



**NOVEMBER 2-4 • BOSTON, MA**







## LEADERS IN HIGH SCHOOL STUDENT ADVERTISING

- Build your brand
- Increase enrollment
- Drive engagement

[weareglacier.org](http://weareglacier.org)

## WELCOME TO BOSTON!



**Jodi Neal**  
District 1 Director  
Director of Creative Services  
Community College  
of Baltimore County

I am **'wicked'** excited you joined us in Boston, Massachusetts for the 2023 NCMPR District 1 Conference. You're in for a treat with all of the amazing sessions, activities, and Boston-themed fun we have planned!

Our schedule this year (outlined inside this program) features an incredible line-up of breakout sessions, short takes, and keynotes. In addition to these excellent presentations, we'll hear from some well-known Boston personalities, creators who worked behind the scenes to develop iconic commercials and campaigns, and local students who will share their perspectives into how you can better reach them. Make sure to check in with our vendors for samples of their products and show off your best school spirit gear during our Grand Slam Awards Night!

This year, the conference is stacked with even more opportunities to network and I hope you'll take the time to connect with your District 1 colleagues. From a mixer for new members, a fun swag exchange to share ideas, tours of some of Boston's biggest landmarks – and more! – there's no better way to take full advantage of this time and city over these next two days.

Thank you to our wonderful conference planning committee and all of the insightful presenters, sponsors, exhibitors and national staff for making this year's conference special.

There is so much to do and learn this conference. Thank YOU for joining us and helping to make it a success!

## SPECIAL THANKS TO



for sponsoring our  
D1 conference this year!



**A Proven  
Leader in  
Community  
College  
Marketing**

### branding

Harness your college's marketing power with meaningful messages.

### market research

Scans and audits for high school students, workforce, working adults, and many more!

### digital ads

Managing digital display campaigns that reach your target audience.

[claruscorporation.com](http://claruscorporation.com)

Suggested menu to start off on the right foot at the #NCMPRD1 Conference: coffee from Dunks, lobstah roll, Boston cream pie, and a side of our totally wicked good Social Media Contest. Just follow the guidelines and have a great conference. #NCMPRD1

HOW TO PARTICIPATE

Follow the NCMPRD1 social media accounts!

FACEBOOK GROUP

www.facebook.com/groups/ncmprd1

INSTAGRAM

www.instagram.com/ncmprd1/

LINKEDIN:

www.linkedin.com/company/ncmprd1

CONTEST DURATION

The contest will begin at 7 a.m. on November 1, 2023 and conclude at midnight on November 3, 2023.

- ▶ Anyone who completes ALL suggested posts will be entered in a drawing to win a Dunks gift card (1 winner will be announced).
- ▶ Anyone who completes 5-10 of the wicked fun posts below will be entered in a drawing to win a Boston souvenir (3 winners will be announced).
- ▶ Anyone who posts using the hashtag #NCMPRD1 between November 1-3 on Facebook or Instagram will be entered in a drawing to win.

Winners will be drawn after the Awards Dinner and announced at the closing breakfast. If you are no longer at the conference when winners are announced, your prize will be mailed to you.



WICKED FUN STUFF TO DO!

If you find yourself with some free time, here are some restaurants and things to do around Boston:

NEAR THE HILTON PARK PLAZA

- ▶ Explore the beautiful Public Garden and Boston Common
- ▶ “Check out” some amazing reads at the historic Boston Public Library
- ▶ See who knows your name at Cheers
- ▶ Tour the Massachusetts State House
- ▶ Shop and eat down chic Newbury Street or at Copley Place and the Pru (featuring Eataly Boston, the 360-degree View Boston and Beacon Bistro at the top of the Pru)
- ▶ Stroll the cobblestone streets around Louisburg Square

IF YOU’RE A FOODIE

- ▶ Sit in JFK’s booth at The Union Oyster House
- ▶ Taquería Jalisco
- ▶ The North End’s Italian restaurants
- ▶ Mooncusser
- ▶ Farmacia – Curated Cocktail Experience
- ▶ Merengue
- ▶ Gopchang Story
- ▶ Peach Farm (Chinatown)
- ▶ Guy Fieri’s Tequila Cocina or Boston Kitchen + Bar
- ▶ Chickadee (Seaport)
- ▶ Gordon Ramsay Burger or Ramsay’s Kitchen
- ▶ Revival Café + Kitchen (Cambridge)
- ▶ Clover Food Lab (Cambridge)
- ▶ Flour (wicked Bakery!)

ART, FASHION, HISTORY, AND MUSEUMS

- ▶ Museum of Fine Arts
- ▶ Fenway Park tours
- ▶ Isabella Stewart Gardner Museum
- ▶ Franklin Park Zoo
- ▶ Institute of Contemporary Art
- ▶ Rose Fitzgerald Kennedy Greenway (an amazing park and public space atop the “Big Dig”)
- ▶ Museum of Science
- ▶ Visit Bunker Hill (the cool school featured in “Good Will Hunting”) and Roxbury community colleges
- ▶ Boston Design Center
- ▶ The USS Constitution Museum
- ▶ JFK Presidential Library



LYNX FITNESS CLUB

The Lynx Fitness Club brings together the top trends in fitness and nutrition, expert training staff, state-of-the-art facilities, luxurious amenities, and Boston's first Topgolf Swing Suite for golf training and entertainment. The complimentary fitness center is accessible with your room key.

Visit [lynxfitnessclub.com](https://lynxfitnessclub.com) for hours and more information.

- ▶ Most of the conference will be on the Lower Lobby, Lobby Level, and 4th Floor.
- ▶ Complimentary wi-fi is provided throughout the hotel and in the guest rooms.

Our meeting space group code is:

**Network:** NCMPR\_BOS\_23

**Password:** ncmpr2023



**DAY ONE:**  
THURSDAY, NOVEMBER 2

**3 - 5 p.m.**  
**Registration Check-in**  
*Terrace, Lower Lobby*



*Special thanks to Furman Roth Advertising  
for sponsoring our Registration Table*

**4 - 4:45 p.m.**  
**Beantown Blend:  
New Member Mixer**  
*Back Bay Room (4th floor)*

Ready to dive into a wicked fun experience? If you joined NCMPR in **2021, 2022 or 2023**, join us at the New Member Mixer!

The NCMPR D1 Conference is full of vibrant minds excited to meet you. Take advantage of all of us in one place and kick off the conference with a bang! Prepare for more than just munchies – we’re serving up connections that’ll leave you buzzing with inspiration. Rub shoulders with our seasoned NCMPR members, exchange ideas, and walk away with a pocketful of insights.

Got questions? Give a shout to Eve Markman, our fabulous NCMPR board member and D1 conference planning team member, at [emarkman@ccp.edu](mailto:emarkman@ccp.edu).

We can’t wait to welcome you, introduce you to the enigmatic NCMPR community, and ensure you have a **wicked** good time!

**5:30 - 7:30 p.m.**  
**OPENING NIGHT RECEPTION**  
*Sam Adams Tap Room  
(60 State St, Boston, MA 02109)*

- ▶ Meet in the hotel front lobby at 5 p.m. if you’d like to walk over with a group.
- ▶ If you prefer not to walk, you can take the Green Line from the Arlington Station (outside the hotel) to either the Government Center or Haymarket Station (signage should say toward Park Street). Both of these stations are within a short walk to Sam Adams Tap Room.

Steps away from Boston’s Faneuil Hall Marketplace, Sam Adams Boston Tap Room will host our Opening Night Networking Reception! Enjoy more than 20 Sam Adams beers (or Truly Hard Seltzers) on tap as well as non-alcoholic options, snack on some appetizers, and network the night away.

Brittany Zahoruiko, Boston Beer Senior Manager of Communications, will join us as our Opening Night Keynote. Hear about how Sam Adams created the “Your Cousin from Boston” ad campaigns to reach younger audiences, including one imagining a “Brighter Boston.” From concept and design to focus groups and launch, we’ll learn how this campaign took off and became a success.



*Special thanks to Carvertise for sponsoring  
our opening night dinner!*

**DAY TWO:**  
FRIDAY, NOVEMBER 3

**7:30 - 8 a.m.**  
**Registration Check-in**  
*Terrace, Lower Lobby*  
Breakfast Opens

**8 - 9:30 a.m.**  
**Working Breakfast**  
*Terrace*

Welcome – To enjoy a block of free time later, meet over a delicious breakfast while we get some work done:

**National Update** – NCMPR National President Jeff Julian will brief you on Seattle and everything else National has planned for you.

**D1 Business Meeting** – Due to popular demand (LOL!), we’ve moved our District 1 update to the beginning of the conference. Find out where our conference will be next year, hear exciting upcoming plans, and bond with your fellow attendees!

**Swag Exchange** - Strut—and swap—your stuff by participating in the White Elephant Swag Exchange. Contribute your college’s cool swag to a common pool and let the exchange begin. Which college’s swag will you get? Who will get your swag? You can only find out by participating!

- ▶ Drop off your swag to the SWAG Table in Terrace

**9:30 - 10:30 a.m.**  
**Opening Keynote**  
*Terrace*

**10:30 - 11:30 a.m.**  
**Breakout Session I** *(select one)*

**From Logo to Legend: Make  
Managing Your Brand a Superpower**  
25th Hour Communication  
*Whittier Room*

You have been labeled the brand police, gatekeepers, protectors, and maybe some more colorful terms in the name of managing your brand. Let’s talk about how maintaining your brand identity can help attract and retain students. Discover how you can use your brand voice to carve out a distinct identity in the crowded educational landscape, and foster loyalty and engagement among students and stakeholders.

OPENING KEYNOTE

**EMBRACE BOSTON**



Located in the heart of the city on Boston Common, The Embrace is set within the newly-constructed 1965 Freedom Plaza. Unveiled in January 2023, the memorial is based around the love, equity, and justice that Dr. Martin Luther King Jr. and Coretta Scott King endlessly strived to see in the world around us. Boston had meaningful ties for Dr. and Mrs. King, who went to school, met, and fell in love here in the 1950s. Thus, erecting a monument designed to spark education and conversation around civil rights and social justice was fitting. Embrace Boston Executive Director Imari Paris Jefferies and the Castle Group played an integral role in how Embrace Boston came to be.



**IMARI PARIS JEFFERIES**  
**Executive Director**  
Embrace Boston

In this keynote, Imari and The Castle Group Vice President Dylan Hackley, will discuss the design process and the community input and response, as well as the event management, marketing, public relations, and media relations that surrounded the unveiling ceremony.



**DYLAN HACKLEY**  
**Vice President**  
The Castle Group

**WE’RE HERE  
FOR YOU!**

On Friday, November 3, our conference committee will be wearing red-sleeved baseball t-shirts with the college logo to make it easy for you to see us. Flag any one of us down to answer questions, network, or hear more about D1.

**Developing and Implementing a  
Collaborative Communications Plan**

Jan Kirsten and Sheenah Hartigan,  
Ocean County College

*White Hill Room*

It’s not just what you say, but how you say it and to whom you’re saying it. Learn how Ocean County College used behavioral intelligence to develop and implement a college-wide, collaborative communication plan.

**11:30 - 11:50 a.m.**  
**Green Monstah Snack Break**  
*4th floor*

**CLEAN  
CATALOG**

*Special thanks to Clean Catalog  
for sponsoring our break.*

**Noon - 1 p.m.**  
**Breakout Session II** *(select one)*

**From Evolution to Success: The  
Interplay of Website Functionality  
and Marketing ROI**

Karen Norton,  
Bunker Hill Community College

*Whittier Room*

What is the correlation between your marketing budget and evolution of your college’s website? This session covers the intersection of paid advertising, web management, and customer relations and how practical strategies were able to modernize process and drive success.

**Belonging: More Than a Buzz Word**

Jennifer Sabatini Fraone, Boston College  
Center for Work and Families

*White Hill Room*

Join the Boston College Center for Work and Families to better understand the role of belonging in your college’s work and why it can be the best measure for positive outcomes when it comes to diversity, equity, and inclusion.



**OPENING NIGHT RECEPTION**



**BRITTANY ZAHORUIKO**  
**Senior Manager of Communications**  
Boston Beer



**1 - 4 p.m.**  
**FREE TIME with optional tours**

► Meet in the hotel front lobby at 1:15 p.m. to take part in one of our guided tours.

**You asked and we listened!** Three hours of free time is all yours – rest, relax, explore on your own, or take one of our fantastic guided tours around one of Boston’s hotspots.

No need to RSVP, just show up in the lobby and join a group. Here are your options:

**North End Walkaround**

Explore foodie paradise and colonial history in Boston’s North End. Famous for being Boston’s “Little Italy,” the North End features amazing food and is home to Paul Revere’s house and the Old North Church from which Bostonians were warned “the British are coming.” We’ll stop for lunch (and dessert!) at the popular, 24-hour Bova’s Bakery, which served as a location for the upcoming film “The Instigators” starring Matt Damon and Casey Affleck.

**Fenway Walkaround**

Walk around historic Fenway Park, home of the Red Sox, and explore “The Fens” area of Boston. Full of historic buildings, great restaurants and bars, and plenty of SAWX gear, The Fens sits right over the Mass Pike and under the iconic Citgo Sign that glows over the ballpark. We’ll have lunch at the Time Out Food Hall (give it a Google!), which is right next to the awesome Trillium Beer Garden.

**Beacon Hill Walkaround**

Grab a bite at Boston’s Faneuil Hall Marketplace and stroll down the historical Freedom Trail to check out some Beacon Hill gems. Enjoy touring the Boston Common and The Public Garden area, including the bench Robin Williams made famous during the filming of “Good Will Hunting,” the Make Way For Duckling statues, the Frog Pond, the Embrace Memorial, the Edgar Allan Poe statue, and more!

**4 - 4:45 p.m.**  
**Reception/Networking**  
*The Square*

**5 p.m.**  
**Awards of Excellence Dinner and Medallions Awards Ceremony**  
*The Square*

Join us in celebrating our 2023 NCMPR D1 Pacesetter, Communicator, and Rising Star award winners before we transition into announcing our Medallion winners. What work stood out this year as the Bronze, Silver, and Gold Medallion awards? All will be announced at the awards ceremony!



*Your emcee tonight is Northern Essex CC alumnus Justin Aguirre, co-host of the “Billy and Lisa Morning Show” on Kiss 108, Boston’s #1 Hit Music Station.*



*Special thanks to Glacier, for sponsoring our Awards Dinner.*

**Take photos with your awards at our NCMPR Step and Repeat!**

**DAY THREE:**  
**SATURDAY, NOVEMBER 4**

**8 - 9 a.m.**  
**Breakfast and Student Panel**  
*Terrace*

We all share a goal of serving our students. Local community college students will offer their perspectives in this fun, moderated conversation during breakfast. We’ll discuss 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 and reach their goals.



*Special thanks to CLARUS–A Carnegie Company for sponsoring our Student Panel Breakfast.*

**9:15 - 9:45 a.m.**  
**Short Take I** *(select one)*

**Beyond the Click: Advancing from Basic Metrics to High-Value, Trackable Actions in Your Digital Media**

Ashley Warrick,  
Anne Arundel Community College  
*Whittier Room*

How can you know for sure if your paid advertising strategy is actually driving results? This session will break down one college’s experience in moving from vanity metrics to in-depth data that revealed important insights on ROI.

**More Than Memes: Five Tips to Support Colleagues on Social Media**

Olivia Robinson and Andrea Fortier,  
Bristol Community College  
*White Hill Room*

Managing your college’s own social media accounts is a big enough job, let alone all those OTHER accounts. Check out this case study in how to wrangle those other accounts using policy, process, and good old-fashioned communication.

**10 - 10:30 a.m.**  
**Short Take II** *(select one)*

**A Higher Ed. Marketer’s Guide to Digital Advertising in 2024**  
Glacier  
*Whittier Room*

As higher education marketers, it’s crucial to strike the right balance between time-tested traditional advertising methods and cutting-edge digital approaches. Join Glacier as we explore this dynamic landscape, emphasizing the significance of maintaining effective strategies while embracing new opportunities in a rapidly evolving digital era.

**Social Leadership: Unlocking the Hidden Potential**  
Maya Demishkevich,  
Carroll Community College  
*White Hill Room*

Learn about the Social Leadership Framework, a cost-effective way to maximize college social media efforts by leveraging natural influencers like college presidents. Discover the benefits of higher ed leaders using social media, and how college marketers can support them while amplifying current marketing efforts. With a case study, learn how to apply the framework to launch an employee activation program to increase reach, build community, strategic relationships, and strengthen institution reputation. Walk away with practical and cost-effective strategies to help your institution achieve its goals through social media.



*Special thanks to Umbrella Digital, LLC for sponsoring our AV/TECH.*

**10:45 - 11:45 a.m.**  
**BREAKOUT SESSION III** *(select one)*

**Appreciative Inquiry to Get the Best from Your Team**  
Melissa Bouse,  
Northern Essex Community College  
*Whittier Room*

Engage in this interactive session using Appreciative Inquiry (AI) to see in real time how interviews and stories can illuminate your team and your organization’s strengths.

**Wicked Good Homegrown Focus Groups**  
Beth Noel, Middlesex Community College  
*White Hill Room*

Focus groups are a critical part of the modern marketer, but slim budgets and tight timelines can make it a daunting undertaking. This hands-on session will cover one college’s homegrown design to create, design, and implement focus groups that work for you and your students.

**Crisis Communication 101 – Lessons Learned from the Boston Marathon Bombing**

Dot Joyce, of Dot Joyce Consulting and former Chief Communications Officer for the City of Boston  
*Terrace*

When the unexpected happens on your campus, are you ready to respond? Using one of the largest emergencies the city has ever faced, you will hear what worked when pulling together a crisis communication response, important things to consider when you’re building your own crisis plans, and how to evaluate after the crisis to implement changes for the future.

**Noon - 1 p.m.**  
**Lunch and Closing Keynote**  
*Terrace*

**1 - 1:30 p.m.**  
**Conference Wrap-up and Prizes**  
*Terrace*

Join us in wrapping up the conference and see if you win some great prizes donated by our vendors. **(You must be present to win.)**

**A BIG THANK YOU!**



*A wicked big thank you goes to Recognition Center for donating the conference tote bags and to Target Marketing Group for donating the coffee cup koozies.*



**CLOSING KEYNOTE**

**BOSTON’S SOCIAL MEDIA EXPERT**

Are you looking to appeal to a younger audience through social media and stay relevant in an ever-changing higher education landscape? Our Closing Keynote will show how a “Best of Boston” social media personality combines current events and storytelling to hit social media gold. Matt Shearer is a WBZ NewsRadio award-winning multimedia journalist who will discuss how he selects stories, people, and places to highlight. His insights include his best practices to stay up-to-date with audience wants and needs, tips and tricks for getting your supervisors on board with these new ideas and mediums, and how to turn materials into social media videos that captivate audiences with humor and entertainment. Don’t miss this chance to hear and see some great examples of Matt’s work. You’re sure to leave full of fun ideas to take back to your campuses and transform your social media skills!



**MATT SHEARER**  
**Senior Manager of Communications**  
WBZ NewsRadio

**CONFERENCE MOBILE APP**



PheedLoop Go! is our conference mobile/desktop event app and home to all the event details you’ll need. Engage with other attendees, speakers, and sessions; manage your profile and schedule; and much more.

PheedLoop Go! is available for iOS, Android and the web. **DOWNLOAD NOW!**

This is your URL code for District 1 2023 Conference:  
**[pheedloop.com/EVEDYARUYNHXS](https://pheedloop.com/EVEDYARUYNHXS)**



CONGRATULATIONS TO OUR **2023 DISTRICT 1 AWARD WINNERS**



**PACESETTER OF THE YEAR**

**DR. BARBARA GABA PH.D.**  
**President**  
Atlantic Cape Community College, NJ

Dr. Barbara Gaba was appointed the ninth president of Atlantic Cape Community College in January 2017, becoming the first female and first African American president in the college's 50-year history. With extensive experience in higher education, she is deeply committed to the mission of community colleges to provide affordable educational pathways for student success.

Prior to joining Atlantic Cape, Dr. Gaba served as Provost and Associate Vice President for Academic Affairs at Union County College (NJ). She also served as Dean of Academic and Student Support Services at Camden County College (NJ) and Associate Director of Office of Board Affairs and Government Relations at the New Jersey Department of Higher Education.

Since assuming office, her accomplishments include improved campus technology infrastructure and facilities upgrades, such as the Innovation Center at the Mays Landing Campus and Wind Training Center in Atlantic City; rebranding and enhancing marketing initiatives; revitalizing community engagement projects; increasing high school partnerships, including articulations, dual enrollment and Early College programs; and building partnerships with various entities to advance economic development in the region.

During her 35-year career, she has served as a teacher, researcher, and administrator and has

been devoted to working with underserved students. Dr. Gaba serves on various boards and committees, including Gov. Murphy's Atlantic City Restart and Recovery Working Group; Atlantic City Executive Council; Atlantic County Economic Alliance (ACEA); Greater Atlantic City Chamber Board of Directors; National Aerospace Research and Technology Park (NARTP); and the Ocean Wind Pro-NJ Grantor Trust Advisory Committee, to name a few.

She also serves as Co-chair of the New Jersey Council of County Colleges (NJCCC) State & Federal Policy Committee and is a member of the NJ Presidents' Council (NJPC). At the national level, she serves on the board of the Chair Academy for Leadership Development, as well as the Higher Education Research & Development Institute (HERDI) Advisory Board.

Dr. Gaba is the recipient of several awards, including the 2023 Woman of Achievement Award from the Public Relations Council of Greater Atlantic City and the John G. Fitzpatrick Community Leader of the Year Award from the Greater Atlantic City Chamber of Commerce. She has been named to the "2022 and 2023 Influencers: Women in Business" list by ROI-NJ.com and the list of "African American Women Leaders in NJ" by the South Jersey Journal. She is also an inductee of the Rutgers African American Alumni Alliance Hall of Fame (2021).



**COMMUNICATOR OF THE YEAR**

**JONATHAN FONSECA**  
**Digital Marketing Specialist**  
Cape Cod Community College, MA

Jonathan Fonseca, Digital Marketing Specialist and maestro of social media communication and strategy, has reshaped the way Cape Cod Community College (4Cs) shares its stories and builds its brand since arriving in a full-time capacity in 2022.

In his role at 4Cs, Jon manages and curates the College's social media and web content strategies. Under his watch, the public website has undergone multiple face lifts to dramatically improve UX (though it's still a work in progress!). Most notably, he has turned the College's social media channels into engagement machines,

driving immense amount of traffic and flipping them from de facto news hubs to the primary brand-building conduit for the institution and a national model for best practices in how social media can be the "modern PR."

Jon's superpower is his capacity to connect with and understand communication tactics for all our audiences. He is in constant contact with a vast network of students on campus and, on the side, has an even more vast network of young professionals he mentors via his alma mater, Rhode Island College.



**RISING STAR**

**MELISSA BOUSE**  
**Director of Public Relations**  
Northern Essex Community College, MA

Melissa Bouse is an experienced journalist, marketing, and public relations professional. Beginning her career as a television news producer, Melissa developed a passion for telling stories in an accessible and relatable way. This passion carried over to work as a social media manager and now as the Director of Public Relations for Northern Essex Community College.

Her work has been recognized with several NCMPR District 1 Medallion awards and a recent Silver Paragon award. Outside the office, Melissa enjoys reading, going to the beach, and spending time with her family.

# THANK YOU TO OUR 2023 DISTRICT 1 SPONSORS

NCMPR's District 1 Conference is made possible with the generosity of several sponsors. As valued and loyal NCMPR District 1 partners, we are proud to come together with them to host our "Wicked Good" conference.

**25TH HOUR**  
**THE WICKED BIG DEAL**  
(Main Conference) SPONSOR

25th Hour Communications is the leading provider of communication and marketing services to colleges and organizations nationwide. We provide our clients an expertly crafted, comprehensive marketing strategy, weaving traditional tactics with innovative digital marketing solutions to meet your audience where they are at, whether that's on social media, reading a local newspaper, or engaging with their favorite streaming platform.

**GLACIER**  
**LOBSTERS AND CHOWDAH**  
(Awards Dinner) SPONSOR

Glacier is a leading youth marketing agency in North America that helps higher education institutions with achieving their enrollment goals. Glacier has an extensive high school advertising network offering vinyl ads and digital screens placed within high schools. Additionally, we offer digital marketing services, such as social media and programmatic advertising. Our driving focus is to provide youth with information on their higher education options. We're a fun and friendly team from Calgary, Canada!

**CARVERTISE**  
**BOSTON TEA PARTY VIP**  
(Opening Night Reception) SPONSOR

Carvertise is America's largest rideshare advertising company on a mission to revolutionize the way brands communicate with consumers outdoors. Leveraging a network of 550,000 registered drivers, Carvertise is running wrapped-car ad campaigns around the country for many higher ed. clients, including Montgomery County Community College, Delaware Technical Community College, Community College of Philadelphia, Morton College, Evergreen Valley College, Prince George's Community College, and Wilmington University to name a few!

**CLARUS-**  
**A CARNEGIE COMPANY**  
**DUCK TOUR DELIGHT**  
(Student Breakfast Panel) SPONSOR

CLARUS-A Carnegie Company has been helping community colleges define their market opportunities, stay abreast of technology, and grow their enrollments for over 30 years. CLARUS is effective because its team is made up of marketing communications professionals, and CLARUS is successful because the company specializes in community colleges. Working in collaboration with your college, CLARUS helps to identify your markets, develop concrete strategies for reaching those markets, and facilitate your marketing messages through a variety of strategies, including digital advertising. From research to enrollment management to advertising campaigns, CLARUS works in partnership with your college to increase your share of your current markets and open up new markets. CLARUS joined the Carnegie family in 2023 and continues to provide services for the community college market, now with even more to offer.

**UMBRELLA DIGITAL, LLC**  
**PAUL REVERE PREMIER**  
(Tech/AV) SPONSOR

We help higher education institutions plan and execute efficient paid marketing student growth strategies while providing easy-to-understand attribution analytics to know how digital marketing impacts student enrollment growth at the program level. Understand true cost per enrollment analytics and invest your marketing budget with impact.

**FURMAN ROTH ADVERTISING**  
**WICKED WELCOME**  
(Registration Table) SPONSOR

Furman Roth is a full-service advertising agency focused on higher education, with many years of experience working with community colleges. We understand your need for innovative solutions in branding, engagement, student recruitment, and retention, and our ever-present eye on ROI and keen understanding of the industry and media landscape allow us to maximize every marketing dollar.

**CLEAN CATALOG**  
**GREEN MONSTAH**  
(Snack Break) SPONSOR

The modern catalog and curriculum platform for universities, colleges, and school districts.

**BACK BAY**  
(Swag) SPONSORS

**TARGET MARKETING GROUP**  
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# WELCOME TO OUR 2023 DISTRICT 1 EXHIBITORS

Make time during your stay to visit with the 11 exhibitors who are attending this year's conference with their products and services. You just might find the next big thing that will take your marketing and communications strategies to the next level. Stop by their booths, visit with their knowledgeable representatives, and check out their creative ideas and solutions. **Get a stamp from each exhibitor and you'll be entered to win a wicked good prize!**



Jim Lynch, Kevin Murphy  
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FOR THEIR SUPPORT.**



NCMPR DISTRICT 1 EXECUTIVE COUNCIL

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**Jodi Neal**  
Community College of Baltimore County, MD

**ASSISTANT DIRECTOR**  
**Jonathan Fonseca**  
Cape Cod Community College, MA

**MEDALLION AWARDS CO-COORDINATORS**  
**Laura Batchelor**  
Atlantic Cape Community College, NJ

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\*Special thanks to Trevor Stair  
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In lieu of gifts to our presenters, NCMPR District 1 donates to a local charity in the city we are holding our conference.

This year, we are donating to One Family, Inc.

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