

# CCPRO 2025



## CONFERENCE PROGRAM

**Wednesday, April 9 – Friday, April 11, 2025**

**Kona Kai Resort & Spa**

1551 Shelter Island Drive

San Diego, CA



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# President's Message

from CCPRO President Alex Breitler



Have you ever imagined what it would be like to do your job alone—without any mentorship, guidance, or support, without anyone to lend a sympathetic ear?

For me, that's a chilling thought.

But thankfully, that's all it is – a thought. Because as marcomm professionals at California community colleges, we have the incredible benefit of belonging to CCPRO. And none of us is ever alone.

I attended my first CCPRO conference in 2018 after a long career in journalism. I was green and inexperienced in this strange new world. At CCPRO, I found professionals who, just like me, simply wanted to grow and improve. I found people who could help me sharpen my tools and identify new ones. I found a close-knit community of friends and colleagues. In short, I found my people.

Seven years later, with the complexity of our jobs seeming to increase with each passing year, CCPRO is important as ever in my life – and I'm sure in yours as well. I hope this conference gives you the time and space needed to think, to recharge and, yes, to commiserate if you need to. We only get 48 hours together each year. Let's disconnect from our daily problems to the extent that we can, and make the most of it.

Planning this conference is a massive endeavor, and I want to thank the core team that made it all happen. Conference Chair Jack Beresford and new CCPRO coordinator Anne Krueger were our boots on the ground here in San Diego, arranging for amazing excursions, an inspiring keynote speaker, and so much more. Past President James Meier did yeoman's work in lining up our generous sponsors. Awards Chair Grace Mendoza made the complicated Pro Awards process look easy. Communications Chair Lauren Milbourne tirelessly promoted this conference and answered questions from the membership. Program Chair Christian Gutierrez arranged for a wonderfully diverse array of sessions. You can thank Rose Bell for the swag in your bag, "Past Past President" Peter Griggs for our enriching preconference presentations, and Cherie Colin for the awarding of CCPRO writing scholarships to two wonderfully deserving community college students.

Thank you all. Here's to a wonderful conference. I'm so glad we have this community, and each other.

**Alex Breitler**

2024-2025 CCPRO President



# College **APP**

## Recruiting Adult Learners for Education & Training

Helping California Community Colleges  
Identify Adult Learners with the Highest  
Probability of Intent to Enroll

### Partners Rely on CollegeAPP to:

- Identify the adults with high probability of Intent to Enroll in education and training programs
- Discover which adults in your area prefer a two-year institution for enrollment
- Organize recruitment strategy and campaigns – marketing at the person level via digital, social, video, TV, and direct mail



### How CollegeAPP Works

#### 1 Define your Service Area

#### 2 Refine your Criteria

Create highly refined target audiences filtered by your priorities including:

- Detailed person-level demographics
- Home address
- Households with 16-17 year olds
- Household finances
- Veterans in household
- And 650 other demographic & behavior data points

Add CollegeAPP Models to predict:

- Intent to Enroll
- Institutional Preference
- Modality Preference
- Education Attainment
- Program Interest

#### 3 Execute your Marketing Plan

Your campaigns will run efficiently and effectively as outreach is conducted to those within your refined criteria.

CollegeAPP can expertly manage your campaigns or work directly with your internal team or agency to ensure the best possible results.



### Visit the CollegeAPP Booth for a Demo



Jack MacKenzie  
Founder & CEO



Brodie Dunnahoo  
Business Development

Scan the QR code to  
connect with us on LinkedIn



yourcollegeapp.com





# We Remember

CCPRO lost one of its longtime champions last year with the passing of Kathy Bonilla, who spent more than three decades serving as public information officer at Fresno City College.

Kathy was a fixture in the CCPRO community, having earned the coveted All Pro award in 2004. Just last year at our Santa Cruz conference, Kathy participated in the "Ask the Experts" panel, imparting her many years of wisdom.

A native of Merced, Kathy worked in broadcast journalism early in her career before becoming PIO at Fresno City College. Carole Goldsmith, chancellor of the State Center Community College District, remembered Kathy for her "unwavering dedication and pride in representing the College."

"Kathy's work ensured that the community understood and appreciated the college's outstanding programs and students," Chancellor Goldsmith said. "Beyond her professionalism, Kathy's humor and quick wit brought warmth to every interaction. Her kindness, expertise, and commitment will be deeply missed by all who had the privilege of knowing her."

In honor of Kathy, the CCPRO Board of Directors recently voted to rename the organization's student scholarships in her honor. As such, we'll be pleased at this conference to present the Kathy Bonilla Memorial Student Scholarship to two deserving community college students. We hope Kathy would be proud.

## Comings and Goings

**Karin Marriott**, the 2017 All Pro winner who served as the marcomm director at Mt. San Jacinto College for nearly two decades and more recently served in a governmental affairs role, has announced she's retiring. Thank you, Karin, for being one of CCPRO's guiding lights all of these years, and for mentoring so many of our members.

**Peter Anning** officially retired as CCPRO coordinator in July, although if you know Peter, you won't be surprised to hear that he's still helping out here and there. We gave Peter a sweet send-off in Santa Cruz so we won't make a big deal about this (and we think that's the way he'd probably like it), but if you see him here in San Diego, make sure and give him a big congratulations.

On a related note, longtime CCPRO-er **Anne Krueger** took over Peter's duties as coordinator and hasn't missed a beat. We've been so lucky to have not one but two individuals with longtime institutional knowledge fill this important role over the years. Thank you, Anne, for stepping up and continuing to serve CCPRO!

Connect with us!  
**#CCPRO25**

Share your photos on the socials using  
#CCPRO2025 to connect with other attendees!  
Follow and feel free to tag @CCPROcalifornia  
to catch the action throughout the conference.

# Get an Endless Summer



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SOME CLIENTS MAY BE SO HAPPY THEY STAY WITH US FOREVER.



# Keynote Speaker

Alberto 'Beto' Vasquez

Dr. Beto Vasquez is the youngest of four and was raised in Barrio Logan, a community in San Diego, California. Once a high school dropout, his faith and education helped him overcome homelessness, incarceration and addiction and change the trajectory of his life.

Dr. Vasquez researched STEM faculty mindsets. As a proud transfer student, a father of four and as a community leader, he leverages his personal and professional experience to inform the work he is involved with.



Dr. Vasquez has worked in the nonprofit sector, local government and higher education. He is currently employed with UC San Diego's Center for Research on Education, Assessment & Teaching Excellence (CREATE), where he spearheads P-20 efforts to increase STEM diversity, access, and engagement to disenfranchised communities through advocacy, representation, and the development of culturally relevant lessons, events, and strategies.

Dr. Vasquez actively uses his lived and professional experience to serve as a motivational speaker, class instructor, professional development facilitator, author, and director of equity grants – locally, nationally, and internationally.





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# Schedule at a Glance

## Wednesday, April 9

8:00 a.m. – 5:00 p.m.  
Registration

### PRE – CONFERENCE WORKSHOP

8:00 a.m. – 12:00 p.m.  
(includes lunch)

### CONFERENCE BEGINS

1:00 – 1:30 p.m.  
Conference Welcome

### BREAKOUT SESSIONS

1:40 – 2:25 p.m.  
Breakout Sessions I

2:35 – 3:20 p.m.  
Breakout Sessions II

3:30 – 4:15 p.m.  
Breakout Sessions III

5:30 – 7:30 p.m.  
Private Harbor Cruise  
Triton Charters  
2700 Shelter Island  
Drive, San Diego  
(1.3 miles from hotel.  
Transportation  
on your own)

## Thursday, April 10

8:00 – 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

### KEYNOTE & LUNCH

11:45 a.m. – 1:30 p.m.

### AFTERNOON BREAKOUT SESSIONS

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

3:00 – 4:00 p.m.  
Sponsor Hour

4:00 – 4:45 p.m.  
Ask the Experts

### BREAK

5:00 – 6:00 p.m.

### COCKTAILS

6:00 – 7:00 p.m.

### PRO AWARDS DINNER

7:00 – 9:30 p.m.

## Friday, April 11

8:00 – 9:00 a.m.  
Breakfast

### U.S.S. MIDWAY EXCURSION

Bus departs hotel  
at 8:45 a.m.  
Bus returns  
at 12:15 p.m.

### LUNCH

12:00 – 1:00 p.m.

Closing Remarks and  
election of 2025 – 26  
CCPRO Officers  
1:00 – 1:30 p.m.

Conference Adjourns  
1:30 p.m.

CCPRO Board Meeting  
1:30 p.m.



**Foot Traffic Attribution**

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**Regional Sales Manager**



**Jessica Farrell**  
**Account Executive**

**Programmatic | Paid Search | Paid Social | Location Based**

**Q1Media.com**



# Day 1 – Wednesday, April 9

8:00 a.m. – 5:00 p.m. Registration Lobby

8:00 a.m. – 12:00 p.m. Pre-Conference Workshop (includes lunch) Point Loma 1

## Short Form Video Creation Made Simple

**Mandy Sullivan**, *Director, Social Media Strategy, UC San Diego*

**Melissa Winney**, *Social Media Strategist, UC San Diego*

**Jodi Cilley**, *Founder and President of the Film Consortium San Diego*

**David Brooks**, *Multimedia Specialist, San Diego Community College District*

**Derrick Acosta**, *Co-creator, Mega64 Comedy Production Company*

Kick off your conference experience with an engaging and hands-on workshop, *Short Form Video Creation Made Simple*. In this four-hour session, you'll explore practical strategies for creating impactful short-form video content to enhance engagement across your social media platforms. Experts from the University of California, San Diego (UCSD) will share their proven formula for video creation and implementation at the university level. Additionally, cinematic professionals from CCPRO will showcase their favorite gear, along with tips and techniques for shooting compelling video shorts and editing on the fly like a pro. Whether you're new to video creation or looking to sharpen your skills, this session will provide actionable insights you can immediately apply to your campaigns.

1:00 – 1:30 p.m. Conference Welcome Point Loma 2

## Alex Breitler

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

## Jack Beresford

CCPRO Vice President and Vice Chancellor of Marketing, Communications, & Public Affairs, San Diego Community College District



# Day 1 – Wednesday, April 9

1:40 – 2:25 p.m.

Breakout Sessions I

## Marketing in a Media Desert

Del Mar

**Steve Brown**, *Public Relations and Events Specialist, Copper Mountain College*

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

How do you quench your community college's marketing thirst when you're working with a budgetary drought in a literal media desert? Steve Brown of Copper Mountain College in Joshua Tree shares creative strategies for navigating somewhat limited options. He partnered with Adrian Hyatt-Ward of HyattWard Advertising and together they found ways to make a big splash without spending a small fortune. Discover practical, budget friendly tips to create campaigns that, metaphorically speaking, help make it rain.

## Buckle Up! How to Survive a Bond Measure Campaign—and Maybe Even Win

La Jolla

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

We do lots of important things in community college marketing, but few of those things are as impactful as potentially securing hundreds of millions of dollars in funding for new facilities that will benefit students for generations to come. Of course, it's harder than it sounds. We'll talk about the perils and pitfalls of a bond measure campaign, the role marketing should play on this wild ride, and what the outcome could mean for you professionally.

## Bridging the Enrollment Gap: Digital Strategies to Engage California's Adult Learners

Point Loma 1

**Mark Johnson**, *Executive Director, Marketing, Communication & Public Relations, Peralta Community College District*

**Dr. Kristy Phillips**, *Senior Director, Client Success, Carnegie*

California's community colleges are approaching the 2026-2027 enrollment cliff, making it essential to rethink strategies for attracting and engaging prospective students—particularly adults. This session focuses on advanced audience-building strategies to target the "some college, no credential" population and other adult learners seeking career advancement or skill development. Discover how to craft hyper-targeted advertising campaigns that resonate with adults juggling work and family responsibilities while aligning your messaging with California's workforce demands in industries like healthcare, technology, and green energy. Learn strategies for leveraging data and audience segmentation to connect with this crucial demographic, expand online program enrollment, and create sustainable growth in an increasingly competitive market.

Connect with us!  
**#CCPRO25**

Share your photos on the socials using  
#CCPRO2025 to connect with other attendees!  
Follow and feel free to tag @CCPROcalifornia  
to catch the action throughout the conference.



# Day 1 – Wednesday, April 9

2:35 – 3:20 p.m.

Breakout Sessions II

## The Future of Digital Marketing in Higher Education

Point Loma 1

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

**Tara Conrad**, *Vice President of Community and Technical Colleges at College App*

This presentation explores the evolving landscape of digital marketing in higher education, driven by AI advancements, bot proliferation, and shifting audience targeting methods. As traditional strategies like SEO and segmentation lose effectiveness, institutions must adopt innovative approaches.

Key topics include:

Google's AI-powered search changes and their impact on marketers.

Meta's use of bots and its effects on lead generation.

The growing importance of predictive analytics for precise, intent-driven campaigns.

Key Takeaways:

How AI and bots are reshaping higher education marketing.

Why traditional targeting techniques are becoming obsolete.

How predictive analytics can refine campaigns and optimize budgets.

## Marketing Through Storytelling

La Jolla

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

**Jennifer Aries**, *President, 25th Hour Communications, Inc.*

Unleash your creativity in Marketing Through Storytelling by developing a powerful Big Idea for a brand in just 10 minutes. Learn how to turn that idea into a compelling story or commercial using a proven storytelling template, with real-world examples to inspire your next marketing campaign.

## Branching Into the Future: IVC's Logo Refresh

Del Mar

**Diane Oaks**, *Executive Director, Marketing and Creative Services, Irvine Valley College*

This presentation will focus on the process IVC undertook for a logo refresh, last updated in 2010. IVC was looking for a modernized take on its iconic orange tree symbol, reflecting growth and opportunity while enhancing versatility for print and digital use. The logo refresh project was timed to align prior to the college's 40th-anniversary celebration in 2025 and support the upcoming collegewide sign refresh project. Attendees will learn about the design updates, implementation timeline, and transition plan, ensuring a seamless adoption of this vibrant new identity that honors IVC's legacy while positioning the campus for the future.



# GO DIGITAL!

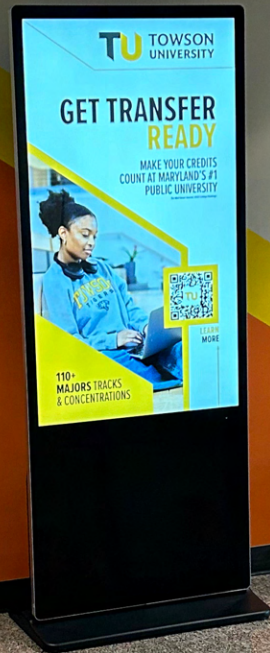
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Reach out Today!  
[dan@ondeckmktg.com](mailto:dan@ondeckmktg.com)

# Day 1 – Wednesday, April 9

3:30 – 4:15 p.m.

Breakout Sessions III

## Mascot Makeover: The Birth of Rizzly the Grizzly and Renewed College Spirit

Del Mar

**Uyen Mai**, *Director of Marketing, Mt. San Antonio College*

This presentation will explore the comprehensive process of developing and launching a new campus mascot for Mt. San Antonio College. From baseline research to campus integration, we'll highlight the lengthy process we used, share challenges faced, successes achieved and lessons we learned.

## Specialized Marketing Tactics for the Young and the Old

Point Loma 1

**Jennie McCue**, *Executive Director of Marketing and Communications, Saddleback College*

**Chelsea Van Doornum**, *Director of Public Relations and Communications, Cerritos College*

**Cheryl Broom**, *CEO, GradComm*

How do you design one marketing strategy to excite high school students and another to inspire retirees? Join us for an engaging session showcasing the unique approaches Saddleback College and Cerritos College adopted to connect with these contrasting audiences.

Learn how both colleges successfully attracted high schoolers to their dual enrollment programs, offering compelling benefits like college credits, career readiness, and cost savings. On the flip side, discover how Saddleback College tapped into the desires of retirees through the Emeritus program, highlighting lifelong learning, social opportunities, and personal fulfillment.

This session also dives into the innovative strategies used to bounce back from the enrollment challenges of the pandemic, blending digital tools with community-based outreach. The focus? Addressing the vastly different values, motivations, and communication preferences of two generations and turning them into lasting program growth.

If you're tasked with marketing to vastly different age groups, this session is packed with actionable insights on humanizing your strategy and driving success with students young and old.

## Smooth Sailing with Web Accessibility

La Jolla

**Stephanie Cason**, *Web Coordinator, Mt. San Jacinto College*

Web accessibility ensures that websites are usable by everyone, including individuals with disabilities. For community college Public Relations and Marketing Offices, it's about creating inclusive digital experiences, improving usability for all users, and complying with legal standards like the ADA or WCAG. Accessible websites enhance user engagement, improve SEO rankings, and expand audience reach. Key practices include using alt text for images, providing clear navigation, ensuring sufficient contrast, and ensuring content is screen-reader compatible. Prioritizing accessibility builds trust and boosts your institution's reputation.

5:30 – 7:30 p.m.

Private Harbor Cruise  
Triton Charters

2700 Shelter Island  
Drive, San Diego

# Day 2 – Thursday, April 10

8:00 – 9:00 a.m.

Breakfast

9:00 – 9:45 a.m.

Morning Breakout Sessions I

## Tea Time with Leslie: Reframing Representation to Challenge Implicit Bias+ in College Marketing & Communications

Point Loma 1

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

Alright y'all, I've got the tea, and trust me, you're going to want a sip! Join me as we explore how implicit biases and microaggressions sneak their way into higher education marketing materials and communications. With real-world examples, you'll learn to spot those sneaky biases in language, imagery, and cultural representation that could unintentionally alienate or offend both your internal and external college community—especially the students you're so passionately serving. By the end of this session, you'll walk away with practical tools and strategies to create marketing and communications that truly reflect the diverse makeup of your student population and engage students from all backgrounds. Oh, and you just might recognize a few of your own biases and microaggressions (don't worry, we've all got 'em). You'll also pick up some ways to course-correct and foster a more inclusive environment. This is the tea you definitely don't want to miss!

## Designing with Adobe Express

La Jolla

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

**Todd Burke**, *Adobe*

You saw it last year in beta, and now it's launched with AI and social media integration. Learn how to use Adobe Express, an all-in-one design, photo, and video tool, to make your content creation easy and social media-ready! Product Evangelist Todd Burke will take you through a product demonstration, highlight new features, and answer your questions about this powerful new design tool (included with your campus Creative Cloud subscriptions).

## Leveraging Motivation Science and Social Media for Student Success

Del Mar

**Cherie Colin**, *Director of Community Relations & Marketing, San Mateo County Community College District*

**Haley Johnson**, *Regional VP Education Solutions, Motimatic*

We know you are pulled in many directions, managing campaigns, creating ads, planning events etc etc.

We're here to support and add capacity to our California community college partners and their marketing efforts by offering a fully managed service and driving measurable results.

Learn about a College Buys approved solution using motivation science and re-engaging students through social media. Attend this session to learn more about the path your peers have implemented, and additional groups they've re-engaged using this methodology. We'll share how the insights, data, and learnings from the work helped our partners make strategic decisions for upcoming terms.

We offer a pay-for-results model and now a monthly service option that many of our partners have asked for.



# Day 2 – Thursday, April 10

9:55 – 10:40 a.m.

Morning Breakout Sessions II

## Precision in Outreach: Targeted Marketing with Amazon Ads & MiraCosta College

La Jolla

**Kristen Gonzales**, *Director, Public & Governmental Relations, Marketing & Communications, MiraCosta College*

**Pricilla Booy**, *Amazon Ads*

Unlock the power of targeted marketing with Amazon Ads. This session explores how understanding your audience enhances engagement and conversion. Learn how MiraCosta leverages data-driven insights to reach students effectively while Amazon Ad's advanced channels on OTT, programmatic display, and video optimize outreach. Discover how these tools ensure the right message reaches the right audience at the right time, from personalized messaging to strategic ad placements. Join us to learn how you can elevate your marketing strategy with proven, scalable techniques.

## Amplifying Students' Voices: Importance of Peer-to-Peer Storytelling through Social Media

Del Mar

**Mark Perry**, *Project Manager - ICanGoToCollege.com, Chancellor's Office*

Authentic voices matter. For students, social media is more than entertainment. It's a powerful tool to find education-related information, helping them make informed decisions about their higher education journeys. Join this conversation with the ICanGoToCollege.com team as we dive into harnessing the power of students and alumni as user-generated brand ambassadors for your social media channels. Those who participate in the presentation will learn how to go from concept to completion, including effective strategies in outreach, selecting the right student voices, to empowering them, to sharing their uplifting stories and turning them into advocates on behalf of your institution. This session will equip attendees with tools to amplify their institution's impact through authentic, peer-to-peer connections via social media.

## Ideas on Demand: Using AI Chat Tools to Supercharge Creativity and Research

Point Loma 1

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

Discover how AI tools like Copilot can act as your creative partner. This session will demonstrate how to brainstorm, research, and refine complex ideas while juggling the demands of a creative services professional. Learn practical tips for integrating AI into your workflows, enabling you to multitask effectively and bring innovative solutions to life.

# Day 2 – Thursday, April 10

10:50 – 11:35 a.m.

Morning Breakout Sessions III

## Enhancing Communication Through Two-Way Texting: A Powerful Tool for Engagement and Outreach

La Jolla

**Vanessa Stotler**, *Director of Marketing and Outreach, Ventura College/Ventura Community College District*

Ventura College implemented two-way texting to enhance student communication, allowing for real-time, interactive messaging beyond standard SMS notifications. Unlike traditional mass texts, which do not support replies, this platform enables student service areas to engage in meaningful back-and-forth conversations with students, providing timely support and critical information.

In Fall 2023, Ventura College piloted SimpleTexting, a two-way text platform, to improve student engagement and streamline communication. Now, as we transition from the pilot phase to full implementation, this presentation will share key data, best practices, and lessons learned from integrating this tool. The Ventura College Marketing Department was vital in onboarding the platform and ensuring compliance with student messaging regulations.

Attendees will gain valuable insights into leveraging two-way texting to improve outreach, enhance student support, and strengthen institutional communication strategies.

## Social Media Interns? How Your Students Can Elevate Your Content

Del Mar

**Jesus Velasco**, *Marketing and Media Technician, Mt. San Jacinto College*

How do you connect with your college community through social media? By creating content that resonates with them. The easiest way to do this is by having someone from the community you are trying to reach!

Social media interns have helped Mt. San Jacinto College elevate our content to make it more personal and engaging while being able to give students in our community the work experience needed for the real world. We have successfully completed our first semester with two interns, and I can give you an account of my experience with the program and what works and what does not. Due to the success of the first semester, we are continuing this program for Spring 2025.

Not every college has the resources to manage interns, so how do we create content when resources are limited? I have a solution for that too! I will be highlighting content examples and how to utilize free resources to use social media as intended!

## Crisis Communications—A Discussion/Workshop About Best Practices

Point Loma 1

**Chris Clarke**, *Executive Director, External Relations & Strategic Communications, Riverside Community College District*

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

Join the conversation. If you have experience with crisis communications at your college, your input to this discussion will be vitally important. We will start with a short presentation about PIO responsibilities in an Emergency Operations Center, and the roles of communications partners during crises. Best practices will be discussed based on your real-world experiences. A summary document will be compiled and shared with all workshop participants.

11:45 a.m. – 1:30 p.m.

Keynote Speaker and Lunch

Point Loma 2

# Day 2 – Thursday, April 10

2:00 – 2:45 p.m.

Afternoon Breakout Sessions I

## Cultivando Conexiones: Building a Spanish-Language Social Media Community

Point Loma 1

**Eve Mulhall**, *Development Coordinator, San Bernardino Valley College*

**Giovanny Elizarraraz**, *Content Specialist, San Bernardino Valley College*

Since launching its Spanish social media accounts in 2022, SBVC has built a thriving community among Spanish-speaking and bilingual audiences. This session will explore the strategy, challenges, and successes of engaging this demographic, providing insights on fostering cultural connection and building awareness through targeted social media outreach.

## Building a Lifelong Connection: Establishing and Growing MiraCosta College's Alumni Association

Del Mar

**Kristen Gonzales**, *Director, Public & Governmental Relations, Marketing & Communications, MiraCosta College*

Since its launch in 2018, MiraCosta College's Alumni Association has fostered lasting connections through events, direct mail, social media, and a dynamic web presence. This session will explore how these efforts have strengthened alumni engagement and positioned the association for its next growth phase in 2025. Learn how to leverage alumni networks to amplify storytelling, fundraising, and institutional pride while discovering innovative strategies to take your alumni relations to the next level.

## Small Office? This Will Be Interesting

La Jolla

**Niall Adler**, *Marketing Director, Evergreen Valley College*

Led by a seasoned (some will say salty) CCPRO veteran, get tips of the trade on running a small office on a budget. In today's age, you need to be your own media, too. Add pepper to the presentation with video vendor Creative Castaway.

3:00 – 4:00 p.m.

Sponsor Hour

Point Loma 3

4:00 – 4:45 p.m.

Ask the Experts

Point Loma 2

**Jack Beresford**, *Vice Chancellor of Marketing, Communications & Public Affairs, San Diego Community College District*

**Anne Krueger**, *CCPRO Coordinator*

**Juan Gutierrez**, *Director of Marketing and Public Relations, Orange Coast College*

Got a burning question? Here's your chance to ask three seasoned CCPRO veterans. Anything goes! Don't miss this favorite session.

5:00 – 6:00 p.m.

Break

6:00 – 7:00 p.m.

Cocktail Hour

presented by Casey Printing

Point Loma Terrace

7:00 – 9:30 p.m.

CCPRO PRO Awards Dinner

Point Loma 2

CCPRO PRO Awards Dinner, presenting these coveted CCPRO honors:

- All-Pro Award: One California 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
- Kathy Bonilla Memorial Student Scholarship
- PRO Awards

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[ccprocalifornia@amazon.com](mailto:ccprocalifornia@amazon.com)

<https://advertising.amazon.com/>



amazon ads

Grow your **brand**.

Grow your **community**.



# Day 3 – Friday, April 11

<b>8:00 – 9:00 a.m.</b>	<b>Breakfast</b>	Point Loma 2
<b>8:45 a.m. – 12:15 p.m.</b>	<b>USS Midway Museum Tour</b>	
<p>Explore the legendary USS Midway Museum and gain insights from their marketing team. This exclusive trip includes bus transportation to and from the conference hotel.</p>		
<b>12:00 – 1:00 p.m.</b>	<b>Lunch</b> (Traditional Taco Bar)	Point Loma 2
<b>1:00 p.m.</b>	<b>Closing Session</b>	Point Loma 2
<b>1:30 p.m.</b>	<b>Board Meeting</b>	Del Mar

## Before you leave!

Please fill out our post-conference survey by scanning this QR code or visiting the following link:



<https://bit.ly/CCPRO2025Survey>

Your feedback will help us improve this amazing annual event.

## Thank you!

# MARKETING IN A MEDIA DESERT



How do you quench your community college's thirst for marketing campaigns when you're in a budgetary drought in a media desert? Join us for a workshop about making a big splash without spending a small fortune! Discover practical, budget friendly tips that, metaphorically speaking, help make it rain.



**Steve Brown**  
Public Relations &  
Events Specialist  
Copper Mountain College



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

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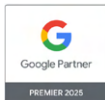
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