

# CCPRO 2024



## CONFERENCE PROGRAM

Wednesday, April 10 – Friday, April 12, 2024











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# President's Message

## from CCPRO President James Meier

### CCPRO HAS MUCH TO CELEBRATE AFTER 40 YEARS

CCPRO has been such an amazing organization to belong to. And I use the word “belong” with intention. It means more than just “a part of.” It means “to be in the right place.” From the time I joined CCPRO and the Board shortly after – and everyone has fond memories of how they joined the Board – I have felt that I’ve been in the right place. It was what I needed then, back in early 2017, and what I’ve needed ever since.

Fortunately, 40 years ago, CCPRO’s founders came together to thoughtfully conceive our successful professional development organization. While the evolution of our positions and length of our job titles extend beyond the “PR” in “CCPRO,” the intent of the group essentially remains the same: “provide counsel and assistance relating to the advancement of community colleges statewide and the professional growth of our members.”

The annual CCPRO Conference is the big event where we all gather to learn from one another and other experts who face many of the same challenges in the land of community college marketing, communications, PR, community relations, and those many other hats we wear. Whether it’s your first conference, 30th or anything in between: Welcome, you’re in the right place.

I’m truly excited about this conference for so many reasons, including the (Keep) Santa Cruz (Weird) location; the Boardwalk outing; keynote speaker/author Guy Kawasaki; our strategic communications/integrated marketing preconference; the presentations; meeting new and veteran colleagues – and, of course, the CCPRO Awards Dinner.

All the wonderful components of this conference took a wonderful team, starting with CCPRO Vice President Alex Breitler, who managed and guided the moving pieces like a maestro to an orchestra. Our graceful Past President Peter Griggs worked his magic with our crucial sponsors, who make this amazing conference possible. Communications Chair Lauren Milbourne, our very dedicated and longest-serving CCPRO board member, communicated efficiently and often to promote the conference. Leslie Vargas, in her first term as a regional representative, volunteered to tackle the PRO awards and we are so grateful to her (and her college district for enabling her the time to do that). Membership Chair Cherie Colin helped us award two scholarships to worthy students at our colleges. Coordinator Peter Anning poured so much time and energy into helping with the awards, the registrations, the 40th anniversary video interviews, and much more. And program chair Kristin Fabos, who served as our perfect local liaison in Santa Cruz, volunteered to do so much more than we asked, including rounding up local marketing panelists, finding local swag, and arranging a superb lineup of presentations. I cannot thank all our CCPRO board members enough. They’ve been an amazing team for this president.

**James Meier**  
*2023-2024 CCPRO President*



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# An Appreciation

With some exceptions, we only see our California Community Colleges marcomm colleagues in person once a year – at CCPRO. Occasionally, we'll have the good fortune to see them at another function in Sacramento or elsewhere.

That means we don't always get the chance to say goodbye or share our appreciation when a colleague retires, leaves their marcomm role, or exits the CCC system altogether.

Among the colleagues who retired last year was venerable statesman and All-Pro Tim Leong, who retired after nearly two decades with the Contra Costa Community College District. We've been very spoiled over the years to have Tim among us imparting his wisdom pertaining to CCC marcomm and life in general. These words aren't enough to truly express our appreciation, of course. We just hope he'll stay in touch and keep the valuable conversation going.

All-Pro Karin Marriott, who served as the marcomm director at Mt. San Jacinto College (MSJC) for nearly two decades, has moved into a governmental affairs role at the college. I cannot thank Karin enough for her mentorship and guidance over the years. She convinced me to join the CCPRO board as a regional representative and I have been appreciative of her ever since. She has always been generous with her time and I have no doubt that will continue.

While both are longtime CCPRO members, Tim and Karin also served on the CCPRO Board and have since offered wise advice and valued mentorship to many of us as needed. Thank you to you both and keep in touch (even if it's simply to help judge PRO Award entries).

I apologize if I missed anyone else who has retired or left their roles over the past year. We are not always aware of who has come and gone unfortunately, but we nonetheless wish everyone the best in their retirement and/or future adventures.

Finally, I want to thank all our PRO Award judges for volunteering their time and efforts. We could not do it without you and truly appreciate you.

**James Meier**

*2023-2024 CCPRO President*

## Connect with us! **#CCPRO24**

Share your photos on the socials using #CCPRO24 to connect with other attendees! Follow and feel free to tag @CCPROcalifornia to catch the action throughout the conference.



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# Keynote Speaker

## Guy Kawasaki

Guy was born in Honolulu, Hawai'i in 1954. His family lived in a tough part of Honolulu called Kalihi Valley. They weren't rich, but he never felt poor because his parents made many sacrifices. His mother was a housewife, and his father was a fireman, real estate broker, state senator, and government official during his long, distinguished career.

Guy graduated from Stanford in 1976 with a major in psychology which was the easiest major he could find. After Stanford, Guy attended the law school at U.C. Davis because, like all Asian-American parents, his folks wanted him to be a doctor, lawyer, or dentist. He only lasted one week because he couldn't deal with the law school teachers telling him that he was crap and that they were going to remake him.

The following year Guy entered the MBA program at UCLA. He liked this curriculum much better. While there, he worked for a fine-jewelry manufacturer called Nova Stylings; hence, his first real job was counting diamonds. From Nova, its CEO Marty Gruber, and his colleagues in the jewelry business, Guy learned how to sell, and this skill was vital to his career.

Guy remained at Nova for a few years until the Apple II removed the scales from his eyes. Then he went to work for an educational software company called EduWare Services.

His Stanford roommate, Mike Boich, got Guy a job at Apple. So one could make the case that Guy owes Mike everything. When Guy saw what a Macintosh could do, the clouds parted and the angels started singing. For four years Guy evangelized Macintosh to developers. He also met his wife at Apple during this timeframe—Apple was very good to Guy.

In 1995 Guy returned to Apple as an Apple fellow. At the time, according to the pundits, Apple was supposed to die. (Apple should have died about ten times in the past twenty years according to the pundits.) Guy's job on this tour of duty was to maintain and rejuvenate the Macintosh cult.

In 1997, Guy left Apple to start an angel investor matchmaking service called Garage.com with Craig Johnson of Venture Law Group and Rich Karlgaard of Forbes. Eventually he started another company with Will Mayall and Kathryn Henkens. This company created a website called Alltop—for “all the topics.” It aggregates RSS feeds and organizes them into topics such as photography. [alltop.com](http://alltop.com), [Macintosh.alltop.com](http://Macintosh.alltop.com), and [social-media.alltop.com](http://social-media.alltop.com). It also publishes human-interest stories that elicit the reaction, “Holy kaw!”

Then in 2013, Guy became a special advisor to the CEO of the Motorola division of Google. In 2014, Guy resurrected the title “chief evangelist” and joined a Sydney-based company called Canva. This company provides an online, graphic-design service. Its goal is to democratize design. If you need graphics for social media, flyers, posters, infographics, business cards, or book covers, check it out.

In 2015 Guy was appointed to the board of trustees of the Wikimedia Foundation. He joined Wikimedia in order to help democratize knowledge. What could be cooler than democratizing computers, design, and knowledge?

In 2015 Mercedes Benz USA retained Guy as brand ambassador. Seriously, he's not making this up. Somebody's got to fill these positions and they don't all have to be world-class golfers and tennis players.



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# Schedule At A Glance

## Wednesday, April 10

8:00 a.m. – 5:00 p.m.  
Registration

### PRE-CONFERENCE WORKSHOP

8:30 a.m.-12:30 p.m.  
*(includes lunch)*

### CONFERENCE BEGINS

1:00 – 1:30 p.m.  
Conference Welcome

### BREAKOUT SESSIONS

1:40 – 2:20 p.m.  
Breakout Sessions I

2:30 – 3:10 p.m.  
Breakout Sessions II

3:20 – 4:00 p.m.  
Breakout Sessions III

4:30 p.m.  
An Evening Out at  
the Santa Cruz Beach  
Boardwalk  
*(Tickets Required)*

## Thursday, April 11

7:00 – 9:00 a.m.  
Breakfast

### MORNING BREAKOUT SESSIONS

9:00 – 9:45 a.m.  
Morning Breakout  
Sessions I

9:55 – 10:40 a.m.  
Morning Breakout  
Sessions II

10:50 – 11:35 a.m.  
Morning Breakout  
Sessions III

### LUNCH & KEYNOTE

11:45 a.m. – 1:30 p.m.

### AFTERNOON BREAKOUT SESSIONS

2:00 – 2:45 p.m.  
Afternoon Breakout  
Sessions I

3:00 – 4:00 p.m.  
Sponsor Hour

4:00 – 4:45 p.m.  
Afternoon Breakout  
Sessions II

### BREAK

5:00 – 6:00 p.m.

6:00 – 7:00 p.m.  
Cocktails

7:00 – 9:30 p.m.  
PRO Awards Dinner

## Friday, April 12

7:00 – 9:00 a.m.  
Breakfast

### MORNING GENERAL SESSION

9:00 – 10:45 a.m.  
Marketing Iconic  
Brands Panel

11:00 – 11:50 a.m.  
Ask the Experts

### LUNCH

12:00 p.m.  
Traditional Taco Bar

1:00 p.m.  
Closing Remarks and  
Election of 2024-25  
CCPRO Officers

1:30 p.m.  
Conference Adjourns

1:30 p.m.  
CCPRO Board Meeting



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Grow your **brand**.  
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# Day 1 – Wednesday, April 10

8:00 a.m. – 5:00 p.m.

Registration

LOBBY (Subject to change)

8:30 a.m. – 12:30 p.m.

**Pre-Conference Workshop**  
(Includes Lunch)

Sequoia AB

## “Strategic Marketing and Communications: The Intersection of Branding, Advancement and Admissions”

**Lisa Nielsen**, Senior Director of Marketing and Creative Services,  
University of California, Santa Cruz

**Andrea Birskovich**, Associate Director of Marketing and Communications,  
University of California, Santa Cruz Undergraduate Admissions Office

A strategic communications plan is a layer cake of research, constituent engagement, messaging, branding and measuring. Lisa and Andrea will share their best practices for a plan to build the campus brand and student recruitment. There will be working sessions throughout with the goal of helping you to build a roadmap to creating, or improving, your plan to meet your goals.

### Meet the Presenters



**Andrea Birskovich** is the associate director of marketing and communications in the UC Santa Cruz Undergraduate Admissions Office. She's also a native Californian and a newly published author who's passionate about supporting students and sharing her life lessons on resiliency with others. Before coming to UC Santa Cruz she was in the private sector promoting products in the entertainment and food and beverage industries. Andrea has been with UCSC for 5 years and leads a team that supports student recruitment through digital channels, events and traditional advertising.



**Lisa Nielsen** is the senior director of marketing and creative services in the UC Santa Cruz Advancement office. She has over 25 years of design and marketing experience in the private sector and with non-profits. From working at Apple Computer as an Art Director to running her own firm in San Francisco for 15 years, she knows what it means to be a good communicator and marketer. Lisa has been with UC Santa Cruz for 14 years and oversees a creative team of writers, videographers, and designers. She has led two rebranding efforts for campus and is deeply committed to the mission of public education. She also is a proud alumna of Cabrillo College!

1:00 – 1:30 p.m.

Conference Welcome

Sequoia ABC

### James Meier

CCPRO President and Director of Strategic Communications and Marketing,  
Inland Empire/Desert Regional Consortium

### Alex Breitler

CCPRO Vice President and Director of Marketing & Communications,  
San Joaquin Delta College



# Day 1 – Wednesday, April 10

1:40 – 2:20 p.m.

BREAKOUT SESSIONS I

## Marketing & Communications Strategies for Food & Housing Insecure CCC Students: Lessons from a Statewide Task Force

Sequoia A

**Dr. Matt Wetstein**, *President and Superintendent, Cabrillo College*

**Dr. Tammeil Gilkerson**, *Chancellor, Peralta Community College District*

The CCLC/CEO Affordability, Food, and Housing Task Force advocates for California's neediest college students. Featuring a band of dedicated CEO's and Trustees, backstopped by CCLC staff, the Task Force has scored notable policy victories and written informative policy papers. This presentation reviews some of the accomplishments and strategies that are elevating the voice of real community college students. Learn how a mixture of timing, strategy, and political acumen helped launch the Real College California movement.

## It's Time to Marry Your Foundation

Sequoia B

**Michelle Riggs**, *Director, Institutional Advancement, Crafton Hills College/San Bernardino Community College District*

**Adrian Hyatt-Ward**, *President & CEO, Hyatt-Ward Advertising*

A brand refresh is recommended maintenance. It can address marketplace issues, realign positioning, tune up your tagline, and provide an updated owner's manual, your brand or style guide. It's also a good time for your brand to get engaged with your Foundation. Michelle Riggs, Director Institutional Advancement, Crafton Hills College, and Adrian Hyatt-Ward, President of HyattWard Advertising, explore how they got Crafton Hills College and their Foundation to tie the knot for better fundraising.

## Redefining Reach: Strategies for Dynamic Student Engagement in Marketing Efforts

Sequoia C

**Leslie Vargas**, *Senior Public Affairs Officer, Riverside Community College District*

Calling all marketing and communications professionals! Ready to enhance your approach to student engagement? Brace yourself for a presentation that shares the secret sauce to making marketing efforts not just effective but downright enjoyable! From networking techniques to understanding student culture, employee engagement strategies, collaboration tips, measuring impact, and staying adaptable to trends – this presentation covers it all. Expect to leave inspired, motivated, and armed with practical tools to inject newfound energy and creativity into your college marketing campaigns. But wait, a quick heads-up: This presentation is not for the faint of heart or those who lack love for students. If the mere mention of student engagement doesn't light a spark, fear not – this might not be your cup of tea. For the rest of you student enthusiasts, buckle up for a marketing revolution!

# Day 1 – Wednesday, April 10

2:30 – 3:10 p.m.

BREAKOUT SESSIONS II

## Breaking Barriers to Tap Into the Boss Within

Sequoia A

**Letitia Clark**, *Chief Communications Officer, South Orange County Community College District*

Unlock your full potential as a leader with the empowering workshop, 'Breaking Barriers: Tapping into the Boss Within.' Join to delve into strategies, insights, and skills tailored for women in the workplace to combat imposter syndrome, self-advocacy, and leading with purpose.

## Rebranding from RFP to Launch

Sequoia B

**Cherie Colin**, *Director of Communications and Marketing, Skyline College*

**Hinda Chalew**, *Communications Manager, Skyline College*

After nearly 20 years, we decided to refresh our logo. We went through a branding study to test the proclivity of the campus to change the logo. In partnership with agency Selbert Perkins Design, we conducted focus groups, and surveys. Our findings determined that an evolution of the logo would be accepted by the campus rather than a revolution. We will take participants through the process, what worked and what didn't and what we learned.

## Central Coast: How Two Colleges Joined Forces to Support Bringing Baccalaureate Degrees to their Colleges

Sequoia C

**Lauren Milbourne**, *Director, Public Affairs and Communications, Allan Hancock College*

**Chris McGuinness**, *Public Information Analyst, Allan Hancock College*

**Ricardo Cano**, *Public Information Specialist, Allan Hancock College*

In the fall of 2023, the presidents of Allan Hancock College and Cuesta College chose to move forward together on bringing baccalaureate degrees to their colleges. The challenge? They needed public awareness and support - and fast. Within one month, the two colleges' PR and marketing departments joined forces (remotely!) to create a branded awareness campaign and event attended by elected officials, public figures, the public, faculty, staff and news media. The result? Massive support generated for the baccalaureate degree application to the Chancellor's Office. We will share our strategy and media mix that brought both colleges successful outcomes.



# Day 1 – Wednesday, April 10

3:20 – 4:00 p.m.

BREAKOUT SESSIONS III

## Be A Brand Champion, Not the Brand Police

Sequoia A

**Josh Morgan**, *Director, Marketing and Communications, Sierra College*

Can you update your brand guidelines to share brand responsibility and increase flexibility and ownership? Yes, you can!

## Understanding Your Audience

Sequoia B

**Mark Perry**, *Project Manager, California Community Colleges Chancellor's Office*

This workshop will focus on thinking outside the box in effectively marketing to multicultural audiences, understanding the importance of exploring new mediums in a changing media landscape and ensuring that your messages are impactful and relatable. Learn about ICanGoToCollege.com campaign initiatives that include releasing radio spots in AAPI languages, crafting a telenovela advertisement series to better reach the Hispanic audience, and the new Educate. Elevate. podcast designed for Black and African American youth and adults.

## College and District Functional Maps - Who Does What? Navigating the Ebbs and Flows of Centralization vs Decentralization

Sequoia C

**Mark Johnson**, *Executive Director, Marketing and Communications and PR, Peralta Community College District*

Who is responsible for marketing and advertising at your institution? Is more work done at the college or is it handled at the district level? In 2021, the Peralta Community College District created Functional Maps to clarify college vs district responsibilities. Functional Maps have helped tremendously with things like advertising and communication requirements tied to federal financial aid, but are always a work in progress. In this session, the Peralta team will share how the district and its four colleges work together to communicate with students and support institutional objectives. And we want to know how your college or district handles this division of labor, too!

4:00 – 4:30 p.m.

BREAK

4:30 p.m.

**An Evening Out at the Santa Cruz Beach Boardwalk**

Grab your tickets and make your own way (via personal vehicle, Uber, Lyft, or Taxi) to the Santa Cruz Beach Boardwalk, for an evening of food, rides, fun, and conversation with fellow CCPRO'ers! Beverages, appetizers and ride tickets will be provided for your enjoyment. Then make your way back to the hotel for an earlier night, or venture out on the town for dinner and merriment! Don't forget to bring your map and wristband.



# Day 2 – Thursday, April 11

7:00 a.m. – 9:00 a.m.

**BREAKFAST**

Sequoia ABC

9:00 – 9:45 a.m.

**MORNING BREAKOUT SESSIONS I**

## **Adobe Design Tracks I-III**

Sequoia A

Ever wished you had a tutorial on the cool creative tools offered by ADOBE? Want an intro to what they're doing with Generative AI, as well as Adobe Express and Firefly? We have a presentation for that! Adobe representatives will provide a three-part series that will leave you with tips and tricks, as well as new tools to use that will make your design work even easier!

## **Adobe Design Track I: Express**

Sequoia A

**Todd Burke**, *Product Evangelist, Adobe Systems Inc.*

## **How A.I. Can Help Your Marketing**

Sequoia B

**Paul Bratulin**, *Director, Marketing, Creative Services & Public Affairs, San Bernardino Valley College*

**Kathi Swanson**, *President, Clarus Corporation*

While ChatGPT and its rival siblings are still in their infancy, it's a great time to experiment through trial and error to see how best to use artificial intelligence for our marketing purposes. Join us in this session to learn about our A.I. journey and what's working and not working so far. Please feel free to bring and share your A.I. experiences as well so we can all learn together.

## **Collaborative Triumphs: Maximizing Grant Funding through Strategic Teamwork at Irvine Valley College**

Sequoia C

**Diane Oaks**, *Director of Marketing and Communications, Irvine Valley College*

**Jamie McNinch**, *CEO, GradComm*

Grant funds are a game-changer. But managing those funds? That's a different story. Irvine Valley College (IVC) found themselves in a tight spot with some unexpected grant money. With just 60 days on the clock, they needed a plan, and fast. Working with GradComm, IVC developed a strategy to connect with employers and make the most of that grant money. Don't miss this case study! You won't believe what was pulled off in just two months!



# Day 2 – Thursday, April 11

9:55 – 10:45 a.m.

MORNING BREAKOUT SESSIONS II

## Adobe Design Track II: Firefly

Sequoia A

**Todd Burke**, *Product Evangelist, Adobe Systems Inc.*

## “You Belong Here” Campaign - Changing Times Requires Support of the “Whole Student” Throughout Their College Journey

Sequoia B

**Cesar Gumapas**, *Information Officer, San Diego City College*

**Becky Kloetzel-Roberts**, *Founder, CEO, RobertStemler Media*

San Diego City College and Robert Stemler-Media present how San Diego City College has seamlessly embraced the ethos of the “You Belong Here” Campaign, embodying a commitment to the comprehensive support of the “Whole Student” throughout their collegiate experience.

This collaboration aims to illuminate the institution's adaptability and dedication to fostering an inclusive educational environment, resonating with the evolving needs of students in today's changing times. Join us as we showcase the integration of innovative approaches, resilience, and a deep belief in the success of every student within a supportive community that champions growth and understanding. This presentation encapsulates not only an institutional evolution but a forward-looking movement that propels students toward their academic and personal triumphs.

## Riding the Wave of Success: The Epic Marketing Team-Up between Grossmont and Cuyamaca Colleges

Sequoia C

**Ernesto Rivera**, *Director, College and Community Relations, Grossmont College*

Two awesome colleges in the same district have put aside their rivalry and joined forces in an epic marketing campaign! And guess what? Everyone (including the Governing Board and the Chancellor) is stoked about it! The campaign is spreading the word about community colleges in the area, saving the district money on advertising, and showing off all the amazing choices students have. Don't miss out! Grab your boards and drop in on this wave of success.

## Battling burnout: How to find balance in an era of soaring expectations

Pool Area

**Alex Breitler**, *Director of Marketing and Communications, San Joaquin Delta College*

**Leslie Vargas**, *Senior Public Affairs Officer, Riverside Community College District*

The struggle is real! Marketing and communications professionals are taking on more and more responsibility these days. The result, for some? 12:30 a.m. cram sessions, weekends spent worrying about work, and in the worst of times, debilitating stress and anxiety. If any of this sounds familiar, this is the session for you. We'll drop all pretenses and share candidly and vulnerably about our experiences with burnout. And we'll share some simple things we can do to support ourselves so that we can continue to effectively support our students and communities.





# Day 2 – Thursday, April 11

10:55 – 11:35 a.m.

MORNING BREAKOUT SESSIONS III

## Adobe Design Track III: Generative A.I.

Sequoia A

**Todd Burke**, *Product Evangelist, Adobe Systems Inc.*

## Welcoming Your New CEO

Sequoia B

**Peter Anning**, *CCPRO Coordinator, Formerly Marketing and Communications Director, Mission College*

Having worked for 26 different presidents (4 in one year!), I have experienced a lot of welcoming plans and processes. I'm going to share what has worked best to solidify my relationship with new presidents/chancellors, make them feel at home, start them off on the right foot, and present their best image to our community.

## A Bold Marketing Campaign for Enrollment Increases

Sequoia C

**Jack Beresford**, *Director, Communications and Public Relations, San Diego Community College District*

**Dewey Price**, *25<sup>th</sup> Hour Communications*

The San Diego Community College District (SDCCD) launched a fall marketing campaign that looked nothing like your average college advertising campaign, featuring tacos, superheroes, and bears. SDCCD saw a stunning 15% enrollment increase thanks to an investment in research with its partner, 25th Hour Communications. The research sought to discover motivations, barriers, gaps, and opportunities for adult students in the district service area. The agency delivered a strategic enrollment management campaign that targeted and converted adult learners. Join SDCCD and 25th Hour as they walk you through how they did it.

11:45 a.m. – 1:30 p.m.

LUNCH AND KEYNOTE SPEAKER

Sequoia ABC

**Guy Kawasaki**, *Chief Evangelist, Canva, former Chief Evangelist, Apple, and Prolific Author*

Guy Kawasaki is the chief evangelist of Canva and the creator of Guy Kawasaki's Remarkable People podcast. He is an executive fellow of the Haas School of Business (UC Berkeley), and adjunct professor of the University of New South Wales. He was the chief evangelist of Apple and a trustee of the Wikimedia Foundation. He has written *Wise Guy*, *The Art of the Start 2.0*, *The Art of Social Media*, *Enchantment*, and eleven other books. Kawasaki has a BA from Stanford University, an MBA from UCLA, and an honorary doctorate from Babson College.



# Day 2 – Thursday, April 11

2:00 – 2:45 p.m.

AFTERNOON BREAKOUT SESSIONS I

## **Amplify, Engage, Advocate: PIO's Blueprint for Success with Government Relations**

Sequoia A

**Andrew Martinez**, *Senior Director of Government Relations, Community College League of California*

**Kaylie Schmidt**, *Communications Specialist, Community College League of California*

Join us for an insightful session from the Community College League of California on the role that public relations and communications professionals have in supporting college and district government relations activities. Explore strategies to strengthen communication channels, leverage shared goals, and enhance community engagement in legislative activities. This session aims to empower communications teams to forge dynamic partnerships, ultimately advancing the advocacy outcomes for your campus or district and the collective mission of community colleges.

## **What's in A [College's] Name? A LOT!**

Sequoia B

**Dr. Matt Wetstein**, *President and Superintendent, Cabrillo College*

**Kristin Fabos**, *Director, Marketing and Communications and PIO, Cabrillo College*

Imagine your faculty approach your Board with a petition signed by 100 faculty members, students and staff, to change your College's name, in response to widespread social unrest in the U.S. and critical analysis of the namesake of your college. What would your leadership do? What would you do? Come hear firsthand the 4-year story of what Cabrillo did, and how it ended (at least for now)!

## **Stories About College Enrollment Success and How They Did It**

Sequoia C

**Jennie McCue**, *Executive Director, Marketing & Communications, Saddleback College*

**Haley Johnson**, *Motimatic*

Do you have at-risk current students, stop-outs or applied-not-registered students going back two to three years that have been unresponsive to your marketing outreach? Fear not. There are ways to reach these groups and drive them to register for the upcoming term on a pay-for-results basis. This session will highlight some recent California community college success stories and how you can do it with no software integration necessary and within a week!

3:00 – 4:00 p.m.

SPONSOR HOUR

Sequoia D

Visit the sponsor area to talk with our generous vendors about their products and complete your Bingo Cards!



# Day 2 – Thursday, April 11

4:00 – 4:45 p.m.

AFTERNOON BREAKOUT SESSIONS II

## **Data-Driven Dollars and Dynamic Dialogues: MiraCosta’s Mission to Magnify Funds and Fame**

Sequoia A

**Kristen Huyck, Ed.D.**, *Director, Public & Governmental Relations, Marketing & Communications, MiraCosta College*

**Jack MacKenzie**, *Founder & CEO, CollegeApp*

In an era of budget cuts, MiraCosta College showcases a potent mix of predictive modeling with CollegeAPP to secure vital private funds and advance its mission. This session goes beyond fundraising, aiding communication, and marketing professionals. Discover the pivotal role of targeting charitable households and how CollegeAPP is a robust PR tool, enhancing the College’s brand and community rapport. Embrace this strategic exploration of turning fiscal constraints into opportunities for substantial growth and increased visibility.

## **Promoting Dual Enrollment**

Sequoia B

**Mark Perry**, *Project Manager, California Community Colleges Chancellor’s Office*

Enrollment in the California Community Colleges system was up 8% in spring 2023 compared to the previous spring, an increase fueled by a 14% growth in dual enrollment. This roundtable discussion from multicultural ICanGoToCollege.com campaign advertising agency professionals, which will include a dual enrollment expert representing the Chancellor’s Office, will help hone your game plan in marketing dual enrollment to underserved high school students and adult learners.

## **Getting a Graduate Degree – Is it Worth It?**

Sequoia C

**James Meier**, *Director of Strategic Communications and Marketing, Inland Empire/Desert Regional Consortium*

**Jack Beresford**, *Director, Communications and Public Relations, San Diego Community College District*

**Lauren Milbourne**, *Director, Public Affairs and Communications, Allan Hancock College*

A graduate degree isn’t necessary for everyone in the community college marketing, communications, and public relations realm, but it can prove useful. The panelists will discuss their respective thought processes that went into their decisions to pursue master’s degrees and how their eventual decisions have already improved their professional lives and decision-making. Your questions are highly encouraged.



# Day 2 – Thursday, April 11

5:00 – 6:00 p.m.

**BREAK**

6:00 – 7:00 p.m.

**COCKTAIL HOUR**

Bar & Pool Patio

7:00 – 9:30 p.m.

**CCPRO 40TH ANNIVERSARY  
CELEBRATION & PRO AWARDS DINNER**

Sequoia ABC

The PRO Awards Dinner, presenting these coveted CCPRO honors:

- All-Pro Award: One California community college community college communicator will be honored with the prestigious All-Pro Award for their outstanding work and service to CCPRO.
- PROMoter Award: A community college leader who supports community college marketing will be honored with the PROMoter Award
- Student Scholarships
- The CCPRO Awards





# Day 3 – Friday, April 12

Show your college spirit today by wearing your colors/apparel!

7:00 a.m. – 9:00 a.m.

BREAKFAST

Sequoia ABC

9:00 – 10:45 a.m.

MORNING GENERAL SESSION

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## Panel Discussion - Marketing Iconic Brands

**Gavin Denike**, *Brand Manager, NHS Skateboards Inc., Santa Cruz*

**Heather Wood**, *Vice President of Marketing, Gooder Foods Co.*

**Chelsea Garcia**, *Marketing Production Manager, O'Neill Wetsuits*

**Bridget O'Neill**, *Sales Analyst, O'Neill Wetsuits*

Did you know that these famous, iconic brands were headquartered right here, in Santa Cruz County? Hear from these marketing experts on what it takes to develop great products that appeal to wide audiences, and to build and maintain their iconic brands. You may also hear a bit about the pleasures and pitfalls of running international companies from beautiful Santa Cruz, California!

## Meet the Panelists



**Gavin Denike** has been the Brand Manager for NHS, Inc., Independent Trucks, and Bronson Speed Co. since 2012. He is also the Social Media Coordinator for Ricta Wheels and the Brand and Team Manager for Mob Grip, as well as a Team Manager for Santa Cruz Skateboards. He graduated from California State University Chico in 2012 with a Bachelor of Science in Business Administration with an Option in Marketing.



**Heather Wood**, VP of Marketing at GOODLES, has over 15 years of experience in Marketing, Graphic Design, and Brand Management. She studied Food and Nutrition Management, and has a Bachelor's of Science degree from Arizona State University. She has primarily worked in the food industry, but also has experience working for marketing and design agencies. She is most passionate about working for mission-driven companies that value their employees and drive positive change in their industries.

**Chelsea Garcia**, Marketing Production Manager, O'Neill Wetsuits, has worked as a marketing professional for over 10 years and has been in her role at O'Neill for the last four years.



**Bridget O'Neill** is currently working as a Sales Analyst while helping with special marketing projects for O'Neill Wetsuits. Bridget earned her BA in Communication Studies from Chapman University in 2022.

# Day 3 – Friday, April 12

11:00 a.m. – 12:00 p.m.

**ALL-PRO PANEL**

Sequoia ABC

## Ask the Experts

### CCPRO All-PROs

The wisdom of the CCPRO All-Pros is priceless. This is your chance to hear about their “war stories” and successes, how they turned challenges into opportunities... and how you can as well. Come to this interactive session with a topic or issue you are facing, and hear strategies and solutions from the CCPRO veterans!

12:00 – 1:00 p.m.

**LUNCH – TRADITIONAL TACO BAR**

Sequoia ABC

1:00 p.m.

**CLOSING REMARKS AND ELECTION OF 2024-25 CCPRO OFFICERS**

1:30 p.m.

**CONFERENCE ADJOURNS; CCPRO BOARD MEETING BEGINS**

***Before you leave!*** Please fill out our post-conference survey by scanning this QR code or visiting the following link:



[bit.ly/CCPRO2024Survey](https://bit.ly/CCPRO2024Survey)

Your feedback will help us improve this amazing annual event!

# THANK YOU!



# CCPRO 2023 – 2024 BOARD OF DIRECTORS

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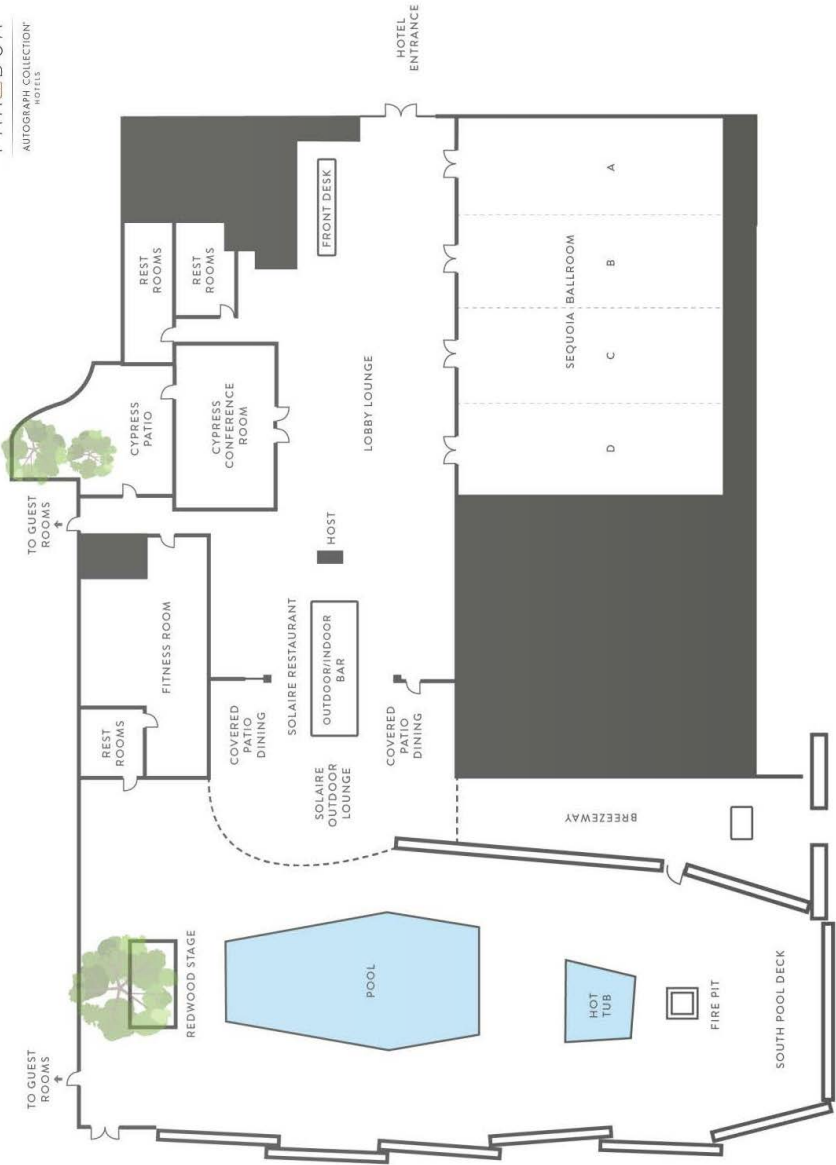
## **Follow us on Social Media!**

Catch the wave on CCPRO's Instagram [@CCPROcalifornia](#)  
Feel free to tag us and use the CCPRO Conference hashtag [#CCPRO24](#)  
Let the professional development begin!





# MEETING ROOM SPECIFICATIONS





GradComm

# Get Gradical

Higher ed marketing that hangs ten so you can go back to

*hanging loose.*



Drop us a line, brah.



## A Proven Leader in Community College Marketing

### branding

Harness your college's marketing power with meaningful messages.

### market research

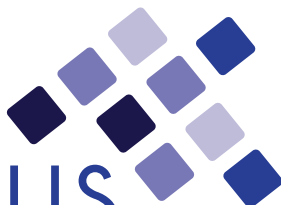
Scans and audits for high school students, workforce, working adults, and many more!

### digital ads

Managing digital display campaigns that reach your target audience.

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We propose you join us for a workshop about tying the knot for better fundraising. It's a match made in marketing.



**Michelle Riggs**  
Director  
Institutional Advancement  
Crafton Hills College



**Adrian Hyatt-Ward**  
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- High School Advertising
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