

MISSION: *POSSIBLE*

Uncover the Top Secrets in
Marketing and Communications

NCMPR DISTRICT 6 & 7 CONFERENCE

November 9 & 10



Conference at a Glance

TUESDAY, November 9

Keynote

The Art of Storytelling with Mike Sager

Bestselling author and award-winning reporter Mike Sager will sit down with District 6 Director Andrea Rangno to talk about the craft of finding and telling a good story. Sager has been called “the Beat poet of American journalism” and for more than forty years he has worked as a writer for the Washington Post, Rolling Stone, GQ and Esquire. In 2010 he won the American Society of Magazine Editors National Magazine award for profile writing. More than ten of his articles have been optioned for or have inspired television movies and series and feature films, including Boogie Nights.

Breakout Session I

Making Lemonade Together: What Did a Pandemic Teach Us?

Lorraine C Stofft, Vice President of Advancement, Arizona Western College & Mandy Heil, Associate Dean of Communications and Marketing, Arizona Western College

Part talk-therapy, part A-Ha and part actionable change management, Mandy and Lori will lead a facilitated and interactive session using AVID teaching techniques to draft a collaborative working document outlining the lessons for Marketers and Communicators from COVID-19. Expect to leave with a few laughs, a little schadenfreude and a tool to take back to your management team!

Internal Communications in the Midst of a Crisis

Dr. John Weispenning, Chancellor, Coast Community College District & Erik Fallis, Director of Public Affairs and Marketing, Coast Community College District

The game of telephone is relevant to every large organization. No matter the care taken in drafting policies and practices, distortions happen as information flows through formal and informal structures. This is even more the case in the quick decision-making during a crisis. Throughout the COVID-19 pandemic, the Coast Community College District has worked to cut through the distortions to offer both clarity and comfort. Dr. John Weispenning, chancellor, and Erik Fallis, director of public affairs and marketing, present this session to discuss steps taken and lessons learned throughout the last two years.

Breakout Session II

Unifying the Diversity, Equity and Inclusion Message

Miya Walker, Director, College Relations, Public Affairs and Governmental Relations, Cerritos College & Cheryl Broom, CEO, Graduate Communications

Cerritos College is recognized as a model in the state for our efforts around diversity, equity, and inclusion. With the help of community college marketing firm Graduate Communications, we performed an audit of our DEI messaging and efforts, conducted focus groups with students and faculty, and identified common language we can all use to talk about DEI. From there, we hit the ground running with several strong initiatives that weave our DEI commitment into our communications. The result has been impressive. Join us for a discussion that will leave you energized to communicate your own DEI efforts more effectively both on and off campus.

Undercover Operations: How Marketing Covertly Connects to Outreach and Recruitment

Mandy Heil, Associate Dean of Communications and Marketing, Arizona Western College & Biridiana Alegria Martinez, Admissions, Recruitment & Outreach Coordinator, Arizona Western College

What happens when Marketing and Outreach don't share a department, a budget, or a vision? How can two departments cobble together a cohesive plan to turn the tide on down enrollment? Who owns the target audience, the message, the channel? Hear how one team defies the odds and accepts the mission to strike out boldly into new territory together.

Short Takes

Website Conversion: Stop Turning Prospective Students Away

Seyf Nasr, CEO, Seyfmark Agency

The conversion rate on websites is a concern for many colleges. A high bounce-rate often could be the result of your website having either low user experience, and/or low ease of use. Let's find out why prospects aren't converting into enrolled students and try to fix this problem together with some creative ideas. In this presentation, we will be discussing how to develop a conversion strategy that is effective and increases enrollment.

5 Lifestyle Brand Tricks to Excite and Engage Alumni & Students

Michael Mahin, Sr. Communication Strategist, Graduate Communications

Like the most successful alumni associations, lifestyle brands don't actually sell a product - they sell shared values, interests, and an identity that demands to be claimed. Because of this similarity, community college alumni relations and marketing professionals have much to learn from lifestyle brand tactics and strategies. Join Gold Paragon-winning writer and Graduate Communications Sr. Communications Strategist Dr. Michael Mahin for an exploration of how lifestyle marketing provides key insights into how to engage and market to alumni, nurture a shared identity, and create a culture of giving.

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

Kathi J. Swanson, President, CLARUS Corporation & Crystal Hollman, Northeast Community College

Proving your 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.

WEDNESDAY, November 10

Breakout Session III

Power Advocacy: How Oregon passed its budget & created awareness by combining local college marketing forces

Casey White Zollman, Communications Director, Oregon Community College Association, Brett Rowlett, Executive Director of External Relations, Lane Community College, & Jennifer Boehmer, Executive Director of Institutional Advancement, Linn-Benton Community College

Learn how Oregon's community colleges went from competing against one another for enrollment to uniting together for a common purpose of making sure potential students know what their options are and how community colleges can help them achieve their goals. We will discuss the development of the Oregon Community College Marketing & Public Relations group, how we connect to support one another at each of the colleges, the development of a statewide marketing campaign, and how the group worked with the Oregon Community College Association to find success in the last two legislative sessions for increased funding for and awareness of Oregon's community colleges.

Learning From Our Competitors

Anthony Teng, Dean, Career Education, Saddleback College & Cheryl Broom, CEO, Graduate Communications

As part of the Orange County Community Colleges regional Strong Workforce marketing project, we sent in a secret shopper to uncover the best practices of California for-profit and non-profit competitors as well as three well-known out-of-state community colleges. What we learned showed us where we are falling short. Surprisingly, we also found out what we are doing well. Join us for an engaging walk through the secret shopper process and outcomes that will impact our marketing efforts for years to come.

Connecting Admin to Staff: Communications Tactics, Trials and Treasures

Lorraine C Stofft, Vice President of Advancement, Arizona Western College & Ashley Herrington, Chief of Staff, Arizona Western College

Our mid-sized college - like all of you - struggled to adjust to the rapid pace of mission-critical communications during the beginning of the Pandemic. What we emerged with was a set of tools, skills, and partners that revolutionized the way we leveraged the office of the President to keep employees connected and focused on the mission. The journey was not without its pitfalls, but we're ready to share some tools and some tricks from the adventure.

Short Takes

How do agencies work?

Madison Pizzato, Advertising Manager, 25th Hour Communications, Adam Russell, Director of Marketing, Seattle Central College

25th Hour and Seattle Central will discuss working agency models and attendees will learn about commission structures, insertion orders, what to look for in contracts, and fiduciary responsibilities of the marketing department within the college. Takeaways for this roundtable include understanding your won agency relationships, metrics and industry language when it comes to media buying, both on traditional and digital platforms.

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

Alana Villemez, Vice President, Business Development, Interact Communications, Paula Di Dio, Senior Director of Communications and Research Strategist, Interact Communications

Veterans and newcomers alike will find the best way to accomplish your marketing mission is to have the right data-driven insights at your fingertips. Interact Communications Senior Director of Communications, Paula Di Dio, P.h.D, and VP of Business Development, Alana Villemez, will share such insights gathered from research, strategy, and creative work with two-year colleges coast-to-coast to decode your marketing department's impact and influence.

Introduction to SEO for Higher Education: How to Use Google to Your Advantage

Seyf Nasr, CEO, Seyfmark Agency

More than two-thirds of all prospective students use search engines to find colleges. If you want your college to be successful, you need to make sure that your website appears on the first page of the search engine results. In this presentation, we will provide information about how we have improved SEO for our clients and how we can do the same for your college. Come and learn best practices for your college website.

Best of Medallions

Andrea Rangno, Director, NCMPR District 6

Take a deeper dive into the best, most creative Medallions entries, and find out more about the "story behind the submission."

Questions?

Andrea Rangno

Director, NCMPR District 6

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