Staff attend NCMPR conference in Georgia

Kathy Maas, Shawnda Schelinder and Wendy Loy attended sessions highlighting the latest trends in higher education marketing

Wendy Loy, program development manager, Continuing Education, was a featured presenter at the National Conference for Marketing and Public Relations (NCMPR) annual conference held in Savannah, Ga., in March.

Loy’s presentation “Parent Involvement in the College Decision-Making Process” was one of 20 poster sessions that allowed conference attendees to discuss topics in more detail with the presenter.

“It was fun, because it wasn’t a formal presentation,” Loy says. “I talked with people from colleges across the country who were interested in what we have learned about the parents of our WITC students and their involvement in the college decision-making process.”

Also attending the conference were Kathy Maas, director, marketing and recruitment, and Shawnda Schelinder, marketing and public relations associate for the Ashland campus. Schelinder represents Wisconsin at the NCMPR district level and participated in district planning sessions.

Maas, Schelinder, and Loy attended sessions highlighting the latest trends in higher education marketing, such as market research, crisis communications, variable data publishing, and several topics related to e-marketing.

NCMPR is the only organization of its kind that exclusively represents marketing and public relations professionals at community and technical colleges.

“This is a great conference, because it is geared specifically for two-year community and technical colleges,” Loy says. “Besides the relevant and timely information presented, it’s a great way to network with counterparts and share best practices.”

Upcoming Events

May

May 13 . . . . . . . . . . . . . . . Scholarship reception, Ashland
May 14 . . . . . . . . . . . . . . . Fall term enrollment for new program students
May 15 . . . . . . . . . . . . . . . Scholarship reception, Superior
May 16 . . . . . . . . . . . . . . . Graduation, all campuses