College
Madisonville, Kentucky

When the pandemic arrived in 2020, Dr. Cindy Kelley, president/CEO of Madisonville Community College, knew that communication would be critical to helping the college community work through the challenges of keeping staff, students and faculty safe. Taking on the role of chief communicator, Dr. Kelley issued regular communications keeping stakeholders informed on what was happening on campus, as well as statewide and throughout the Kentucky college system. Building on a "Stronger Together" theme, Dr. Kelley was diligent to share information in a clear, direct manner to keep gossip and uncertainty to a minimum. With nearly 30 years in community college education, Dr. Kelley was recently appointed as a member of the board for the Southern Association of Colleges and Schools – Commission on Colleges and continues to serve as an effective advocate for community colleges throughout the state. A humble communicator herself, Dr. Kelley understands the value of her public relations team in both good times and times of stress.



RISING STAR of the YEAR

Lesli Bales-Sherrod

Public Relations Specialist
Pellissippi State Community College
Knoxville, Tennessee

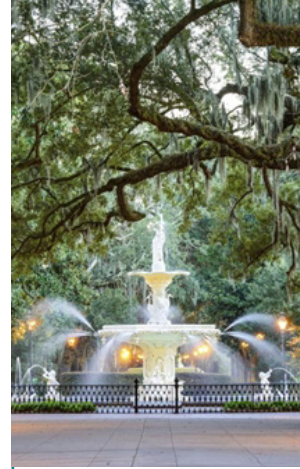
In her three years at Pellissippi State Community College, Lesli Bales-Sherrod has managed not one, but two major crises. The first was managing communications throughout the COVID-19 pandemic when the college closed its campus and moved all classes online. Lesli became an integral part of the college's Emergency Management Team, communicating every update, policy change and health guidelines to students, faculty and staff. Lesli then found herself taking on an interim leadership role when her executive director was struck by a car and spent months in recovery. Lesli stepped up, taking part in senior leadership meetings and making recommendations to the college president. Coworkers describe Lesli as an incredible team player who is passionate about telling the stories of students and the college community. An avid NCMPR member, Lesli displays a strong desire to improve her skills and expand her knowledge. She regularly encourages new coworkers to join, citing her own positive experiences at district and national conferences.



Tybee Island is a short, scenic drive from historic Savannah and is one of the most quirky and colorful beach towns in the country, where coastal charm meets laid-back beach vibes.

The Beach Institute is Savannah's first school built after Emancipation specifically for African Americans. As a cultural center, the Beach Institute collects, interprets, preserves and presents African American history and culture through exhibits and artistic and educational programs.

Established in 1865 as a school for newly freed slaves, the Beach Institute is Georgia's oldest still-standing school for Blacks. It's now home to Savannah's African American Arts Center.



Forsyth Park
This majestic 30-acre park named for Georgia's 33rd governor has it all! The city's most famous fountain—installed in 1858 and modeled after the fountains at the Place de la Concorde in Paris—crowns the northern edge of the park.

LET'S GROW YOUR ENROLLMENT

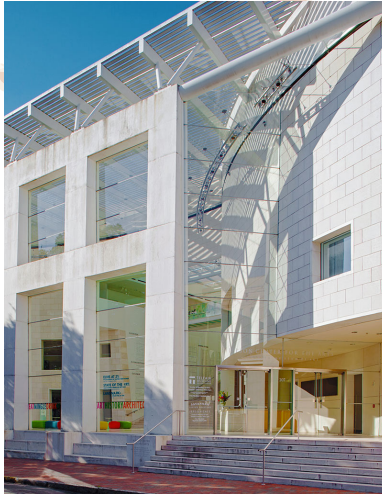
Consulting &
Digital Marketing
Solutions For
YOUR COLLEGE.

LET'S CHAT

CLARUS
corporation
CLARUScorporation.com

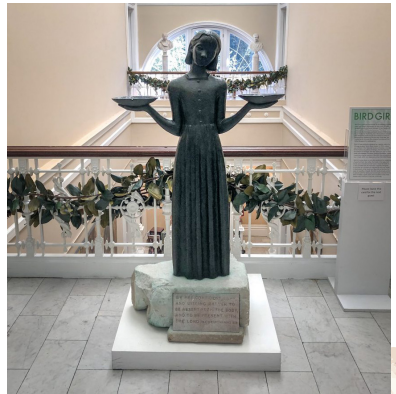
SAVANNAH'S SWEET SPOTS

TELFAIR MUSEUMS



JEPSON CENTER TELFAIR ACADEMY OWENS-THOMAS HOUSE

Just a few blocks away from The DeSoto are the three **Telfair Museums** – the Jepsen Center, the Telfair Academy and the Owens-Thomas House and Slave Quarters. Each building represents “an innovative expression of its time” and showcases a collection of art and historical objects corresponding to the era in which it was built. If interested, visitors may purchase tickets that are valid at all three sites for one week from date of purchase.



Home to Savannah's iconic **Bird Girl** statue. Originally placed in Bonaventure Cemetery, the Bird Girl was moved to Telfair Museums for safekeeping. You can see her seven days a week inside Telfair Academy.

TEA ROOMS



The Tea Room

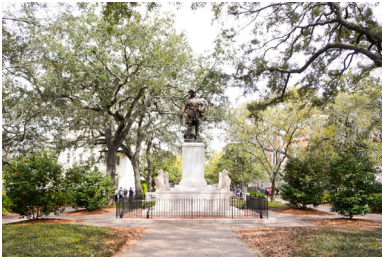


Gryphon Tea Room



The Mansion on Forsyth Park

HISTORIC SQUARES



Chippewa Square Home to the famous Forrest Gump bus bench and the striking sculpture of James Oglethorpe gallantly protected by four lions. The Historic Savannah Theatre is also located on this square and is one of the oldest standing theaters in the country.

Madison Square This square is a local favorite! The world-renowned Savannah College of Art and Design has also taken a liking to this beautiful corner, owning one of the best brunch spots in Savannah: Gryphon Tea Room. While you're here, check out shopScad for a curated collection of fine art, gifts, and handcrafted goods from SCAD alumni and faculty.



Ellis Square is right smack in the middle of Savannah's Historic District. Surrounding is a plethora of shops, bars, restaurants and some of the best vacation rentals with breathtaking downtown views! It is connected to City Market which is known for its plethora of live music, art galleries, shops, staple Savannah restaurants and lively nightlife.

Monterey Square is often called Savannah's most picturesque square and is the first square just North of Forsyth Park. The Pulaski Monument stands tall in the center while the buildings surrounding this square are dripping with history. One you may know — thanks to the "Midnight in the Garden of Good and Evil" — the Mercer-Williams House.



Savannah attraction info provided by luckysavannah.com and visitsavannah.com.

EXECUTIVE COUNCIL

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Pie Society



Perry Lane Library

