

NCMPR
National Council for Marketing & Public Relations
Connecting Community College Communicators

Counsel

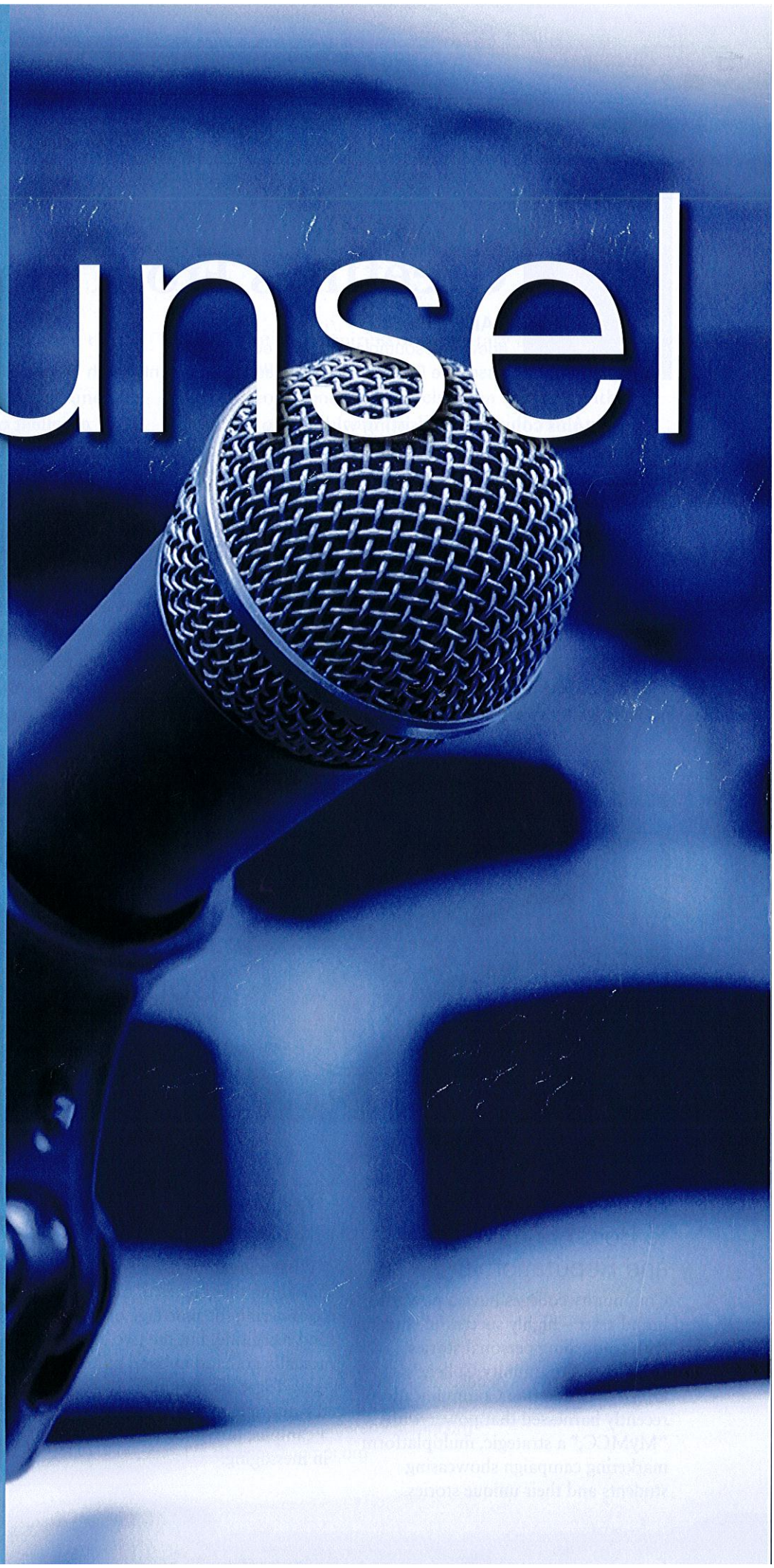
volume 1 | winter 2019

Speak Up for
Community
Colleges!

Sharing Student Stories
to Boost Enrollment
and Reputation

The Marriage of
Marketing and Recruiting

Using Student Talents to
Market Your College



blog spot » <https://blog.ncmpr.org>



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Embrace Your Team's Quirks!

Whether you like it or not, the people you work with become your extended family. As with any family, when many different personalities come together, things can get interesting fast. There may be days when you want to blow up on the person who has been sitting in a closed room with you all day as you pore over communication plans. There are other days when that person becomes your therapist and a shoulder to cry on.

One of the most valuable lessons that we've learned at HACC, Central Pennsylvania's Community College, is the importance of intentionally selecting new members of our family so we not only work well together but also love our time together.

How do we make our quirks work to our advantage (and to the advantage of our college)?

1. We commit to working hard.
2. We have each other's backs. Always.
3. We listen to and confide in one another.
4. We prove our trustworthiness.
5. We vent when we need a moment, knowing that what is said will never leave the room.
6. We lovingly point out flaws.
7. We laugh every day.

There's no way to create a perfect family, but in the wild world of marketing and communication, we've

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Within the integrated marketing communications department at HACC, we capitalize on the strong personalities that make up our team. Over the years, the department has recruited experts of varying professional backgrounds – including a former investigative journalist who can still get to the bottom of any issue and a graphic designer with a love for musical theater and the arts.

It might feel easy to let our distinctive backgrounds divide the way that we approach our mission and work. Every person on the team can share past horror stories of work environments and relationships that were passive-aggressive, catty or dishonest.

found that the right mix of personalities makes work life a whole lot of fun.

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Are you interested in contributing to NCMPR's blog?

For details, contact Lawanna Duran in the national office at 505-349-0500, ext. 3, or lduran@ncmpr.org.