

*WHERE
IN THE
WORLD IS*
SAN DIEGO

A large, stylized logo consisting of two concentric 'C' shapes. The word 'PRO' is written in a bold, sans-serif font inside the inner 'C'. The logo is positioned to the right of the main title text.

2019 CCPRO Conference

San Diego, California

April 10-12, 2019

CCPRO President's Message



Anne Krueger
2018-19 CCPRO president
Communications and
Public Information Director,
Grossmont-Cuyamaca
Community College District

Welcome to sunny San Diego! We look forward to three wonderful days to learn new skills and ideas that you can take back to your college, time to network with your colleagues, and an opportunity to celebrate the best work of California community college marketers.

This year's theme – *Where in the World is CCPRO San Diego?* – plays off the popular video game series and PBS television show, *Where in the World is Carmen Sandiego?* Like the sleuths seeking to find Carmen Sandiego, community college marketers have to be knowledgeable, creative and resourceful to succeed at their mission. We've got to think on our feet and constantly face imminent deadlines – without ever losing our cool or being sidetracked from our goal.

I'd like to thank CCPRO Vice President Lauren Milbourne for her work in helping to put together the conference, and a special thank you to David Ysais, who stepped up to run the Pro Awards program. I'd also like to acknowledge the rest of the CCPRO Board for their efforts in running the organization and putting the conference together.

A special round of thanks also goes to our sponsors. We couldn't put on the conference without their support. Be sure to visit with them and discover what they offer.

Lastly, I want to thank all of you attending this conference. Your energy and enthusiasm make the work of putting on a conference worthwhile. Please let me or another board member know if you are interested in becoming more involved in CCPRO. It's a great networking group to join.

Unlike those trying to find Carmen Sandiego, you won't have to search far and wide to have a good time at the 2019 CCPRO conference. Enjoy!

Keynote speakers and presenters



Tom Franciskovich

Tom Franciskovich, publisher of SLO LIFE Magazine, is an author, speaker, and journalist, but, above all else, a storyteller. With a career in media that spans 22 years with companies ranging from *The Wall Street Journal* to *The New York Times*, Tom now lives in San Luis Obispo on California's Central Coast with his wife and three kids in a house that he built with his own two hands. He is also a magazine publisher and the face behind the website GrowWithTom.com. His first book, *Great Hunger*, was published last month.



Brad C. Phillips, Ph.D.

Brad C. Phillips, Ph.D. is President, CEO and founder of the Institute for Evidence-Based Change (IEBC), where he leads the organization's focus on improving educational practice and outcomes in schools, colleges and universities. Over the last 20 years, he has pioneered the collaborative collection and sharing of data across educational segments; the effective use of meaningful data; and its connection to educator uses and institutional changes that improve student success.

His IEBC work ranges from the local institutional level to national education associations and foundations. Phillips is the founder of the national nonprofit organizations California Partnership for Student Success (Cal-PASS). His work has included working closely with government relations and public information professionals, with the focus of using data to convey important and compelling community college information.

WEDNESDAY, APRIL 10

8:00 AM-5:00 PM **Registration**

8:30 AM-12:00 PM **Pre-Conference Workshop**
Del Mar

Guided Pathways...AB 705...College Promise...Vision for Success...Student Centered Funding Formula...is your head spinning by just thinking about our new reality? How are marketing and communications professionals contributing to our colleges' success in this evolving landscape? Find out in this comprehensive pre-conference workshop.

Part I: "Vision for Success: Changing Expectations for Marketing and Communications"

Hear from the California Community Colleges Chancellor's Office and the Community College League of California about their solution to simplify and communicate the many initiatives colleges will implement in the coming months, while maintaining enrollment and promoting college successes simultaneously.

Part II: "Identity and Public Relations: The Secret to Strategic Planning, Employee Communications and Public Relations"

To move your college forward, CEOs must win the "hearts and minds" of employees in order to change the way we work, thereby achieving better outcomes. An internal communications plan must be developed and implemented to help employees understand how all the initiatives fit together, and how they can impact student success.

Hear from Dr. Bey-Ling Sha, APR, professor of public relations at San Diego State University's School of Journalism & Media Studies, on your critical role in achieving these objectives, and tips to make you a star contributor in this transition.



1:00-1:30 PM **Conference Welcome**
Mission Bay Ballroom E

Anne Krueger, CCPRO president

Lauren Milbourne, CCPRO vice president and director, public affairs and communications, Allan Hancock College

Kindred Murillo, superintendent-president, Southwestern College

WEDNESDAY, APRIL 10

1:45-2:45 PM

Breakout Sessions I

Beyond the Press Release: Developing Digital Stories for Community Colleges

Del Mar

Ernesto Rivera, marketing communications associate, Southwestern College

You know the classic press release. You've seen it succeed and your president loves it, but that is only an inkling of your storytelling potential. This workshop will get you thinking beyond the press release and give you ideas to develop feature stories, internal blogs, newsletters and more to help you achieve your communication goals and create popular stories about your community college.

A Plague on Both Your Houses: Coordinating Infectious Disease Response in a Multi-College District

Shell

Lorena Ruggero, director, college and community relations, Grossmont College

In spring 2018, Grossmont and Cuyamaca colleges received notification from county public health that an individual with access to both campuses had been diagnosed with tuberculosis and subsequently quarantined. With unique circumstances and a diverse population, Student Services and the PIO were on deadline to notify those affected across the district while not causing fear of an outbreak.

Let the Funds Begin! Key Messages and Best Practices for Marketing and Advertising Financial Aid

Marina

Amanda J. Davis, program manager, "I Can Afford College," California Community Colleges Chancellor's Office

Join this session to get all the latest updates in financial aid for California community college students. Discussion will include changes on the horizon, including expansion of the Cal Grant, a second year of free college and the Student Success Completion Grant. Don't miss this chance to get informed and learn about the key messages that will impact your work with Financial Aid and Student Services colleagues to market financial aid to current and potential students.

WEDNESDAY, APRIL 10

3:00-4:00 PM

Breakout Sessions II

Data-driven Digital Marketing

Del Mar

Guisselle Nunez, director, PR, marketing and government relations, Chabot-Las Positas Community College District

Crystal Berry, vice president, marketing and communications, 25th Hour Communications

Mujeeb Dadger, public relations associate, Chabot-Las Positas Community College District

Chabot-Las Positas Community College District and 25th Hour Communications want to share their digital campaigns with you – how they started, evolved and optimized over the last three semesters. You'll walk away with key performance indicators, trending and gap analysis tactics.

The California Virtual Campus Imagined

Shell

Andrea Hanstein, director, communications and strategic partnerships, California Community Colleges California Virtual Campus – Online Education Initiative

The California Virtual Campus underwent a complete makeover this fall and now features an online course finder and online ADTs from throughout the system. Learn more about the new site and our digital marketing efforts.

Maximizing Your Media Buying

Marina

Niall Adler, marketing director, Mission College

Brett Alter, media buyer, AdAge

Mission College works with AdAge, a media buyer, that helps strategize on media buys in radio, TV, digital, social, Google AdWords, YouTube, movie theaters and billboards. AdAge can work with any type of budget and saves the marketing office time, allowing you to focus on other projects.

4:00-5:00 PM

Breakout Sessions III

Wake up call: changing expectations to our Marketing Communication Roles

Del Mar

Guisselle Nunez, director, PR, marketing and government relations, Chabot-Las Positas Community College District

WEDNESDAY, APRIL 10

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

What do we need to do that's different? How are we bringing value to our organization? A candid discussion and reflection about the changes in our marketing communication roles as it relates to managing and implementing new statewide initiatives such as the new funding formula.

Begging for Buy-In: Getting Your Campus Ready for a New Website Shell

Miya Walker, director, college relations, public affairs and governmental relations, Cerritos College

Revamping a new campus website can likely kill you. In addition to dealing with migrating content, web design, and ADA compliance, you must also be mindful about how and when to communicate to the campus about your website's progress. In this session, you will learn some of the key takeaways on how to successfully win campus buy-in for your new website and effective ways to manage expectations.

Career Education Multicultural Outreach Update **Marina**

Mark Perry, project manager - California Community College Chancellor's Office (Career Education Campaign)

The California Community College Chancellor's Office is working to raise awareness among current and prospective college students, specifically Latino, Black and African-Americans, who aren't aware of the programs available to help provide them with the resources they need to succeed. Gregg Irish, Executive Director, LA Workforce Development Board and Co-Chair of the Black and African-American Advisory Panel of the California Community Colleges, will speak about the importance of informing this audience about these important programs.

5:00-6:00 PM

Break

6:00-9:00 PM

Cocktails on the Beach

Join us on the private beach on the bay at the Bahia Resort Hotel for some drinks, heavy appetizers and catching up with your colleagues. You can also ride the Bahia Belle, a turn-of-the-century Mississippi style sternwheeler boat that cruises Mission Bay between the Bahia Resort Hotel and its sister property, the Catamaran Resort Hotel and Spa. Cruises are free for hotel guests.

THURSDAY, APRIL 11

8:00-9:00 AM

Breakfast

Mission Bay Ballroom E

9:00-10:00 AM

Morning Breakout Session I

Smartphone Shoot-Out

Del Mar

Eric Walker, communications/marketing coordinator, Mt. San Jacinto College

Learn tricks to do quality video production for social media and your website with budget-friendly and time-efficient tools and techniques. (Bring your smartphone.)

Green Screen for Dummies

Shell

Drew Sugars, director of communications and community relations, Glendale Community College District

Has your digital signage lost its luster? Social media posts missing a beat? This session will show how a little paint and budget lighting can transform a storage room into a mini TV studio. Finished products from staff and faculty may surprise you and spark your creativity.

Advocacy and Your College: The PIO's Central Role in Making Your Voice Heard

Marina

Laura Gropen, director, communications, marketing and public affairs, Palomar College

Laura Murrell, manager, marketing and communications, Community College League of California

Tom Stinson, district communications director, Assemblymember Marie Waldron

Sacramento and Washington, DC elected officials make significant decisions that impact your students, colleges and faculty and staff. These policymakers depend on input from your institutions to provide data and context that will help them implement policies intended to increase student access, success and equity. A college's Public Information Officer (PIO) is an essential connection between legislative policy discussions and the impact of those policies on students. This panel will highlight how a PIO can be an effective advocate and a briefing on the current policy discussions occurring in Sacramento and D.C.

THURSDAY, APRIL 11

10:15-11:15 AM

Morning Breakout Sessions II

Is Your College Concerned about Enrollment?

Del Mar

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

Paul Bratulin, director, marketing and public relations, San Bernardino Valley College

Scott Thayer, vice president, Student Services, San Bernardino Valley College

Whether your college is trying to grow enrollment or maintain your current level, effective community college marketing efforts will still be needed to support both enrollment and branding objectives. Learn about the Institutional Effectiveness Partnership Initiative's Strategic Enrollment Management efforts that provide the fundamental elements to implementing successful enrollment marketing techniques. In addition, hear how Marketing and Student Services at San Bernardino Valley College are successfully collaborating on enrollment tactics from recruitment to completion.

Social Media Trolls: True Tales of Crisis Communications Chaos

Shell

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

Anne Krueger, communications and public information director, Grossmont-Cuyamaca Community College District

Roger Schultz, superintendent/president, Mt. San Jacinto Community College District

Social media can have a dark side when trolls hijack your brand and your work-life. Two college districts share war stories, and provide tips on upholding the First Amendment while protecting your brand and keeping your sanity.

A Regional ROI-Driven Marketing Campaign

Marina

Ashley Etchison, director Strong Workforce Partnership marketing and communications

A larger marketing budget starts with proving the need, and keeps going when you prove the value. CEOs want to see evidence that marketing dollars are yielding results. This presentation will outline how the Inland Empire Desert Region Consortium of 12 colleges is building an ROI-driven Career Technical Education marketing campaign, and how results will be measured and used to continue improving upon the campaign.

THURSDAY, APRIL 11

11:30 AM-12:30 PM **Morning Breakout Session III**

Take Charge of YOUR Brand

Del Mar

Guiselle Nunez, director, PR, marketing and government relations, Chabot-Las Positas Community College District

What have you done for your personal brand today? You make a task list everyday about how to brand your colleges, but do you do that for yourself? When was the last time you asked yourself – what is it that makes me different? How do my colleagues describe my strengths and skills? Do you know how to own and manage YOUR personal brand? This session will define personal branding, identify techniques to build your personal brand, and apply personal branding techniques to enhance your career.

Institutional Strategies for Campus Website Accessibility

Shell

Sean Keegan, director, accessibility, CCC Accessibility Center

Higher education institutions face challenging situations for delivering accessible web-based resources for individuals with disabilities in accordance with established accessibility standards. While evaluating a website for accessibility requires attention to both automated and manual testing protocols, it is also important to develop processes for reporting electronic barriers, working with outside vendors to deliver accessible content, and publishing electronic documents campus-wide. The CCC Accessibility Center provides several free resources to support accessible campus web resources.

Managing Up: How to Create Value and Trust With Your President and Your College

Marina

Lorena Ruggero, director, college and community relations, Grossmont College

Cheryl Broom, president, Interact Communications

Someone who knows how to manage up well is a master at managing the relationship between themselves and their manager. No matter how great or how terrible your manager may be, it is up to you to find a way to communicate your ideas, solutions and values in a way that supports your boss' greater vision and your college's mission. This lively presentation will offer the latest leadership theory and examples to demonstrate how you can make your boss happy while advancing your own strategic goals.

THURSDAY, APRIL 11

12:30-2:30 PM

Lunch

Mission Bay Ballroom E

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

Learn who will receive the award honoring college leaders who support community college marketing.

Keynote speaker: Tom Franciskovich, publisher, SLO LIFE Magazine

Everyone has a story, and Tom will share his: A tale that begins as a California community college student and weaves a path of success—and failure—as an entrepreneur. It was a comment that an employee made during one of his darkest days in 2008 that changed everything: “You know something was worth doing if you end up with a good story to tell.” Tom spent years thinking about those words as he conducted over 1,000 interviews to find out what made the happiest, most successful people tick. In the end, it came down to one thing: meaning. And the only way to harness the power of meaning, he found, was to first understand storytelling.

2:45-4:45 PM

Afternoon Breakout Session I

Telling Your Story With Data

Del Mar

Brad Phillips, Institute for Evidence-Based Change

Data + Stories = Compelling Messages! Do you struggle with using key data to get your message across? Does your audience struggle with understanding the main messages when data is used? Using the latest research on Psychology, Neuroscience and Behavioral Economics, this workshop will help participants understand the importance of reaching your internal and external audiences by telling a story with data, identify the types of stories that can be told, identify the different types of data to include in stories, learn how to use data to increase audience engagement with your messages, identify the key stories to be gleaned from valuable data, and how to tell those stories effectively.

THURSDAY, APRIL 11

2:45-3:45 PM

The CEO as Chief Marketing Officer

Shell

Jeff DeFranco, superintendent/president, Lake Tahoe Community College

These days, college presidents are much more than the face of an institution - they are a crucial marketing team member. In this presentation, Lake Tahoe Community College President Jeff DeFranco discusses the crucial role a CEO plays in enhancing and amplifying a college's brand and messaging. He'll also explore how PIOs can become truly indispensable to their CEOs, and how to maximize different and varying skill sets among marketing staff and the president.

5:00-6:00 PM

Break

6:00-7:00 PM

Cocktails

Mission Bay Ballroom E

7:00-9:30 PM

Pro Awards Dinner

Mission Bay Ballroom E



FRIDAY, APRIL 12

7:30-8:30 AM	Breakfast <i>Mission Bay Ballroom E</i>
8:30 AM	Board bus to Balboa Park
9:00-11:30 AM	Balboa Park
9:00-10:00 AM	Marketing a City Jewel <i>Santa Fe Room, Balboa Park Club, Balboa Park</i> <i>Jennifer Davies, director of cultural tourism, Balboa Park, for the San Diego Tourism Authority</i> Balboa Park is home to more than 16 museums and other attractions, including the San Diego Zoo. Learn how Balboa Park is marketed to a state, national and international audience.
10:00-11:30 AM	Explore Balboa Park and its Museums
11:30 AM	Board bus to return to the Bahia
12:00-1:30 PM	Lunch, closing remarks and election of 2019-20 CCPRO officers <i>Mission Bay Ballroom E</i>

Schedule At A Glance

WEDNESDAY, APRIL 10

8 AM-5 PM - Registration

8:30 AM-12 PM - Pre-Conference Workshop -Del Mar

1-1:30 PM - Conference Welcome -Bay Ballroom E

1:45-2:45 PM - Breakout Sessions I

Beyond the Press Release: Developing Digital Stories for Community Colleges -Del Mar

A Plague on Both Your Houses: Coordinating Infectious Disease Response in a Multi-College District -Shell

Let the Funds Begin! Key Messages and Best Practices for Marketing and Advertising Financial Aid -Marina

3-4 PM - Breakout Sessions II

Data-driven Digital Marketing -Del Mar

The California Virtual Campus Imagined -Shell

Maximizing Your Media Buying -Marina

4-5 PM - Breakout Sessions III

Wake up call: changing expectations to our Marketing Communication Roles -Del Mar

Begging for Buy-In: Getting Your Campus Ready for a New Website -Shell

Career Education Multicultural Outreach Update -Marina

5-6 PM - Break

6-9 PM - Cocktails on the Beach

THURSDAY, APRIL 11

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9-10 AM - Morning Breakout Session I

Smartphone Shoot-Out -Del Mar

Green Screen for Dummies -Shell

Advocacy and Your College: The PIO's Central Role in Making Your Voice Heard -Marina

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Is Your College Concerned about Enrollment? -Del Mar

Social Media Trolls: True Tales of Crisis Communications Chaos -Shell

A Regional ROI-Driven Marketing Campaign -Marina

11:30 AM-12:30 PM - Morning Breakout Session III

Take Charge of YOUR Brand -Del Mar

Institutional Strategies for Campus Website Accessibility -Shell

Managing Up: How to Create Value and Trust With Your President and Your College -Marina

12:30-2:30 PM - Lunch -Mission Bay Ballroom E

All Pro Award
PROmoter Award
Keynote speaker:
Tom Franciskovich

2:45-4:45 PM - Afternoon Breakout Session I

Telling Your Story With Data -Del Mar

2:45-3:45 PM - The CEO as Chief Marketing Officer -Shell

5-6 PM - Break

6-7 PM - Cocktails -Mission Bay Ballroom E

7-9:30 PM - Pro Awards Dinner -Mission Bay Ballroom E

FRIDAY, APRIL 12

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12-1:30 PM - Lunch, closing remarks and election of 2019-20 CCPRO officers -Mission Bay Ballroom E

ROOM INDICATOR:

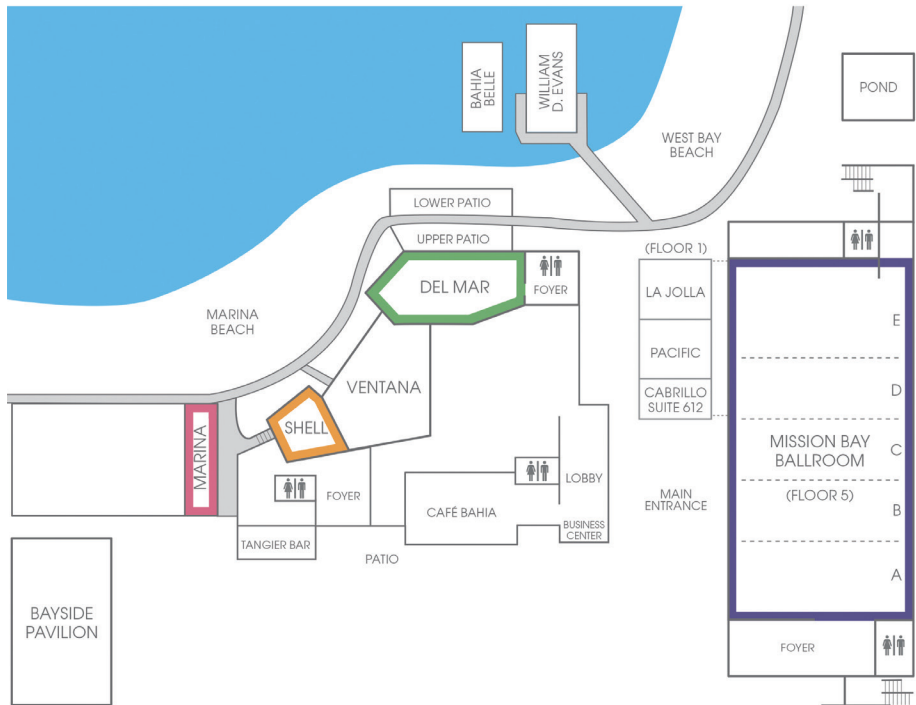
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Meeting Space Diagram



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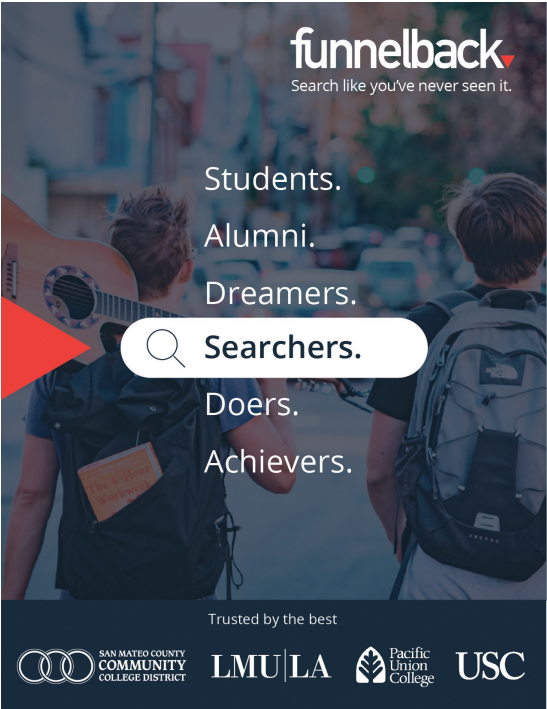
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Thank you for attending!