



*In the tradition of letterpress  
type and Ben Franklin —  
inventor, author, printer and  
one of our country's founding  
fathers — NCMPR is pleased  
to announce the winners of the  
2010 Paragon Awards.*

NCMPR  
2010

## Paragon Awards

Sponsored by the National Council for Marketing & Public Relations, the Paragon Awards recognize outstanding achievement in communications at community and technical colleges. It's the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year colleges. NCMPR is an affiliate of the American Association of Community Colleges.

And the

# Winners Are...



*Congratulations to  
these imaginative  
marketing solutions.*

## 2010 Paragon Award Winners

Presented March 15, 2011  
Philadelphia, Pennsylvania  
(listed alphabetically by category)

### ACADEMIC CATALOG

- 1 GOLD:** Northwest Iowa Community College, Iowa  
**SILVER:** South Puget Sound Community College, Washington  
**BRONZE:** Lake Land College, Illinois

### BANNERS AND OUTDOOR MEDIA

- GOLD:** Jackson Community College, Michigan  
**SILVER:** Kalamazoo Valley Community College, Michigan  
**BRONZE:** Pasadena City College, California

### BRAND EXPERIENCE IMPLEMENTATION

- GOLD:** Rochester Community and Technical College, Minnesota  
**SILVER:** Cedar Valley College, Texas  
**2 BRONZE:** San Diego Mesa College, California

### BROCHURE/FLYER, DIVISION A

- GOLD:** Nicolet Area Technical College, Wisconsin  
**SILVER:** North Iowa Area Community College, Iowa  
**BRONZE:** Ivy Tech Community College-Bloomington, Indiana

### BROCHURE/FLYER, DIVISION B

- GOLD:** Moraine Valley Community College, Illinois  
**SILVER:** The Community College of Baltimore County, Maryland

- 3 BRONZE:** Central Piedmont Community College, North Carolina

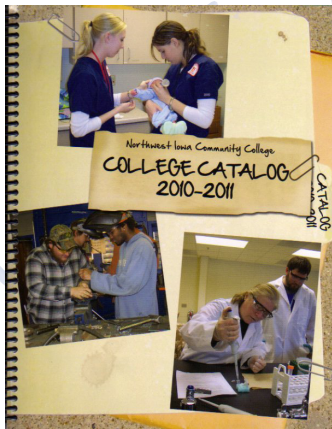
### BROCHURE/FLYER, SERIES

- 4 GOLD:** Montgomery County Community College, Pennsylvania  
**SILVER:** Waukesha County Technical College, Wisconsin  
**BRONZE:** Dakota County Technical College, Minnesota

### CLASS SCHEDULE, DIVISION A

- 5 GOLD:** Ilisagvik College, Alaska  
**SILVER:** Los Angeles Mission College, California  
**BRONZE:** Ivy Tech Community College-Columbus, Indiana

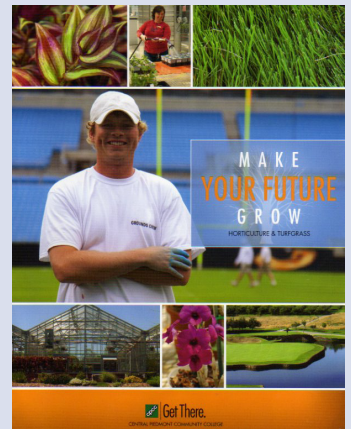




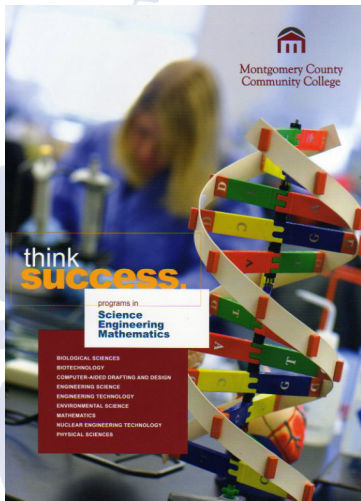
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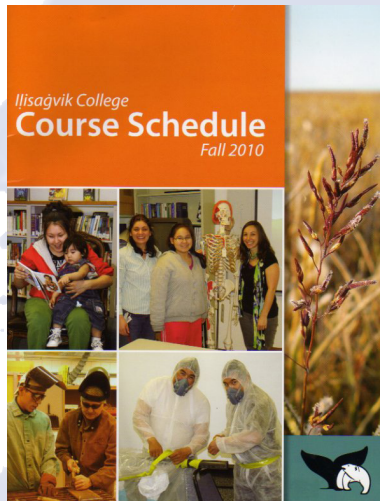
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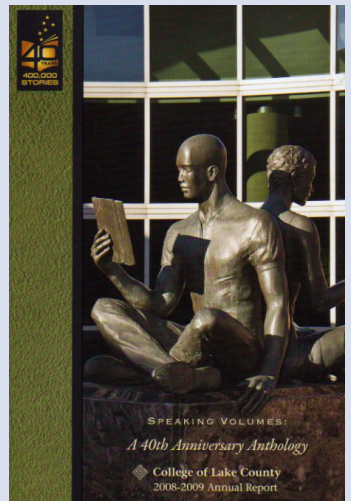
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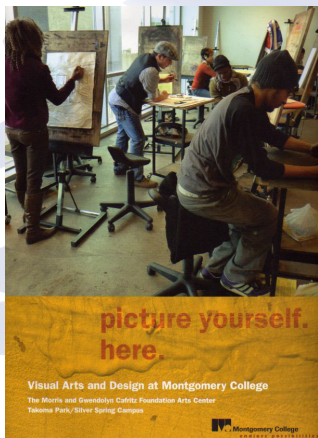
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## CLASS SCHEDULE, DIVISION B

**GOLD:** Schoolcraft College,  
Michigan  
**SILVER:** Schoolcraft College,  
Michigan  
**BRONZE:** Palm Beach State  
College, Florida

## COLLEGE ANNUAL REPORT, DIVISION A

**GOLD:** Miami University  
Middletown, Ohio  
**SILVER:** No Award  
**BRONZE:** Arkansas State  
University-Mountain  
Home, Arkansas

## COLLEGE ANNUAL REPORT, DIVISION B

**6** **GOLD:** College of Lake County,  
Illinois  
**SILVER:** The Community College  
of Baltimore County,  
Maryland  
**BRONZE:** Delgado Community  
College, Louisiana

## COLLEGE PROMOTIONAL VIDEO

**GOLD:** Colorado Mountain  
College, Colorado  
**SILVER:** Seminole State College  
of Florida, Florida  
**BRONZE:** The Community College  
of Baltimore County,  
Maryland

## COLLEGE VIDEO PROGRAM

**GOLD:** Central Piedmont  
Community College,  
North Carolina  
**SILVER:** Lorain County  
Community College,  
Ohio  
**BRONZE:** Southwest Tennessee  
Community College,  
Tennessee

## COMMUNICATIONS SUCCESS STORY

**GOLD:** Clark College,  
Washington  
**SILVER:** Clackamas Community  
College, Oregon  
**BRONZE:** Atlantic Cape  
Community College,  
New Jersey

## COMPUTER-GENERATED ILLUSTRATION

**GOLD:** Moraine Valley  
Community College,  
Illinois  
**SILVER:** Pima Community  
College, Arizona  
**BRONZE:** Weatherford College,  
Texas

## DIRECT MAIL CAMPAIGN

**GOLD:** Dallas County  
Community College  
District, Texas  
**SILVER:** No Award  
**BRONZE:** Mesa Community  
College, Arizona

## ELECTRONIC CLASS SCHEDULE/CATALOG

**GOLD:** Chattanooga State  
Community College,  
Tennessee  
**SILVER:** Monroe Community  
College, New York  
**BRONZE:** Tidewater Community  
College, Virginia

## ELECTRONIC NEWSLETTER

**GOLD:** Rochester Community  
and Technical College,  
Minnesota  
**SILVER:** Cuyahoga Community  
College, Ohio  
**BRONZE:** Ivy Tech Community  
College-Northeast,  
Indiana

## ELECTRONIC VIEWBOOK

**GOLD:** Harper College, Illinois  
**SILVER:** Chattanooga State  
Community College,  
Tennessee  
**BRONZE:** Wisconsin's Technical  
Colleges, Wisconsin

## FEATURE WRITING

**GOLD:** Wisconsin Indianhead  
Technical College,  
Wisconsin  
**SILVER:** Collin College, Texas  
**BRONZE:** SUNY Orange,  
New York

## FOLDER

**7** **GOLD:** Montgomery College,  
Maryland  
**SILVER:** Lone Star College  
System, Texas  
**BRONZE:** Los Medanos College,  
California

## FOUNDATION ANNUAL REPORT

**8** **GOLD:** Portland Community  
College, Oregon  
**SILVER:** Oakton Community  
College, Illinois  
**BRONZE:** Harrisburg Area  
Community College,  
Pennsylvania

## FUNDRAISING/ ANNUAL CAMPAIGN

**GOLD:** Mt. Hood Community  
College, Oregon  
**SILVER:** Portland Community  
College, Oregon  
**BRONZE:** Chandler-Gilbert  
Community College,  
Arizona

## GOVERNMENT OR COMMUNITY RELATIONS PROJECT

**9** **GOLD:** Portland Community  
College, Oregon  
**SILVER:** Lansing Community  
College, Michigan  
**BRONZE:** Kentucky Community  
and Technical College  
System, Kentucky

## LOGO DESIGN

**GOLD:** Normandale Community  
College, Minnesota  
**SILVER:** Kalamazoo Valley  
Community College,  
Michigan  
**BRONZE:** Central Ohio Technical  
College, Ohio

## MAGAZINE

**GOLD:** Fashion Institute of  
Technology, New York  
**SILVER:** Columbia Basin College,  
Washington  
**BRONZE:** Forsyth Technical  
Community College,  
North Carolina

## NEWSLETTER

**GOLD:** El Camino College,  
California  
**SILVER:** Windward Community  
College, Hawaii  
**BRONZE:** Monroe Community  
College, New York

## NOTES/CARDS/INVITATIONS

**10** **GOLD:** Columbus State  
Community College,  
Ohio  
**SILVER:** Middlesex Community  
College, Massachusetts  
**BRONZE:** Kirkwood Community  
College, Iowa



## NOVELTY ADVERTISING

- GOLD:** Bismarck State College,  
North Dakota
- SILVER:** Dakota County  
Technical College,  
Minnesota
- BRONZE:** Technical College of  
the Lowcountry,  
South Carolina

## ONLINE MARKETING/ ADVERTISING

- GOLD:** Durham College,  
Ontario, Canada
- SILVER:** Lone Star College  
System, Texas
- BRONZE:** Atlantic Cape  
Community College,  
New Jersey

## ONLINE SERVICES

- GOLD:** Dakota County  
Technical College,  
Minnesota
- SILVER:** Douglas College, British  
Columbia, Canada
- BRONZE:** Durham College,  
Ontario, Canada

## ORIGINAL PHOTOGRAPHY

- GOLD:** Moraine Valley  
Community College,  
Illinois
- SILVER:** Bellingham Technical  
College, Washington
- BRONZE:** Davidson County  
Community College,  
North Carolina

## POSTCARD

- GOLD:** North Iowa Area  
Community College,  
Iowa
- SILVER:** Arizona Western  
College, Arizona
- BRONZE:** Kirkwood Community  
College, Iowa

## POSTER, DIVISION A

- GOLD:** Community College of  
Denver, Colorado
- SILVER:** Bellingham Technical  
College, Washington
- BRONZE:** Ivy Tech Community  
College-Bloomington,  
Indiana

## POSTER, DIVISION B

- GOLD:** Columbia-Greene  
Community College,  
New York
- SILVER:** Lansing Community  
College, Michigan
- BRONZE:** Lansing Community  
College, Michigan

## PRINT ADVERTISEMENT, SERIES

- GOLD:** Lansing Community  
College, Michigan
- SILVER:** Forsyth Technical  
Community College,  
North Carolina
- BRONZE:** Lansing Community  
College, Michigan

## PRINT ADVERTISEMENT, SINGLE

- GOLD:** Tidewater Community  
College, Virginia
- SILVER:** North Shore  
Community College,  
Massachusetts
- BRONZE:** Monroe Community  
College, New York

## PROMOTION CAMPAIGN FOR A SPECIAL EVENT

- GOLD:** Technical College  
System of Georgia,  
Georgia
- SILVER:** St. Charles Community  
College, Missouri
- BRONZE:** Montcalm Community  
College, Michigan

## RADIO ADVERTISEMENT/PSA, SERIES

- GOLD:** J.F. Drake State  
Technical College,  
Alabama
- SILVER:** Lake Michigan College,  
Michigan
- BRONZE:** Houston Community  
College, Texas

## RADIO ADVERTISEMENT/PSA, SINGLE

- GOLD:** Western Nevada  
College, Nevada
- SILVER:** Milwaukee Area  
Technical College,  
Wisconsin
- BRONZE:** Southeastern  
Community College,  
Iowa

## SOCIAL MARKETING

- GOLD:** Pasadena City College,  
California
- SILVER:** Colorado Mountain  
College, Colorado
- BRONZE:** Wallace State  
Community College,  
Alabama

## SPORTS BROCHURE

- GOLD:** Casper College,  
Wyoming
- SILVER:** The Community College  
of Baltimore County,  
Maryland
- BRONZE:** Metropolitan  
Community College,  
Missouri

## STUDENT HANDBOOK

- GOLD:** Elgin Community  
College, Illinois
- SILVER:** San Diego Mesa College,  
California
- BRONZE:** Anoka-Ramsey  
Community College,  
Minnesota

## SUCCESSFUL RECRUITMENT MARKETING PROGRAM

- GOLD:** Cuyahoga Community  
College, Ohio
- SILVER:** Kalamazoo Valley  
Community College,  
Michigan
- BRONZE:** Northeastern Technical  
College, South Carolina

## TELEVISION ADVERTISEMENT/PSA, SERIES

- GOLD:** College of Lake County,  
Illinois
- SILVER:** Houston Community  
College, Texas
- BRONZE:** Milwaukee Area  
Technical College,  
Wisconsin

## TELEVISION ADVERTISEMENT/PSA, SINGLE

- GOLD:** Cuyahoga Community  
College, Ohio
- SILVER:** Del Mar College, Texas
- BRONZE:** Lake Superior College,  
Minnesota

## VIEWBOOK

- 11** **GOLD:** Nicolet Area Technical  
College, Wisconsin
- SILVER:** Southeast Technical  
Institute, South Dakota
- BRONZE:** Navarro College, Texas

## WEBSITE

- GOLD:** Lansing Community  
College, Michigan
- SILVER:** Tyler Junior College,  
Texas
- BRONZE:** University of Arkansas  
Community College at  
Morilton, Arkansas

## WILD CARD

- GOLD:** Phoenix College,  
Arizona
- SILVER:** Columbia-Greene  
Community College,  
New York
- 12** **BRONZE:** Nicolet Area Technical  
College, Wisconsin

# Special Thanks...

## TO OUR PARAGON JUDGES

More than 80 marketing and PR professionals from around the country graciously donated their time to review and score this year's Paragon entries. NCMPR thanks them for their time, expertise and support of the 2010 Paragon Awards. The full list of judges is on the NCMPR website ([www.ncmpr.org](http://www.ncmpr.org)).

## AND TO OUR PARAGON JUDGING COORDINATORS

NCMPR colleagues across the nation rounded up this year's impressive list of judges and coordinated the review process. Our thanks for their continuing support of NCMPR and the 2010 Paragon Awards competition. The full list of Paragon judging coordinators is on the NCMPR website ([www.ncmpr.org](http://www.ncmpr.org)).

### Paragon Awards Coordinator

Becky Olson,  
NCMPR Executive Director

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# Creative Revolution

And the  
Winners  
Are...

NCMPR  
National Council for  
Marketing & Public Relations  
P.O. Box 336039  
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