



2019 Community College Public Relations Organization Conference
April 10-12, 2019
The Bahia Resort Hotel, San Diego, CA

Wednesday, April 10

8:00 a.m. – 5:00 p.m.

Registration

8:30 a.m. – 12:00 p.m.

DEL MAR

Pre-Conference Workshop

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 p.m. – 1:30 p.m.

BAY EAST

Conference Welcome

Anne Krueger, CCPRO president

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

Kindred Murillo, superintendent-president, Southwestern College

1:45 p.m. – 2:45 p.m. – Breakout Sessions I

DEL MAR

Beyond the Press Release: Developing Digital Stories for Community Colleges

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.

SHELL

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

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.

MARINA

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

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.

3:00 p.m. – 4:00 p.m. Breakout Sessions II

DEL MAR

Data-driven Digital Marketing

Guisselle Nunez, director, PR, marketing and government relations, 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.

SHELL

The California Virtual Campus Imagined

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.

MARINA

Maximizing Your Media Buying

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 p.m. – 5:00 p.m. Breakout Sessions III

DEL MAR

Wake up call: changing expectations to our Marketing Communication Roles

Guisselle Nunez, Director, PR, Marketing and Government Relations, Chabot-Las Positas Community College District

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

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.

SHELL

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

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.

MARINA

Career Education Multicultural Outreach Update

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 community college students and those already in the workforce who aren't aware of career education offerings or those who simply need more information to make an informed choice. Attendees at this year's CCPRO Conference will learn about the Career Education tactics used to inform the target audiences about the 200 plus Career Education programs available at California community colleges taught by instructors and professors in their field of study.

5:00 p.m. – 6:00 p.m. Break

6:00 p.m. – 9:00 p.m. 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 a.m. – 9:00 a.m.

MISSION BAY BALLROOM E

Breakfast

9:00 a.m. – 10 a.m. Morning Breakout Sessions I

DEL MAR

Smartphone Shoot-Out

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.)

SHELL

Green Screen for Dummies

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.

MARINA

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

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 (75th)

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.

10:15 a.m. – 11:15 a.m. Morning Breakout Sessions II

DEL MAR

Is Your College Concerned about Enrollment?

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

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.

SHELL

Social Media Trolls: True Tales of Crisis Communications Chaos

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

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.

MARINA

A Regional ROI-Driven Marketing Campaign

Ashley Etchison, director SWP 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.

11:30 a.m. – 12:30 p.m. Morning Breakout Sessions III

DEL MAR

Take Charge of YOUR Brand

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.

SHELL

Institutional Strategies for Campus Website Accessibility

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.

MARINA

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

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.

12:30 p.m. – 2:30 p.m.

MISSION BAY BALLROOM EAST

Lunch & Keynote

All Pro Award

Find out which California community college communicator will be recognized by their peers for their outstanding work by being honored with 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 p.m. – 4:45 p.m. Afternoon Breakout Sessions

DEL MAR

Telling Your Story With Data

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.

2:45 p.m. – 3:45 p.m.

SHELL

The CEO as Chief Marketing Officer

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 p.m. – 6:00 p.m. Break

6:00 p.m. – 7:00 p.m.

MISSION BAY BALLROOM E

[Cocktails](#)

7:00 p.m. – 9:30 p.m.

MISSION BAY BALLROOM E

[Pro Awards Dinner](#)

Friday, April 12

7:30 a.m. – 8:30 a.m.

MISSION BAY BALLROOM E

[Breakfast](#)

8:30 a.m.

[Board bus to Balboa Park](#)

9:00 a.m. – 11:30 a.m.

[Balboa Park](#)

9:00 a.m. – 10:00 a.m.

SANTA FE ROOM, BALBOA PARK CLUB, BALBOA PARK

Marketing a city jewel

Jennifer Davies, director of cultural tourism, Balboa Park, for the San Diego Tourism Authority

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 a.m. – 11:30 a.m.

[Explore Balboa Park and its museums](#)

11:30 a.m.

[Board bus to return to the Bahia Resort Hotel](#)

12:00 p.m. – 1:30 p.m.

MISSION BAY EAST BALLROOM

Lunch, Closing Remarks and Election of 2019-20 CCPRO officers