




CONNECTING  
COMMUNITY COLLEGE  
COMMUNICATORS

**MARCH 30-APRIL 1, 2023**  
*Orlando, Florida*



Storytelling. Podcasting. Leadership.  
Strategic planning. Media relations. Photography.  
Equity. Design. Video.

## NCMPR Under the Sun will be **EVERYTHING UNDER THE SUN.**

The name of the game is whatever you like – whatever you need it to be. Whether you're a one-person staff or a team of 20, new to the group or boasting plenty of conferences past, NCMPR in Orlando will be just the thing so you can feel sure in your role.

That's because we'll have 20 Breakouts and 10 Short Takes to help you work better. Three add-on Pre-Con Labs to help you work smarter – plus two keynotes and a live dive into leadership. We'll teach you and feed you, award you and cheer you on. So mark those calendars with a big, happy sun. We're ready to help you succeed.



### **ABOUT ORLANDO**

The conference hotel is 5 miles from Universal Studios and about 12 miles from Disney. March in Orlando is sunny, with a bit of rain, while April is the best of Florida springtime. Average highs in March and April hover around 80 degrees Fahrenheit, and the average lows dip to around 60.

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*Times throughout are presented in Eastern Daylight Time.*

[NCMPR.ORG/NATIONAL-CONFERENCE](http://NCMPR.ORG/NATIONAL-CONFERENCE)

## Opening Keynote

**TRANSFORM YOUR BRAND AFFINITY!  
MARKETING AND PR MUSTS TO BUILD  
SOMETHING POWERFUL**

**How does a brand leverage emerging trends** and best practices to communicate incredible growth and evolution? Universal Orlando's marketing and public relations executives share their top 10 insights every organization, regardless of size or budget, should consider – all to increase brand awareness, strengthen brand affinity and deliver on consumer demand for brand transparency and authenticity.



### **DONNA MIRUS BATES**

has been with Universal Parks & Resorts for more than 20 years in a variety of marketing positions. In her current role as senior vice president for strategic partnerships and communication, she leads marketing partnerships and communication on behalf of Universal Parks & Resorts from the corporate office in Orlando, working with marketing leaders in Orlando, Hollywood, Japan and Beijing to ensure global connectivity and consistency across key business areas.



**ALYSON SOLOGAISTOA** has been on the communications team at Universal Orlando Resort for more than 14 years. In her current role as senior director of public relations, she leads her team in setting global public relations strategy and focuses on tactical planning and execution, corporate issues and crisis management.



## Closing Keynote

KEEP IT SIMPLE, STUPID

**Duo, the face of the language-learning platform Duolingo,** is a sassy and fiercely loyal owl featured in countless viral TikToks. Whether it's fangirling over Dua Lipa or getting in trouble with legal, Duo has stolen the hearts of Gen Z and #brandtok. Zaria Parvez, the brains behind Duolingo's TikTok account, shares a peek into how Duolingo implemented a test-and-learn approach, empowered Gen Z talent to take the reins and flipped the script on traditional marketing on this entertainment-first social media account.

Duolingo is the most popular language-learning platform worldwide – and now it's one of the most popular brand accounts on TikTok! This is all thanks to **ZARIA PARVEZ**, who joined Duolingo in June 2020 fresh out of undergrad as the brand's first social media coordinator and has since ascended to the role of Duolingo's global social media manager. As a direct result of Zaria's work on Duolingo's TikTok strategy and execution, the now-famous TikTok channel grew from 50K followers in September 2021 to 4.9M followers today. The Duolingo TikTok has 62 viral videos, with view counts at 1M or higher. What started as a test-and-learn initiative has become Duolingo's most successful social buzz and word-of-mouth initiative to date – all because of Zaria's insights, instincts and expertise. More broadly, Zaria is a role model for a new, diverse class of Gen Z social media talent and has proven what's possible when given creative freedom and trust.





**PRE-CONFERENCE  
LAB REGISTRATION  
AND BREAKFAST  
7:30-8:30 A.M.**

**PRE-CONFERENCE  
LABS (ADD-ON)  
8:30-11:30 A.M.**  
Requires separate  
registration. Each Pre-  
Conference Lab is \$150  
and includes breakfast.

**MARKETING  
BOOT CAMP**

So you're new – or relatively new – to the crazy world of community college marketing and communications. We know what you're thinking: Now what the heck am I supposed to do? This intensive boot camp Pre-Conference Lab, led by a panel of NCMPR past presidents and current members, has one goal: to boost your confidence and give you some new tools to thrive in your career. We cover a range of topics that will allow for conversation around leadership styles, establishing buy-in at your college, overcoming challenges, and building and supporting diverse teams that align with our diverse student populations. In between, we'll also talk about successful marketing and public relations tactics, working with non-existent budgets, prioritizing tons of projects, managing expectations and dancing around political land mines.

Moderated by NCMPR President Jeff Ebbing, this session is perfect for

members who want to have a robust conversation about how to take your community college to the next level. It'll be fun and informative, empowering you to dig in at your college and with NCMPR, the organization here to help you throughout your journey.

*Presenters: Sally Chapman  
Cameron (Bristol Community  
College, MA, retired),  
Dane Dewbre (South Plains  
College, TX), Toya Webb  
(Elgin Community College, IL)  
and Obed Guerrero (Laredo  
College, TX)*

**DIGGING DEEPER  
INTO DIGITAL –  
ADVANCED TACTICS  
AND TRENDS**

The world of digital marketing is constantly changing. New channels, new tactics and new opportunities abound – but so do challenges and questions. Which trends are truly worth pursuing, and which are just hype? What channels are working best right now to drive enrollments? And how can you get the most out of tried-and-true channels and tactics like display and paid search? How are changes in privacy laws impacting performance? How can you continue to get the best results with the budgets and time you have? Experienced digital marketing mavens are invited to join digital marketing experts from VisionPoint Marketing as they explore the answers to these questions. With years of experience and a proven track record

of helping community colleges transform their digital marketing efforts, they'll walk you through what's working and what's not worth your time.

*Presenters: Tony Poillucci, vice president and creative director;  
Dana Cruikshank, director of strategic marketing, VisionPoint Marketing*

**STEP UP YOUR  
PHOTOGRAPHY  
SKILLS**

Is photography one of the many hats you wear? Do you need some tips, tricks and inspiration to improve your photo skills for your school? Join award-winning photographer Matt Stamey for this interactive, hands-on session. The lab will start with a presentation to share some tools of the photography trade, including lighting and portrait tips. Then, you'll put those tools to use as you explore the grounds to take your own photos. Matt will be on hand with lighting equipment – or feel free to bring your own! – and to assist as needed. To wrap up, he'll review workflow, share editing tips, and help participants download and edit their images. You'll even get a chance to submit your best to be judged. Winners receive bragging rights – and some awesome swag.

*Presenter: Matt Stamey,  
Santa Fe College, FL*

**GENERAL REGISTRATION;  
EXHIBITOR PREVIEW,  
SWAG GRAB AND  
FLOCK OF FAME  
PHOTO BOOTH**

Lunch on your own  
**11:30 A.M.-5 P.M.**

**CONFERENCE KICKOFF**

Welcome to *NCMPR Under the Sun* with 2022-2023 President Jeff Ebbing and poolside Flamingole opening reception (drinks and appetizers)  
**1:30 P.M.**

**DISTRICT MEETINGS  
2:45-3:15 P.M.**

**OPENING KEYNOTE**

Donna Mirus Bates, senior vice president for strategic partnerships and communications; and Alyson Sologaitoa, APR, CPRC, senior director of public relations, Universal Orlando Resort  
**3:30-4:30 P.M.**

**DISTRICT MIXERS  
5-9 P.M.**

Eats, drinks and activities offsite and around town

**FRIDAY, MARCH 31**

**BREAKFAST  
8-9 A.M.**

**BREAKOUTS**

Breakouts are 60-minute sessions and include instruction at all levels (introductory, intermediate and advanced). Primary topics include branding; diversity, equity and inclusion; design; enrollment; institutional advancement; marketing; media relations; photography and videography;

recruitment and retention; research; social media; and storytelling/writing

**BREAKOUT SET I  
9:10-10:10 A.M.**

**BREAKOUT SET II  
10:20-11:20 A.M.**

**EXHIBITOR HOUR  
11:30 A.M.-12:30 P.M.**

**LEADERSHIP  
INSTITUTE PODCAST  
LUNCHEON**

Join Jeff Julian, Peer and Simple co-host, as he interviews a trio of 2022-23 Leadership Institute grads  
**12:30-1:30 P.M.**

**SHORT TAKES**

Short Takes are 30-minute discussions facilitated by the presenter and include instruction at all levels (introductory, intermediate and advanced). Primary Short Take topics include branding; crisis communications; diversity, equity and inclusion; leadership; marketing; media relations; social media; technology; and website management

**SHORT TAKE SET I  
1:40-2:10 P.M.**

**SHORT TAKE SET II  
2:20-2:50 P.M.**

**BREAK  
3-5:30 P.M.**

**NEON NIGHTS  
PARAGON AWARDS  
RECEPTION  
5:30-6:30 P.M.**

**2022 PARAGON  
AWARDS DINNER  
AND CEREMONY  
6:30-8 P.M.**

**SATURDAY, APRIL 1**

**2023 NCMPR  
AWARDS OF  
EXCELLENCE  
BREAKFAST  
8-9:15 A.M.**

**BREAKOUT SET III  
9:30-10:30 A.M.**

**BREAKOUT SET IV  
10:40-11:40 A.M.**

**CLOSING KEYNOTE  
LUNCHEON**

Zaria Parvez, social media coordinator, Duolingo  
**NOON**

**BUSINESS MEETING  
2023-2024 President  
Jeff Julian  
1 P.M.**

**CONFERENCE  
CONCLUDES  
1:30 P.M.**

**March 29  
LEADERSHIP  
INSTITUTE**

A day before the conference officially kicks off, members of the 2022-23 NCMPR Leadership Institute will convene to deliver their final presentations and graduate from the 10-month program.  
**8 A.M.-4 P.M.**



## REGISTRATION FEES

### GENERAL CONFERENCE ATTENDANCE FEES

Early-bird rate: \$700  
(Early-bird deadline: Feb. 22)

Regular rate: \$750

General conference fees include attendance to all program events except the Pre-Conference Labs.

### PRE-CONFERENCE LAB PARTICIPATION

Rate: \$150

Add an in-depth session, found on p. 6, to your conference experience. **BONUS!** Sign up during the early-bird registration period and save \$50 off your Pre-Conference Lab fee.

### PARAGON GUEST TICKETS

Each conference registration **INCLUDES** attendance at the Paragon Awards. Additional guest tickets are \$100 each.

### AWARDS BREAKFAST TICKETS

Each conference registration **INCLUDES** attendance at the Awards of Excellence breakfast. Additional guest tickets are \$65 each.

### REFUND POLICY

Cancellation and refund requests must be made in writing on or before Feb. 22. No refunds will be granted for requests made after the deadline. In circumstances that arise after the deadline, such as family or medical emergencies, NCMPR will issue a refund upon receipt of proper documentation. Substitutions are gladly accepted.

NCMPR refunds cover the conference fee, minus a \$150 administrative fee. Email refund requests to [jwalters@ncmpr.org](mailto:jwalters@ncmpr.org).

## HOTEL ACCOMMODATIONS

Conference attendees are responsible for their own lodging and transportation.

### CONFERENCE HEADQUARTERS

Rosen Centre Hotel  
9840 International Dr.  
Orlando, FL 32819

### RESERVE A ROOM:

[tinyurl.com/NCMPR2023Hotel](https://tinyurl.com/NCMPR2023Hotel)

Or call toll-free: 1-800-204-7234

### HOTEL FEES

Rate: \$189/night

Book online or by phone. Request NCMPR's group rate.

NCMPR has blocked a limited number of rooms. The reservation cutoff date for our group rate is Monday, March 6, 2023. **PLEASE NOTE:** If our block of rooms is full before that date, regular hotel fees will apply, so book early! If the hotel runs out of available rooms, you will have to reserve a room at another nearby hotel to attend the conference.

**PARKING:** Self-parking at the hotel for all conference attendees is included at check-in.

**GETTING THERE:** The Rosen Centre Hotel is 12 miles from Orlando International Airport (MCO).

## DRESS CODE

We recommend business casual dress for all conference events – except the Paragon Awards. To celebrate all your radical achievements at the Paragons, we're hosting Neon Nights, a bodacious '80s-tastic celebration of glamour (with maybe the smallest side of kitsch). To go with the tubular '80s vibe, deck your bods with the whitest and brightest gear you can get your hands on. We're talking neons and fluorescents, colors that glow and blaze. It'll be legit.



