

College Communications

6-26-25 | CCC Board of Governors



SCOTT MILLER

Senior Director
of Communications



AUSTIN REMM

Marketing Manager



JASON REMM

Website Content
Specialist



EMMA SCHNEIDER

Graphic Design
Specialist

Highest performing ads

Target Audience: **High School Seniors**

Dates: **October '24 – June '25**

Impressions Delivered: **3,902,369**

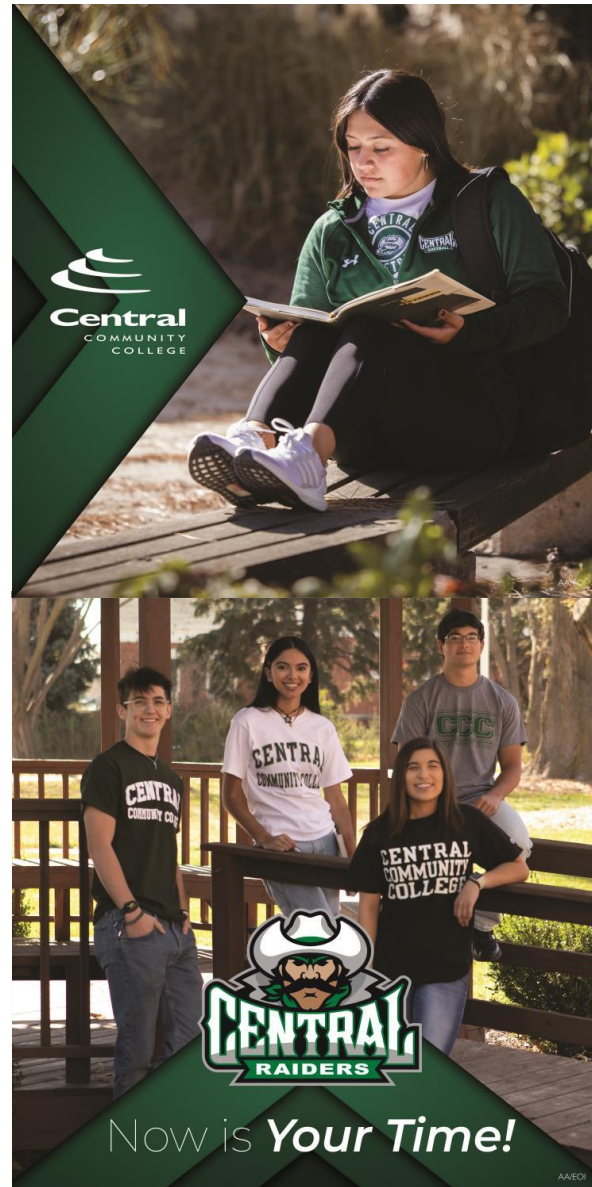
Total Clicks: **13,815**

Click Through Rate: **.43%**
(Benchmark is .10%)

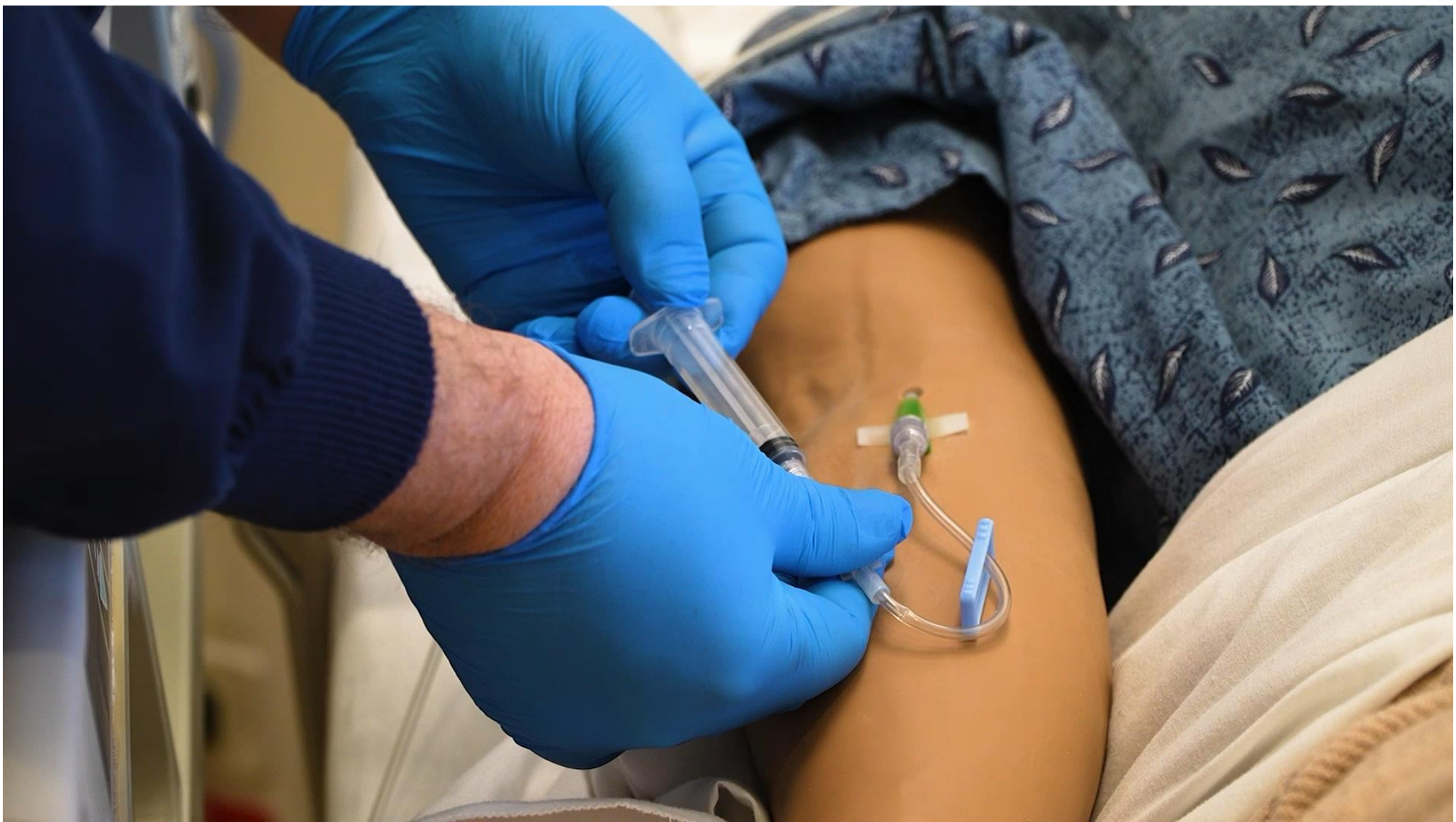
Over 500 Campus Visits!



High School Seniors | Social Media



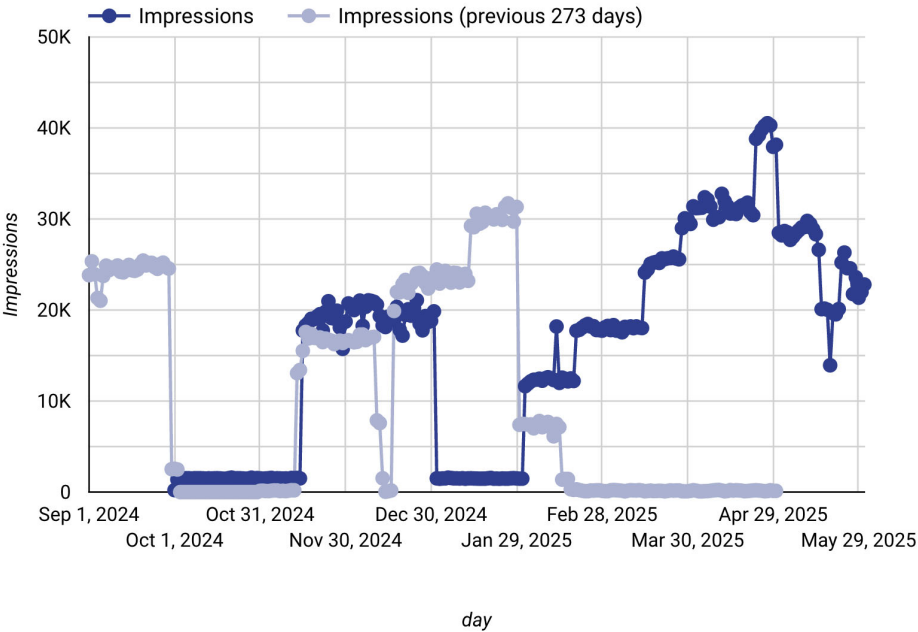




Performance

Trending Performance

Selected time period vs previous period



Selected time period vs previous period

Performance

Impressions
3,902,369
↑ 58.4%

Clicks
13,815
↓ -27.2%

CTR
0.35%
↓ -54.1%

Actions Taken

Direct Conversions
450.42
↑ 1,264.9%

View-Through Conversions
7,220
↑ 154.4%

Total Conversions
7,670
↑ 167.2%

Conversion Rate
3.26%
↑ 1,775.8%

Spend

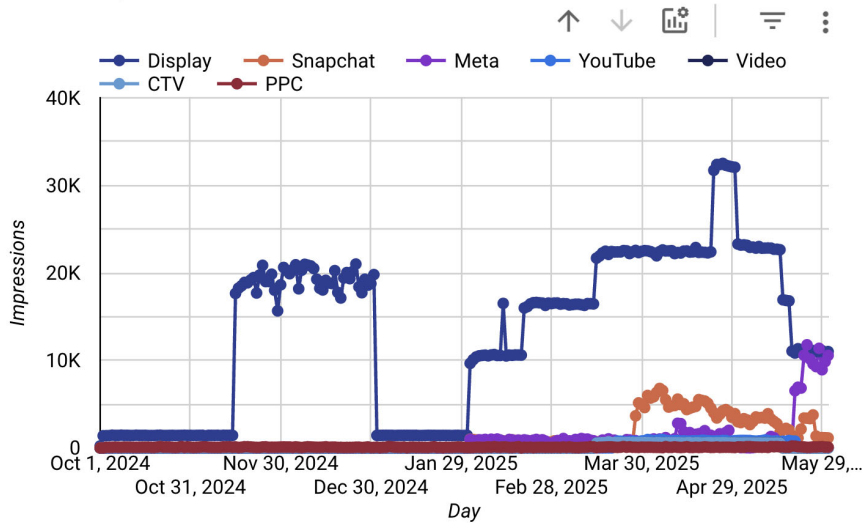
Budget
\$57,694.18
↑ 92.4%

Cost Per Total Conversion
\$7.52
↓ -28.0%

Performance

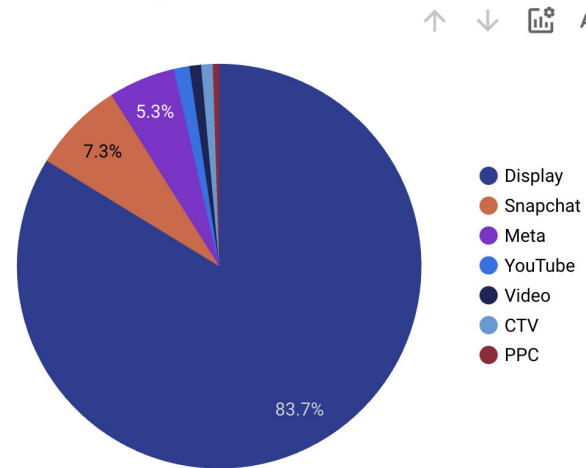
Trending Performance by Strategy

Selected time period



Performance by Strategy

Default metric: Impressions





Elevating our brand with a *consistent look*





CENTRAL
COMMUNITY
COLLEGE

YOUR COLLEGE EXPERIENCE AT:



Student Organizations

- Intramural Sports
- Veterans Organizations
- Multiple Honor Organizations
- Student Government
- Program Specific Clubs
- Student and Clubs



Fine Arts
One website at Columbus Campus
www.cccneb.edu/finearts



Raider Athletics

- Men's:
- Basketball
 - Golf
 - Soccer
 - Tennis and Cheer Team
 - Raider Day Mascot
- Women's:
- Basketball
 - Soccer
 - Softball
 - Volleyball
 - Raider Day Mascot

- Co-Ed:
- Intramural Sports (Hastings Campus)
 - Esports Teams (on all campuses)
 - Call of Duty: Modern Warfare II
 - 2nd
 - 4th
 - Rocket League
 - Legends of Legends

Are YOU ready to be
a RAIDER ATHLETE?
cccraiders.com



CENTRAL Is AFFORDABLE

See the difference: Tuition and Fees Based on 30 credit hours



Tuition & Fees 2025-26
Tuition and fees are based on the number of credit hours. We offer a number of financial aid programs to qualified students to help cover costs even more.

FAFSA CCC's school code number: 004488

The Free Application for Federal Student Aid is a form that is required annually by federal and prospective college students to determine their eligibility for financial aid.

Raider Ready
Central Community College has partnered with Raider Ready to help you get the most out of your college experience. This comprehensive program provides you with all the resources you need to succeed, from financial aid to career counseling. We'll help you get the most out of your college experience.

Central's Scholarship Opportunities
ONE application for 2025 admission. \$1,456 award. \$2,03M awarded in scholarships. 80% of students receive an award.

For more information on the cost of attendance, visit www.cccneb.edu/costofattendance

Residence Life HOME Away From HOME

Housing Available at Columbus and Hastings

- 24-hour wireless internet access
- Full-service cafeteria
- Free laundry facilities
- Monthly activities
- Short walk to classes
- No extra utility or cable/Internet bills
- Close to campus events and activities, entertainment and friends
- Each room has individual AC and heating

Grand Island Housing Options
Off-campus, privately owned apartments are conveniently located near the Grand Island Campus.

Living Expenses
Students living in on-campus residence halls must contract for both room and meal plans.

Full-time Residency Center students
are eligible for housing at the University of Nebraska - Kearney.

Room and Board
Room and board is included in the cost of attendance. For more information, visit www.cccneb.edu/costofattendance

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SCAN THIS QR CODE TO
SECURE YOUR PLACE AT
CENTRAL COMMUNITY
COLLEGE!



CONTACT US

308-398-7901
admissions@cccneb.edu

CAMPUS LOCATIONS

Columbus Campus
Columbus, NE 68602
402-562-1257

Grand Island Campus
Grand Island, NE 68802
308-398-7420

Hastings Campus
Hastings, NE 68902
402-461-2428

www.cccneb.edu






“Island Getaway”

NACRAO Annual Conference

July 10-11, 2025
Bosselman Conference Center
Grand Island, NE

ABOUT NACRAO

Mission
Committed to educating Nebraska's residents about the opportunities, benefits, processes, and procedures associated with higher learning.

History
The Nebraska Association of Collegiate Registrars and Admissions Officers was founded in 1927. We are a mission driven, non-profit educational and professional association dedicated to promoting the advancement of higher education.

Impact
NACRAO members are affiliated with over 90 public, private, two-year, and four-year institutions and organizations associated with higher learning and advanced training in and around the state of Nebraska.

Purpose
The purpose of this non-profit association shall be to promote the advancement of higher education in its fullest and broadest implication.

Goals
NACRAO shall aim specifically to advance professionally the office or offices of admissions, registration, records, institutional research, and closely related functions in institutionalized higher education in Nebraska. Any educational activity directed toward the attainment of this aim is within the purpose of this Association.

Greetings!

Welcome to the 2025 NACRAO “Island Getaway” Annual Conference! We are pleased you are here!

Take advantage of this awesome learning and networking opportunity with other higher educational professionals from around our great state.

Here Are Several Tips For A Successful Conference:

- ★ Don't be shy - Connect with everyone!
- ★ Visit the wonderful exhibitors
- ★ Attend as many sessions as you can
- ★ Offer suggestions and share your expertise
- ★ Be creative with new ideas for your office
- ★ Get involved - Sign up for a committee!
- ★ Have fun!

Don't hesitate to contact anyone on this letter to ask how you can get involved in NACRAO!

Enjoy your conference!
NACRAO Board of Directors
www.nacrao.org
@nacrao

NACRAO Board Members

President: Bailey Michaels - Southeast Community College

President Elect: Anthony Cole - College of St. Mary

Past President: Joni Cassidy - Northeast Community College

VP for Communication: Gabriela Perez-Patterson - Chadron State College

VP for Education: Lori Hogan - Southeast Community College

VP for Membership: Brian Elkins - Western Nebraska Community College

VP for Technology: Kiley Krug - University of Nebraska Medical Center

Treasurer: Sarah Jurchen - Concordia University

Secretary: Jenni Gartner - Peru State College

Featured Speakers



Peter Ferguson

Peter Ferguson brings over 25 years of experience across education, nonprofit, and leadership spaces. A passionate advocate for designing and empowering, he helps individuals and organizations see their own value and the value of others through the lens of meaningful mistandings. Peter is also the most of “happier” than the “score” on July 1st. A father and a great family man continuing his late mother's legacy as an educator, his mission is to make “relationship” a standard in every life.

Relationships Matter - “The core of our existence is connection.”
This session dives into the power of relationships in our personal and professional lives. When families, scholars, educators, and communities connect in positive ways, they create space for healing, hope, and lasting change. Through interactive group activities, participants will explore how authentic relationships fuel resilience and success, grounded in the individual and entire communities.



Amelia-Marie Altstadt, M.A.

Amelia-Marie Altstadt is a scholar, disability culture advocate, and equity educator. With roots in San Diego and a background in student affairs at the University of Nebraska-Lincoln, they now lead access initiatives, disability arts through books of work and coordinate the Craft in for Autism and Neurodivergent Students (CANS), recognized with the 2022 Disability Leadership Award and a 2024 Disability Leadership Award. They are committed to building spaces where disabled people are seen, heard, and valued. They have a love for local theatre and two caddy cars.

Disability, Belonging & Higher Ed - “Disabled people are already here—let's make sure they thrive.”
In this powerful keynote, Amelia-Marie Altstadt explores their journey through higher education as both a disabled person and the creator of disabled spaces. Blending personal insight with research in disability studies and student affairs, they challenge us to rethink disability and mental health in campus. The session offers not just reflection, but practical steps to create more inclusive, affirming environments for disabled students and communities.


Conference Agenda

Thursday, July 10


9:00 a.m. to 9:20 a.m. Conference Opening & Welcome
9:20 a.m. to 10:20 a.m. Keynote Speaker - Peter Ferguson
10:20 a.m. to 10:30 a.m. Break
10:30 a.m. to 11:00 a.m. NACRAO Presentation - Dr. Connie Shipman Newsome
11:10 a.m. to 12:00 p.m. Session 1
Dr. Connie Shipman Newsome - MENTORSHIP: IS IT WORTH IT?
Kat Krehemeler - Thinking Outside of the Budget:
Lindsay Wallin - From Campus to Career
12:00 p.m. to 1:00 p.m. Lunch
1:00 p.m. to 1:50 p.m. Session 2
Education Quest - How can we help you?
Bailey Michaels - International Round Tables
Peter Ferguson - The Social Connection at Work
2:00 p.m. to 2:50 p.m. Session 3
Leleay Roemer - REPS
Lindsay Wallin - Beyond The Major
Jessica Himmelberg - Engagement, Training, and Retention
3:00 p.m. to 3:50 p.m. Session 4
Cesar Duran - Group Campus Visits Round Tables
Matt Schill - Multi-campus Degree Audit Implementation at NU
Gabriela Patterson - Customer Service the Admissions Way
4:00 p.m. to 4:45 p.m. NACRAO Committee Highlight
4:45 p.m. to 5:00 p.m. Daily Wrap up and giveaways!
6:00 p.m. to 8:00 p.m. Join us at the Traveler's Tivoli for light appetizers, trivia games and drink options (available for individual purchase)!

Friday, July 11th

9 a.m. to 9:15 a.m. Morning Welcome & NACRAO Guest: Big Brothers Big Sisters of Central Nebraska
9:15 a.m. to 9:45 a.m. Business meeting
9:45 a.m. to 10:15 a.m. Keynote Speaker Amelia-Marie Altstadt
11:00 a.m. to 12:00 p.m. Session 5
Matt Schill - Registrar Roundtable
Joni Roush - Admissions Roundtable
12:00 p.m. to 12:30 p.m. Closing Ceremony




POWERED BY



Community Education


Abion • Columbus • Grand Island • Hastings • Holdrege • Kearney • Lexington • Red Cloud • Ord



FALL 2025 EDITION

Register Today | ccneb.edu/communityed

A Message from Dr. Matt Gotschall



Central Community College is excited to share this season's lineup of learning opportunities designed to enrich your quality of life. These offerings represent just a sampling of the many options available throughout our region.

In addition to these community-focused, non-credit courses, CCC offers more than 35 credit programs in career business, health, and technical fields—each leading to a certificate, diploma, or associate degree. We work closely with local employers to ensure that the skills and tracks we teach are aligned with workforce needs in our area.

CCC also provides a wide range of student support services, including scholarships, academic assistance such as tutoring and writing support, personalized instruction, and dedicated resources for veterans through our award-winning Veterans and Military Resource Centers. Thousands of students across central Nebraska benefit from these opportunities each year as they pursue their career, educational, and personal goals.

We're proud that year after year more than 90% of CCC graduates remain in Nebraska to work or continue their education—and over 80% stay right here in central Nebraska.

That's a significant impact for a region of approximately 300,000 residents.

If there's a class you're interested in that isn't currently offered, we encourage you to contact your local Community and Workforce Education office. While always open to review and may be able to include it in a future term, we hope you'll find the many learners already benefiting from CCC's wide range of educational opportunities.

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COLUMBUS



TASTE

Making an Amazing Cup of Coffee
 Sept 30 | 10-11:30 am | Nathan Jones | \$20
 Please join us for a beautiful learning experience as Nate Jones, owner and managing member of Canyon Coffee Roasters-Lincoln, informs us about and demonstrates how to prepare an amazing cup of coffee for all to sample. He will cover the fundamentals of coffee brewing, including selecting fresh beans, grinding techniques, coffee to water ratio, fresh and coffee equipment along with instilling an appreciation for different coffee flavors. Nate's mission is to help make your daily cup of coffee an anticipated ritual. Held at Columbus Family Resource Center, 3020 16th Street.

Nathan Jones is the owner of Canyon Coffee Roasters in Lincoln with over 10 years of experience in retail, wholesale and coffee production. He holds bachelor's degrees in international business and marketing from the University of Nebraska-Lincoln and his Master of Business Administration from Nebraska Wesleyan University. His passion is building positive growth facilitating workplaces and successful coffee businesses. Nate's passion is sustained by the love of his wife, Kate, his son, Sutton, and his wild, brindle hound rescue, Otto Hickory. In his free time, he is a serial hobbyist and a Dugso and magnetic tile architect.
 AGR-2025-0027

Baking Breads
 Kerri Hoppe is a passionate baker who will help you master the fundamentals of making handmade bread. All are invited to attend whether you have little experience or possess culinary skills. Each class will focus on the consistency of the dough, different flours, baking techniques, kneading skills and how a loaf should look and feel. Each student will take home bread dough to bake. Register early; each class is limited to 10 students.

Sourdough Bread
 Sept 23 | 6-8 pm | Kerri Hoppe | \$35
 Held at Hy-Vee Club Room, 3000 23rd Street.
 AGR-2025-0022

from the Phelps County Agriculture Center classrooms, live video rooms, available for future partner

1998. In addition to college language, health education and programming, initial discussions in education youth programming

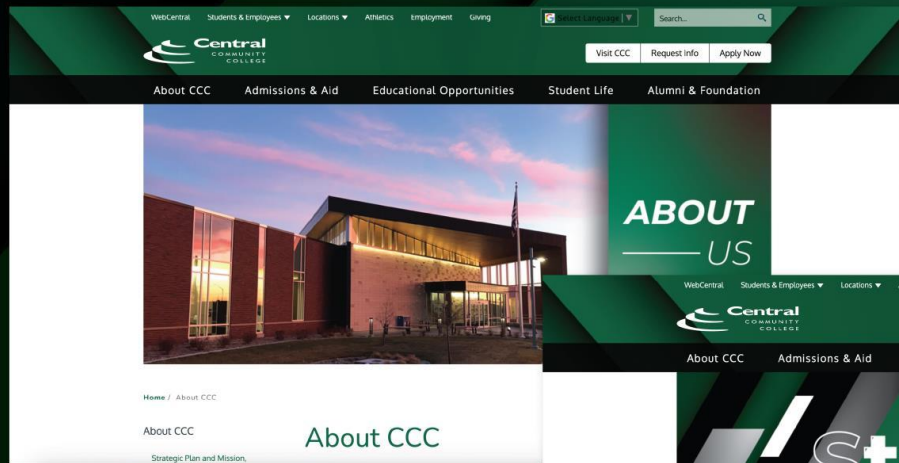
out being a potential tenant. As members by conducting focus upon Construction was selected and state subcontractors.

NE, OR MAIL!

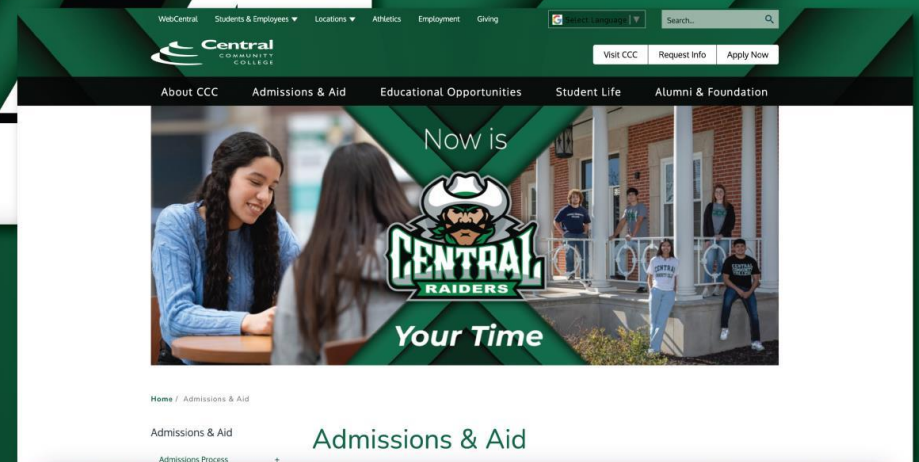
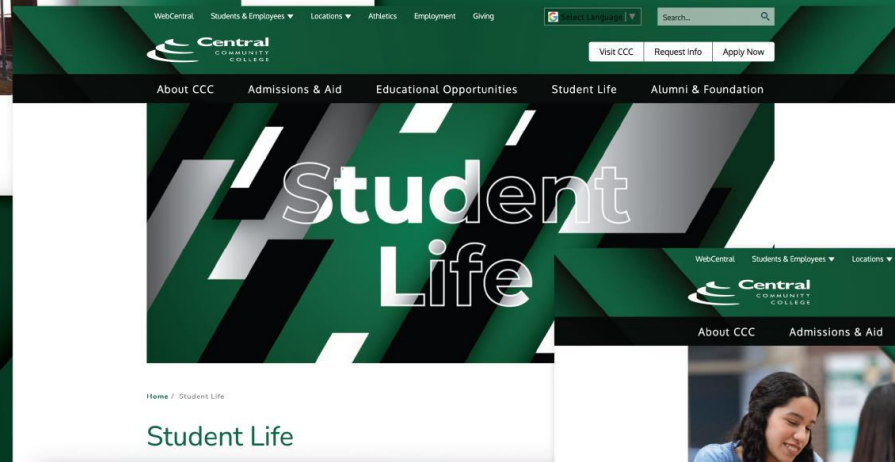
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Kerri Hoppe | 402-662-1249 | ccneb.edu/communityed



CCC's *Digital Home*



Questions?