



VANCOUVER WASHINGTON

RIDE THE *Creative Flow*

NCMPR 2022 DISTRICT 7 CONFERENCE
OCTOBER 16-18, 2022
HEATHMAN LODGE | VANCOUVER, WA

Ideally located on the north bank of the Columbia River, Vancouver, Washington is as naturally beautiful as it is diverse. Like the mighty Columbia's intrepid spirit, that has historically brought opportunity, resources, and power to the region, our 2022 District 7 Conference will explore the opportunities we as community college marketers have in influencing achievement within our institutions.


Relax, and rejuvenate at the **Heathman Lodge**, a beautifully hand-crafted Northwest style hotel. Wander through historic downtown, stroll the newly rejuvenated riverfront, or hop an Uber to the metropolitan city of Portland, Oregon, just 25 minutes away. Explore many things to do, and you will find no other city in the Pacific Northwest that offers such a combination of colorful history, recreational activities, charming shops, extraordinary restaurants, a burgeoning craft brew scene, charming hospitality and premier events.

THANK YOU TO OUR SPONSORS AND EXHIBITORS

Every year, NCMPR lines up representatives from marketing and advertising agencies and consulting companies to exhibit their products and services. If you'd like to participate as an exhibitor or sponsor, contact Marisa Pierce at marisa.pierce@skagit.edu or 206-427-9414.

CONFERENCE PROGRAM

DAY 1 – SUNDAY, OCTOBER 16

- 4 p.m. Hotel Check-in | Heathman Lodge
- 4-6 p.m. Registration (Lobby area)
- 6:30 p.m. Welcome Reception | Heathen Brewing - Feral Public House
- Sponsored by [Salesforce.org](https://www.salesforce.org) 
salesforce.org
- 7:30 p.m. Opening Keynote


DAY 2 – MONDAY, OCTOBER 17

- 8-9 a.m. Breakfast, Registration, and Exhibiter Mingle
- 9-9:30 a.m. NCMPR National Update, Jeff Ebbing, President
- 9:30-10:30 a.m. [Keynote: TBD](#)
- 10:30-10:45 a.m. Break

- 10:45-11:45 a.m. [Google Advertising at a Community College](#)
[Zac Rickets, Marketing Representative / College of Western Idaho](#)

Insight into Google advertising from College of Western Idaho where they handle various ads and search engine marketing within their Communications and Marketing department. Digital marketing efforts were brought in-house at College of Western Idaho in early 2019 after significant discrepancies were identified between vendors' data and measurements available to the college. We'll touch on the tips and tricks for getting the most out of SEM, Google's recommendations to avoid and why, system limitations community colleges may face in the Google world, valuable insights Google provides, and utilizing the Customer List audience for retention advertising.

- 12-1:30 p.m. Awards of Excellence Luncheon

Sponsored by [CLARUS Corporation](https://www.claruscorp.com) 



CONFERENCE PROGRAM

DAY 2 – MONDAY, OCTOBER 17 - CONTINUED

1:30-2:10 p.m.

Using Design Psychology to Garner the Most Important First Impression

Gregg Wood, Multimedia Manager / 25th Hour Communications

Bring your college's brand into the 21st century. 25th Hour will show attendees the science behind subliminal messaging and how graphics in advertising can give the impression of an out-of-date education and institution. Learn why staying on-trend makes you stand out amongst your competitors without being "cringe" or "played out". First impressions count. Dive into color theory, font, logo, and iconography. Umbrella branding should work together to present the first impression before your user even knows they have formed one about you.

2:15-3:15 p.m.

Get with the Program!

Kathi Swanson, President / CLARUS Corporation

For years, your faculty members have been asking you to create individual marketing campaigns for their academic program, but unless you have 90 hours a week and dozens of staffers, there's been no way to even consider it. Until now—digital advertising not only has become a quick and effective way to find students for specific programs, but with its flexible messaging and pinpoint targeting, it's become your most cost-effective strategy. Plus, it's a natural way to market the unique aspects of academic pathways, which allows for showing multiple programs within one campaign. Join a panel of three of your district colleagues moderated by Kathi Swanson, President of CLARUS Corporation, as they discuss how they've responded to the internal demands for program campaigns, the strategies, and tactics they've utilized, and most important of all, the results. And bring your own program marketing challenges and let those who have taken on similar projects help you find solutions!

3:15-6:30 p.m.

Free time to explore!

6:30-7 p.m.

Medallion Awards Reception

Featuring a cash bar and light hors d'oeuvres.

7-9 p.m.

Medallion Awards Dinner

Followed by social time and team photos.

Sponsored by RAVE Mobile Safety

RAVE
MOBILE SAFETY

CONFERENCE PROGRAM

DAY 3 – TUESDAY, OCTOBER 18

8-9 a.m. “Behind the Medallions” Breakfast

Hear from a panel of Medallion winners about their winning entries.

9:15-10:15 a.m. The Model Model: Partnering with Students for Authentic Marketing Kati Sagawa, Director of Strategic Communications / South Puget Sound Community College

Over the past year, South Puget Sound Community College has turned up the volume on authentic storytelling by partnering with students and paying them to participate as models for college marketing. "The Model Model" is scalable and effective, and SPSCC wants to share this formula with you! Come learn how SPSCC set the program up for success, told more authentic stories than ever, and even moved the needle on targeted audience engagements and info request form submissions.

10:20-11 a.m. Get Your Staff Chattering: Chemeketa’s Reimagining of the Employee Newsletter

Robert LaHue, Marketing Coordinator / Chemeketa Community College

We’ve all struggled with staff communications. Chemeketa Community College was in the same situation and was planning on a revamped launch of a monthly staff e-newsletter...at the beginning of 2020. Then when the pandemic hit, a way to keep remote-working staff interacting and engaged became even critical. The result was a new weekly staff e-newsletter that went beyond workplace talking points, allowing people to talk and share about their lives outside of work, with very few limitations. The result is a newsletter that is still thriving after over 100 issues, with over 900 opens a week on a mailing list of roughly the same size, and robust staff participation. This presentation will include a lecture and case study including PowerPoint talking about the background, the challenges presented by Chemeketa’s systems, the approach and tactics, how this has helped boost other aspects of the college’s strategies, and success stories.

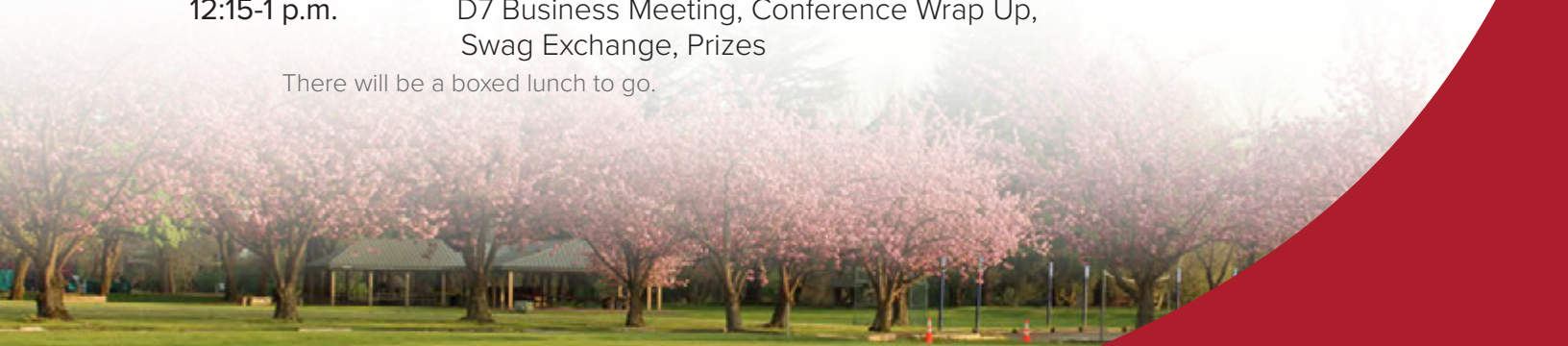
11-11:15 a.m. Break

11:15 a.m.- 12:15 p.m. Community College Student Outreach: The Art of the Possible Heather Colley, Marketing Engagement Executive / Salesforce.org

Doing more of the same is no longer an option. Diversified communication and data analytics are driving automation that can revolutionize the outreach strategy of all sized institutions. Come join a lively discussion that will help you reimagine the art of the possible for Community College marketing engagement.

12:15-1 p.m. D7 Business Meeting, Conference Wrap Up, Swag Exchange, Prizes

There will be a boxed lunch to go.





CONFERENCE AT A GLANCE

TRAVEL

HOTEL ACCOMMODATIONS
HEATHMAN LODGE
7801 NE GREENWOOD DRIVE
VANCOUVER, WA 98662

ROOM RATE

\$150 per night (plus applicable taxes)

Make Your Reservation:

By Phone (360) 254-3100

(Reference: NCMPR District 7 Conference and request group rate)

Or Online



Reservation Cutoff: Oct. 3, 2022. NCMPR District 7 has reserved a room block with limited availability at this rate. Book as soon as possible.

CONFERENCE FEES

Early Bird Paid on or before Sept. 30

\$300 per person

Regular Paid after Oct. 1

\$350

You must be a member of NCMPR before registering for the conference.

Go to ncmpr.org and click on "Join NCMPR."



Click here to register today!



QUESTIONS?

Marisa Pierce

District 7 Director

Skagit Valley College

marisa.pierce@skagit.edu

360.416.7957

PARKING

The Heathman Lodge offers complimentary parking during your stay.

AIRPORT TRANSPORTATION

(There are several options for ground transportation from the airport to the hotel.)

From the Portland International Airport (PDX)

Rideshare: Follow signs to baggage claim, make sure you are on the lower level.

Once you have your luggage in hand and are ready to go, request a ride and head directly to Island 2 outside of baggage claim.

Taxis: Taxis at PDX can be found on the lower roadway, outside of baggage claim. Proceed to the third island, closest to the parking garage.

Rental Cars: Follow the signs at baggage claim to the Rental Car Center.

Information is subject to change.

Cancellation policy: Cancellation and refund requests must be made in writing on or before Sept. 30, 2022. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 7 Director. Substitutions are gladly accepted. No refunds will be granted for requests made after the deadline. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund with proper documentation.