

National Council for Marketing & Public Relations
5901 Wyoming Blvd. NE, #J-254
Albuquerque, NM 87109

2 August 2023

Dear Members of the Selection Committee,

I am pleased to support Lisé Freking's nomination for the District 5 NCMPR Communicator of the Year award. Lisé has been the Director of Strategic Marketing and Communication at Inver Hills Community College and Dakota County Technical College for the last four years. In that capacity, she has consistently shown sound strategy in promoting the colleges, strong leadership of her department and in managing college-wide projects, and capacity building in elevating the Marketing function to deliver high value to the colleges.

Our Marketing department has received several recognitions for the effectiveness of our marketing campaigns, indicative of Lisé's ability to draw out the best from her team. Under her leadership, the department has grown in its use of analytics to measure effectiveness and adjust strategies. I saw this most recently in our efforts to promote a new free tuition program for low income residents of Dakota County. Engagement with our microsite, as an outcome of Marketing's post-card campaign, exceeded the expectations of our county workforce partner.

The Marketing department at our colleges is responsible not only for recruiting students but managing the overall content of our Web sites, emergency notifications, public relations, and event planning. Lisé has built a strong team that manages these various functions effectively. My observation has been that the team is consistently professional and works well as a unit; Lisé also promotes their continued learning through professional development opportunities and uplifts their work by nominating them every year for professional association awards. Lisé has also managed several college-wide projects, including capital bonding tours with our local legislators and systematic improvements to our emergency notifications systems. Her management of these projects is consistently high quality and timely.

What distinguishes Lisé from other marketing leaders with whom I have worked is her commitment to building the department's and the colleges' marketing capacity. She oversaw the development of a marketing toolbox and low-cost strategies that departments might use to promote their programs while maintaining branding consistency and best practices. For example, in response to faculty concerns about the use of digital monitors, she created guidelines for digital posting to promote a shared understanding of best practices. My hope is that these guidelines will avoid future concerns about how digital monitors are used around campus.



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Lisé makes a commitment each year for herself and her team to participate in both local meetings of NCMPR and the national conference. They have presented on a number of topics, from managing a presidential visit to the role marketing plays in setting college strategy. She has also encouraged her team members to participate in NCMPR and MinnState leadership programs, enhancing their ability to do the work more effectively.

I am happy to elaborate further on Lisé's qualifications. Please reach out if you would like further information.

Sincerely,

Michael Berndt, President
Inver Hills Community College
Dakota County Technical College