

NCMPR DISTRICT 6 CONFERENCE

NEW INSPIRATION IN THE OLD PUEBLO

Presented by



Are you ready to be inspired and connect with peers in roles like yours? Join us in Tucson for “New Inspiration in the Old Pueblo” where we’ll leave with new friends, new energy, and new ideas to take back to our teams. The small, intimate setting of this conference provides a unique opportunity to learn and share. There’s no choosing between sessions or shuffling from room to room – we all get to experience all the enriching sessions together. Located in the heart of University of Arizona’s campus, just steps from downtown Tucson, the Graduate Tucson is the perfect hotel for us to engage in learning and fun in the beautiful Southwest.

SCHEDULE

(Subject to change)

CONFERENCE FEES

Early Bird (register by October 14): \$399

Regular (register by October 15 - 31): \$475

Pre-Conference Workshops: Additional \$100

Medallions & Awards of Excellence Dinner Guest Tickets: \$75

Wednesday, November 6th

1:00-4:00PM Pre-Conference Workshop

A New Manager’s Playbook: Lessons from a Pro

Facilitated by Jeff Ebbing, Director of Marketing and Communications, Southwestern Community College, West Burlington, Iowa.

An insightful pre-conference workshop tailored for new managers stepping into leadership roles within marketing teams. Led by a seasoned marketing manager with nearly two decades of experience, this session will cover essential strategies for effective team leadership, getting a seat at the table, aligning strategy with department constraints, building a kick-ass team! Learn from someone who has literally been there, done that. Jeff will share his knowledge through research, real-world examples, and fun exercises. Whether you’re new to managing or looking to refine your approach, this workshop will equip you with practical tools and insights to lead your team to success.

Additional \$100

1:00-4:00PM Pre-Conference Workshop

Snap & Share: Video on the Go

Facilitated by Camary Newman, Videographer and Sarah Herman, Director of Content Strategy and Development, Arizona Western College, Yuma, Arizona

In this interactive session, participants will learn the essentials of rapid, cellphone video production tailored for social media. Through a blend of instruction and hands-on practice, attendees will explore best practices for capturing and editing compelling video content using easily accessible tools. This session takes place across the University of Arizona campus, providing real-world settings to refine your skills. Whether you’re a beginner or looking to sharpen your techniques, you’ll leave with the confidence to create engaging video content quickly and effectively.

Additional \$100

6:00-9:00PM Welcome Reception & Registration

Sponsored by Alianza Hispanic Marketing Group

District 6



Thursday, November 7th

8:00-9:15AM Breakfast and Welcome

9:15-9:45AM Opening Session

Facilitated by the NCMPR District 6 Executive Council

9:45-10:00AM Title Sponsor Presentation

Dewey Price, Senior Director of Marketing and Public Relations, 25th Hour Communications

10:00-11:00AM Automating Student Success: CRM, Communications, and Data Insights

Presented by Lindsay Wilson, Chief Marketing and Communications Officer, Maricopa Community Colleges

In 2023, Maricopa Community Colleges introduced its first-ever marketing CRM and fully automated student pipeline, revolutionizing how our colleges communicate with students. This new interconnected tool was one piece of the redevelopment of Marketing Technology that collects important behavioral data, improves user experience, automates critical stages of the student experience, and delivers essential KPIs that benefit all 10 college marketing teams. Led and built by the District's Marketing Technology team, this process changed how Maricopa Community Colleges conducts its student outreach for the better, with a marketing team leading the charge. Within its first year, the CRM has generated over 250,000 contacts, facilitated millions of communications, and contributed to increasing enrollment in one of the largest community college districts in the U.S.

This session will provide an in-depth look at the CRM's development, the critical data our team prioritizes, and effective strategies for fostering collaboration across departments and teams, ensuring marketing and communications are integrated into decision-making processes. The session will also discuss innovative behavioral segmentation strategies for nurturing better brand relationships with prospective and enrolled students.

11:00-12:00PM Mitigating the Impact of the 2026-2027 Enrollment Cliff: Strategic Marketing Solutions for Community College

Presented by Kristy Phillips, Senior Director of Client Success, CLARUS - A Carnegie Company

The upcoming decline in high school graduates, known as the "enrollment cliff," will significantly impact community college enrollments and marketing starting in 2026. With fewer prospective students, colleges will face steeper competition and lower tuition revenue. This presents both financial and programmatic challenges. However, community colleges can mitigate these effects through targeted marketing strategies. This session will explore five approaches for maintaining stable enrollment during this period: 1) recruiting non-traditional and new target markets, 2) enhancing dual enrollment conversion, 3) expanding online programs, 4) strengthening community and employer partnerships, and 5) leveraging alumni networks.

12:00-1:00PM Lunch and Live "Can You Make it Pretty?" Podcast

Guest host, Andrea Rangno, Director of Marketing and Public Relations at Golden West College, will join David Steiman, Director of Marketing at Pasadena City College to dive into the journey from creative to manager and all that comes along with it.

1:00-1:30PM Foundation + Marketing = Magic

Presented by Lori Stofft, Vice President for Advancement and Executive Director of the Foundation, Arizona Western College

Learn how a summer planning session, shared goals, and early collaboration set up two teams to support each other to historic revenues for a college foundation. This presentation will dissect the organizational structure that made the collaboration happen, the coaching-up that made the collaboration possible, and it will allow participants to get curious about their own opportunities to turn tired roles into tantalizing returns.

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1:30-2:00PM Undercover Students: Shopping the College Experience to Drive Change

Presented by Larry Womack, Director of Marketing and Media Design, Contra Costa College and Jamie McNinch, Client Success Director, GradComm

What you don't know can hurt you. After two virtual secret shopper projects and a hands-on campus evaluation, Contra Costa College uncovered surprising truths about the student journey, from admissions to campus services. Working with GradComm, the college revealed critical insights into both strengths and areas needing improvement. Learn about our findings and discover how CCC and other colleges have used these insights to drive meaningful change and enhance the student experience.

2:00-2:30PM Snack Break & Exhibitor Connection

2:30-3:30PM Bring Your Brand to Life: Transforming Campus Spaces into Powerful Visual Statements

Presented by Monique Saldana, Marketing and Public Relations Supervisor, Eastern Arizona College

After launching a successful rebrand, Eastern Arizona College (EAC) faced the challenge of extending that new identity into physical spaces across campus. In this presentation, we'll show how EAC transformed blank walls and outdated signage into powerful branded statements using large-scale print media and traditional methods. Learn how we planned, executed, and measured everything for implementation. Through interactive games and real-life examples, discover how a bold visual presence can breathe life into your brand and engage your community. This session offers a blueprint for taking your brand from logos in a digital file to real-life applications across campus.

3:30-5:00PM FREE TIME

5:00-6:00PM Medallions & Awards of Excellence Cocktail Hour

Sponsored by Stamats

6:00-8:00PM Medallions & Awards of Excellence Dinner

Sponsored by Perceptiv

Friday, November 8th

8:00-9:30AM Behind the Medallions Breakfast & Swag Swap

Sponsored by CLARUS - A Carnegie Company

9:30-10:00AM Create Content that Resonates with Underrepresented Communities in Tight Job Markets

Presented by Jennifer Perez, Director of Campus Communications, North Orange Continuing Education and Mariah Tang, AVP of Content Marketing, Stamats

10:00-11:00AM Snack Break & Exhibitor Connection

11:00-12:00PM Wrangling Rogue Designers with Training and Tools

Presented by Kate Kirkpatrick, Director of Marketing and Communications, Truckee Meadows Community College

If your office is anything like Truckee Meadows Community College, you probably see a lot of well-intentioned "helpers" who attempt to design their own marketing pieces. Sometimes they come close, and other times... well, let's just say they should have asked for help from the experts. Join Kate for a look at TMCC's award-winning branding documents, a pros/cons discussion of using templates at a medium-sized institution, and crazy examples from our most well-intentioned helpers.

12:00-1:30PM Lunch & Closing Session

District 6

