

*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

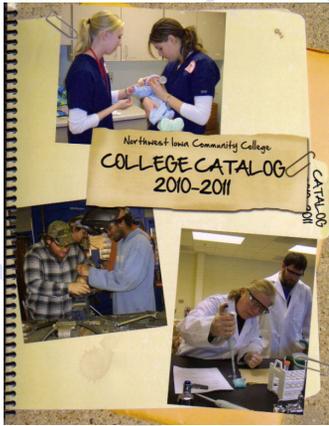
- 3 BRONZE:** Central Piedmont Community College, North Carolina

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

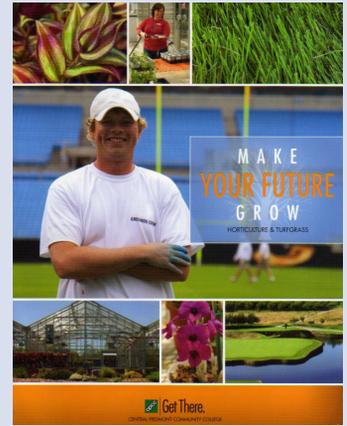
- 5 GOLD:** Ilisagvik College, Alaska
SILVER: Los Angeles Mission College, California
BRONZE: Ivy Tech Community College-Columbus, Indiana



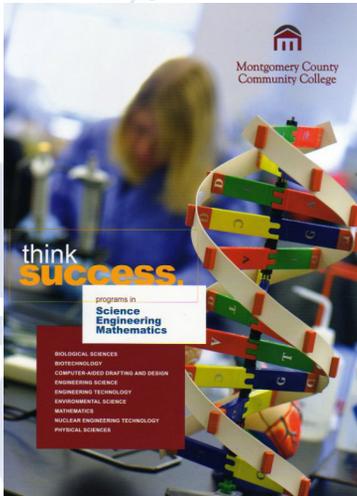
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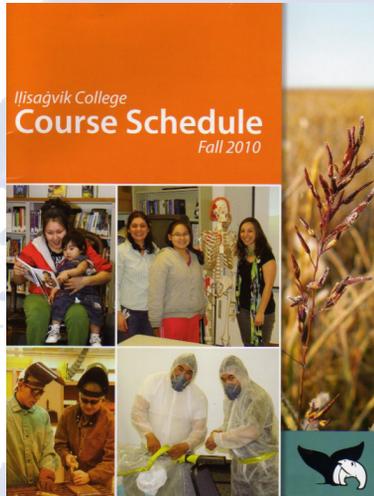
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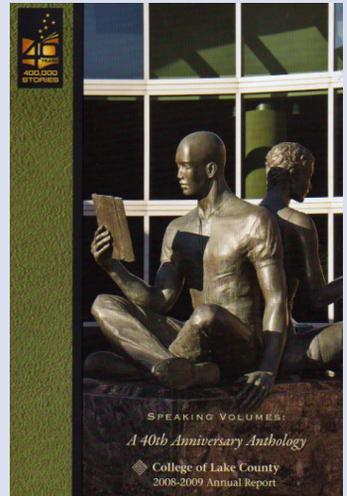
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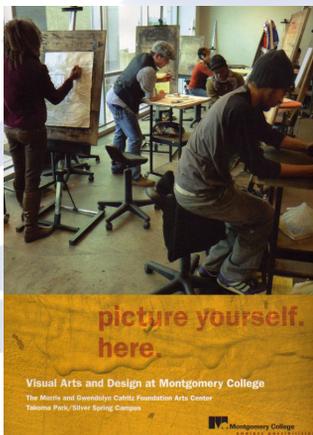
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CLASS SCHEDULE, DIVISION B

- 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 Morrilton, 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).

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).

Paragon Awards Coordinator

Becky Olson,
NCMPR Executive Director

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