



HOTEL

REGISTRATION, HOTEL & TRAVEL

Marriott Downtown | Syracuse, NY

CONFERENCE FEES

Full Conference Registration

\$295 Early Bird (paid by Aug. 19)
\$395 Regular (paid after Aug. 19)

Half Conference Registration

\$195 Early Bird (paid by Aug. 19)
\$295 Regular (paid after Aug. 19)

*Includes access to programming and meals on Monday, Oct. 3 (including the Awards lunch, Medallion Awards reception and dinner).

Guest Ticket Options

Monday, October 2

\$50 Opening Night Dinner
\$100 Awards Luncheon
\$100 Medallion Awards Dinner

Attendees may pay for additional guests to attend one or all of the above events with advance payment. **Purchases must be made by Friday, Sept. 9**

NOTE: You must be a member of NCMPR before registering for the conference. [Learn more about membership HERE.](#)

HOTEL RESERVATIONS

Marriott Syracuse Downtown

100 East Onondaga Street
Syracuse, NY 13202

Phone: (888) 361-3793

Room Rate: \$149 per night
(plus applicable taxes and fees)

Reservation Cutoff:

Tuesday, September 9th

NCMPR District 1 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 so make your reservation EARLY!

TRAVEL

Plane: The closest airport is the Syracuse Hancock International Airport (SYR). It is about a 15 minute ride to the hotel.

Train: If travelling by train, Amtrak stops at the William F. Walsh Regional Transportation Center (SYR) located only a short taxi or UBER ride from the hotel.

QUESTIONS?

Scott Titus, Conference Chair
Onondaga Community College,
Director of Marketing and New Media
tituss@sunyocc.edu or 315.498.2392



[REGISTER NOW!](#)



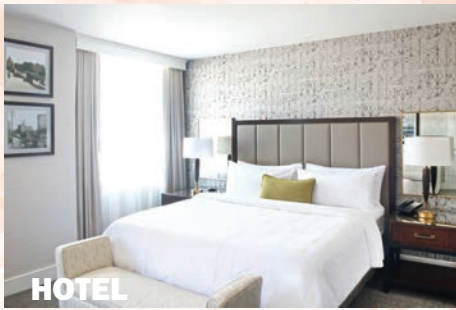
[BOOK YOUR ROOM!](#)



apples, pumpkins, craft beers, and creativity



HOTEL



HOTEL



AIRPORT



TRAIN STATION



SEE YOU IN

Syracuse!

(aka: Salt City)

2022

NCMPR DISTRICT 1 CONFERENCE SCHEDULE & REGISTRATION



apples, pumpkins, craft beers, and creativity



OCTOBER 2-4

Marriott Syracuse Downtown, Syracuse, New York

There's nothing like fall in Central New York; crisp air and changing colors, the smell of pumpkin spice, and the sound of crunching leaves.

Grab a cozy flannel and join us for apples, pumpkins, craft beers, and creativity at the 2022 District 1 conference.

REGISTRATION IS OPEN!

Connect with colleagues from across District 1 while enjoying one of the best-kept secrets in New York. Take an opportunity to refresh in the cool temperatures of fall and step back to harvest new ideas and inspiration for the future. This year's conference is at the Marriott Syracuse Downtown, a hotel with a rich history brought back to its glory recently with a \$75 million renovation. Located in the heart of downtown the property is just a few steps away from theaters, music, dining, great shopping, and an exciting nightlife.

2022 D1 CONFERENCE SCHEDULE

Marriott Downtown | Syracuse, NY

SUNDAY, OCTOBER 2

3-5:00 PM	Registration Check-in	Main Lobby
5:30-7:30 PM	Opening Night Reception	Salt City

OPENING NIGHT RECEPTION

Don't miss the opening night reception across the street from the hotel at Salt City Market. Join us for custom cocktails and food hailing from every corner of the globe. The Salt City Market is a space for Syracuse to show itself off in all of its culture, glory, richness and grit. A space for people to build generational wealth doing what they love. A space where everyone feels a sense of belonging, ownership and civic pride. Hear from the founder of the Market on how and why he was compelled to bring his dream to life.

MONDAY, OCTOBER 3

8-9 AM	Registration Check-in	Main Lobby
	Breakfast	Cavalier Lounge
9-9:20 AM	Welcome	Skaneateles
9:20-10:20 AM	Opening Keynote: Jeff Knauss	Skaneateles
10:30-11:30 AM	Breakout Sessions I	Otisco/Cayuga
11:30-11:45 AM	Coffee/Snack Break	Fingerlakes Foyer
11:45-12:45 PM	Breakout Sessions II	Otisco/Cayuga
1-2:00 PM	LUNCH	Hemlock
2:15-3:15 PM	Breakout Session III	Otisco/Cayuga
4:15-5:15 PM	Syracuse University Warehouse talk/panel	
	<i>*Meet in the Lobby at 4:00 p.m. to walk to SU</i>	

FREE TIME

6:45-7:30 PM	Reception	Persian Terrace
7:30 PM	Dinner and Awards Ceremony	Persian Terrace

OPENING KEYNOTE:

LESSONS LEARNED FROM BEING A SERIAL ENTREPRENEUR

Jeff Knauss, Serial Entrepreneur, Angel Investor, 4x Inc. 5000 Founder
9:20-10:20 AM

Jeff Knauss' entrepreneurial journey started by co-founding Digital Hyve, a full-service digital marketing agency. Digital Hyve was named the 52nd-fastest private growing company in the U.S by *Inc. Magazine* and named the fifth-fastest growing Marketing and Advertising Company in the nation. In 2021, Knauss sold Digital Hyve to a large, independently owned ad agency, resulting in 56 employees becoming employee-owners of the business through an employee stock ownership plan. After selling Digital Hyve, he started three new businesses partnering with serial entrepreneur and major philanthropist Adam Weitsman. This includes Profound, a CNY-based mastermind group where Upstate New York's most ambitious humans can build connections, learn and share invaluable skills, and grow together professionally and personally. In this keynote, Knauss will talk about the lessons he's learned as a marketer and entrepreneur, thoughts on how to build and hire the best people for your team, how to keep the creative spark lit, and how to effectively lead creative people.



MONDAY, OCTOBER 3

BREAKOUT SESSION I

Building Your Student Network to Increase Your Word-of-Mouth Marketing
Elizabeth Cooper, MassBay Community College

Your students are your best storytellers...but how the heck are you supposed to connect with Gen Z in a digital world where their attention is pulled in different directions? Learn how to make meaningful connections with modern students and how to turn success stories into web, social media, and earned media wins that generate buzz and enrollment.

Setting, and Following, Core Values for Yourself and Your Team

Jill Bennett and Dan Baum, Anne Arrundel Community College

Discover your core values that guide your personal and professional goals in this interactive, goal-mining workshop led by certified life and leadership coaches. You'll leave this session with your own core values that will improve your effectiveness and happiness at work.

BREAKOUT SESSION II

College Student Outreach: The Art of the Possible

Heather Colley, Marketing Engagement Executive for Salesforce

This lively discussion will uncover and unpack how new technology and digital transformation can drive your enrollment marketing into a new age. Led by the experts at Salesforce, you'll learn how to leverage personalized student communications with modern tools to drive success across the entire student life cycle.

Marketing as a Catalyst for Meaningful DEI Change

Beth Noël, Middlesex Community College

How and where do Diversity, Equity, and Inclusion efforts cross paths with our marketing and communications plans at community colleges? This session will detail the intersectionality of our work and how DEI can play a key role in innovation, creativity, increased student engagement, and improved team culture.

BREAKOUT SESSION III

Collaborate and Connect: Leveraging Social Media and Marketing to Advance Recruitment and Student Success

Jan Kirsten and Dr. Kathleen Mohr, Ocean County College

Learn how Ocean County College in New Jersey boosted student success and streamlined onboarding through the pandemic with a little help from Augmented Intelligence and good old fashioned teamwork. This session details their implementation of a Virtual One-Stop-Shop and the development of their chatbot, Reggie.

How to Build a Direct Response Enrollment Marketing Strategy

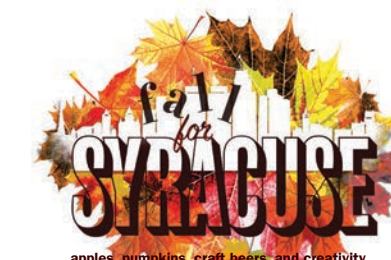
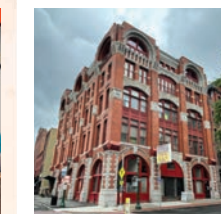
Pat Riley, Founder & Jim Lynch, Senior Strategist at 5 Horizons

Branding is important, but without a performance marketing strategy, your enrollment goals will go unfulfilled. This presentation and group discussion will demonstrate the fundamentals for building an effective higher ed performance marketing strategy using examples and insights gathered from case studies with actual community college and higher-ed clients where a strong combination of lead generation and lead progression ruled the day.



MONDAY, OCTOBER 3 TOUR AND PANEL DISCUSSION AT THE WAREHOUSE | 4:15 pm

Tour The Warehouse, home to Syracuse University's College of Visual and Performing Arts, and join a panel discussion with design students to discuss the future of design. The Warehouse is a collaboration between Syracuse University and the Syracuse community which resulted in repurposing an underutilized building in Syracuse's historic Armory Square into an academic facility. The renovated structure provides flexible space for design studios, classrooms, and offices for the School of Design, while providing a downtown venue for public lectures, exhibitions, and galleries.



TUESDAY, OCTOBER 4 BREAKFAST WITH STUDENTS!

8:30-9:30 AM

Hear from local community college students in this fun, moderated conversation during breakfast on Tuesday morning. We'll be discussing how they ultimately made the decision to start at community college, what messages they saw that helped them understand their college, and what's important to them to stay on track.

CLOSING KEYNOTE:

The Art of Storytelling

Sean Kirst, Columnist at *The Buffalo News* and writer-in-residence at LeMoyne College
11 AM-NOON

With over 40 years of experience as a journalist in Upstate NY Kirst has created an enduring legacy by telling the stories of everyday people who withstand the depths and achieve the heights of human experience. Kirst captures the richness, diversity and complexity of Upstate New York and its urban and rural communities through his journalism and storytelling. Kirst has received several accolades, including the Scripps Howard Foundation's national Ernie Pyle Lifetime Achievement Award. Hear Sean talk about the importance of storytelling and share his wisdom in using it to help transform his community and highlight the "quiet lives that are monumental."

2022 D1 CONFERENCE SCHEDULE

Marriott Downtown | Syracuse, NY

TUESDAY, OCTOBER 4

8:30-9:30 AM	Breakfast and Student Panel	Cavalier Lounge
9:45-10:15 AM	Short Takes I	Otisco/Cayuga
10:15-10:45 AM	Short Takes II	Otisco/Cayuga
11 AM-Noon	Closing Keynote: Sean Kirst	Skaneateles
Noon-1 PM	LUNCH	Hemlock
	National Update, D1 Business Meeting Conference Wrap-Up, Swag Exchange, Prizes	

SHORT TAKES

Hashtag, You're It! The Secret Sauce for Social Media Success

Becca Carroll, Community College of Rhode Island

Running stellar social accounts isn't just for Zoomers! With social media quickly becoming the first-stop for prospects on their enrollment journey, you need social channels that speak their language. This session by 2021 social media Medallion-winning CCRI will explore the ins-and-outs of building a social strategy that boosts enrollment and keeps students interested.

Creating an Engaging and Evolving Evergreen Campaign

Joselyn Quezada and Michelle Campbell, Middlesex College

Explore the ins-and-outs of building a full-year, multichannel marketing campaign from a college that successfully got theirs off the ground. This session will detail how Middlesex College kept their campaign on all year long to build enrollment and keep their college top-of-mind for prospects in a competitive marketplace.

You've Bought Mail: Proven Strategies To Attract High School Students

Erin Mercer, Atlantic Cape Community College

Learn how to take a single prospect list and leverage digital marketing, direct mail, and email campaigns for maximum ROI. We will take you through how to take a purchased list of high school students from College Board and create measurable results. We'll present data collected over a multi-year period that tracked these leads and gave insights into how it positively affected enrollment.

Orange You Glad You Shot it Yourself

Jonathan Fonseca, Cape Cod Community College

Zoomers and younger millennials are responding more than ever to authentic messaging done right, and done quickly...so how exactly are we supposed to do it right? This session will break down how to shoot and edit quick, authentic video messaging on your phone that's social media ready and on-target with your students' expectations.