

**2018 CCPRO Conference
Sacramento, California
April 11-13**



WEDNESDAY, APRIL 11

8 AM-5 PM REGISTRATION

8:30 AM-NOON HERMOSA

8:30-9 AM Continental Breakfast and Networking

9 AM-Noon Pre-Conference Workshop

Have you ever felt the need for a team of experienced professionals to help you brainstorm marketing and communications solutions for your college or district? Then you won't want to miss our special professional development pre-conference workshop on Wednesday, April 11, from 9 a.m. to 12:30 p.m. At a cost of \$75 (includes continental breakfast), this workshop will focus attendees on the subjects of marketing, social media, and communications. These were the top three topics CCPRO members indicated in a recent

survey as areas in which they could use more help. Facilitated by CCPRO members with contributions from the All Pros attending the conference, the workshop will be highly interactive with plenty of time for brainstorming and sharing of ideas and solutions.

1:30-2 PM CONFERENCE WELCOME CALIFORNIA

- **Anne Krueger**, *CCPRO president and communications and public information director, Grossmont-Cuyamaca Community College District*
- **Karin Marriott**, *CCPRO vice president and director of public information, marketing and strategic communications, Mt. San Jacinto Community College District*

2:15-3:15 PM CALIFORNIA

The Future of California Community Colleges

- **Eloy Ortiz Oakley**, *Chancellor, California Community Colleges*

Since he was named chancellor for the California Community Colleges in December 2016, Oakley has spearheaded many innovations that are transforming the state's community college system. Hear what's in store for California community colleges in the years ahead.

3:15-3:30 Break

3:30-4:30 Breakout sessions

HERMOSA How Does Market Research Influence Your Marketing Efforts?

- **Guisselle Nunez**, *director, Public Relations and Government Relations, Chabot-Las Positas Community College District*
- **Jen Berkley Jackson**, *The Insight Advantage*

Does your district or college conduct market research to influence your marketing efforts? If you don't, learn why investing in market research can be the key to your marketing success.

Learn about the variety of marketing questions that can be answered with research and get some tips on how to conduct successful research projects. Also, you'll receive a handout that helps select the right type of research to address a variety of objectives.

GRANADA Search Engine Optimization

- **Eric Walker**, *communications and marketing coordinator, Mt. San Jacinto Community College District*
- **Mac Clemmens**, *Digital Deployment*

About 85% of people looking for information on the web start their journey using a search engine. But with so many results, how can you make sure your site stands out? Do you know how people are finding your site and why they're visiting? We will discuss search engine optimization, including how to make your digital presence more public-friendly and how to improve the reach of your programs and services.

NOTE: If you are planning to attend this session and would like your website used as an example, email Mac Clemmens at mac@digitaldeployment.com.

RIVER VIEW Discover How Implementing a Professional Development LMS Will Help Your College

- **Rico Bianchi**, *director, CCC TechConnect*
- **Matt Lord**, *regional manager-higher education, Cornerstone*
- **Nicole Rivera**, *solution consultant, Higher Ed*

This presentation will focus on how colleges can use the Professional Learning Network to add a Professional Development LMS that can be used by faculty and staff to improve the skills they need to insure student success. The presentation will demo a product called Cornerstone and show the benefits and features that allow for easy tracking of professional development coursework and mandated trainings. We will also demonstrate how to track the hundreds of IT resources and training courses available from colleges and from Skillsoft, Lynda.com, and other providers.

4:45-5:45 p.m. FREE TIME

6-8 PM HORNBLOWER CRUISE

Walk to the Hornblower cruise boat located in Old Town Sacramento. Get a true taste of Sacramento and all it has to offer aboard the river cruise. Sail past all of old Sacramento's historic sites like the Delta King, the I Street Bridge, the Tower Bridge, and the Air Force Docks. Take in the unique beauty of California's capital city. Appetizers and drinks will be offered on board. The cruise is free as part of your CCPRO registration, but space is limited to the first 70 people who register for the conference. Non-conference guests may attend for \$20 per person if space is available.

THURSDAY, APRIL 12

CALIFORNIA

8-9 AM Breakfast

9-10 AM Morning Breakout Session 1

HERMOSA Facebook Live – What a Time to be Alive!

- **Mujeeb Dadgar**, *public relations associate, Chabot-Las Positas Community College District*
- **Crystal Balfany**, *25th Hour*

What if prospective students decided to inquire not because of your marketing efforts, but because you have a great relationship with them? That's what live streaming can do for your college. This presentation will show you how to bring your college to the people – a place where high school students can participate with their parents, or working adults can interact without being on campus. The presenters will walk you through their Fall and Spring 2017

Facebook Live campaigns for two colleges, showing you how they promoted these LIVE sessions through no-cost tactics and came away with big results.

GRANADA Career Education Campaign

- **Mark Perry**, *project manager, California Community Colleges*

California Community Colleges are working to raise awareness about Career Education offerings. This presentation will discuss the Career Education campaign's tactics used to inform target audiences about the 200-plus Career Education programs available at California community colleges. The session also will discuss the benefits of businesses partnering with the Career Education marketing program to find prospective employees, and how colleges and businesses can work together to create beneficial partnerships.

RIVER VIEW Social Media: Your Next Communication Crisis Challenge

- **Tim Leong**, *director, communications and community relations, Contra Costa Community College District*

Social media is one of the most important communication channels to reach our students and community. However, when something goes wrong, it has also become the new field of landmines that can quickly destroy your college or district's reputation. Learn about the social media challenges some colleges have faced, strategies they deployed, and how you can learn from their experiences.

10-10:10 AM Break

10:10-11:10 AM Morning Breakout Session 2

HERMOSA Introduction to Google Analytics

- **Kerri Ewing**, *community partnerships and advancement coordinator, Grossmont-Cuyamaca Community College District*

- **Lindsay Hardy**, *Strategist, Digital Deployment*

Google Analytics is a powerful tool to help you track site visitors. Learn how to set it up and how to leverage it to learn what pages visitors spend time on and the devices they use to visit your site. You'll get some ideas on how to improve content for a better user experience and how to better understand your website's performance.

GRANADA I Can Afford College

- **Amanda Joy Davis**, *program manager, California Community Colleges Chancellor's Office*
- **Paige Marlatt Dorr**, *communications director, California Community Colleges Chancellor's Office*

This interactive session will highlight the partnership and value-added promotions conducted throughout the year to advertise important financial aid messages. We will discuss practices over the course of the 14-year campaign that worked and didn't work. You'll hear about marketing strategies and innovative ways to partner with local colleges to help engage students and provide them with important information about college access, support services and educational opportunities. The session will also highlight public service announcements, messaging and media relations wins for "I Can Afford College" targeted to AB540 students and families.

RIVER VIEW The Art and Science of Changing Minds and Making Progress

- **Kristen Hyuck**, *director of governmental relations, marketing and communications, MiraCosta College*
- **Cheryl Broom**, *president, Interact Communications*

You have great ideas, but now the big challenge is convincing your boss, your colleagues, faculty and committees across campus to embrace them. It's not enough to just showcase your brilliant thinking and work. You need to be able to sell it. Join Kristen and Cheryl for a lively workshop on how to make your case.

11:10-11:20 AM Break

11:20 AM-12:20 PM Morning Breakout Session 3

HERMOSA 10 Things We Learned About Communicating in a Natural Disaster During the Northern California Fires

- **Ellen Maremont Silver**, *director of communications and marketing, Santa Rosa Junior College*
- **Ulises Velasco**, *vice president of student services, Mendocino College*

What we learned to do and not to do during a natural disaster from the perspective of both large and small community colleges after the massive fires hit Northern California. Having the right systems in place will enable you to respond timely and effectively. As a communications professional, all of the hours you put in building relationships will pay off handsomely if you face a disaster like the Northern California fires.

GRANADA Maximizing Mobile and Digital Techniques

- **Wendy Trujill**, *director, advertising and social media, College of the Canyons*
- **Robert Price**, *West Coast mobile manager, CLARUS Corporation*

The digital advertising landscape continues to change and is constantly adding new techniques and opportunities for targeting potential students. Learn from a seasoned community college marketer and a national expert on digital and mobile about how to budget for a digital and mobile campaign and which techniques to layer for various campaigns.

RIVER VIEW Slowing Down Summer Meltdown

- **Karin Marriott**, *director of public information, marketing and strategic communications, Mt. San Jacinto Community College District*

- **Cheryl Broom**, *president, Interact Communications*

The summer between high school and college is a turning point for students across the nation. And while they are excited to come to college, and we are excited to welcome them, hundreds of thousands never make it to our doors. Between 10 and 40 percent, particularly from low-income backgrounds, fail to enroll in college the fall after high school graduation. This session will explore the reasons behind summer melt and share low-cost solutions that could help your institution alleviate the summer melt phenomenon and increase college enrollment rates.

12:20-12:30 PM Break

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12:30-2:30 PM CALIFORNIA

Lunch

All Pro Award

Find out which California community college communicator will be recognized by their peers for their outstanding work by being awarded the All Pro Award.

PRomoter Award

A community college administrator who has shown outstanding support for their marketing department will be honored with CCPRO's first PRomoter Award.

All Pro Panel

Hear from this distinguished group of All Pro recipients to learn a bit about the history of CCPRO, how community college marketing has changed, and some timeless tips for marketers.

2:30-2:40 Break

2:40-3:40 Afternoon Breakout Session 1

HERMOSA What You Need to Know About Web Accessibility

- **Gaeir Dietrich**, *director, High Tech Center Training Unit of the California Community Colleges*

Learn the latest about keeping your websites accessible. We will look at the legal issues surrounding web accessibility and what an accessible website means for your students. Suggestions for developing web accessibility procedures will be offered and you'll learn about statewide resources available to California community colleges.

GRANADA IEPI: Marketing's Role in Strategic Enrollment Management

- **Tim Leong**, *director, communications and community relations, Contra Costa Community College District*

Is your college facing enrollment challenges? Are you being asked to help build the strategy to successfully grow enrollment? The Institutional Effectiveness Partnership Initiative (IEPI) is developing an Applied Solutions Kit (ASK) to help colleges tackle this daunting challenge, and marketing professionals are seen as a key member to success. Learn more about the ASK, the expectations being identified for marketing professionals, and how you can be ready to contribute to this complex issue.

RIVER VIEW Tell Me A Story

- **Grace Smith**, *public information officer, Santa Monica College*

How can creative writing techniques such as "show, don't tell" help public relations professionals write compelling stories that lend themselves to uses on multiple platforms? I'll share some tips and tricks for writing features on a deadline.

3:50-4:50 PM Afternoon Breakout Session 2

HERMOSA Associate Degree for Transfer: An Overview

- **Cortney Ceccato**, *program manager, Associate Degree for Transfer campaign*

The Associate Degree for Transfer, a program jointly sponsored by the California Community Colleges and California State University systems, is a specific transfer pathway that provides students with a guaranteed spot at a CSU campus. With more than 2,000 specific Associate Degrees for Transfer, the program provides students with options for transfer that save time and money. In 2016, the campaign secured \$11 million in funding through 2020 to launch a statewide marketing campaign to garner awareness of the program using research-based marketing, collateral development, media relations, outreach and social media advertising. Attendees will learn about the campaign and the many free resources offered to support colleges, high schools and community organizations.

GRANADA 12 Colleges, One Brand

- **Ashley Etchison**, *director of strategic communications and marketing, Inland Empire Desert Regional Consortium Strong Workforce Program*
- **Carrie Smith**, *director of communications, Interact*

This presentation will show how the 12 community colleges in the Inland Empire Desert Region went about developing a new joint brand for their career education programs and the strategy they are using to get the word out across their large and diverse communities.

RIVER VIEW Crisis Communications and Media Relations During the 2015 Terrorist Attack in San Bernardino

- **Paul Bratulin**, *director of marketing and communications, San Bernardino Valley College*
- **C.L. Lopez**, *human services communications officer, County of San Bernardino*

On Dec. 2, 2015, San Bernardino was the site of the deadliest terrorist attack since Sept. 11, and San Bernardino Valley College was located just blocks away. In the hours of fear and uncertainty that followed, the college was faced with implementing a crisis communications plan and emergency campus closure to ensure the safety of students and staff. The presenters will share their personal stories about guiding an institutional response to a

terrorist attack in their community, as well as best practices for dealing with the onslaught of media coverage that followed a national tragedy.

4:50-6 PM Break

SIERRA BALLROOM

6-7 PM Cocktails

7-9 PM PRO Awards Dinner

The highlight of the evening is the much-anticipated Pro Awards presentation. Find out which colleges have earned statewide recognition for their communications, marketing and public relations pieces. This is a must-attend event!

FRIDAY, APRIL 13

CALIFORNIA

8:30-9:30 AM Breakfast Buffet

9:30-10:30 AM Hotel Checkout

Visit the Vendors

Check out the vendors who have supported the CCPRO conference. Fill out your bingo card and you could win a prize!

10:30-11:30 AM Morning Breakout Sessions

HERMOSA Enhancing Your Website

- **Niall T. Adler**, *marketing director, Mission College*

Mission College has done a number of enhancements and features on its website. Learn about some of them, such as a jobs website, 24/7 intelligent response, social media tabs, live chat, event calendar, athletics site, retargeter services, emergency alerts, site redesign, and others.

GRANADA Turning Trash Tweets Into Treasure

- **Ernesto Rivera**, *marketing communications associate, Southwestern College*

We've all been there. We get that email from a dean or professor with the subject line "promote on social media" and some lackluster flyer attached. This presentation will explore how to turn those unusable requests into A+ social media. If you have a headache-inducing social media request you'd like to discuss, email it to Ernesto at erivera2@swccd.edu. The group will work together on ideas on how to turn that trash into treasure.

RIVER VIEW The Evolution of the California Community College System and What's Ahead

- **Tim Leong**, *director, communications and community relations, Contra Costa Community College District*
- **Paul Feist**, *vice chancellor of communications, California Community College Chancellor's Office*
- **Jeff Spano**, *dean of institutional effectiveness, California Community College Chancellor's Office*

The California Community College Chancellor's Office has been working on some big advances in the CCC system. The new 2017 Vision for Success has been set as the "north star," and Guided Pathways is the framework within which we are working toward that vision. Meanwhile, the support needs of CCCs are also evolving, and the CCCCCO is working with important partners like the Institutional Effectiveness Partnership Initiative (IEPI) to continue providing the best support possible. Join us for a presentation about the evolving California community college system and the plans in place to continue providing excellent support for the colleges.

11:45 AM-1 PM LUNCH

CALIFORNIA Closing Remarks and Election of 2017-2018 CCPRO Officers

- **Anne Krueger, *CCPRO President***

1 PM Conference Adjourns

**1-2 PM CITY VIEW
2017-2018 CCPRO Board Meeting**