

# paragons

**AND THE WINNERS ARE**

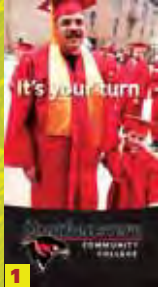
## NCMPR

National Council  
for Marketing &  
Public Relations





# ABOUT THE 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.

## 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 2011 Paragon Awards. The full list of judges is on the NCMPR website ([www.ncmpr.org/paragon](http://www.ncmpr.org/paragon)).

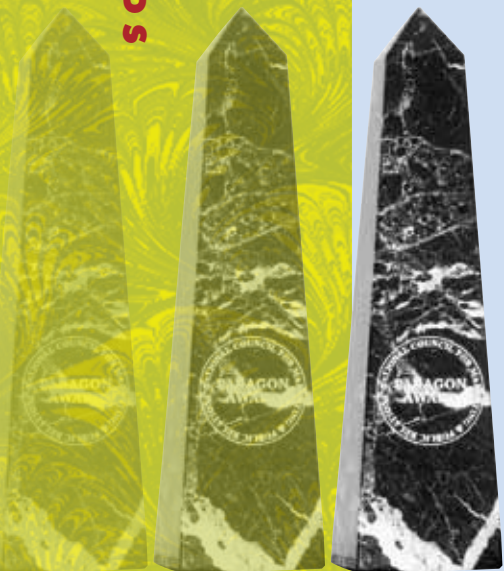
## AND SPECIAL THANKS TO OUR PARAGON JUDGING COORDINATORS

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 2011 Paragon Awards competition. The full list of Paragon judging coordinators is on the NCMPR website ([www.ncmpr.org/paragon](http://www.ncmpr.org/paragon)).

## PARAGON AWARDS COORDINATOR

Becky Olson, NCMPR Executive Director

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paragon  
award

# winners



## AND THE WINNERS ARE ...

2011 Paragons  
Presented March 13, 2012  
San Francisco, California  
*(listed alphabetically by category)*

### ACADEMIC CATALOG

- GOLD Mercer County Community College, New Jersey
- SILVER Dakota County Technical College, Minnesota
- BRONZE Clark State Community College, Ohio

### BANNERS/OUTDOOR MEDIA

- GOLD North Iowa Area Community College, Iowa
- SILVER Grand Rapids Community College, Michigan
- BRONZE Butler County Community College, Pennsylvania

### BRAND EXPERIENCE IMPLEMENTATION

- GOLD Kalamazoo Valley Community College, Michigan
- SILVER Portland Community College, Oregon
- BRONZE Minnesota Online, Minnesota

### BROCHURE/FLIER

#### DIVISION A

- 1** GOLD Southeastern Community College, Iowa
- 2** SILVER Sussex County Community College, New Jersey
- BRONZE Cascadia Community College, Washington

#### DIVISION B

- GOLD Gwinnett Technical College, Georgia
- SILVER Nicolet Area Technical College, Wisconsin
- BRONZE Bellingham Technical College, Washington

### BROCHURE/FLIER, SERIES

- 3** GOLD Palm Beach State College, Florida
- SILVER Forsyth Technical Community College, North Carolina
- 4** BRONZE Central Piedmont Community College, North Carolina

### CLASS SCHEDULE

#### DIVISION A

- GOLD Dakota County Technical College, Minnesota
- SILVER Piedmont Virginia Community College, Virginia
- BRONZE Rio Hondo College, California

#### DIVISION B

- GOLD Metropolitan Community College, Missouri
- SILVER Carroll Community College, Maryland
- BRONZE Red Deer College, Alberta, Canada

### COLLEGE ANNUAL REPORT

#### DIVISION A

- GOLD Lone Star College-Montgomery, Texas
- 5** SILVER Northwest Iowa Community College, Iowa
- BRONZE Ogeechee Technical College, Georgia

#### DIVISION B

- GOLD Houston Community College, Texas
- SILVER Miracosta College, California
- BRONZE College of Lake County, Illinois

### COLLEGE PROMOTIONAL VIDEO

- GOLD Pulaski Technical College, Arkansas
- SILVER Washtenaw Community College, Michigan
- BRONZE Hennepin Technical College, Minnesota



### COLLEGE VIDEO PROGRAM

- GOLD** Community College of Spokane, Washington
- SILVER** Lansing Community College, Michigan
- BRONZE** Houston Community College, Texas

### COMMUNICATIONS SUCCESS STORY

- GOLD** Mount Wachusett Community College, Massachusetts
- SILVER** Atlantic Cape Community College, New Jersey
- BRONZE** Bakersfield College, California

### COMPUTER-GENERATED ILLUSTRATION

- 6 GOLD** Elgin Community College, Illinois
- SILVER** Anoka-Ramsey Community College, Minnesota
- 7 BRONZE** Pima Community College, Arizona

### DIRECT MAIL CAMPAIGN

- GOLD** Miracosta College, California
- SILVER** Kirkwood Community College, Iowa
- BRONZE** Mesa Community College, Arizona

### ELECTRONIC CLASS

#### SCHEDULE/CATALOG

- GOLD** Piedmont Virginia Community College, Virginia
- SILVER** Waukesha County Technical College, Wisconsin
- BRONZE** Community College of Philadelphia, Pennsylvania

### ELECTRONIC NEWSLETTER

- GOLD** Bluegrass Community and Technical College, Kentucky
- SILVER** Northampton Community College, Pennsylvania
- BRONZE** Georgia Perimeter College, Georgia

### ELECTRONIC VIEWBOOK

- GOLD** Northland Community & Technical College, Minnesota
- SILVER** Nicolet Area Technical College, Wisconsin
- BRONZE** No award given

### FEATURE WRITING

- GOLD** Mt. San Antonio College, California
- SILVER** South Puget Sound Community College, Washington
- BRONZE** South Puget Sound Community College, Washington

### FOLDER

- GOLD** Eastern West Virginia Community & Technical College, West Virginia
- SILVER** Palm Beach State College, Florida
- BRONZE** Lone Star College System, Texas

### FOUNDATION ANNUAL REPORT

- GOLD** Ivy Tech Community College, Bloomington, Indiana
- SILVER** Red Deer College, Alberta, Canada
- BRONZE** North Shore Community College, Massachusetts

### FUNDRAISING/ANNUAL CAMPAIGN

- GOLD** Pulaski Technical College, Arkansas
- SILVER** Mt. San Antonio College, California
- BRONZE** Mt. Hood Community College, Oregon

### GOVERNMENT/COMMUNITY RELATIONS PROJECTS

- GOLD** Moraine Valley Community College, Illinois
- SILVER** El Camino College, California
- BRONZE** Kirkwood Community College, Iowa

### LOGO DESIGN

- GOLD** Laramie County Community College, Wyoming
- SILVER** Schoolcraft College, Michigan
- BRONZE** Foundation for California Community Colleges, California

### MAGAZINE

- GOLD** Northampton Community College, Pennsylvania
- 8 SILVER** Bunker Hill Community College, Massachusetts
- BRONZE** Jackson Community College, Michigan

### NEWSLETTER

- GOLD** Southeastern Community College, Iowa
- SILVER** Southeast Technical Institute, South Dakota
- BRONZE** Collin College, Texas

### NOTES/CARDS/INVITATIONS

- GOLD** Miami Dade College, Florida
- SILVER** Santa Fe Community College, New Mexico
- BRONZE** Elgin Community College, Illinois

### NOVELTY ADVERTISING

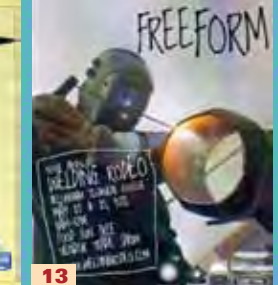
- GOLD** Elgin Community College, Illinois
- SILVER** HACC, Central Pennsylvania's Community College, Pennsylvania
- BRONZE** Pulaski Technical College, Arkansas

### ONLINE MARKETING/ADVERTISING

- GOLD** Waubensee Community College, Illinois
- SILVER** Saddleback College, California
- BRONZE** Clark State Community College, Ohio

### ONLINE SERVICES

- GOLD** HCC Coleman College for Health Sciences, Texas
- SILVER** Blackhawk Technical College, Wisconsin
- BRONZE** HACC, Central Pennsylvania's Community College, Pennsylvania



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## ORIGINAL PHOTOGRAPHY

- 9** GOLD Moraine Valley Community College, Illinois  
SILVER St. Charles Community College, Missouri  
BRONZE Snead State Community College, Alabama

## POSTCARD

- GOLD Hinds Community College, Mississippi  
SILVER Central Ohio Technical College, Ohio  
BRONZE North Hennepin Community College, Minnesota

## POSTER

### DIVISION A

- GOLD Community College of Denver, Colorado  
SILVER South Mountain Community College, Arizona  
BRONZE Rio Hondo College, California

### DIVISION B

- 10** GOLD Casper College, Wyoming  
SILVER HCC Coleman College for Health Sciences, Texas  
BRONZE St. Charles Community College, Missouri

## PRINT AD, SERIES

- GOLD Bishop State Community College, Alabama  
**11** SILVER College of Southern Nevada, Nevada  
**12** BRONZE Pulaski Technical College, Arkansas

## PRINT AD, SINGLE

- GOLD Suffolk County Community College, New York  
SILVER Cuyahoga Community College, Ohio  
**13** BRONZE Bellingham Technical College, Washington

## PROMOTION CAMPAIGN FOR A SPECIAL EVENT

- GOLD Northampton Community College, Pennsylvania  
SILVER Mt. Hood Community College, Oregon  
BRONZE Northwest Iowa Community College, Iowa

## RADIO AD, SERIES

- GOLD Southeastern Community College, Iowa  
SILVER Kellogg Community College, Michigan  
BRONZE Spartanburg Community College, South Carolina

## RADIO AD, SINGLE

- GOLD Spartanburg Community College, South Carolina  
SILVER Butler Community College, Kansas  
BRONZE Ivy Tech Community College, Indiana

## SOCIAL MARKETING

- GOLD Mississippi Gulf Coast Community College, Mississippi  
SILVER Glendale Community College, Arizona  
BRONZE Miracosta College, California

## SPORTS BROCHURE

- GOLD Miami Dade College, Florida  
**14** SILVER College of the Sequoias, California  
BRONZE Odessa College, Texas

## STUDENT HANDBOOK

- GOLD Bristol Community College, Massachusetts  
SILVER Anoka-Ramsey Community College, Minnesota  
BRONZE Elgin Community College, Illinois

## SUCCESSFUL RECRUITMENT MARKETING PROGRAM

- GOLD Kentucky Community & Technical College System, Kentucky  
SILVER Technical College System of Georgia, Georgia  
BRONZE Northwest Iowa Community College, Iowa

## TELEVISION AD, SERIES

- GOLD Columbus State Community College, Ohio  
SILVER Metropolitan Community College, Nebraska  
BRONZE Houston Community College, Texas

## TELEVISION AD, SINGLE

- GOLD Bishop State Community College, Alabama  
SILVER Bucks County Community College, Pennsylvania  
BRONZE Suny Adirondack, New York

## VIEWBOOK

- GOLD Laramie County Community College, Wyoming  
SILVER Salt Lake Community College, Utah  
BRONZE Northwest Iowa Community College, Iowa

## WEBSITE

- GOLD West Virginia Northern Community College, West Virginia  
SILVER Dakota County Technical College, Minnesota  
BRONZE Hennepin Technical College, Minnesota

## WILD CARD

- 15** GOLD Richland Community College, Illinois  
SILVER Nicolet Area Technical College, Wisconsin  
**16** BRONZE Kentucky Community & Technical College System, Kentucky





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2011 **PARAGON AWARDS**

»» **winners**