Welcome to Boston!

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!

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

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WELCOME TO BOSTON!

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.

IMPORTANT HOTEL INFORMATION

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
- See who knows your name at Cheers
- 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)

IF YOU`RE A FOODIE
- Sit in JFK's booth at The Union Oyster House
- The North End's Italian restaurants
- Farmacia – Curated Cocktail Experience
- Gopchang Story
- Guy Fieri's Tequila Cocina or Boston Kitchen + Bar
- Gordon Ramsay Burger or Ramsay's Kitchen

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

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 for hours and more information.

Network: NCMPR_BOS_23
Password: ncmpr2023

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: NCMPR_BOS_23
Day One:
Thursday, November 2

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

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 our opening night dinner!

8 – 9:30 a.m. Opening Keynote
Terrace

Opening Keynote
Brittany Zahoruiko, Boston Beer Senior Manager of Communications

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 campaign 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.

9:30 – 10:30 a.m. Opening Reception
Terrace, Lower Lobby

Breakfast Opens

Day Two:
Friday, November 3

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.

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10:30 – 11:30 a.m. Breakout Session
From Logo to Legend: Make Managing Your Brand a Superpower
25th Hour Communication

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.

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.

Day Three:
Saturday, November 4

9:30 – 10:30 a.m. Opening Keynote
Terrace

Opening Keynote
Dylan Hackley, Vice President
The Castle Group

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 Jeffries and the Castle Group played an integral role in how Embrace Boston came to be.

11:30 – 11:50 a.m. Green Monster Snack Break
4th floor
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 SAVVY gear, The Fens sits right over the Mass Pike and under the iconic Citgo Sign that glows at night.

The Fens sits right across the street from the popular, 24-hour Bova’s Bakery, which served as a location for the upcoming film “The Instigators” starring Matt Damon and Casey Affleck.

Beacon Hill Walkaround
Grab a bite at Boston’s Fenway 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.”

Fenway Walkaround
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 awardees?

All will be announced at the awards ceremony!

5 p.m.
Awards of Excellence Dinner and Medallions Awards Ceremony
Join us in celebrating our 2023 NCMPR D1 Communicator, Pacesetter, 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 awardees? All will be announced at the awards ceremony!

8 – 9 a.m.
Breakfast and Student Panel
The Square
Breakfast and student panel will offer their perspectives in this fun, moderated conversation during breakfast.

DAY THREE: SATURDAY, NOVEMBER 4

10 - 10:30 a.m.
Short Take II (select one)
Glasier White Hill Room

Glasier
As higher education marketers, it’s crucial to strike the right balance between time-tested traditional advertising methods and cutting-edge digital approaches. Join Glasier 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 Demidovich, Carroll Community College

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.

10:45 - 11:45 a.m.
Breakout Session III (select one)
Appreciative Inquiry to Get the Best from Your Team
Melissa Bouxe, Northern Essex Community College

White Hill 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 emergency events 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.

11:30 a.m.
Lunch and Closing Keynote
Terrace

5 p.m.
CONFERENCE MOBILE APP

PhedLoop 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.

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

This is your URL code for District 1 2023 Conference: phedloop.com/EVEDYARrynXKs

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 fit social media gold. Matt Shaerer 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!
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 (NPC). 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 Hall of Fame (2021).

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.

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.
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.

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!

Thank you to our 2023 District 1 Sponsors

Welcome to our 2023 District 1 Exhibitors
Before you spend another dollar on marketing...

See how far Furman Roth can make it go.

As a full-service marketing and media agency, Furman Roth has extensive experience helping Community Colleges achieve their goals. We specialize in efficient, data-driven campaigns that maximize your budget and create tangible results.

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.

Founded in 2000, One Family, Inc. works to prevent homelessness and break the cycle of family poverty in Massachusetts through advocacy, education, and innovation. One Family’s philosophy is that education and career success are the foundations of lasting housing stability. The organization offers three direct-service programs that empower parents to graduate from college, enter family-sustaining careers, and achieve lasting economic independence.

Learn more about this work at www.onefamilyinc.org.
THERE'S A DIFFERENCE BETWEEN STANDING OUT AND REACHING YOUR AUDIENCE.

25th Hour Communications uses strategy, research and creative thinking to reach your target audience.

We know how to create campaigns that will give boom and not boomer.

twenty fifth hour communications

When time isn’t on your side - we are.

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