

HOUSTON — THE ENERGY CAPITAL OF THE WORLD — INVITES YOU TO

ENERGIZE

YOUR MARKETING

District 4

NCMPR
National Council for Marketing & Public Relations

Connecting
Community College
Communicators

NCMPR DISTRICT 4 CONFERENCE

OCTOBER 20 – 22, 2022 | THURS. – SAT.

MAGNOLIA HOTEL | DOWNTOWN HOUSTON, TX



2022 NCMPR District 4 Conference Schedule

Magnolia Hotel | 1100 Texas Ave. | Houston, TX

DAY 1 – THURSDAY, OCTOBER 20, 2022

2 – 4 p.m. – Special Breakout: Digital Advertising for Higher Education 101

Matt Radcliffe, Pikes Peak State College Digital Strategy Manager, and Ralitsa Carter, Twelve Legs Marketing Digital Strategy Director, host a special opening breakout session to demystify digital marketing. Learn how to create effective digital advertising campaigns designed to increase applications and enrollment.

5 – 6 p.m. – Downtown Crawl (Dinner on your own)

Meet up with NCMPR leadership and your colleagues for a walk through of downtown. We'll stop and grab a bite to eat at a fun restaurant, then explore some can't-miss sights in Houston in late October.

DAY 2 – FRIDAY, OCTOBER 21, 2022

8:30 – 10 a.m. – **Breakfast and Networking – Magnolia Hotel**

Catch up with your colleagues and enjoy a scrumptious breakfast at the beautiful Magnolia Hotel.

10 – 11 a.m. – Breakout

A: GET WITH THE PROGRAM! How Digital Advertising Makes Program Marketing Not Only Possible, But is Your Best Option

Stacie Sipes, Director of Marketing & Public Information, Navarro College
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 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 also has become your most cost-effective marketing strategy. In addition, it's a natural way to market the unique aspects of academic pathways, which allow for showing multiple programs within one campaign.

Join a panel of your District 4 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 importantly, the results of these campaigns. Bring your own program marketing challenges and let those who have taken on similar projects help you find solutions!

11 a.m. – 12 p.m. – Breakouts B & C

B: The next big thing in SEO is already here!

Tricia Himebaugh, Digital Communications Web Services Manager, Galveston College

Web 3.0 is the new wave of social media where users want interactive experiences with real user-generated content and testimonials from the creators. Himebaugh will show you the top tools used to create, find trends, sounds, and engage and entertain your viewers while repurposing the content you create.

C: A Primer on Creating an Effective Direct-Mail Campaign

Norm Pegram, CEO, Founder and Owner, Absolute Color Mailplex

Maybe you're thinking direct-mail is not tech-savvy enough to gain your students' attention. But depending on your audience and college demographics, it could be your best secret weapon. But there are important matters to consider before deploying an effective direct-mail campaign. Learn the essentials and inside tips from Norm Pegram, one of the most-experienced direct-mail, advertising and printing leaders in the Gulf Coast area, as well as a professor at the University of Houston, about the latest and best way to reach target audiences with direct mail.

Noon – 1:30 p.m. – Lunch and Live Peer and Simple Podcast

Be part of the live, studio audience for NCMPR's Peer and Simple podcast.

2 – 3 p.m. – Breakouts D & E

D: STREAM ON: What's Involved in 24-Hour Streaming News Channels and Why Two-Year Colleges Should Consider them a New Marketing Tool

Britt Guarglia and Brittaney X. Wilmore, KTRK-TV – ABC13, Houston

What are you binge-watching right now? Are you powering through the latest reality show, reminiscing on cult classics, or tapping into a series? You can probably check off a couple of those, but did you know you can find content anytime you want from live news channels, too? Better yet: How do you get your content on those channels? In this workshop, members of KTRK-TV, the ABC affiliate in Houston, will walk you through accessing streaming platforms. They'll discuss how to leverage it, and send story pitches that catch a station's attention.

E: HÁBLAME: Engaging Hispanic Audiences

Glenn Coleman, Vice President and Station Manager, Univision, Houston, TX

Hispanics power the growth of America's population and represent nearly 50 percent of those under-18 in Texas. In order to boost your college's admissions and grab a piece of this valuable audience, you must learn how to authentically connect with Hispanic students in-language and in-culture. Glenn Coleman, Vice President and General Manager of Univision in Houston, will explain how this can be done for two-year colleges.

3 – 4 p.m. – Breakouts F & G

F: Video 101: Boom on a Budget

Alex Cone, Videographer, Pikes Peak State College

Great videos don't have to be expensive. All you need is a phone with a camera, clean audio, and a relatable message. During this session, Alex Cone, Pikes Peak State College marketing videographer, will share her favorite video tips for beginners and explain the whole process of making testimonial videos for less than \$300. This presentation is perfect for social media content managers, digital marketing managers, and anyone else interested in making videos with an emotional impact.

G: 30 Million Promises: How to Implement, Market and Build on a Windfall Donation

Teri Crawford and Amanda Fenwick, San Jacinto College

When a \$30-million-dollar gift was unexpectedly awarded to San Jacinto College, the Board of Trustees and leadership team were able to dream about the impact this gift could have on the college community. Teri Crawford, Vice Chancellor for External Relations, and Amanda Fenwick, Vice President for Marketing and Public Relations, will share how the College created and implemented the 21Forward scholarship and expanded the reach for the Promise@San Jac scholarship. They will share their experience in implementing a robust marketing and outreach strategy, and how they managed the funds in a down market while also fundraising for sustainability.

5 – 6 p.m. – Energize Reception Sponsored by Salesforce

Join NCMPR leadership and your colleagues for heavy hors d'oeuvres and an evening of networking.

DAY 3 – SATURDAY, OCTOBER 22, 2022

8:30 - 10 a.m. – Breakfast and Media Panel

Join us for a media panel discussion on media trends and information to know as college marketers. You can have your questions about answered from a variety of people who work in various print and broadcast outlets.

Jennifer Moore, Dayside Executive Producer for KHOU, Houston CBS Affiliate

Mark Radcliffe, Assistant News Director for KKTU, Colorado Springs CBS Affiliate

Howard Decker, Manager, Community News/Newsroom Operations, Houston Chronicle

Representative from KPRC-TV / Ch. 2, Houston NBC affiliate

10 – 11 a.m. – Breakouts H & I

H: Develop Data Driven Personas to Humanize Your Brand

Brandy Beucler, Marketing Director, Lone Star College

Learn how to leverage student-behavior data to create personas that will humanize your communications at scale. Data is at your fingertips from web traffic to social engagements. Uncover who your students are and how to reach them in a meaningful and effective way. The key to success in today's marketplace is providing a personalized customer experience (CX) to foster trust, develop affinity and deliver recurring revenue for your college brand. This breakout seeks to empower marketing and creative teams to be more effective in their communications with higher relevance to prospective students.

I: Community College Student Outreach: The Art of the Possible

Heather Colley, Marketing Engagement Executive, Salesforce

With budget cuts and student enrollments down across the country, how do institutions compete for potential students' attention? How do they effectively connect with local business partners? With limited resources, how can a small staff compete with all the emails, texts, and advertising coming at constituents on a daily basis? 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. This workshop promises a lively discussion that will help you reimagine the art of the possible for community college marketing engagement.

11 a.m. – 12 p.m. – Breakouts J & K

J: Breaking Your College's Silos: Developing a Mutually Beneficial Partnership between Marketing and Enrollment Management

*Tremaya Reynolds, Senior Director, Campaign Strategy & Management,
Dallas College*

When implementing effective enrollment management efforts, recruitment and marketing must collaborate closely to define goals, plan outreach and execute strategies. This session offers practical suggestions on developing a partnership between your enrollment management and marketing teams. It is based on lessons learned at Dallas College since the institution consolidated its seven colleges into one and redefined the role of marketing, which previously operated as eight teams with different goals, staff sizes and operating structures.

Noon to 2 p.m. – Medallion and Excellence Awards Luncheon - Sponsored by CLARUS Corporation

2 – 2:45 p.m. – Awards of Excellence panel

A conversation with recipients of NCMPR's Awards of Excellence.

2:45 - 3:30 p.m. – “Behind the Golds” Panel

A conversation with winners of NCMPR's 2022 Gold Medallion awards.

3:30 - 4 p.m. – Closing Session

A special speaker and news about NCMPR.

**For more information: Matt Radcliffe, NCMPR District 4 Director
Pikes Peak State College | matt.radcliffe@ppcc.edu
719.502.2022**

