

BOOTLEGGERS, BRANDING & STRATEGY SECRETS

The 2024 NCMPR District 5 Conference will be held in St. Paul, Minnesota, October 1-3 at the Saint Paul Hotel on the Mississippi River.

Enjoy fall in Saint Paul while we look back 100 years to the area's Roaring 20s and history of bootlegging, while we also learn from industry experts, special speakers, and each other.

Conference Agenda



Tuesday, October 1

3:00 PM **Registration**
Vendor Showcase

5:00 PM **Social Hour**

6:00 PM **Welcome**

*Kristin Kollbaum • District 5 Director, NCMPR
Director of Marketing and Communications, Northwest Iowa Community College*

Opening Keynote

Matt Majka • CEO of the Minnesota Wild

With a remarkable journey from marketer to CEO, Matt has been the driving force behind the Wild's innovative and energetic brand. Until July 2023, he spearheaded the Wild's marketing and social media efforts, crafting the unforgettable Minnesota is the State of Hockey brand. Under his leadership, the team's digital and social presence has soared to new heights, encapsulated by the vibrant Not Weird. Wild. campaign, which is nothing short of stellar. The fan base loves it and waits for new videos to appear! Matt Majka's visionary approach continues to push the boundaries, making the Minnesota Wild a powerhouse both on and off the ice!

7:00 PM **Dinner & Medallion Awards**

Wednesday, October 2

7:00 AM **Breakfast**
Vendor Showcase

8:00-9:00 **Registration**

8:00 AM

Welcome

*Virginia Moreland • NCMPR President
Director of Marketing and Advertising, The College System of Tennessee*

8:15 AM

Mitigating the Impact of the 2026-2027 Enrollment Cliff: Strategic Marketing Solutions for Community Colleges

The anticipated loss of high school graduates in 2026-2027, often referred to as the “enrollment cliff,” will have significant implications for enrollments and for marketing strategies at community colleges. With fewer high school graduates, community colleges will face increased competition for a shrinking pool of traditional high school age students.

This session will explore the implementation of five key marketing strategies designed to mitigate the impact of the loss of high school graduates and keep enrollment stable.

*Hannah Keller Flanary • CLARUS Account Manager
Mary McCarthy • Anoka-Ramsey Community College and Anoka Technical College*

9:15 AM

The Tale of Two Mascot Adventures

Curious about what can go wrong and what can go right in creating and launching a new college mascot? Yearning to learn more from two colleges that went through vastly different mascot experiences? Join the Inver Hills Community College and Southeast Community College marketing teams as they both share their tales of two mascot adventures.

*Lisé Freking • Dakota County Technical College/Inver Hills Community College
Maranda Weibel • Dakota County Technical College/Inver Hills Community College
Jennifer Snyder • Southeast Community College
Leslie Chloupek • Southeast Community College*

10:15 AM

**Break
Vendor Showcase**

11:00 AM

Is Your Social Media Accessible?

Does your college strive for diversity, equity, inclusion, justice and belonging? Many of us struggle with meeting ADA compliance on our digital platforms, when that is just the bare minimum. We can do better for our students if we want persons of all abilities to feel included!

While social media is not mandated to be accessible, there are small ways you can tweak your processes to better reach some of those students in your community. In this presentation, you will learn several tips and tricks for how to make your social media more accessible. From camel case to captioning, we will go over some tangible changes you can make today to be more inclusive in your social media content.

Rachel Marzahn • Inver Hills Community College

Noon

**Lunch & Awards of Excellence
Sponsored by KW2**



1:00 PM

Crisis Communications and the Emergency Management Cycle

Too often professional development in the area of crisis communications focuses on what to do after a crisis or emergency has begun. The true key to successful crisis communications is centered in the preparedness phase of the emergency management cycle. The presenter will outline the elements of an effective crisis communications plan, how to test the plan, and how to execute the plan in an emergency or crisis situation. The intended audience is those who serve as or aspire to be Public Information Officers.

Blake Fry • Metropolitan Community College, Missouri

2:00 PM

How to Extend your Advertising Budget when you can't Advertise Every Program but you Need More than Awareness

Many of us have programs asking us to advertise for them. How do you prioritize and allocate your limited ad budget to create the best marketing plan?

*Sandra Fancher • Stamats
Bianca Myers • Indian Hills Community College*

3:00 PM

My Department has Changed so Many Times, I Forgot What my Title Is (Quick Take)

Going from individual Foundation and Marketing departments to an Advancement Team back to individual Foundation and Marketing departments and back again – a survivor's story. What's in a department name? Is there a perfect model?

*Erin Wood • Lake Region State College
Alyson Beckman • Lake Region State College*

3:00 PM

Vendor Showcase

4:00 PM

**Pickup for Gangster Tour & Wabasha Cave Tour
Sponsored by Stamats**



7:00 PM

Drop off at Saint Paul Hotel

Thursday, October 3

7:00 AM

**Breakfast
Vendor Showcase**

8:00 AM

Higher Education Communications and Support

How to identify, craft, and nurture specific demographics through communications plans.

- Understanding the Issues
- Challenging Stereotypes
- Developing Solutions

*Tim Christian • KW2
Lisé Freking • Dakota County Technical College/Inver Hills Community College*

9:00 AM **Coming Soon to All Digital Communications Near You! Updated Digital Communication Guidelines**

The federal government is updating WCAG guidelines in 2026 or 2027 based on your institution size. This means that all forms of public digital communication will need to meet the AA standards for accessibility. This session will provide an overview of how this change will impact Marketing Departments specifically, especially with websites, publications, and social media. There will be two roundtables related to this session for further discussion.

Kayla Devorak • Minneapolis College

10:00 AM **New Student Onboarding Starts with Marketing**

Engaging students from their initial contact is essential for their success. Kansas City Kansas Community College (KCKCC) is re-imagining the new student onboarding experience. This session will highlight how KCKCC is successfully using technology to engage, encourage, and nurture prospective students prior to completing the application. As a result of implementing a pre-application solution (Onward), KCKCC saw a large increase in applications and new student registrations for the Summer and Fall terms. Onward empowers community colleges to create the exceptional onboarding experience that students deserve. By improving the new student experience, colleges can maximize marketing efforts, increase student success, and ultimately bolster enrollment numbers.

Brian Messer • Archer Education
Kristy Green • Kansas City Kansas Community College

11:00 AM **Planning Your Anniversary Celebrations (Quick Take)**

Learn the strategies that worked best for us and the ones we wouldn't repeat. This is a practical guide to the lessons learned with our Centennial.

Kelly Rogge • Kansas City Kansas Community College

11:30 AM **Bringing an Idea to Life: Effective Marketing Campaign Ideation (Quick Take)**

Feeling stuck with campaign ideas? Learn how to effectively bring campaign ideas to life from concept to completion.

Lisé Freking • Dakota County Technical College/Inver Hills Community College
Marlo Teal • Dakota County Technical College/Inver Hills Community College

Noon **Round Tables**

Die Cuts, Foil, & Math...Oh My!

Learn about how collaborating with other campus departments and utilizing a great relationship with a printer sparked creativity in a viewbook packet that somehow made everyone happy (and won awards)!

Lori Richards • Northwest Iowa Community College

SMARKETING: Strategies for Customized Training/Continuing Education (Sales) & Marketing

Tips & tricks on how marketing can support Customized Training and Continuing Education to create synergies, increase sales and promote enrollment.

Lisé Freking • Dakota County Technical College/Inver Hills Community College

Attacking Website PDFs with a 2-Person Marketing Department

To comply with the upcoming WCAG AA regulations, SCTCC has been working to replace most PDFs on its website with alternatives. Join us for a roundtable to discuss how we are approaching this with a small team, how we are working with other departments, and how this is foundational to equity and inclusion work.

*Julianne Quandt • St. Cloud Technical & Community College
Kate Wallace • St. Cloud Technical & Community College*

Laying the Groundwork for Digital Accessibility: A Commitment to Interdepartmental Collaboration

In this roundtable, join accessibility professionals from Minneapolis College to explore a variety of strategies that help establish a foundation for successful cross-functional partnerships. Topics include standard operating instructions, communications strategies, quality assurance tools, cross-campus committees, and other best practices.

Kayla Devorak • Minneapolis College

12:30 PM Conference Ends

Conference Registration

\$399 Early Bird (paid by Sept. 17)

\$450 Regular (paid after Sept. 18)

\$900 Non-member

Conference attendee registration includes access to the full conference: all sessions; hotel meals, including the Awards of Excellence lunch and the Medallion Awards dinner; and any offsite activities.

Guest tickets are available for family, friends and special guests. \$75 for the Medallion Awards Dinner Guest Ticket and \$60 for the Awards of Excellence Lunch Guest Ticket.