

# 2021 CONFERENCE PROGRAM



# WANTED:

## VISUAL STORYTELLERS

District 4



NCMPR DISTRICT 4 2021 CONFERENCE

OCT. 21–23, 2021

HOT SPRINGS, ARKANSAS & ONLINE

# CONFERENCE SPONSORS & EXHIBITORS



CLEANCATALOG



## AWARDS OF EXCELLENCE LUNCHEON SPONSOR

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# WELCOME TO HOT SPRINGS!

**T**hank you for joining us for the 2021 National Council of Marketing and Public Relations District 4 Conference.

Whether you're joining us in-person or online, your support of our district and this organization means the world to us. From the Rocky Mountains to the Mississippi river and the Rio Grande River Basin to the Great Plains hundreds of community college marketing and communication professionals provide leadership to their colleges and their communities.

Your ability to keep your team, and yourself, sane during these ever-changing times astounds me every time I think about it. Not only did you succeed in your mission, you thrived! At least that's what I see when I look at what we've accomplished — through your medallion awards entries, our record submissions for awards of excellence, and your support for each other through the NCMPR list serve.

We're here together to share wins and best practices. I encourage you to connect together through PheedLoop, our conference app, and our Facebook Group.

Many thanks to our conference team, District 4 Assistant Director Melony Martinez, Conference Coordinator Cari Elliot, and the team from National Park College here in Hot Springs. Additional thanks to our Medallion Coordinator, Stacie Sipes. We also want to thank our executive council — Sheron, Dayna, and Donna — for helping select our awards of excellence recipients. Finally, none of this would be possible without the National Office, James, Connie, Lawanna, Jaclyn, Ben, and of course Natalie and the National Board, Debra, the Jeffs, and our past presidents. Thank you all for your support and making this conference possible.

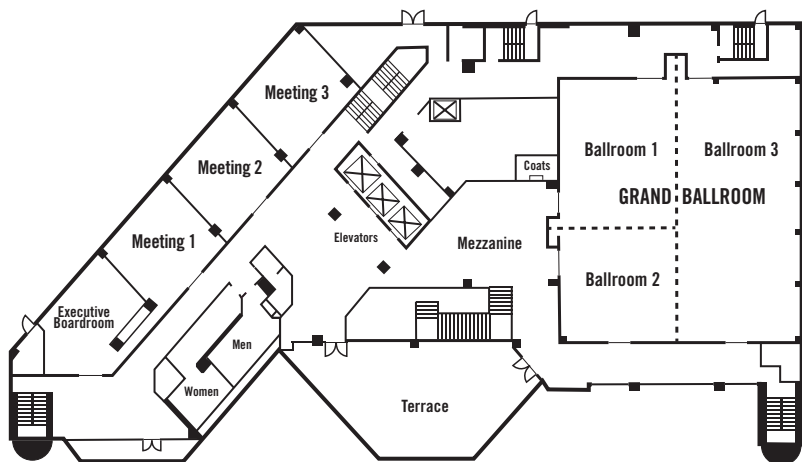
*Congratulations to all of our Medallion Awards finalists and our Awards of Excellence recipients. Whether you've won an award or not, you continue to inspire not only me, but also your team, your college, and the world around you. I am humbled and honored to know and work with you and I can't wait to connect with you over the next few days.*



## MATT RADCLIFFE

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HOT SPRINGS, ARKANSAS, 71901**

**(501) 623-6600 | TOLL FREE: (877) 623-6697**

**GROUP CODE: NCMPR21**

# CONFERENCE SCHEDULE

## DAY 1

**THURSDAY OCTOBER 21, 2021**

4:00- 7:00 pm: Registration in the Mezzanine

5:30 pm: Night Out in Hot Springs

## DAY 2

**FRIDAY, OCTOBER 22, 2021**

8:00-10:00 am: Registration in the Mezzanine

8:00 am: Breakfast in Ballroom 1

8:30 am: Welcome & National Update in Ballroom 1

9:00 -10:00 am: Opening Keynote with Visit Hot Springs in Ballroom 1

10:00-10:30 am: Exhibitor Break in the Mezzanine

10:45 - 11:45 am: Breakout 1 in Ballroom 2

10:45 - 11:45 am: Breakout 2 in Ballroom 3

12:00 - 1:15 pm: Lunch with Kai Coggin in Ballroom 1

1:15 - 1:45 pm: Exhibitor Break in the Mezzanine

1:45 - 3:45 pm: Field Trip to the Mid-America Science Museum

4:00 - 6:00 pm: Free Time

6:00 - 9:00 pm: Medallion Awards Dinner and Ceremony in Ballroom 1

## DAY 3

**SATURDAY, OCTOBER 23**

8:30 am: Breakfast in Ballroom 1

9:00-10:00 am: Behind the Golds Breakfast in Ballroom 1

10:00-10:30 am: Vendor Break in the Mezzanine

10:45 - 11:45 am: Breakout 3 in Ballroom 2

10:45 - 11:45 am: Breakout 4 in Ballroom 3

12:00 - 1:15 pm: Awards of Excellence Luncheon, Sponsored by CLARUS Corporation with Live Peer and Simple Podcast in Ballroom 1

1:30 - 3:00 pm: Short Takes in Ballroom 1

3:15 - 3:30 pm: Conference Closing in Ballroom 1

3:30 pm: Conference Adjourns

# SPECIAL GUESTS

— KEYNOTE SPEAKERS & MUSICAL GUEST —



## OPENING KEYNOTE

### BILL SOLLEDER

*Director of Marketing for Visit Hot Springs*

Bill Solleder was born and raised in Chicago, and moved to Hot Springs, Arkansas in 2003. He is the founder and former Executive Director of the arts non-profit organization, Low Key Arts. Currently, he serves on the Board of Directors for the Arkansas Festival Events Association and Hot Springs National Park Rotary Club. Bill is a graduate of the Community Development Institute, Leadership Arkansas, and holds a Bachelors degree from Southern Illinois University.



## LUNCHEON KEYNOTE

### KAI COGGIN

*Poet, Author, Teacher*

Kai Coggin (she/her) is the author of four poetry collections, most recently *Mining For Stardust* (2021) and *Incandescent* (2019). Her fierce and powerful poetry has been nominated four times for The Pushcart Prize. She was recently awarded the 2021 Governor's Arts Award and named "Best Poet in Arkansas" by the *Arkansas Times*. Coggin is Associate Editor at *The Rise Up Review*. She lives with her wife and their two dogs in the valley of a small mountain in Hot Springs National Park.



## MEDALLION RECEPTION MUSICIAN

### CHRISTINE DEMEO

*Singer-songwriter*

Christine DeMeo is a local singer-songwriter that has been nominated as a top-three local performer for three consecutive years. A National Park College alumna, she has been performing since the age of 15. She performs at clubs, weddings, private and corporate events, and wherever else the road may lead. She loves any opportunity to play and sing. Her main goal is to provide diversified shows, with original music and covers from all genres.

# CONFERENCE SCHEDULE DAY 1

— THURSDAY OCTOBER 21, 2021 —

**4:00- 7:00 pm: Registration in the Mezzanine**

**5:30 pm: Prohibition Pub Crawl in Hot Springs**

Join us Friday evening for a prohibition pub crawl. We will start our evening at Superior Bathhouse Brewery. Built in 1916, it was re-imagined in 2013 and today the Superior Bathhouse is home to the only brewery in a U.S. National Park and the only brewery in the world to utilize thermal spring water in their beer.

Next, we'll head over to Rolando's Nuevo Latino Restaurant for dinner. Rolando's is located in an 1800's era building and features a beautiful outdoor patio, as well as a hidden speakeasy upstairs.

We'll wrap up the evening walking down historic Bathhouse Row and explore downtown's most popular pubs for live music and laughs.

## TENTATIVE SCHEDULE:

5:30 pm Walk to Superior for drinks before dinner

6:30 pm Walk to Rolando's for dinner

8:00 pm: Walk and explore downtown for live music and laughs

*Optional stops at The Rooftop, Ohio Club, Maxine's, Copper Penny, and Trough*

## ALTERNATIVE — PIZZA CRAWL

If you love pizza you won't want to miss Grateful Head, SQZBX, or Deluca's!



# CONFERENCE SCHEDULE DAY 2

— FRIDAY OCTOBER 22, 2021 —

**8:00-10:00 am: Registration in the Mezzanine**

**8:00 am: Breakfast in Ballroom 1**

**8:30 am: Welcome & National Update in Ballroom 1**



**9:00 -10:00 am: Opening Keynote with Visit Hot Springs in Ballroom 1**

Enjoy a hot breakfast with other District 4 members. We'll hear a keynote from Bill Solleder, Director of Marketing for Visit Hot Springs. . He'll share how they leverage Hot Springs' rich history to drive engagement as well as insights and stories about putting together Spa Con, Hot Springs' multi-genre entertainment and comic convention..

**10:00-10:30 am: Exhibitor Break in the Mezzanine**

Our exhibitors help make this conference happen! Please show your support by visiting their booth in the Mezzanine and checking in with them online.

**10:45 - 11:45 am: Breakout 1, *Content That Connects*, in Ballroom 2**

Melony Martinez and the team from National Park College show us how to overcome the challenge of keeping the content train rolling, even with a small team. Learn how they work to create a culture of sharing among their campus community that helps them better tell their story. You'll be provided with a handy 10-step checklist to creating content that connects with your audience.



# CONFERENCE SCHEDULE DAY 2

— FRIDAY OCTOBER 22, 2021 —

## 10:45 - 11:45 am: Breakout 2, *Putting Personalization to Work for Your School* in Ballroom 3

Jeremy Rex from Modern Campus share how personalization gives higher ed institutions a competitive edge. It also helps admissions and enrollment professionals improve productivity and effectiveness at converting potential students. In this workshop, he'll show you how to use website personalization to attract, enroll and engage students in a way that builds meaningful connection with your college or university.

## 12:00 - 1:15 pm: Lunch with Kai Coggin in Ballroom 1

Kai Coggin is a queer woman of color who thinks Black Lives Matter, a teaching artist in poetry with the Arkansas Arts Council, and the host of the longest running consecutive weekly open mic series in the country — Wednesday Night Poetry. talk about adaptability and how Wednesday Night Poetry has persevered through the pandemic.

## 1:15 - 1:45 pm: Exhibitor Break in the Mezzanine



## 1:45 - 3:45 pm: Field Trip to the Mid-America Science Museum

Join us on a guided tour of the Mid-America Science Museum. They'll show us how they stimulate interest in science, promote public understanding of the sciences, and encourage life-long science education through interactive exhibits and programs.

## 4:00 - 6:00 pm: Free Time

# CONFERENCE SCHEDULE DAY 2

— FRIDAY OCTOBER 22, 2021 —

## **6:00 - 9:00 pm: Speakeasy Medallion Awards Dinner and Ceremony in Ballroom 1**

All District 4 Flappers and Gangsters should meet us in the speakeasy for our Annual Medallion Awards Ceremony. We'll enjoy live music from local singer-songwriter Christine DeMeo and sip specialty cocktails while we celebrate our wins because after a school year like 2020-2021, it's time to celebrate our accomplishments!



# CONFERENCE SCHEDULE DAY 3

— SATURDAY OCTOBER 23, 2021 —

**8:30 am: Breakfast in Ballroom 1**

**9:00-10:00 am: Behind the Golds Panel in Ballroom 1**

Hear stories and lessons learned from Gold Medallion winners in this panel discussion moderated by NCMPR District 4 Director Matt Radcliffe.

**10:00-10:30 am: Vendor Break in the Mezzanine**

**10:45 - 11:45 am: Breakout 3, *ARE YOU STILL WATCHING? How to Create and Capture Attention in Digital Media*, in Ballroom 2**

Andrew Valdez, Director of Creative Communications for Alamo Colleges District shares what has worked and what didn't work for their creative team. He shares their in-house creative process including: how they determine what stories to tell, how they streamline content creation, how they broadcast to multiple channels, and how they collaborate across our networks.

**10:45 - 11:45 am: Breakout 4, *How To Measure, Calculate, And Use Marketing ROI In Your Community College*, in Ballroom 3**

Dr. Kathi J. Swanson, founder and president of CLARUS Corporation, shows how we "prove" the ROI on every marketing dollar. She shows how to use marketing ROI to justify marketing spend to convince your Leadership Team to continue spending (or increase your spending). ROI also helps you decide where to spend your marketing budget and create accountability to drive enrollment.



**HOT SPRINGS, ARKANSAS**

# CONFERENCE SCHEDULE DAY 3

— SATURDAY OCTOBER 23, 2021 —

## **12:00 - 1:15 pm: Awards of Excellence Luncheon, Sponsored by CLARUS Corporation and Live Peer and Simple Podcast in Ballroom 1**

We celebrate our excellence awards recipients with a fine plated lunch, sponsored by CLARUS corporation. We'll also get front row seats as NCMPR District 4 Director Matt Radcliffe guest hosts the Peer and Simple Podcast.

## **1:30 - 3:00 pm: Short Takes in Ballroom 1**

*Three quick sessions to get some final insights and lessons:*

### ***Social Media Strategy: Telling Your Brand's Story***

More and more potential students are using social media to find and learn about colleges. In this presentation you'll learn the role of social media within the larger scope of higher ed, how to find the right channel, creating the right content and messaging for your audience, and how to be seen as more than just a business.

### ***Sonic Branding: How Branded Music Improves Your Advertising***

Few brands offer any guidance on how music (or any sound) should be used in a way consistent with that brand. This presentation sets up the need for sonic branding, shows how sonic branding works, and highlights performance metrics showing sonic branding's efficacy.

### ***Maximizing Advertising dollars with SEO***

Walk through how to pair a quality digital advertising campaign with both Local SEO and SEO optimization on your website. This can lead to a continued increase in traffic to your site long after your ad campaign is done, driving traffic to new programs and new initiatives for months to come.

## **3:00 - 3:30 pm: Conference Closing in Ballroom 1**

All good things must come to an end. So we gather together to say goodbye for now having joined together to share our experiences and connect with our fellow marketing geniuses. We'll see you in Denver this Spring!

## **3:30 pm: Conference Adjourns**

# AWARDS OF EXCELLENCE RECIPIENTS



## PACESETTER OF THE YEAR

### DR. JOE GARCIA

*Chancellor, Colorado Community College System*

As a former president of both a community college and a university, head of the state's Department of Higher Education, Lieutenant Governor of Colorado, head of the Western Interstate Commission on Higher Education (WICHE), and now chancellor of the Colorado Community College System, Dr. Garcia advocates for funding community colleges, improving outcomes for first-generation and students of color, and removing challenges facing rural colleges.



## COMMUNICATOR OF THE YEAR

### KIMBERLY G. LESSNER

*Vice President, Chief Operations Officer, Tyler Junior College*

As the leader of TJC's marketing and communications departments, Kim Lessner proactively identified untapped opportunities in Media & Television, rebranding, and pertinent student communications. She changed the paradigm to a collaborative, data-driven approach. Under her leadership, the College made access and success paramount, resulting in record enrollment, even in the midst of the COVID crisis.



## RISING STAR

### KATIE NORRIS

*Director of Public Relations & Marketing, Ozarka College*

Katie revamped Ozarka's social media strategy and overall approach, including consistent posting, expansion to five social media platforms, implementing a recap, and initiating geo-targeted digital advertising. She developed video-shorts, new admissions templates for engagement materials, and revived the quarterly newsletter. Katie consistently exceeds expectations and does more than folks would expect from a one-person shop.

# MEDALLION AWARDS FINALISTS

## ARAPAHOE COMMUNITY COLLEGE

Viewbook  
Poster (single or series)  
Microsite/Landing Page

## AUSTIN COMMUNITY COLLEGE

Brochure (single or series)  
Flyer (single or series)  
Postcard (single or series)  
Poster (single or series)  
E-Newsletter  
Social Media  
Video-Long Form  
Video Shorts (series)  
Original Photography (Unmanipulated)  
Logo Design  
Television/Video Paid Ad (single or series)  
Digital Ad (single or series)  
Outdoor Media (single or series)  
Successful Recruitment or Marketing  
Program  
Excellence in Writing  
Novelty  
Wild Card

## COLLIN COLLEGE

Flyer (single or series)  
Print Advertisement (single or series)  
Interior Signage/Displays (single or series)  
Excellence in Writing

## COLORADO COMMUNITY COLLEGE SYSTEM

Book or Specialty Publication  
Video Shorts (single)

## COMMUNITY COLLEGE OF AURORA

E-Newsletter  
Video-Long Form  
Government or Community Relations  
Campaign  
Successful Recruitment or Marketing  
Program  
Wild Card

## COMMUNITY COLLEGE OF DENVER

Academic Catalog or Class Schedule  
Annual Report  
Book or Specialty Publication  
Website

## EASTERN NEW MEXICO UNIVERSITY - ROSWELL

Viewbook

## HOUSTON COMMUNITY COLLEGE

Brochure (single or series)  
Postcard (single or series)

## LAREDO COLLEGE

Viewbook  
Original Photography (Manipulated)  
Computer-Generated Illustration  
Radio Advertisement (single or series)  
Television/Video Paid Ad (single series)  
Outdoor Media (single or series)  
Social Media or Online Marketing  
Campaign

## LEE COLLEGE

Website  
Video Shorts (single)

# MEDALLION AWARDS FINALISTS

## LONE STAR COLLEGE SYSTEM

E-Catalog, Schedule, Viewbook, Annual Report  
Electronic Newsletter  
Logo Design

## NATIONAL PARK COLLEGE

Annual Report  
Notes/Cards/Invitations (single or series)  
Social Media  
Original Photography (Unmanipulated)  
Original Photography (Manipulated)  
Print Advertisement (single or series)  
Outdoor Media (single or series)  
Excellence in Writing

## OZARKA COLLEGE

Original Photography (Unmanipulated)

## PIKES PEAK COMMUNITY COLLEGE

Brochure (single or series)  
Video Shorts (series)

## PUEBLO COMMUNITY COLLEGE

Website  
Interior Signage/Displays (single or series)

## RED ROCKS COMMUNITY COLLEGE

Video Shorts (series)

## SOUTH PLAINS COLLEGE

Social Media  
Video Shorts (single)  
Print Advertisement (single or series)  
Digital Ad (single or series)  
Successful Recruitment or Marketing Program  
Novelty  
Wild Card

## ST. PHILIP'S COLLEGE

Newsletter  
Microsite/Landing Page  
Special Event or Fundraising Campaign  
Novelty

## TEMPLE COLLEGE

Notes/Cards/Invitations (single or series)  
Logo Design  
Government or Community Relations Campaign

## UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE AT HOPE

Book or Specialty Publication  
Microsite/Landing Page

## UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE AT MORRILTON

Video-Long Form

# GET INVOLVED WITH NCMPCR

One of the best ways you can give back and grow professionally is to volunteer to help NCMPCR District 4! We're always looking for great people who love what they do to help us all grow and succeed as community college marketers and communicators.

We need help with conference planning, logistics, graphic design, social media management, video creation, judging awards, recruiting & member engagement, and anything else you can think of to help! Email Matt, Melony, or your state representative to find out more.

## DISTRICT 4 EXECUTIVE COUNCIL

### MATT RADCLIFFE

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Arkansas State Representative  
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Wyoming State Representative  
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## UPCOMING NCMPCR CONFERENCES

**2022 NATIONAL CONFERENCE** — MARCH 24–26, 2022 IN DENVER, COLORADO

**2022 DISTRICT CONFERENCE** — OCTOBER 21–23, 2022 IN HOUSTON, TEXAS

District 4

**NCMPCR**  
National Council for Marketing & Public Relations

Connecting  
Community College  
Communicators