

Renew

BY THE RIVER



The 2022 NCMPR District 5 Conference will be held in Sioux City, Iowa at the Hilton Garden Inn located on the Missouri River. Let's enjoy beautiful views and a relaxing setting as we learn from industry experts, special speakers, and each other. Our goal for this conference is to send you away with renewed skills, creativity, and mindsets.

CONFERENCE AGENDA

MONDAY, SEPTEMBER 26

2:00 PM **Registration**
Vendor Showcase

5:00 PM **Social hour**

6:00 PM **Welcome**
Kristin Kollbaum | District 5 Director, NCMPR
Director of Marketing and Communications, Northwest Iowa Community College

Opening Keynote
Jeremy McClure | Community Policing Sergeant, City of Sioux City

The summer of 2020 was an unprecedented crisis for law enforcement. The murder of George Floyd sparked nationwide protests and altered the perception of law enforcement for many. The Sioux City Police Department was not immune to the protests and public outcry. However, the department had invested heavily in community policing concepts and community outreach. These efforts helped it develop partnerships with community advocates and open communication between protestors and officers. McClure will talk about the department's efforts to respond to the protests and reconnect with the community.

7 PM **Dinner**
Medallion Awards

TUESDAY, SEPTEMBER 27

7 – 8 AM **Breakfast**
Vendor Showcase

8 – 10 AM **Registration**

8 AM **Welcome**
Jeff Ebbing | President, NCMPR
Director of Marketing and Communications, Southeastern Community College

8:15 – 9:15 AM

When Crisis Calls -- Being Your Best on Your Worst Days

This interactive session prepares leaders to address difficult issues and situations which occur on campuses across the nation. Bob's unique style and messages on trust, response, leadership, and planning have captivated audiences across the nation. Bob has deep expertise in higher education and knows the stakeholders well. This is a very serious topic that is presented in a comfortable, thought-provoking, and entertaining manner.

Bob McNaney | Founder and CEO, The McNaney Group

9:15 – 10:15 AM

Community College Student Outreach: The Art of the Possible

Moving Community College communication strategies into the digital age. With budget cuts and student enrollments being down, 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 & 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.

Heather Colley | Marketing Engagement Executive, Salesforce

10:15 – 10:30 AM

Break

10:30 – 11 AM

When the POTUS visits (Quick Take)

In November 2021, President Joe Biden visited the Dakota County Technical College campus to rollout the Building Back Better infrastructure plan. This session will cover the ins and outs of what to do when a VIP comes to campus.

Emily Zimmer | Marketing Project Manager,
Dakota County Technical College/Inver Hills Community College

11 AM – Noon

Let's Make an Instagram Reel!

Do you feel like you don't have time to make Instagram Reels, or are you intimidated by the idea? Well, you won't be after this session! After some brief instruction, we'll spend this session making our very own Reels! Bring a phone that is signed in to Instagram & be ready to GO - if the weather's nice, we can go outside to grab content, if not we'll make the hotel as INTERESTING as possible! This is the basic, quick and easy, down and dirty process that will still get your brand more impressions, likes, and views. Oh - and it will look and sound good too!

Joe Vinduska | Public Relations and Social Media Specialist, Barton Community College

Noon – 1 PM

Lunch

Rising Star, Communicator of the Year, and Pacesetter Awards

1 – 2 PM

Tame your Marketing Dragon: Using 4DX to Avoid Being Devoured...While Increasing Enrollment

Avoid being devoured by the multi-headed marketing dragon that sets fires throughout your day! Learn how North Iowa Area Community College's (NIACC) marketing team extinguishes those day-to-day fires by implementing Franklin Covey's 4DX principles. They were able to unleash untapped creativity, accomplish their Wildly Important Goal (WIG) of increasing applications and enrollment, track and analyze data, and maximize staff time and financial resources. Beginning with identifying your WIG, the NIACC team will walk you through strategies for increasing marketing ROI and SEO through effective storytelling with content you likely already have at your fingertips.

Valerie Zahorski-Schmidt | Director of Marketing & Community Relations,
North Iowa Area Community College
Kara Trettin | Promotions Specialist, North Iowa Area Community College
Arian Schuessler | Marketing Specialist, North Iowa Area Community College

2 – 3 PM

Get with the Program!

How digital advertising makes program marketing not only possible, but your best option.

Kathi Swanson | President, CLARUS Corporation

Kristin Kollbaum | Director of Marketing and Communications, Northwest Iowa Community College

Crystal Hollman | Associate Director of Marketing at Southeast Community College.

3 – 3:15 PM

Break

3:15 – 4:15 PM

Are Your Faculty and Staff Ruining Your Website? The Pros and Cons of Content Moderation.

Attendees will review examples of bad edits/pages created when faculty and staff have free rein over a website. Examples will showcase how f/s can make it inaccessible and how they create confusing/conflicting content. 25th Hour will make the case for setting up an efficient content moderation hierarchy as a solution and allow for changes to be made just as quickly. Exploring web governance?

Grant Hubbell | Senior Director of Web Services, 25th Hour Communications

4:15 PM

End of Day 1

Vendor Showcase

5:00 PM

Board Downtown Trolley

Historic Sioux City Tour

6:30 PM

Dinner on your own

The trolley will drop us off downtown. You will be responsible for transportation for the rest of the evening. Uber and taxi services are available.

WEDNESDAY, SEPTEMBER 28

7:00 AM

Breakfast

Vendor Showcase

8:00 AM

District 5 Business Meeting

8:15 – 9:15 AM

Presentation TBD

9:15 – 10:15 AM

The Intersections of Marketing and Visual Diversity

The importance of genuine marketing and not tokenizing persons and displaying visual diversity when the reality of your institution is very different. How to advocate for genuine story telling in marketing and being intentional in the marketing choices we make.

Revathi Vongsiprasom | Associate Dean of Inclusion, Western Iowa Tech Community College

Semehar Ghebrekidan | Community Inclusion Liaison, City of Sioux City

10:15 – 11:15 AM

Amperage Marketing & Fundraising

11:15 AM

Grab and Go Lunch

11:30 – 12:30 PM

Introduction to Inbound Marketing

Learn more about how inbound marketing can help you increase traffic and leads with a specific focus on Community Colleges.

Richard Mackey | Social Media Instructor, Western Iowa Tech Community College

President and CEO, Antidote 71, Inc.

12:30 – 1:00 PM

Digital Marketing with Results (Quick Take)

This presentation reviews KCKCC's digital marketing plan and best practices that have resulted in increased email/mobile phone marketing leads for Admissions and academic programs. From the advertising strategy to how many leads enrolled, KCKCC will walk through our process, referencing industry best practices along the way.

Kris Green | Executive Director, Marketing and Institutional Image,
Kansas City Kansas Community College

1 – 1:30 PM

Don't Just Invite Me to Dessert (Quick Take)

Are you suffering from FOMO? Do you feel like you are being left out and not invited to the table for strategy discussions or decisions at your college when they impact marketing? In this session, marketers will be served four courses of insights on how to ensure that your marketing voice is heard in all phases of strategic discussions, from the beginning ("No soup for you!") to the end tactics (dessert). You will be serving up a marketing feast in no time!

Lisé Freking | Director of Strategic Marketing and Communications,
Dakota County Technical College and Inver Hills Community College

1:30 – 2:00 PM

Next Level Planning: Getting Everything Together into One Place (Quick Take)

Take a peek at Eastern Iowa Community Colleges' annual Communications Plan spreadsheet, which covers different audiences, tactics, plans for tracking ROI, and allows for a yearly review of efforts. I'll walk you through how we created it and how to build out your own planning document.

Nicole Harrison | Web and Digital Specialist, Eastern Iowa Community Colleges

2:00 PM

End of Conference

CONFERENCE REGISTRATION

\$325 per person early bird. Rate good through September 9.

\$375 per person regular rate.

\$55 Medallion dinner guest price. Conference registration includes Medallion dinner.

Registration cut off September 16

Please note – You must be an NCMPR member in order to register for the conference. Join or renew your membership at ncmpr.org.

Cancellation policy: Cancellation and refund requests must be made in writing to the District 5 Director by September 9. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. 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.

HOTEL RESERVATIONS

Hilton Garden Inn Sioux City Riverfront

1132 Larsen Park Rd, Sioux City, IA 51103

712.255.4200

Hilton.com

Online registration:

Room rate: \$129/night + taxes

Reservation cutoff: September 16

Booking link: <https://www.my-event.hilton.com/ncmpr-hgiscr-sept-2022>

NCMPR District 5 has blocked a limited number of rooms at the special group rate. This guarantees the rate but not availability. The room block may fill earlier than the deadline. Make your reservation early.

TRAVEL INFORMATION

Sioux City is a small airport. Sioux Falls and Omaha have airports within 90 miles (1.5 hours) of Sioux City. Shuttles will be provided from the Omaha and Sioux Falls airports. Both shuttles will depart for Sioux City at 12:00 PM on Monday. If you wish to utilize the shuttle, please arrange for morning flights into Sioux Falls or Omaha. Shuttles from Sioux City to Omaha and Sioux Falls will depart Wednesday time TBD. If you wish to utilize the shuttle, please arrange for afternoon flights. Please contact andrea.rohlana@witcc.edu with questions or to reserve a space on the shuttle.

Sioux Gateway Airport

2403 Aviation Blvd

Sioux City, Iowa

712.279.6165

Flysux.com

Eppley Airfield – 87 miles to Sioux City

4501 Abbott Drive

Omaha, Nebraska

402.661.8017

Flyoma.com

Sioux Falls Regional Airport – 78 miles to Sioux City

2801 Jaycee Lane

Sioux Falls, South Dakota

605.336.0762

Sfairport.com