

2011 DISTRICT 1 MEDALLION AWARDS

November 13-15, 2011



District 1

NCMPR

National Council for Marketing & Public Relations

Connecting
Community College
Communicators

2011 WINNERS

Congratulations to 2011
NCMPR District 1
Medallion Awards Recipients

If you would like additional copies of the Medallion Award Certificates you received, please email the information below to: rtaber@necc.mass.edu

- Name of college
- Category name and award level
- Name of the person(s) to be listed on the certificate(s)

Please keep in mind, there is a \$10 additional fee for each certificate you order. You will be invoiced.

Thank you,



Nichole Carter and Janice O'Connor
Co-chairs, 2011 NCMPR Medallion Awards, District 1



AWARDS SUMMARY

ELECTRONIC CLASS SCHEDULE/CATALOG

Middlesex Community College	Bronze
Northern Essex Community College	Silver
Community College of Philadelphia	Gold

PRINTED ACADEMIC CATALOG

Reid Kerr College	Bronze
Bristol Community College	Silver
Community College of Beaver County	Silver

PRINTED CLASS SCHEDULE

Quinebaug Valley Community College	Bronze
College of Southern Maryland	Silver
Mercer County Community College	Silver

NEWSLETTER A (PRINT)

Bristol Community College	Bronze
College of Southern Maryland	Bronze
Community College of Baltimore County	Silver

NEWSLETTER B (ELECTRONIC)

Community College of Philadelphia	Bronze
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BROCHURE/FLYER

Alfred State College	Bronze
Mercer County Community College	Bronze
Bristol Community College	Silver

AWARDS SUMMARY

BROCHURE/FLYER (SERIES)

Community College of Rhode Island	Bronze
Mercer County Community College	Bronze
Union County College	Silver

POSTER

Butler County Community College	Bronze
Carroll Community College	Bronze
Columbia-Greene Community College	Silver
Mercer County Community College	Gold

ANNUAL REPORT

Community College of Allegheny County	Bronze
Northern Essex Community College	Bronze

MAGAZINE

Middlesex Community College	Bronze
Northern Essex Community College	Bronze
Community College of Philadelphia	Silver
Northampton Community College	Silver
Bunker Hill Community College	Gold

COLLEGE VIEWBOOK A (ELECTRONIC)

(No Entries Submitted)

COLLEGE VIEWBOOK B (PRINT)

Manchester Community College	Bronze
College of Southern Maryland	Silver
Mount Wachusett Community College	Gold

AWARDS SUMMARY

STUDENT HANDBOOK

Middlesex Community College	Bronze
Sussex County Community College	Silver

BOOKLET

Harford Community College	Silver
Ocean County College	Silver
Northern Essex Community College	Gold

FOLDER

HACC, Central Pennsylvania's Community College	Bronze
Monroe Community College	Silver

NIFTY AND THRIFTY

Dutchess Community College	Silver
Atlantic Cape Community College	Silver
Community College of Philadelphia	Gold

POSTCARD

HACC, Central Pennsylvania's Community College	Bronze
Mount Wachusett Community College	Bronze
Genesee Community College	Silver
Middlesex Community College	Silver

NOTES/CARDS/INVITATIONS

Community College of Allegheny County	Bronze
Community College of Philadelphia	Bronze
Atlantic Cape Community College	Silver
Prince George's Community College	Silver

AWARDS SUMMARY

OUTDOOR ADVERTISING/BILLBOARD

Butler County Community College	Bronze
Quinebaug Valley Community College	Bronze
Mercer County Community College	Silver
Mount Wachusett Community College	Silver
Mercer County Community College	Gold

TRANSIT ADVERTISING

Hudson County Community College	Bronze
Union County College	Bronze
Alfred State College	Silver
Mount Wachusett Community College	Silver
Camden County College	Gold

RADIO PSA/ADVERTISEMENT (SINGLE OR SERIES)

Atlantic Cape Community College	Bronze
Community College of Beaver County	Bronze
Mount Wachusett Community College	Gold

VIDEO PSA/ADVERTISEMENT (SINGLE OR SERIES)

Northern Essex Community College	Bronze
Raritan Valley Community College	Bronze
Northern Essex Community College	Silver
Northampton Community College	Gold

PRINT ADVERTISEMENT (SINGLE)

(No Winning Entries)

PRINT ADVERTISEMENT (SERIES)

Atlantic Cape Community College	Silver
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AWARDS SUMMARY

SPECIALTY ADVERTISING CAMPAIGN

HACC, Central Pennsylvania's Community College	Bronze
Mount Wachusett Community College	Bronze
Harford Community College	Silver
Union County College	Silver
College of Southern Maryland	Gold

COLLEGE PROMOTIONAL VIDEO

Community College of Baltimore County	Bronze
Middlesex Community College	Bronze
Community College of Baltimore County	Silver
College of Southern Maryland	Silver

COLLEGE VIDEO PROGRAM

Community College of Philadelphia	Bronze
Community College of Philadelphia	Silver

LOGO DESIGN

Bucks County Community College	Bronze
Community College of Baltimore County	Bronze
Atlantic Cape Community College	Silver
Carroll Community College	Silver

MARKETING CAMPAIGN

Manchester Community College	Bronze
Atlantic Cape Community College	Silver
Brookdale Community College	Silver
Mount Wachusett Community College	Gold

AWARDS SUMMARY

GOVERNMENT RELATIONS OR COMMUNITY RELATIONS PROJECT

College of Southern Maryland	Bronze
Schenectady County Community College	Bronze
Mount Wachusett Community College	Silver

FUND RAISING/ANNUAL CAMPAIGN

Community College of Allegheny County	Bronze
Harford Community College	Silver

COMMUNICATIONS SUCCESS STORY

Community College of Philadelphia	Bronze
Salem Community College	Bronze
Atlantic Cape Community College	Silver
Mount Wachusett Community College	Gold

FEATURE ARTICLE/GENERAL NEWS STORY

Salem Community College	Bronze
Salem Community College	Bronze

PRESS OR PROMOTIONAL KIT

(No Entries Submitted)

ONE-TIME SPECIAL EVENT

Community College of Philadelphia	Bronze
Raritan Valley Community College	Bronze
Mercer County Community College	Silver
Middlesex Community College	Silver
Community College of Rhode Island	Gold

AWARDS SUMMARY

ORIGINAL PHOTOGRAPHY

Massasoit Community College	Bronze
Mount Wachusett Community College	Bronze
Quinebaug Valley Community College	Silver
Bunker Hill Community College	Gold

COMPUTER-GENERATED ILLUSTRATION

Middlesex Community College	Silver
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WEB SITE

Northern Essex Community College	Bronze
Quinebaug Valley Community College	Bronze
HACC, Central Pennsylvania's Community College	Silver
Mount Wachusett Community College	Silver
Dutchess Community College	Gold
Holyoke Community College	Gold

ONLINE MARKETING/ADVERTISING

Atlantic Cape Community College	Silver
Community College of Philadelphia	Silver
Monroe Community College	Gold
Mount Wachusett Community College	Gold

SOCIAL MARKETING

Genesee Community College	Gold
Mount Wachusett Community College	Gold

WILDCARD ENTRY

Dutchess Community College	Bronze
Middlesex Community College	Bronze
Harford Community College	Silver

NCMPR 2011 MEDALLION AWARD JUDGES

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SPECIAL THANKS

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The team of judges who gave many hours to carefully review each and every entry with professionalism and objectivity.

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NCMPR District 1 Director and Assistant Vice President of Marketing Communications, Northern Essex Community College, for his guidance, collaboration, and assistance through the entire process.

ROBIN DUNCAN

Vice President of Marketing Communications, Mount Wachusett Community College, for her support, help, and encouragement every step of the way.

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NATIONAL COUNCIL FOR MARKETING AND PUBLIC RELATIONS DISTRICT 1 AWARDS

The NCMPR District 1 Medallion Awards recognize outstanding achievement in communications by community and technical college marketing and public relations professionals throughout District 1.

NCMPR District 1 includes Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and the Canadian Provinces of New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island, Quebec, and the United Kingdom.