

MEET ME
IN
ST. LOUIS



NCMPR DISTRICT 3 & 5

The 2023 NCMPR Districts 3 & 5 Conference will be held in St. Charles, Mo., at the Embassy Suites. We are traveling back 120 years to 1903, the setting of the iconic movie “Meet Me in St. Louis!” The movie relates the story of the Smith family from 1903 leading up to the opening of the Louisiana Purchase Exposition, better known as the St. Louis World’s Fair, in 1904. During our fall conference, we will harness the excitement and innovative spirit of the World’s Fair — we will hear fresh ideas from industry experts, embrace trailblazing perspectives from speakers and celebrate our achievements. We want the members of NCMPR Districts 3 & 5 to walk away from the fall conference with dynamic ideas, new concepts and a reenergized passion for their work.

CONFERENCE AGENDA

Schedule may be subject to change

District 3 and District 5



Wednesday, Oct. 4

1 - 4 PM

Preconference Workshops - Bonus Content!

Q1Media: Goal oriented decision-making strategies (3 - 4 PM)

Avoiding the most common mistakes schools make in their digital marketing planning decisions.

2 - 5 PM

Registration

Vendor Showcase

5 PM

Social Hour

6 PM

Welcome

Victoria Monteiro | District 3 Director, NCMPR
Advertising Manager, Cuyahoga Community College

Kristin Kollbaum | District 5 Director, NCMPR

Director of Marketing and Communications, Northwest Iowa Community College

Opening Keynote

St. Louis Cardinals Organization

Joseph Pfeiffer | Director, Corporate Sales Account Services/Alumni Relations

Katie Brandenburg | Manager, Fan Entertainment

7 PM

Dinner

Medallion Awards

Thursday, Oct. 5

7 - 8 AM

Breakfast

Vendor Showcase

8 - 10 AM

Registration

7:45 AM

Welcome

Jeff Julian | President, NCMPR

Chief of Staff and Legislative Affairs Liaison, Harper College

8:15 - 9:15 AM

Interact Communications — A Holistic Approach to Marketing

A brand and enrollment DO go hand in hand when DONE RIGHT. Beyond what a college typically thinks of the “college brand,” Bismarck State College’s new brand needed to include not only marketing, but strategic enrollment, and, more importantly, community perceptions and student success.

As North Dakota’s Polytechnic Institution, and the state’s largest community college, Bismarck State College (BSC) focuses on student success through the delivery of affordable, flexible, high-quality, experiential learning enhanced by public-private partnerships. This expanded polytechnic mission and rapid changes in the social, political, and competitive environments meant that building and maintaining the college’s brand identity was more important than ever.

Delve into the results of BSC’s data-driven efforts with us for key learnings on how BSC took their “Done Right” brand and mobilized it for impact across the college to ensure the college “lives the brand” through thorough research and strategy that created benchmarks for change. Understand the impact of digital media buys and their role in achieving a remarkable return on investment. Learn how the institution achieved record-breaking enrollment, with enrollment rates surging as high as +33% in certain online programs.

Grace Kendall | Director of Communications/Account Executive,
Interact Communications

Holly Schaeffer | Marketing and Creative Design Manager,
Bismarck State College

9:15 - 10:15 AM

Artificial Intelligence — Hours Back into 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!

Kathi Swanson | President, CLARUS - A Carnegie Company

- 9:15 – 10:15 AM** **Effective Communication and Leadership During Times of Crisis and Change**
- Crisis on your campus is a “When” not an “If.” Each week we see schools in the headlines for mismanaging crisis events. Protecting your reputation, mission and your people during a crisis is a fundamental responsibility of leadership teams. Bob McNaney works with colleges and universities across the nation as they prepare for and respond to events which have the ability to damage your institution. This interactive session will provide attendees the tools they need to lead and communicate effectively during a crisis. Bob will discuss how to build a crisis communication plan, what members of your team should be ready to respond and more.
- Bob McNaney** | Founder and CEO of The McNaney Group
- 10:15 – 10:30 AM** **Break**
- 10:30 – 11 AM** **Cybersecurity: When Your Website Is Held for Ransom (Quick Take)**
- A perfectly calm workday in November changes drastically when your website and technical systems are shut down and held for ransom. This is a discussion about how the trajectory of some malevolent actors can change not only your website but many operations moving forward.
- James Douglass** | Executive Director of Communications, Media Relations and Marketing Riverland Community College
- 10:30 – 11 AM** **Sports and Action Photography (Quick Take)**
- Discover the secret to good action and sports photos — it’s probably not what you think. We’ll take a look at sports action and sports portrait photography, both critical to boosting student life imagery. Game on!
- Ben Munson** | Owner & Photographer, BenandBeccalee, Photographers
- 11 AM – Noon** **Po-tay-to, Po-tah-to. Spud. Optimizing Your Messaging to Drive Engagement**
- Education as a vehicle to a better life is a universal message. But the key to getting past your audience’s internal filter depends on how you say it. You probably don’t speak to your president the same way you speak to your intern, so why are you copy/pasting your ad copy across all platforms and targeted ad demos? With a focus on understanding and targeting diverse audiences, we’ll explore effective writing strategies for each major platform. Leave the session with creative ideas and practical tips to write for the right audience at the right time in the right space.
- Meg D’Souza** | Marketing Manager, 25th Hour Communications
Jeff Ebbing | Director of Marketing and Communications, Southeastern Community College
- 11 AM – Noon** **Storytelling with Brand Ambassadors: Involving Your Students to Elevate Your Social Media and Beyond**
- Learn about best practices for growing a brand ambassador program where students can create relatable, authentic and engaging social media content, while having an opportunity to gain professional marketing experience and to make connections with the campus community. We will walk through every stage of creating the program, from making guidelines and a recruitment

process, to retaining interest and participation, to nurturing students in their roles as Brand Ambassadors and beyond in their future career. Topics discussed will include, but are not limited to, navigating the use of TikTok in the higher education space, content strategies/calendars, enhancing college visibility and leveraging awareness through a brand ambassador program, and sharing student stories and first-person point-of-view experiences.

Amanda Layne | Web Content Specialist, Moraine Valley Community College

Rebekah Marshall | Assistant Director of Marketing, Moraine Valley Community College

Noon - 1 PM

Lunch

Awards of Excellence: Rising Star of the Year, Communicator of the Year, and Pacesetter of the Year

1 - 2 PM

Unlock the Future of Analytics

The goal of this session is to understand the importance of creating a website measurement plan, become familiar with Google Analytics 4 (GA4), overcome initial hurdles in GA4 set up and learn techniques to get the most out of GA4.

Tim Christian | Chief Operating Officer, KW2

Jim Jelak | Director, Statewide Marketing Consortium, Wisconsin Technical College System

1 - 2 PM

Site for Sore Eyes

Are you facing the daunting task of rebuilding your website from scratch? Look no further! Join us for an engaging conference session where we will share our experiences and valuable lessons learned during the process of rebuilding a website from the ground up. Learn why a robust discovery phase is a must-have step. Get to know how we developed our voice and tone (and meet Eleanor, the lunch lady!). Find out how we tackled the redesign, reorganization, and rewriting of 1,500 pages - and lived to tell the tale. We'll walk you through what we did right and what we wish we would have known from the start. Walk away with some inspiration and actionable insights to inspire and guide you in your own website reconstruction journey. Join us and be prepared to transform your website into a powerful tool that resonates with your target audience (prospective students, anyone?) and achieves your organizational goals.

Johnna Kerres | Associate Director for Marketing and Communications, Eastern Iowa Community Colleges

Nicole Harrison | Web & Digital Strategist, Eastern Iowa Community College

2 - 3 PM

Veto Proof: Effective and Easy Ways to Use Government Relations to Tell Your Story

You can leverage your college's legislative affairs and government relations programs to further the reach of your branding and institutional storytelling efforts and ensure your key messages are seen by a broader audience within your service area. Jeff Julian will share strategies to build and enhance your relationships with elected officials, techniques for incorporating key messages and storytelling into your legislative affairs work and approaches for measuring your legislative affairs efforts and reporting successes to institutional leadership.

Jeff Julian | Chief of Staff and Legislative Affairs Liaison, Harper College

2 – 3 PM

Social Media for Community Colleges: Do More with Less

Community colleges face a constant challenge when it comes to allocating limited marketing resources to support a multitude of priorities, strategic initiatives, and tactical campaigns. However, many of these tasks are non-negotiable, leading to compromises in the quality of outcomes due to time constraints and resource limitations. Among these challenges, managing social media emerges as a particularly demanding endeavor. Maintaining a strong social media presence is indispensable, but the resources required to handle numerous channels and diverse audiences can be overwhelming. Furthermore, social media management is typically an in-house responsibility and cannot be easily outsourced. This struggle becomes even more pronounced for smaller departments grappling with the demands of social media.

In this presentation, Cowley College will share their successful approach to prioritizing major new projects, including website redesign, without compromising their social media efforts. Gain valuable insights into resource allocation, streamlined processes, and best practices that will help you optimize your time while effectively leveraging social media to support your college's strategic initiatives.

Abby Morris | Director of Marketing & Strategic Communications,
Cowley College

Maya Demishkevich | Founder, College Crusader

3 – 3:15 PM

Break

3:15 – 3:45 PM

Creating an Authentic & Aligned Brand (Quick Take)

As marketers, we know that a brand is more than just a logo. It is a culmination of lived experiences with our organization and a promise we make to our consumers. We also know that creating an authentic brand is not left to change. It stems from thorough market research to better understand your strengths, weaknesses, and where you stand against your competition.

In this Quick Take, Andrea Rohlena will talk about the market research and process behind Western Iowa Tech Community College's new logo and brand. She will discuss the Marketing team's strategy, how we engaged the college community, and how we launched the new brand.

Andrea Rohlena | Director of Marketing and Publications, Western Iowa Tech Community College

3:15 – 3:45 PM

Videography for Beginners (Quick Take)

Matt Grotto will talk about equipment he uses in his role as videographer and producer at Moraine Valley Community College and share audio and video tips for beginning videographers.

Matt Grotto | Videographer and Producer, Moraine Valley Community College

3:45 - 5 PM

Vendor Showcase

4 - 7 PM

Board Trolley to Mission Taco Joint

Friday, Oct. 6

7 AM **Breakfast & Vendor Showcase**

8 - 9 AM **“Can You Make it Pretty” Live Podcast**

How do you stay excited and engaged when you’ve been at your college for a decade? Or two? As marketing trends change from year to year, what’s coming up next? And what stays the same? NCMPR’s board president is interviewing a panel of four NCMPR past presidents, who’ll share their insight and wisdom--and we’re taping it all for a live episode of the “Can You Make It Pretty?” podcast.

9 - 10 AM **The Journey to Becoming an Anti-Racist Institution**

In 2020, Minneapolis College declared itself an anti-racist institution, dedicated to equity and inclusion.

As the Minneapolis College community aspires to create an environment that is inclusive and safe for all members of the community, action-oriented opportunities were developed for our community to talk about race and learn, collectively, how to be actively antiracist.

In addition, the newly formed Bias Incident Advisory Team may respond to reported incidents to identify and provide opportunities for the community to enhance and encourage inter-group dialogue that focuses on relevant issues of bias and discrimination, and effective strategies for enhancing individual and community safety and well-being and reinforcing community values.

Marketing and Communication plays a vital role in this work by facilitating effective communication, raising awareness, and promoting a safe and inclusive campus environment.

Hear about our journey and discover what we’ve learned along the way.

Kathy Rumpza | Associate Vice President of Marketing and Communication, Minneapolis College

Trumanue Lindsey, Jr. | Vice President of Equity & Inclusion, Minneapolis College

10 - 11 AM **Small Team, Big Dreams: Redefining Marketing Excellence through Innovation and Transformation**

Our enrollment is up 19 percent, how about yours? The secrets behind our success...

In today’s rapidly evolving marketing landscape, it takes a unique combination of vision, creativity, and adaptability to succeed. This presentation aims to showcase how our small team, armed with big dreams, is setting itself apart from the competition through a fresh approach to marketing. With a brand-new team, innovative leadership, cutting-edge marketing tools, and a transformative brand, we have successfully positioned ourselves at the forefront of the industry. Join us to discover the secrets behind our success and learn how you too can revolutionize your marketing strategies.

Kelly Ness | Director of Marketing, Kishwaukee College

Andrew Schrock | Digital Content Coordinator, Kishwaukee College

Brett Herrmann | Content Coordinator/Web Master, Kishwaukee College

Sophie Cormier | Multimedia Strategist/Designer, Kishwaukee College

10 - 11 AM

Creating ADA Compliant/Accessible PDFs in Adobe InDesign

This session will cover step-by-step instructions on creating ADA Compliant/Accessible PDFs in Adobe InDesign. Attendees will learn best practices including paragraph styles, export tagging, alternative text, bullet and numbered lists, creating a table of contents and steps in Adobe Acrobat to check and remediate final accessible PDF.

Debbie Benz | Interim Director of Creative Services & Visual Design Specialist, Cuyahoga Community College

11 - 11:30 AM

Leave a Lasting Impression: How a Commencement Rebrand Boosted Student Engagement (Quick Take)

Rebranding key events can boost engagement, not only among students, but colleagues as well. Learn how Northwestern Michigan College's Commencement rebranding campaign led to a 40% increase in attendance by graduates and more than doubled faculty attendance. Beyond the ceremony itself, the changes also built bridges internally, boosted photo inventory, and led to the acquisition of design assets that are being used college wide.

Emily Crull | Marketing Office Manager/Project Manager, Northwestern Michigan College

Joan Sodini | Creative Director, Northwestern Michigan College

11 - 11:30 AM

How We Made a Graphic Novel! (Quick Take)

Graphic novels have a unique way of engaging students through captivating visuals and a compelling storytelling. When College of Lake County PR and Marketing was awarded a grant with an aim to drive work force diversity in the allied health fields, we decided to give the graphic novel a try. This presentation tells the story of how we produced our unique marketing piece, the graphic novel, from start to finish, how we distributed it, how we can measure its impact (and how we cannot) and how it's been received so far.

Jessey Prugh | Marketing Analyst, College of Lake County

Maddy Asma | Graphic Designer, College of Lake County

**11:30 AM -
12:30 PM**

The Power of Storytelling and Content Marketing

Are you not seeing the engagement you want on social media? Are local media outlets not picking up your stories? Do you want better open rates on e-newsletters? It all starts with storytelling and content marketing. Hear from local marketing professionals as they talk about the power of storytelling.

Jay Scherder | Communications Senior Manager, Regional Arts Commission of St. Louis

Jason Schipkowski | Content Creator, Regional Arts Commission of St. Louis

**11:30 AM -
12:30 PM**

AI & Marketing — A Community College Case Study

Everyday headlines tell us how to think about artificial intelligence (AI). This presentation discusses the basics of AI, what to consider about using it in your team, and how the KCKCC marketing team has implemented Chat GPT 4, WriteSonic, and others to save time and refresh tired copy and reports. Come ready to see real-time prompts displayed, learn the basics of successful prompts, and put your challenges to the AI test.

Kris Green | Chief Marketing Officer, Kansas City Kansas Community College

12:30 PM

Lunch (Grab & Go *or* Stay & Listen)

12:30 - 1:30 PM

Closing Keynote

Building a Winning Fanbase from the Ground Up: Lessons from St. Louis CITY Soccer Club

Two years before St. Louis CITY SC, the St. Louis MLS expansion team, took the pitch in 2023, the team sold over 50,000 season ticket deposits in 24 hours, shattering MLS records. They currently lead the league in ticket sales, revenue, merchandise sales, app downloads and fan engagement. What is the secret to the success? CITY SC is all about St. Louis. Courtney Mueller will give an inside look into building the brand from the ground up within the fastest growing league in the U.S., how to capture the excitement and energy of both passionate fanbase and the larger community, and how lessons from sports and soccer can help you energize your own marketing and PR efforts.

Courtney Mueller | Director of Public Engagement, St. Louis CITY Soccer Club

District 3 and District 5

