

Marketing with Gust-o

DISTRICT 7 CONFERENCE

Oct. 18-20, 2023

Hood River Inn / Hood River, OR

Located in the shadow of Mt. Hood, the gusty town of Hood River, Oregon is known as the windsurfing capital of the world. It is also famous for its many breweries, wineries, and diverse farm-to-table food fare as well as the gorge's great outdoors including scenic parks featuring picturesque waterfalls and endless hiking and biking trails. This fall, Hood River will be known as the home of one of the best NCMPR District 7 conferences ever held.

The **Hood River Inn**, located just an hour east of Portland, plays host to this year's conference. The inn is nestled along the banks of the scenic Columbia River and features breathtaking views, modern amenities, inviting rooms, free parking, and a heated outdoor pool and hot tub that is open year-round.

This year's informative sessions will feature quality speakers discussing relevant topics that will send you home with a whole new marketing motivation. District 7 will convene Oct. 18-20 and we promise you opportunities for knowledge, networking, and new ideas you can incorporate into your institution's advertising and marketing efforts. Believe the hype—everything really is good in the Hood.

Thank You to Our Sponsors and Exhibitors

Every year, NCMPR lines up representatives from marketing and advertising agencies and consulting companies to exhibit their products and services. If you'd like to participate as an exhibitor or sponsor, contact Marisa Pierce at marisa.pierce@skagit.edu or 206-427-9414.



MADISON AVE. COLLECTIVE



CONFERENCE PROGRAM

Day 1 – Wednesday, October 18

- 4 p.m. Hotel Check-in | Hood River Inn
- 4-6 p.m. Registration (Lobby area)
- 6:30 p.m. Welcome Reception and Keynote (TBD) | Ferment Brewing Co.

Day 2 – Thursday, October 19

- 8-9:15 a.m. Breakfast, Exhibitor Mingling, and Registration
- 9:15-9:45 a.m. NCMPR National Update, Jeff Ebbing, Immediate Past President
- 9:45-10:45 a.m. **Equity as our North Star**
Dr. Lisa Skari, President / Mt. Hood Community College
Come and learn about how Mt. Hood Community College worked with their internal and external community stakeholders to craft a strategic plan based on the core value of equity. Learn how they used their equity statement as their north star from which everything followed. Find out how constituents were engaged and get some suggestions about what went well and what maybe did not turn out as anticipated.
- 10:45-11:00 a.m. Break
- 11:00-12:00 p.m. **Audience Profiles and Personas — How to Move Beyond the Basics**
Rebecca Long, Director of Marketing & Strategic Communications / Lane Community College
Students are diverse and unique, but most audience profiles look like bad dating ads with demographic information only. Demographics don't tell the whole story. Let's look at targeting your market with an eye and ear on their interests, how your college can make them feel and authentic storytelling.
- 12-1:30 p.m. **Working Lunch: Take Five! Simple Strategies for Taking Care of Yourself, Even When Things Go Sideways**
Aimee Metcalf, Assistant Director of Marketing and Public Relations / Central Oregon Community College
Do you sometimes get to the end of the workday and realize you never made it outside? Or that your lunch consisted of a third cup of coffee and a pastry leftover from yesterday's meeting? To make positive changes, you don't need to upend your current routine or make drastic adjustments to your schedule. In this casual, supportive session, we'll discuss easy ways to incorporate self-care into your day. We'll also examine the reasons why we may not take time for ourselves and share strategies for challenging the internal scripts that keep us from reaching our potential — both in and out of the office.

CONFERENCE PROGRAM

Day 2 – Thursday, October 19 (continued)

- 1:30-2:05 p.m.** **From Followers to Trendsetters: Mastering Social Media at Community Colleges**
Coleen Fisher, Marketing Director / GradComm
In this dynamic session led by our Marketing Director, we'll dive into the essential strategies and tips to manage your college's social media. Learn how to craft engaging content, build an active online community, and leverage trends to amplify your college's presence across various platforms. Discover the art of storytelling and explore creative ways to showcase campus life, events, and student success stories. Unlock the potential of social media and gain invaluable insights into crafting a powerful digital presence for your community college.
- 2:05-2:15 p.m.** Break
- 2:15-3:15 p.m.** **Empowerment: Enhancing Community College PR and Marketing in Times of Resource Constraints**
Brett Rowlett, Executive Director of External Affairs / Lane Community College
Join us for an enlightening session tailored specifically for marketing and public relations professionals in community colleges, focused on leveraging AI in the workplace to boost productivity and effectiveness. Lane Community College will showcase how it has creatively used AI platforms, such as Chat GPT, to amplify their press releases and web/social media content creation, subsequently garnering increased visibility and media coverage. Impressively, these results have been achieved amidst staff and budget reductions, demonstrating the cost-efficiency of AI tools. You'll gain practical insights and be privy to real-life examples and valuable lessons learned during Lane's implementation of AI. This workshop offers a unique opportunity to transform challenges into possibilities, applying innovative AI solutions to achieve remarkable outcomes in your institution.
- 3:15-6:30 p.m.** Free time to explore: Wellness Hike or Wine Tasting
- 6:30-7:30 p.m.** Awards of Excellence and Medallion Awards Reception
Featuring a cash bar and light hors d'oeuvres.
- 7:30-10 p.m.** Awards of Excellence and Medallion Awards Dinner

Day 3 – Friday, October 20

- 8-9 a.m.** "Behind the Medallions" Breakfast
Hear from a panel of Medallion winners about their winning entries.

Sponsored by CLARUS—A Carnegie Company



CONFERENCE PROGRAM

Day 3 – Friday, October 20 (continued)

9-10 a.m.

Taking a bond victory lap

Lori Hall, Executive Director of College Relations and Marketing / Clackamas Community College

As Clackamas Community College finished seven years of construction projects funded by a bond in 2014, we took a victory lap across the community thanking taxpayers for their support and celebrating all that we accomplished, all while setting us up to start planning a bond renewal in 2024. The victory lap included community engagement from our board, slide decks, timelapse videos, a community mailer, and social media, and culminated with a community-wide event on campus.

10-10:15 a.m.

Break

10:15-11:15 a.m.

Something for Everyone: Bringing People to Campus for Fun

Trish Tisdale, Creative Services Manager / Peninsula College

Most recruiting efforts focus on encouraging students to enroll for the upcoming school year or quarter. But what about potential students who are years away from college? Peninsula College took a different approach by focusing on engaging the community and showcasing what the college had to offer to ultimately drive enrollment in the future. Peninsula College developed "Fall Spectacular," a free event designed to bring people to campus so they could see the college in a new, welcoming way. Thanks to a targeted marketing campaign, its success surpassed all expectations. Learn about the development of the event, its strategy and tactics, the low-budget marketing campaign, and how its success will help enrollment in the long run.

11:15-11:50 a.m.

Artificial Intelligence = Hours Back Into Your Day!

Kathi Swanson, President / CLARUS-A Carnegie Company

Every marketing communicator is aware of the rapid rise of AI: Artificial Intelligence. But have you fully explored the ways that you can integrate this powerful new tool into your creative workflow? And save hours in your day? When harnessed and properly managed, it can save an incredible amount of time for you and your team, by conducting and analyzing focus groups to help define messaging, developing initial drafts of advertising copy, creating ad sets, facilitating multiple placements of your messaging, and automatically generating display ads in different shapes and sizes to fit every opportunity that exists in the digital arena. Join us as we share best practices from your colleagues across the nation and put hours back into your day!

11:50-11:55 a.m.

Break

11:55-12:30 p.m.

Harnessing Partner Relationships for Maximum ROI

Travis Powell, Founder and CEO / Blue Phoenix Branding

Matt Hartgrave, Director of Marketing and Communication / College of Southern Idaho

We recognize that nobody cares to listen to an infomercial about branded pens and lip balm. Branded merchandise will be the case study and the vehicle to help share with the audience how to maximize our vendor and partner relationships to assure success.

12:30-1 p.m.

D7 Business Meeting, Conference Wrap Up, Swag Exchange, Prizes
There will be a boxed lunch to go.

Hotel Accommodations

Hood River Inn

1108 East Marina Way
Hood River, OR 97031

Make Your Reservation

Room Rate: \$135-185 per night
(plus applicable taxes)

Please note: The reservation link at right will show you hotel options for **Oct. 17-20**. If you plan on staying **Oct. 18-20 only**, click on the EDIT button on the top right of the screen and edit the dates to Oct. 18-20 and you will have more room options.

On a first-come, first-serve basis, there are various hotel room options (view/no view, economy, etc.) at prices between \$135-\$185 per night. If you're having trouble, please call the in-house reservation team at 1-800-828.7873 to make your reservations and make sure to reference the **NCMPR room block**.

Reservation Rate Cutoff: Sept. 25, 2023

Online Reservations:

https://www.bestwestern.com/en_US/book/hotel-rooms.38121.html?groupId=1A7NM4C6



Parking

The Hood River Inn offers complimentary parking during your stay.

Transportation

Hood River is about 60 miles from Portland International Airport and accessible by shuttle, bus, or car via I-84. Transportation by train is also available.

Find more travel information online:

<https://visithoodriver.com/transportation/>



Conference Fees

Early Bird paid by October 2
\$300 per person*

Regular paid after October 2
\$350 per person*

***You must be a member of NCMPR before registering for the conference. Go online to ncmpr.org and click on "Join NCMPR."**

Register for the
District 7 Conference
today: <https://www.ncmpr.org/events/detail/2023-district-7-conference>



Information is subject to change.

Cancellation policy: Cancellation and refund requests must be made in writing on or before October 2, 2023. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 7 Director. 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.

Questions?

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