

A photograph of the Denver skyline at sunset, with several skyscrapers visible against a warm orange and yellow sky. The buildings are silhouetted against the bright light, and the sky transitions to a darker blue at the bottom. The text is overlaid on this background.

GOING DIGITAL IN DENVER

CONFERENCE PREVIEW PROGRAM | NCMPR DISTRICT 4
OCTOBER 26-27, 2018 | COMMUNITY COLLEGE OF DENVER

J O I N U S I N D E N V E R , D I S T R I C T 4 !

**Presenting GOING DIGITAL IN DENVER, the
NCMPR District 4 conference for 2018.**

This is the one conference you won't want to miss. Attend and strengthen your skill set in digital marketing, an area of growing importance for every college. For two days, you will learn, explore, question and leave with a better understanding of this field and with more digital tools in your college marketing arsenal than ever before.

Conference speakers are offering the most up-to-date information and real-world examples in the ever-changing digital landscape. We are delighted to have the Community College of Denver serve as our gracious host for this gathering.

**Join us. We're Going Digital in Denver.
And congratulations to all Medallion Award recipients for their excellent work this year.**

**Debra McGaughey
NCMPR District 4 Director**

REGISTRATION AND HOTEL

REGISTRATION

Early Bird: **\$299** (before Fri., Sept. 14)

Regular: **\$325** (after Fri., Sept. 14)

Registration deadline: **October 25, 2018**

[REGISTER FOR CONFERENCE HERE](#)

CANCELLATION POLICY: Cancellation and refund requests must be made **in writing** on or before **October 5, 2018**. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 4 Director. **No refunds will be granted for non-emergency 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.

HOTEL INFORMATION

SpringHill Suites (at right)
1190 Auraria Parkway, Denver, CO 80206

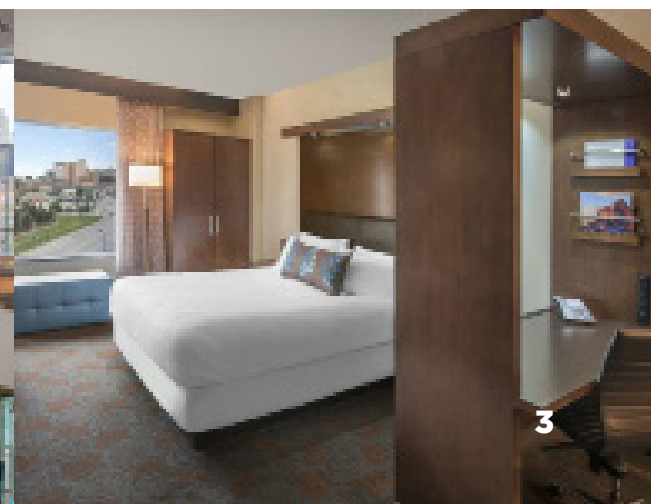
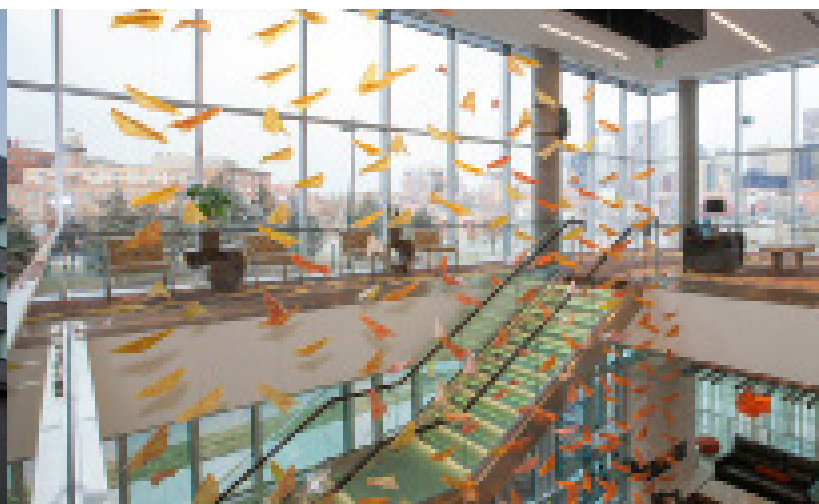
\$174 USD a night (+ state/local taxes)
for Fri., Oct. 26 and Sat., Oct. 27, 2018 ONLY

Rooms can only be reserved by clicking on this link:

[BOOK NCMPR DIST. 4 HOTEL HERE](#)

DEADLINE: October 5, 2018, so reserve early!

If your dates extend before or beyond those two dates, please call Blair Ritchie, Area Sales Manager, directly at 303.248.9720 to make your reservation. Special Group Rate does not apply to additional dates and is based upon availability.



CONFERENCE SPONSORS & EXHIBITORS

Opening Luncheon
Sponsor



CLARUS Corporation
6354 Wayne Road
Alliance, NE 69301
308.762.2565
info@claruscorporation.com

Academic Marketing Services
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855.572.2955
Sheila Leburg, VP, Accounts Development
sleburg@careerfocusconsortium.org

Interact Communications
502 Main St., 3rd Floor
La Crosse, WI 54601
608.781.8495
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SphereXV Digital Agency
714.273.7033
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Seyf Nasr, CEO/Co-Founder



CONFERENCE LOCATION

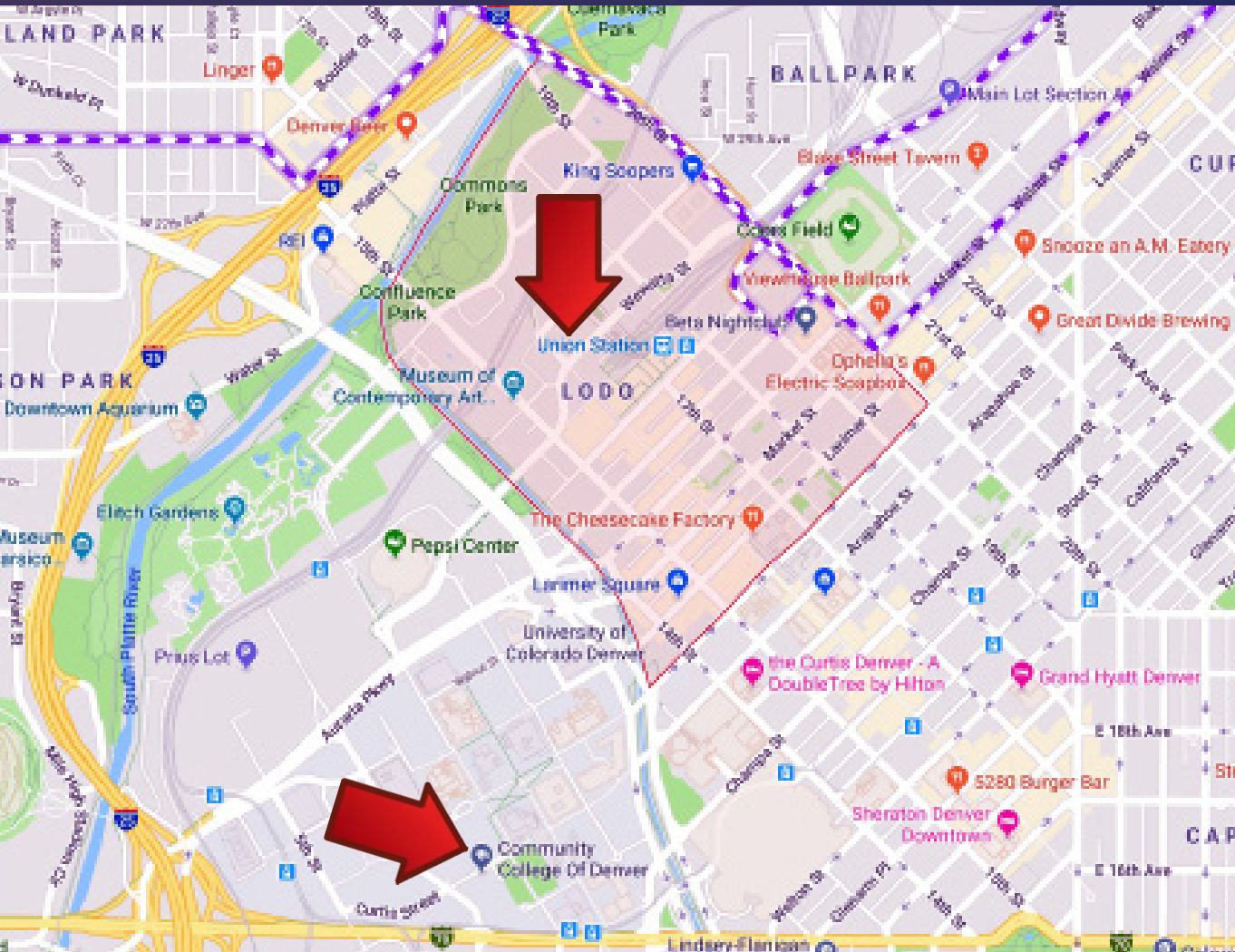
Our conference takes place in the **Confluence Building on the 150-acre Auraria Campus of the Community College of Denver (CCD)**. The Confluence Bldg. was built in 2013 and is state of the art.

We will be in downtown Denver and within walking distance of the heart of the city. CCD is the only community college in the nation to share a campus with two, four-year universities: Metropolitan State University of Denver and the University of Colorado Denver.

Weather: Denver in late October is generally 61 to 69 degrees (average daily high). The weather is mostly sunny and dry, but temperatures can lower to 34 to 38 degrees at night. **Bottom line: Prepare for warm AND cold weather.**



GETTING TO THE CONFERENCE



AIRPORT RAIL TO DOWNTOWN
At a cost of only \$9 each way, travelers can now take the airport rail from the DEN airport to Denver Union Station and vice versa. The 23-mile ride takes approximately 37 minutes. Then you can UBER or Lyft over to CCD.



OTHER OPTIONS: AIRPORT SHUTTLES, BUSES & CABS

Located northeast of downtown Denver, a cab or DEN airport shuttle ride puts you in the heart of the city in about 25 minutes. The city's public transport system, Regional Transportation District (RTD), also operates five bus routes under the frequent airport express bus service called skyRide. [View more information on Denver Ground Transportation.](#)

8 - 10 a.m. **Registration**

8:30 a.m. **Breakfast Grab & Go**

9 a.m. - 5 p.m. **Exhibitor Hours**

9 - 10 a.m. **OPENING GENERAL SESSION:**

Digital Marketing 101: The Basics... and Beyond

Paul Angel, Founder | Managing Partner, Cheddar Advertising, Westminster, CO and Las Cruces, NM

Do you know exactly how digital marketing works? Are people using social media to engage with your college? What is the difference between Google AdWords and SEO? Should you care? In short, are you understanding and maximizing your “digital footprint?”

10:15- 11:30 a.m. **Workshop 1A:**

The Switch Up: A Digital Makeover

Danielle Miller, Director of Marketing and Events, Lone Star College-Tomball

“Why aren’t we in the newspaper? Should we advertise on the back of grocery receipts?”
If your administration has asked you questions like these, this workshop is for you. Learn how to get your college leadership to shift from traditional marketing strategies to digital strategies.

10:15- 11:30 a.m. Workshop 1B:**Mobile, Digital and Beyond: What's New and Next
in Online Marketing for Community Colleges**

Rob Price, Digital Manager, CLARUS Corporation | Kristina Saar, Marketing & Advertising Coord., Eastfield College, DCCCD

In this workshop, learn new trends and developments in digital that affect you; how to effectively budget for a digital and mobile campaign, the digital formulas and guidelines for community college marketers, and how to “layer” a campaign and why it’s important.

11:45 a.m. - 1 p.m.**OPENING LUNCHEON - Sponsored by CLARUS Corporation
Welcome | Greetings from NCMPR | Sponsor Remarks**

Debra McGaughey, District 4 Director; Dane Dewbre, NCMPR President; Dr. Kathi Swanson, CLARUS Corp.

Keynote Speaker: Brock Berry, AdCellerant, Denver, CO

**The Futurist and Transformation: Where are we going?
And are you going to be ready?**

Toddlers watch YouTube. Millennials grew up with Google. Boomers are working longer than ever. Our luncheon keynote speaker focuses on the present and future of digital marketing and how it’s changing for every generation.

1 - 1:30 p.m. Exhibitor Visits - Discuss your college marketing needs with conference sponsors.

1:30 - 2:45 p.m. **Workshop 2A:**

The Six-Second Video: Using it to Tell Your Story

Andrew Harris, Grandma's Boys Enterprise, Houston, TX

Short videos. Just six seconds long. The industry is moving in this direction. Why? This workshop covers this growing short-format trend, gives best practice examples, and offers resources (apps and software) to use for video producing and editing.

Workshop 2B:

Creating a Cohesive Brand Voice on Social Media

Vanessa Torres, San Antonio College

Ideally, every social media post, share, comment, tweet or snap should follow the college's brand voice. But how do you do that when you have multiple accounts and users? This workshop will explore how creating a cohesive brand voice among various social assets can be done right.

3:45 - 5 p.m. Workshop 3A:**Data Before Dollars: Leveraging Metrics and Research to Drive Your Marketing Efforts**

Daniel Ramirez, South Texas College

How do you know if you are including the right data in your marketing efforts? Various departments at your college have critical data that can shape your marketing strategies. Are you leveraging it? Explore using Big Data to drive marketing efforts in this workshop.

3:45 - 5 p.m. Workshop 3B:**Social Media and Web “Listening:” Converting Curiosity to Enrollment**

Seyf Nasr, CEO, SphereXV

Every day, individuals share billions of public posts across social media. Every one of these updates – no matter how innocuous – offer marketers valuable insights into consumer attitudes, beliefs, behaviors, and habits. Prospective students surf the web to check out our colleges. Sometimes they follow through on their initial curiosity, but often they leave and move on to the next web site.

In this session, discover how to find relevant conversations on social media, and analyze them to deliver bottom-line value for your brand. And learn about Pinpoint Direct Mail, which allows you to follow up with prospective students who visited your web site, capturing their original intention with a targeted offer. They showed interest. Now you can show initiative.

Program and schedule are subject to change

6 p.m. - FRIDAY AFTER-CONFERENCE MEET-UP PLAN (tentative route and suggested plan):

5280 Burger Bar for dinner, then Dazzle, a Denver jazz bar, or live music at Jack's. Optional: Recess Beer Garden



5280 BURGER BAR
500 16th St. #160, Denver
5280burgerbar.com



DAZZLE (a jazz supper club)
1512 Curtis St., Denver
dazzledenver.com



LIVE AT JACK'S
500 16th St. #320, Denver
liveatjacks.com
(Opens at 5 p.m.)



RECESS BEER GARDEN
2715 17TH St. #103, Denver
recessbeergarden.com

8:30 a.m. Breakfast Grab & Go

9 - 11 a.m. Exhibitor Hours

9 - 10 a.m. Workshop 4A:

Digital Federations - A New Model for Digital Communications

Matt Radcliffe, Pikes Peak CC

Community colleges face unique problems when developing social media strategy. This presentation covers encouraging collaboration - consolidating stakeholders toward a common goal; understanding target markets, and creating “federations” for passive and active conversations.

Workshop 4B:

The Now Level: Adapting & Innovating Your Digital Marketing Plan

Cheryl Broom, President, Interact

While you may have experienced great success with your current digital line up, it may be time to adjust and re-examine your digital strategies. What is new out there? What else should you be doing? How can you tell if it's time to reinvent? This is the topic of this workshop by an experienced digital marketer.

10:15 to 11:15 a.m. OPEN FORUM:

College Students Tell All: Their Take on College Marketing Efforts and other Matters - A frank Q & A with Denver-area two-year college students.

11:30 a.m. - 1 p.m.

CLOSING LUNCHEON

Social Media: What You Think You Knew is Wrong and other Surprises in Higher Ed.

Keynote Speaker: Nik Scott, Scott Media, Denver, CO

As higher-ed communicators, it can seem like a simple task to manage your social media accounts. Unfortunately, a solid media strategy must be set prior to that first post. This presentation will focus on things we thought we knew about social media and other surprises.

1:15 - 2:30 p.m. **Workshop 5A:**

Enrollment Marketing: Digital and Traditional

Dr. Kathi Swanson, CLARUS Corp.

What are the specific ways within the digital realm to discuss effective and measurable enrollment marketing at the program? How can marketing and communication influence internal processes? These are the areas to be discussed in this presentation.

Workshop 5B:

Is Your College Website Ready for the 21st Century?

Christa Saracco, Community College of Denver

What are the specific ways within the digital realm to discuss effective and measurable enrollment marketing at the program? How can marketing and communication influence internal processes? These are the areas to be discussed in this presentation.

2:30 - 6:30 p.m. Free Time

- Visit the Denver Museum of Art.
- Take a walking tour of downtown Denver.
- Take in a beer garden. (Denver is known for its microbreweries).
- Talk to new Dist. 4 members. Rest up for the Medallions.

6:30 - 8:30 p.m.

MEDALLION AWARDS DINNER & AWARDS CEREMONY

Confucius Institute - Community College of Denver



Who will capture gold, silver or bronze **Medallion Awards** for their great college marketing efforts in 2018? Who will be named **Pacesetter, Communicator of the Year** and **Rising Star** for District 4?

Join us for a festive evening of awards and Asian fare at the Confucius Institute on the CCD campus.

NOTE: *The Medallion Awards dinner is included in conference registrations. Additional dinner tickets are \$50 each.*



WORKSHOP AND KEYNOTE SPEAKERS



9 a.m. Friday, Oct. 26 Opening Session
Digital Marketing 101: The Basics... and Beyond

Paul Angel is the founder, creator and managing partner of the Cheddar Social Digital Advertising Agency in Westminster, CO and Las Cruces, NM. The firm develops and maintains total digital marketing solutions for businesses in the southwestern U.S.



10:15 a.m. Friday, Oct. 26 Workshop 1A
The Switch Up: A Digital Makeover

Donielle Miller is the director of Marketing and Events at Lone Star College-Tomball, where she oversees branding and marketing initiatives, strategic enrollment and event services. She holds bachelor's and master's degrees in Management and Marketing and Higher Education Administration from Sam Houston State U.



1:15 - 2:30 p.m. Saturday, Oct. 27 Workshop 5A
Enrollment Marketing: Digital and Traditional

Dr. Kathi Swanson is president of CLARUS Corp. Her 30-year-old firm has worked with more than 300 community colleges in the U.S. She holds a doctorate degree in Marketing from Texas A&M University.



11:45 a.m. Friday, Oct. 26 Keynote Lunch
The Futurist and Transformation: Where Are We Going? And Are You Going to be Ready?

Brock Berry is the founder and CEO of AdCellerant, a digital advertising and technology company in Denver. Berry has managed sales, operations, product development, marketing and new business development.



1:30 p.m. Friday, Oct. 26 Workshop 2A
The Six-Second Video: Using It to Tell Your Story

Drew Harris is a corporate trainer and presenter at Texas American Title. He's also a creative entrepreneur with experience in branding, event marketing, B2B sales and on-air camera work. He's also co-owner of Grandma's Boys Lemonade and producer of several large food and beer festivals.



1:30 p.m. Friday, Oct. 26 Workshop 2B
Creating a Cohesive Brand Voice on Social Media

Vanessa Torres is Director of Public Relations at San Antonio College of the Alamo Colleges District. She is the immediate-past president of the San Antonio American Marketing Association, and holds degrees in Public Relations and Integrated Marketing Communications from Chicago's Columbia College and from Roosevelt University.



3:45 p.m. Friday, Oct. Workshop 3A
Data Before Dollars - Leveraging Metrics and Research to Drive Your Marketing Efforts

Daniel Ramirez is Director of Public Relations and Marketing at South Texas College. He is a data-driven marketing professional with more than 16 years of experience. He holds a bachelor's degree in Mathematics from the University of Texas-Pan American.



9 a.m. Saturday, Oct. 26 Workshop 4A
Digital Federations - A New Model for Digital Communications

Matt Radcliffe is a Bronze Star recipient Army veteran who served two deployments to Operation Iraqi Freedom. He holds degrees in Graphic Design and Marketing, and is the digital strategist for Pikes Peak Community College.

SPEAKERS & CONTACT INFO.



11:30 a.m., Saturday, Oct. 26 CLOSING LUNCHEON
Social Media: What You Think You Knew is Wrong and other Surprises in Higher Ed.

Nik Scott, MBA, is an award-winning speaker, strategist and coach. She is the social media strategist at the University of Denver, and president of Scott Media. She holds degrees from Indiana State U. and Regis University.



9 a.m. Saturday, Oct. 26 Workshop 4B
The Now Level: Adapting & Innovating Your Digital Marketing Plan

Cheryl Broom specializes in providing cutting-edge and team-oriented marketing, research, strategic and PR support to two-year colleges. A former TV news reporter, Broom served as a law enforcement PIO and the marcom director at MiraCosta College for 11 years. She has a master's degree in Communication Studies from CSU Chico, and handles West Coast clients as President of Interact.



1:15 p.m. Saturday, Oct. 27 Workshop 5A
Enrollment Marketing Through Digital and Traditional Strategies

Rob Price is the Digital Manager for CLARUS Corporation. He has more than 30 years of experience in public sector marketing and communications, and most recently served as Director of Marketing, Communications and Creative Services for South Mountain Community College in Phoenix, AZ. He has a bachelor's degree in Marketing / Advertising from Arizona State University.



1:15 p.m. Saturday, Oct. 27 Workshop 5B
Is Your College Website Ready for the 21st Century?

Christa Saracco is the Director of Marketing Communications at Community College of Denver. She has more than 18 years of experience in communication, public relations and marketing, and a bachelor's degree in Communications/Media Arts from Western Connecticut State University.

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THE NCMPR DIST. 4 EXECUTIVE COUNCIL



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**Medallion Awards Coordinator - 2018
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Deirdre Steiner**

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**Wyoming State Representative
OPEN**



There's room for you in NCMPR.

Want to know one of the best ways to grow professionally as a two-year college marketer? Volunteer your talents to NCMPR!

District 4 is always looking for great people who love what they do and want to help themselves and others succeed as two-year college marketers and communicators.

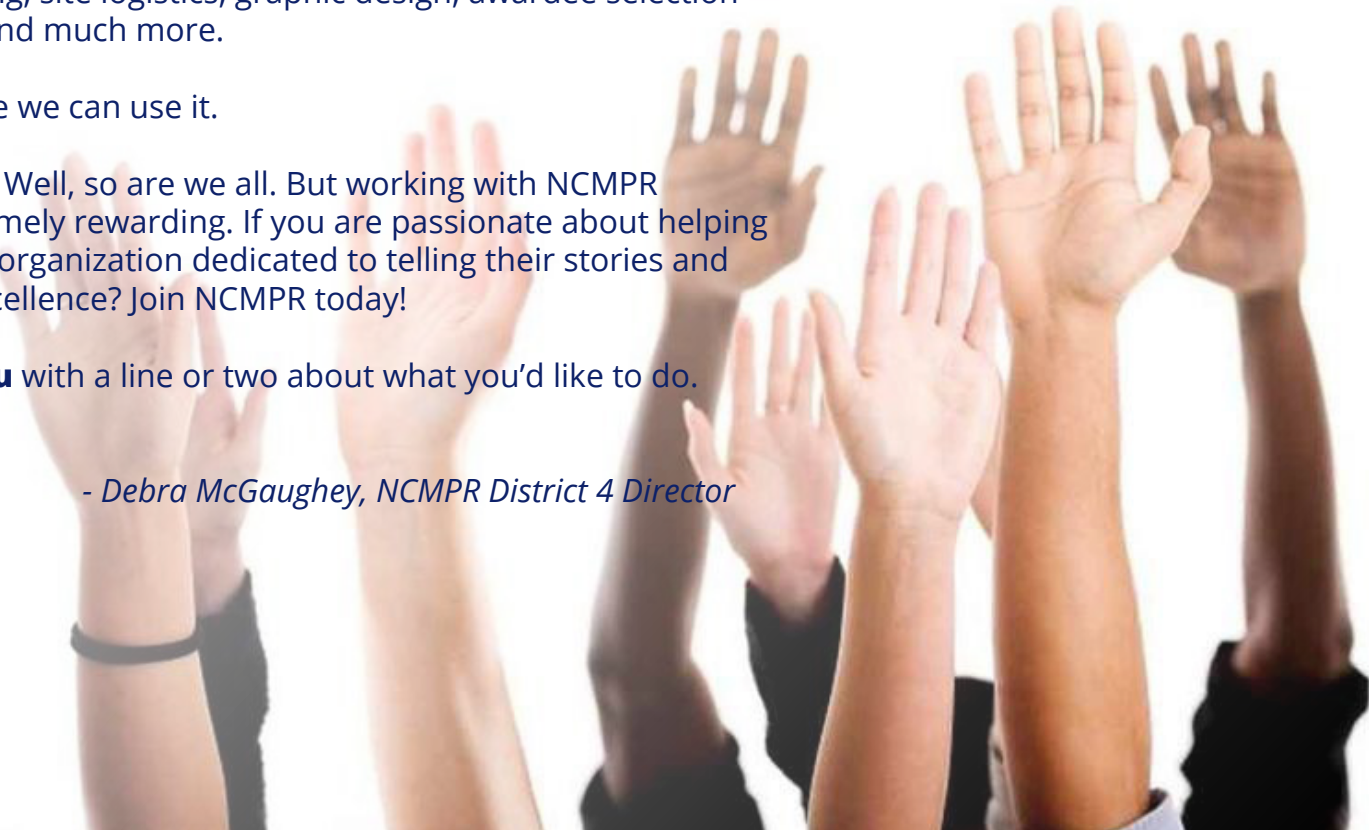
Your help is needed for conference planning, site logistics, graphic design, awardee selection and recruitment, member engagement... and much more.

Whatever your skill set, you'd better believe we can use it.

But, I know. You're thinking, "I'm too busy." Well, so are we all. But working with NCMPR enriches your professional life and is extremely rewarding. If you are passionate about helping the students we serve, why not give to the organization dedicated to telling their stories and recognizing two-year college marketing excellence? Join NCMPR today!

Email me at debra.mcgaughey@hccs.edu with a line or two about what you'd like to do. I'm listening.

- Debra McGaughey, NCMPR District 4 Director



A photograph of the Denver skyline at sunset, with several skyscrapers visible against a warm orange and yellow sky. The buildings are silhouetted against the bright light, and the overall scene is bathed in a golden glow. The text is overlaid on the center of the image.

**SEE YOU IN
DENVER
OCT 26-27!**

REGISTER NOW:
NCPRO.ORG/EVENTS/DETAIL/2018-DISTRICT-4-CONFERENCE