

District 7

NCMPR Connecting
Community College
Communicators
National Council for Marketing & Public Relations



VANCOUVER WASHINGTON

RIDE THE

Creative Flow

NCMPR District 7 Conference
October 16-18, 2022

WELCOME TO VANCOUVER

and your NCMPR District 7 Conference!

Welcome to Vancouver! Like the mighty Columbia's intrepid spirit, that has historically brought opportunity, resources, and power to the region, our 2022 NCMPR District 7 Conference will explore the opportunities we as community college marketers have in influencing achievement within our institutions.

We hope you find time to relax and rejuvenate. We recommend wandering through historic downtown, strolling the newly rejuvenated riverfront, or hopping 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.

Connect with your District 7 colleagues to converse, brainstorm, and inspire one another to be creative and think outside the box. Together, we'll discover answers and gain new insights that will help us become better community college marketing and public relations professionals.

From your District 7 Conference Team, we welcome you and look forward to our journey, as we ride the creativity flow in marketing and public relations!



NCMPR D7 Conference Planning Team

Marisa Pierce, Casey White-Zollman, Kati Sagawa, and Matt Hartgrave

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EXHIBITORS



SUNDAY, OCTOBER 16

Day 1: Welcome to Vancouver!

4 p.m. | Hotel Check-in

Heathman Lodge

801 NE Greenwood Drive, Vancouver, WA 98662

4-6 p.m. | Registration | Lobby, Heathman Lodge

6:30 p.m. | Welcome Reception, Social, and Dinner

Heathen Brewing Feral Public House | Banquet Room

1109 Washington St., Vancouver, WA 98660

Heathen Brewing is located in downtown Vancouver and is a 10-minute drive (6 miles) from the Heathman Lodge. Transportation options include rideshare such as Uber and Lyft, or your personal car. We encourage you to carpool! There is street parking available downtown. More parking options:



7:30-8:30 p.m. | Welcome, Opening Keynote: Marketing a Destination

Erica Lindemann (she/her), Director of Marketing,
Visit Vancouver WA

Most people market a product they are trying to sell. But what is it like to promote a destination to leisure travelers and meeting planners – a product we don't have a lot of control over? Learn about Visit Vancouver WA's latest rebrand and marketing campaigns that attempt to put our city on the map and in people's minds as a desirable place to travel.



Erica was born and raised in Vancouver, Washington, and attended the University of Washington in Seattle. After graduating with degrees in Communication (Journalism) and Sociology, she worked at the UW Department of Communication as a Web Content and Social Media Intern and later a Public Information Specialist / Storyteller for four years. Erica returned to Vancouver and has been promoting her hometown to visitors with Visit Vancouver WA ever since as a Content Coordinator, Communications Manager, and now Director of Marketing.

THANK YOU! WELCOME RECEPTION SPONSOR



MONDAY, OCTOBER 17

Day 2: Morning

8-9 a.m. | Breakfast, Registration, and Exhibitor Mingle
| Klickitat/Cowlitz Room

9-9:05 a.m. | Conference Details and Housekeeping
Marisa Pierce, District 7 Director

9:10-9:30 a.m. | NCMPR National Update
Jeff Ebbing, NCMPR President

9:30-10:30 a.m. | Keynote: Who defines creativity or creative expression?
Linden Walls (they/them/theirs), Founder, IDEASTACK Creative

We are all creative beings, and learning to find your flow is crucial. In this talk, you'll be challenged to explore the boundaries of your own creativity as well as learning to make space for others' creative expressions.



Linden's life has spanned two countries and several states, landing them in the deep South, physically and spiritually for a large chunk of their life. Their road to the Pacific Northwest led to parenthood and into a more authentic, open, curious, and queer part of them-self. Always eager to hear and share stories, Linden engages with life from a place of deep curiosity and active non-judgement. Still on a journey to explore more about them-self and the surrounding world, (and thus ever in-flux), these are some words that they use as descriptors today: storyteller, parent, partner, humanist, genderqueer, trauma survivor, pop-culture enthusiast, creative thinker, entrepreneur, and filmmaker.

Linden is the founder of IDEASTACK Creative, a digital and brand storytelling firm. In addition to filmmaking, Linden brings an imaginative and visionary flair to projects, creating new paths and blazing trails to help people tell their story on their terms.

10:30-10:45 a.m. | Break – Refreshments Served

10:45-11:45 a.m. | Community College Student Outreach: The Art of the Possible | Klickitat/Cowlitz Room

Matt Zitzlsperger, Vice President, Marketing Cloud,
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.

12-1:30 p.m. | Awards of Excellence Luncheon | Klickitat/Cowlitz Room

THANK YOU! AWARDS OF EXCELLENCE SPONSOR

MONDAY, OCTOBER 17

Day 2: Afternoon and Evening

1:30-2:10 p.m. | Using Design Psychology to Garner the Most Important First Impression

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! | Klickitat/Cowlitz Room

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

See page 11 for more ideas of what to do in Vancouver!

6:30-7 p.m. | Medallion Awards Reception | Klickitat/Cowlitz Lobby and Patio

Featuring a cash bar and light hors d'oeuvres.

7-9 p.m. | Medallion Awards Dinner | Klickitat/Cowlitz Room

Emcees:

Matt Hartgrave, College of Southern Idaho

Zac Ricketts, College of Western Idaho

Followed by social time and team photos.

THANK YOU! MEDALLION AWARDS SPONSOR

RAVE
MOBILE SAFETY

TUESDAY, OCTOBER 18

Day 3: Morning

8-9 a.m. | “Behind the Medallions” Breakfast | Klickitat/Cowlitz Room

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

Moderators:

Kati Sagawa, South Puget Sound Community College

Ashley Smith, College of Western Idaho

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 more 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 talk 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 - Refreshments Served

TUESDAY, OCTOBER 18

Day 3: Continued

11:15 a.m.-12:15 p.m. | Google Advertising at a Community College

Zac Ricketts, 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.

12:15-1 p.m. | Conference Wrap Up, Swag Exchange, Prizes

| Invitation to NCMPR National Conference in Orlando, FL

Boxed lunch to go.

THANK YOU TO OUR TITLE SPONSOR!



**twenty
fifth hour
communications**



DISTRICT 7 2022 AWARDS OF EXCELLENCE WINNERS

Congratulations to our 2022 Pacesetter!



Dr. Lisa Skari, President,
Mt. Hood Community College

Dr. Lisa Skari has been the President of Mt. Hood Community College in Gresham, Ore., since 2018, and in her four years has shifted the college's focus to its community and equity, working with the community to promote and build support for the college. Under Dr. Skari's leadership, the college created an equity lens used in all decision-making. The college also completed an Equity Strategic Plan, and the college administration grew from 33% to 58% persons of color. Dr. Skari created the Office of Student Basic Needs to support students, and secured funding to establish the Equity Center, which will be a one-stop center and includes services like Student Basic Needs, TRiO, Multicultural Development Resource Center, and a food pantry. For these accomplishments, MHCC received the 2021 ACCT Charles Kennedy Equity Award.

Dr. Skari is a passionate advocate for community colleges and their transformative nature, and her impacts are diverse. She is active with AACC, most recently serving on their Commission for Public Relations, Advocacy, and Advancement. While a Vice President at Highline College, Dr. Skari served as the president of the Washington Community and Technical College Public Information Commission, and worked with the State Board and colleges to advance the public opinion of community colleges. She also created an integrated marketing, recruitment, and fundraising division while at Highline. Dr. Skari is the recipient of NCMPR Communicator of the Year (Region VII), the CASE H.S. Warwick Award for Outstanding Doctoral Dissertation, and the Washington Community and Technical College Administrators' Distinguished Service Award.

With her background in advancement, you can see Dr. Skari use marketing, PR, and fundraising skills in her role as president. She understands the importance of knowing your audience, staying on message, and adapting to the context at hand. Having a president that understands the nuances of marketing and public relations allows the marketing and PR staff to focus on strategy and implementation rather than explaining or defending marketing decisions.

DISTRICT 7 2022 AWARDS OF EXCELLENCE WINNERS

Congratulations to our 2022 Communicator of the Year!



Kati Sagawa, Director of Strategic Communications,
South Puget Sound Community College

Kati Sagawa thrives on strategy and creativity in communications, marketing, and social media in her role as Director of Strategic Communications at South Puget Sound Community College (SPSCC) in Olympia, Wash. She enjoys the challenge of messaging to the diverse audiences that make up SPSCC and the Thurston County community. Kati has transformed the way SPSCC communicates with current and prospective students, leveraging data, resources, and strong relationships across campus to create results.

Kati truly built SPSCC's marketing practices from the ground up. When she began at SPSCC in 2016, the college's marketing consisted of short, disconnected campaigns that relied heavily on traditional (and traditionally hard to measure) mass media. Work was reactive, messaging was rarely cohesive, and staff had no idea whether anything they were doing was having an impact. Now, thanks to Kati's leadership, every word SPSCC put out is strategic, targeted, and intentional. She has developed an incredible integrated marketing plan that keeps SPSCC in front of its target audiences year-round, is nimble and responsive, and that easily expands to incorporate special requests and opportunities from around campus.

Thanks to her incredible skills and enthusiasm for marketing, SPSCC has become a leader among peer institutions and Kati is frequently called on for advice. Everyone who works with her instantly recognizes her as someone who is authentic, knowledgeable, and caring. Because of that, she is admired both on campus and throughout the region.

DISTRICT 7 2022 AWARDS OF EXCELLENCE WINNERS

Congratulations to our 2022 Rising Star!



Evyson Beasley, Creative Services Director,
Renton Technical College

Evyson Beasley is the Creative Services Director at Renton Technical College, where he oversees the creative vision for the college's public-facing website, social media, print, and digital displays. He also develops content for these communication channels while supervising content produced by others. Evyson prioritizes collaboration and relationship building that helps him develop a deep understanding of campus client goals—always striving to not only get to the core of what people want and need but also help them discover new possibilities. Evyson consistently goes beyond expectations and engages in continuous learning to produce innovative solutions and designs. Two particular areas in which he pursues excellence are his work toward greater accessibility as well as other equity and inclusion. This excellence is exemplified by the five accolades Evyson has received during the five years he's worked at a community college—Exceptional Employee, Gold Medallion for Social Media, Bronze Medallion for Annual Report Design, Exemplary Staff, and now Rising Star.

This relationship- and growth-oriented pursuit of excellence extends beyond Evyson's formal role as a director. He is the founder of Renton Technical College's Faculty and Staff of Color Network and the college's Lavender Network. Evyson also serves as the lead for the RTC Diversity, Equity, and Inclusion Council's Special Projects Committee. He further organizes an annual contingent of RTC staff and faculty attending the Washington Faculty and Staff of Color Conference—a conference for which he serves on the Asian American Affinity Group. Lastly, Evyson serves on the Web Accessibility Team and mentors students. Throughout these service roles, Evyson seeks to build community, listen, and use a critical lens to identify what is missing or needed.



THINGS TO DO IN VANCOUVER

Resources from Visit Vancouver WA | [visitvancouverwa.com](https://www.visitvancouverwa.com)

The Source is a rock-climbing facility in the heart of Downtown.

iLani Casino has a beautiful facility with several restaurants and shops.

There are hundreds of hikes around the area, and the **Washington Trail Association** has a list of the closest. There are also more listed on our website under hiking.

Bethany Winery is about 20 minutes north of downtown. Great place to spend an afternoon wine tasting and getting some delicious snacks.

Explore the **Vancouver Downtown Waterfront**. Beautiful views!

For those into history, **Fort Vancouver** is a great place to explore which includes their beautiful garden. You can also visit the **Clark County Historical Museum** which has rotating exhibits and a manuscript library. They will do tours and the staff is excited to speak with anyone- they're very passionate!

There are several places to shop in downtown including **Wild Fern, Pop Local, Kindred Homestead, 1709 Records, House of Vintage, Doppleganger**, and more.

Folks can take a **self-guided art walk** throughout the downtown area to view all the murals. A map can be found here:
<https://www.visitvancouverwa.com/blog/post/walking-tour-murals>.

District 7



National Council for Marketing & Public Relations

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