



### Join us in Syracuse, New York

There's nothing like fall in Central New York; crisp air and changing colors everywhere. Grab a cozy sweater and join us for apples, pumpkins, craft beers and of course creativity at the 2022 District 1 conference.

We're looking for proposal topics ranging from advertising strategy and digital marketing to videography and visual communications. Sessions and panels should showcase the best ideas in community college marketing and PR, emphasizing current trends, exemplary practices and proven approaches.

To provide the best, cutting edge, most relevant sessions, we have some topics we would **love** to see! If you have any expertise in these areas, send in a proposal!

- The intersection of Diversity, Equity, and Inclusion work in marketing and communications
  - Have you worked alongside your DEI team to strengthen or change your work for the better?
- Social media strategy that grew engagement and improved recruitment and/or retention
  - Hit us with the data and the content! Show your visual and written strategy that hooked your students.
- Creating excellent social media content with just your phone
  - How do you shoot for TikTok and other modern channels?
- Turning your college's COVID response into a recruitment/retention win.
  - Did you see enrollment stabilize or grow over the past two years? Tell us how you turned a negative into a positive and how it shifted your messaging strategies.
- How are you leveraging authentic content on modern channels to reach Gen Z.
  - Feeling old? Join the club! If you have successfully worked with students, alumni or others to create engaging content, tell us how you did it and what worked.

Of course, if you have a great idea for a session related to work you're doing, we'd love to hear it!

## **TYPES OF PRESENTATIONS**

**Breakout Session** – These sessions are 60-minutes long, but you should prepare for 45-minutes with time for questions or dialogue. Breakouts are perfect for long-form case studies or presentations that use audience participation and engagement alongside full slide decks.

**Short Take Session** – Short Takes are 30-minutes, but you should prepare for 25-minutes with time for questions. These sessions are (obviously) shorter than Breakouts, and work best when you're covering quick "how-to" subjects, brief case studies in marketing and communications wins, or some short, facilitated conversation that doesn't need a full slide deck.

## **GENERAL GUIDELINES**

- Proposal submissions are open to NCMPR District 1 members.
- Vendors may present in partnership with a NCMPR member college and will be required to be a conference exhibitor or sponsor.
- Presenters may be marketing and PR professionals or CEOs from two-year colleges or organizations with a related expertise and mission.
- Conference organizers reserve the right to edit session titles and descriptions for conference promotional materials and suggest alternative formats or joint presentations as appropriate.
- To support keynote and breakout presentations, NCMPR will provide basic audiovisual equipment, including microphones, LCD projectors, and Internet access. Other special equipment needs may be arranged at the presenter's expense. Presenters are responsible for furnishing their own laptop computers and software if required.
- Presenters are expected to include their key audience takeaways in their presentation materials and are encouraged to provide digital handouts for all participants.
- Presenters are expected to pay all expenses to the conference.
- Proposal submission will be considered a commitment to participate in the 2022 District 1 conference if the proposal is selected for presentation, and submission indicates that you have permission and support from your college CEO to attend the conference.
- NCMPR welcomes members of all backgrounds, ethnicities, nationalities, religions, gender identities and sexual orientations. We take a resolute approach in our response to any display of insensitivity to diversity and inclusion through words, images or actions. We seek to foster an organization that is universally welcoming, respectful, educational and professional. Presenters and conference presentations are expected to be inclusive and respectful in all areas, including but not limited to terminology and imagery.

## **QUESTIONS?**

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