

# CPRAM26 SCHEDULE

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PRESENTING SPONSOR:



## MONDAY MAY 18

2:30 PM - CONFERENCE REGISTRATION BEGINS

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3:00 PM - OPTIONAL TOUR OF HEINDL CENTER

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- EXHIBITOR TABLES OPEN

5:00 PM - WELCOME TO CPRAM 2026

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5:15 PM - KEYNOTE

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**STAFFORD SHURDEN:**

**“THE PERSONALITY PRINCIPLE,  
WHY PERSONALITY BEATS BRANDING”**

6:15 PM - WELCOME RECEPTION

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*Woodchucks*

A graphic element of the Woodchucks logo, showing a black silhouette of an axe head and handle.

**304 W. MAIN ST., SENATOBIA, MS 38668**



**FOOD, LIVE MUSIC BY 'MULBERRY JAM'**  
**FREE PLAY POOL TABLES AND AX THROWING**



# CPRAM26

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## TUESDAY MAY 19

8:00 AM - BREAKFAST AT HOTEL

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9:00 AM - KEYNOTE

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**ERIN MARK:** "THE STORY WE TELL IN TIMES OF UNCERTAINTY:  
THRIVING WITHOUT BURNING OUT"

9:45 AM - BREAK/PRIZES

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10:00 AM - BREAKOUT SESSIONS PICK 2 - EACH SESSION IS 20 MINS

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**DR. RICK FORBUS: (139)** "YOUR ELEVATOR SPEECH: TELL YOUR OWN STORY"

**OLE MISS PR: (140)** "COORDINATING THE COUNTDOWN: CREATING STUDENT-FIRST COMMUNICATIONS"

**DAVID HUGHES: (LOBBY)** "PATH OF DISCOVERY: FROM IDEATION TO PRODUCTION OF A VIDEO CAMPAIGN"

10:45 AM - BREAK/PRIZES

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11:00 AM - KEYNOTE

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**ALICE MAXWELL:** "BUILDING A STRATEGIC COMMUNICATIONS  
FRAMEWORK THAT ADVANCES STUDENT SUCCESS"

12:00 PM - SCHOLARSHIP LUNCHEON

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SPONSORED BY:  **twenty fifth hour  
communications**

 **NWCC JAZZ COMBO** 

12:30 PM - LUNCHEON PROGRAM

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**HONORING MS. DONNA THOMAS AND SCHOLARSHIP RECOGNITION**

# CPRAM26

1:15 PM - BREAKOUT SESSIONS

PICK 2 - EACH SESSION IS 20 MINS

**MSU SOCIAL MEDIA: (LOBBY)**

"FROM 1 TO 100 MILLION"

**JOSH RIGGS: (139)**

"TELL IT LIKE IT'S YOURS: BECAUSE IT IS"

**KEITH MOCK: (140)**

"THE ENROLLMENT STORY THAT CONVERTS - PROVEN STRATEGIES FOR STUDENT OUTREACH"

2:00 PM - BREAK

2:15 PM - BREAKOUT SESSIONS

PICK 2 - EACH SESSION IS 20 MINS

**MSU TELEVISION (LOBBY)**

"HOW TO WIN AN EMMY IN 5 EASY STEPS"

**BLUE MOUNTAIN  
CHRISTIAN UNIVERSITY  
(CHOIR ROOM)**

"MORE PROSPECTS, SAME TEAM: HOW AN AI-POWERED CRM HELPED US SCALE ENROLLMENT"

3:15 PM - COFFEE / SNACK BREAK

SPONSORED BY:  **MERIT™**

3:30 PM - KEYNOTE

**MARSHALL RAMSEY:**

"GRAB THE ROPE: LEARNING TO USE CREATIVITY TO REFRAME CHALLENGES INTO OPPORTUNITIES"

4:15 PM - ANNOUNCEMENTS / PRIZES

AFTERNOON BREAK/SHOPPING BREAK

5:45 - 6:30 PM - SOCIAL

WALK TO HARAWAY CENTER  
(ACROSS THE STREET)

**MUSIC BY: ANDY RATLIFF AND CO.** 

6:30 PM - AWARDS DINNER

SPONSORED BY:



**MEMPHIS**

# CPRAM26

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## WEDNESDAY MAY 20

8:00 AM - BREAKFAST AT HOTEL

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CPRAM BOARD MEETING - ROOM 103

9:00 AM - CPRAM FULL BUSINESS MEETING

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9:30 AM - KEYNOTE

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**OTIS SANFORD:** “A NEWSMAN’S CHALLENGE: SEEK THE TRUTH AND TELL IT”

10:15 AM - ANNOUNCEMENTS / PRIZES

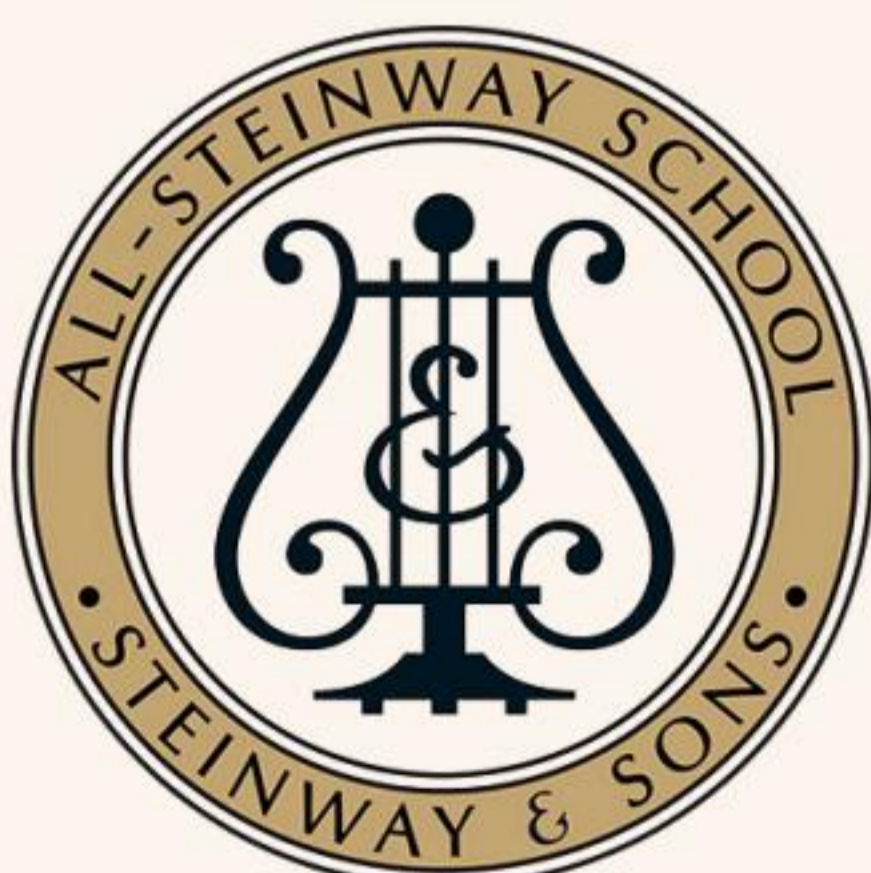
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10:30 AM - SURVEYS AND FINAL REMARKS

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11:00 AM - DISMISS - SEE YOU AT CPRAM27!

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Lobby music provided by: Steinway’s Model D - Spirio | r  
At 8' 11<sup>3</sup>/<sub>4</sub>" (274 cm) in length, the SPIRIO majestic Model D  
is the pinnacle of concert grands.

[www.steinway.com/spirio](http://www.steinway.com/spirio)

# CPRAM

MISSISSIPPI COLLEGE PUBLIC RELATIONS  
ASSOCIATION OF MISSISSIPPI

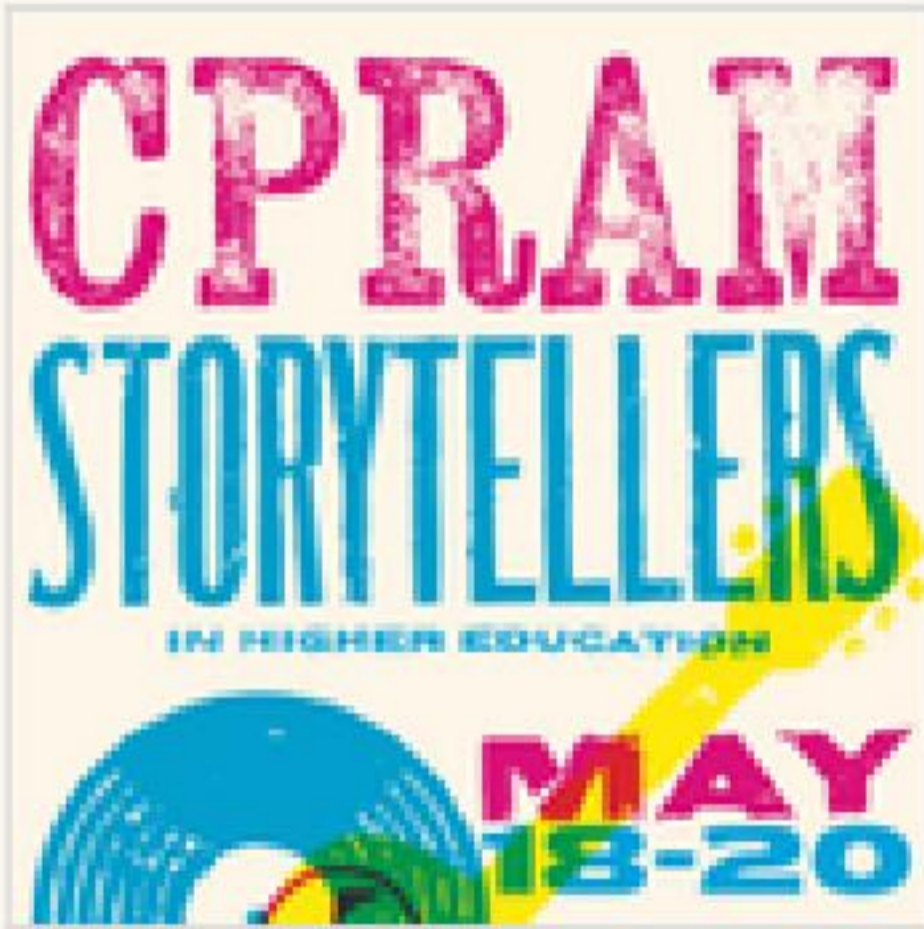
Institution	NAME	Job Title	Phone
COAHOMA COMMUNITY COLLEGE	ALEXUS HUNTER	Chief Communications Officer	662.6
COAHOMA COMMUNITY COLLEGE	SHARON BUTLER	Switchboard Operator	662.6
COAHOMA COMMUNITY COLLEGE	EZRA HOWARD	Director of Web Services	662.6
COAHOMA COMMUNITY COLLEGE	ANDRANITA WILLIAMS	Multimedia Specialist	662.6
COAHOMA COMMUNITY COLLEGE	JASALYN LUCAS	Communications Specialist	662.6
COAHOMA COMMUNITY COLLEGE	ADAM GREEN	Sports Information Director	662.6
COAHOMA COMMUNITY COLLEGE	KERRY LEE	Radio Host	
COPIAH-LINCOLN COMMUNITY COL	JIMMIE CAIN	Communications Assistant	601.6
COPIAH-LINCOLN COMMUNITY COL	BRYCE PERRY	Sports Information Coordinator	601.6
COPIAH-LINCOLN COMMUNITY COL	ANGELA FURR	Exec. Dir., Foundation/Alumni	601.6
COPIAH-LINCOLN COMMUNITY COL	JULIA MILLER	Communications and Alumni C	601.6
COPIAH-LINCOLN COMMUNITY COL	SCARLETT HART	Director of Communications/Sp	601.6
COPIAH-LINCOLN COMMUNITY COL	KEVIN KYZAR	Sports Information Coord.	601.6
COPIAH-LINCOLN COMMUNITY COL	COREY HART	Media Production Coordinator	601.6
EAST MISSISSIPPI COMMUNITY CO	DAVID ROSINSKI	Sports Information Director	662.4
EAST MISSISSIPPI COMMUNITY CO	VIRGINIA CODY	Director of Athletic Digital Medi	662.4
EAST MISSISSIPPI COMMUNITY CO	MICHAEL STEWART	Director of Publications	662.4
EAST CENTRAL COMMUNITY COLLI	LUCAS CALVERT	Vice President of External Rela	601.6
EAST CENTRAL COMMUNITY COLLI	LUCAS CALVERT	Director of External Relations	601.6



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<https://admin.axebooker.com/waiver-form/woodchuckusa>



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Please share all your favorite memories from CPRAM 2026!  
[photoshelter.com](https://photoshelter.com)



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