

**NCMPR**  
National Council for Marketing & Public Relations

# THE 2018 PARAGON AWARDS WINNERS

Congratulations to  
this year's winners!

## PRINT

### ACADEMIC CATALOG

- GOLD** Durham College, Canada
- SILVER** Santa Monica College, CA
- BRONZE** Community College of Denver, CO

### CLASS SCHEDULE

- GOLD** Moraine Valley Community College, IL
- SILVER** Lone Star College System, TX
- BRONZE** Carroll Community College, MD

### VIEWBOOK

- GOLD** Riverside Community College District, CA
- SILVER** Ozarks Technical Community College, MO
- BRONZE** Miami Dade College, FL

### ANNUAL REPORT

- GOLD** Washtenaw Community College, MI
- SILVER** Ozarks Technical Community College, MO
- BRONZE** El Paso Community College District, TX

## THANKS TO THIS YEAR'S PARAGON SPONSOR!

Interact Communications focuses exclusively on research, strategy and creative content for two-year community and technical colleges and has worked with 150 colleges in 36 states over the last 22 years. [www.2yearexperts.com](http://www.2yearexperts.com)

**interact**  
2-Year College Experts

## NEWSLETTER

- GOLD** Durham College, Canada
- SILVER** Folsom Lake College/ Los Rios Community College District, CA
- BRONZE** Washtenaw Community College, MI

## MAGAZINE

- GOLD** Orange Coast College, CA
- SILVER** Lethbridge College, Canada
- BRONZE** Lethbridge College, Canada

## BROCHURE-SINGLE

- GOLD** Langara College, Canada
- SILVER** San Joaquin Delta College, CA
- BRONZE** Florida State College at Jacksonville, FL

## BROCHURE-BOOKLET

- GOLD** Santa Monica College, CA
- SILVER** Edmonds Community College, WA
- BRONZE** Tarrant County College, TX

## BROCHURE-SERIES

- GOLD** St. Charles Community College, MO
- SILVER** Folsom Lake College, CA
- BRONZE** Pikes Peak Community College, CO

## SPECIALTY PUBLICATION

- GOLD** Aims Community College, CO
- SILVER** Wayne Community College, NC
- BRONZE** Red Deer College, Canada

## FLYER-SINGLE OR SERIES

- GOLD** Pima Community College, AZ
- SILVER** Wayne Community College, NC
- BRONZE** Kirkwood Community College, IA

## SPORTS BROCHURE OR SPORTS PROGRAM

- GOLD** College of DuPage, IL
- SILVER** Iowa Valley Community College District, IA
- BRONZE** Orange Coast College, CA

## FOLDER

- GOLD** Green River College, WA
- SILVER** Northwest Iowa Community College, IA
- BRONZE** Kentucky Community & Technical College System, KY

## POSTCARD-SINGLE OR SERIES

- GOLD** Cuyahoga Community College, OH
- SILVER** University of South Carolina Sumter, SC
- BRONZE** Delaware Technical Community College, DE

## NOTES/CARDS/INVITATIONS-SINGLE OR SERIES

- GOLD** Community College of Philadelphia, PA
- SILVER** Ozarks Technical Community College, MO
- BRONZE** Pasadena City College, CA

## POSTER-SINGLE

- GOLD** Wake Tech Community College, NC
- SILVER** West Virginia Northern Community College, WV
- BRONZE** Carroll Community College, MD

## POSTER-SERIES

- GOLD** Crowder College, MO
- SILVER** Pasadena City College, CA
- BRONZE** Maricopa County Community College District, AZ

## DIGITAL/ ELECTRONIC MEDIA

### ELECTRONIC CATALOG, SCHEDULE OR VIEWBOOK

- GOLD** Louisiana Delta Community College, LA
- SILVER** South Plains College, TX
- BRONZE** Wallace State Community College, AL

## ELECTRONIC ANNUAL REPORT

- GOLD** Durham College, Canada
- SILVER** Northern Essex Community College, MA
- BRONZE** Community College of Philadelphia, PA

## ELECTRONIC NEWSLETTER

- GOLD** North Florida Community College, FL
- SILVER** Orange Coast College, CA
- BRONZE** Santa Monica College, CA

## E-CARD

- GOLD** Anne Arundel Community College, MD
- SILVER** College of the Canyons, CA
- BRONZE** Central Community College, NE

## WEBSITE

- GOLD** Alamo Colleges District, TX
- SILVER** San Joaquin Delta College, CA
- BRONZE** Chemeketa Community College, OR

## MICROSITE

- GOLD** Howard Community College, MD
- SILVER** Colorado Community College System, CO
- BRONZE** Fox Valley Technical College, WI

## SOCIAL MEDIA

### FACEBOOK

- GOLD** Palo Alto College, TX
- SILVER** Santa Fe College, FL
- BRONZE** East Central College, MO

### TWITTER

- GOLD** Wake Tech Community College, NC
- SILVER** Ivy Tech Community College, IN
- BRONZE** Northwest Florida State College, FL

## BEST IN SHOW

Selected from the 55 gold winners by a team of judges from Visit San Antonio, this year's top pick is:

**CALIFORNIA COMMUNITY COLLEGES**  
**OUTDOOR MEDIA**  
I Can Afford College

## INSTAGRAM

- GOLD** Houston Community College, TX  
**SILVER** St. Charles Community College, MO  
**BRONZE** Palo Alto College, TX

## VIDEO

### PROMOTIONAL BRAND VIDEO-SHORT FORM

- GOLD** Mission College, CA  
**SILVER** West Shore Community College, MI  
**BRONZE** Santa Monica College, CA

### PROMOTIONAL BRAND VIDEO-LONG FORM

- GOLD** Cape Cod Community College, MA  
**SILVER** Orange Coast College, CA  
**BRONZE** North Orange County Community College District, CA

### VIDEO SHORTS-SINGLE

- GOLD** College of Western Idaho, ID  
**SILVER** Lincoln Land Community College, IL  
**BRONZE** Pasadena City College, CA

### VIDEO SHORTS-SERIES

- GOLD** Lake Michigan College, MI  
**SILVER** University of South Carolina Sumter, SC  
**BRONZE** Yavapai College, AZ



### QUICK-TURN VIDEO

- GOLD** South Plains College, TX  
**SILVER** Moraine Valley Community College, IL  
**BRONZE** Florida State College at Jacksonville, FL

## PHOTOGRAPHY/ILLUSTRATION

### ORIGINAL PHOTOGRAPHY-UNMANIPULATED

- GOLD** Wayne Community College, NC  
**SILVER** Moraine Valley Community College, IL  
**BRONZE** Santa Monica College, CA

### ORIGINAL PHOTOGRAPHY-MANIPULATED

- GOLD** National Park College, AR  
**SILVER** Northwest Florida State College, FL  
**BRONZE** Shasta College, CA

### LOGO DESIGN

- GOLD** Wake Tech Community College, NC  
**SILVER** Riverland Community College, MN  
**BRONZE** Collin College, TX

### COMPUTER-GENERATED ILLUSTRATION

- GOLD** St. Charles Community College, MO  
**SILVER** Ivy Tech Community College, IN  
**BRONZE** Langara College, Canada

## ADVERTISING

### PRINT AD-SINGLE

- GOLD** Guam Community College, Guam  
**SILVER** Texarkana College, TX  
**BRONZE** Lincoln Land Community College, IL

### PRINT AD-SERIES

- GOLD** Pima Community College, AZ  
**SILVER** Lethbridge College, Canada  
**BRONZE** SUNY Schenectady, NY

### RADIO AD-SINGLE

- GOLD** Elgin Community College, IL  
**SILVER** California Community Colleges, CA  
**BRONZE** Lane Community College, OR

### RADIO AD-SERIES

- GOLD** Alamo Colleges District, TX  
**SILVER** Saddleback College, CA  
**BRONZE** Blue Mountain Community College, OR

### TELEVISION/VIDEO AD-SINGLE

- GOLD** SUNY Schenectady, NY  
**SILVER** Reynolds Community College, VA  
**BRONZE** Montgomery County Community College, PA

### TELEVISION/VIDEO AD-SERIES

- GOLD** Tarrant County College, TX  
**SILVER** Mid-State Technical College, WI  
**BRONZE** Delaware Technical Community College, DE

### NOVELTY ADVERTISING

- GOLD** Wallace State Community College, AL  
**SILVER** Alamo Colleges District, TX  
**BRONZE** College of DuPage, IL

### LOGO WEAR

- GOLD** University of South Carolina Sumter, SC  
**SILVER** Orange Coast College, CA  
**BRONZE** Langara College, Canada

### DIGITAL AD

- GOLD** Olympic College, WA  
**SILVER** Fox Valley Technical College, WI  
**BRONZE** Northwest Iowa Community College, IA

### OUTDOOR MEDIA-SINGLE OR SERIES

- GOLD** California Community Colleges, CA  
**SILVER** Salt Lake Community College, UT  
**BRONZE** Austin Community College, TX

### INTERIOR SIGNAGE/DISPLAY-SINGLE OR SERIES

- GOLD** Southeastern Community College, IA  
**SILVER** Northern Virginia Community College, VA  
**BRONZE** Northeast Community College, NE

## CAMPAIGNS

### COMMUNICATION SUCCESS STORY OR CRISIS COMMUNICATION

- GOLD** Palo Alto College, TX  
**SILVER** Community College of Rhode Island, RI  
**BRONZE** Lincoln Land Community College, IL

### GOVERNMENT RELATIONS OR COMMUNITY RELATIONS CAMPAIGN

- GOLD** Mid-Plains Community College, NE  
**SILVER** Milwaukee Area Technical College, WI  
**BRONZE** Colorado Community College System, CO

### SPECIAL EVENT

- GOLD** Greenville Technical College, SC  
**SILVER** Lethbridge College, Canada  
**BRONZE** University of Arkansas Community College at Morrilton, AR

### SUCCESSFUL RECRUITMENT OR MARKETING PROGRAM

- GOLD** National Park College, AR  
**SILVER** College of Southern Nevada, NV  
**BRONZE** Northern Virginia Community College, VA

### FUNDRAISING CAMPAIGN

- GOLD** Langara College, Canada  
**SILVER** Navarro College, TX  
**BRONZE** Bellevue College, WA

### SOCIAL MEDIA OR ONLINE MARKETING CAMPAIGN

- GOLD** Lone Star College-Montgomery, TX  
**SILVER** Middlesex Community College, MA  
**BRONZE** Mount Wachusett Community College, MA

## MISCELLANEOUS

### EXCELLENCE IN WRITING-SHORT FORM

- GOLD** Anne Arundel Community College, MD  
**SILVER** Renton Technical College, WA  
**BRONZE** Lethbridge College, Canada

### EXCELLENCE IN WRITING-LONG FORM

- GOLD** Collin College, TX  
**SILVER** California Community Colleges, CA  
**BRONZE** Central Oregon Community College, OR

### WILD CARD

- GOLD** Kentucky Community & Technical College System, KY  
**SILVER** Portland Community College, OR  
**BRONZE** Aims Community College, CO