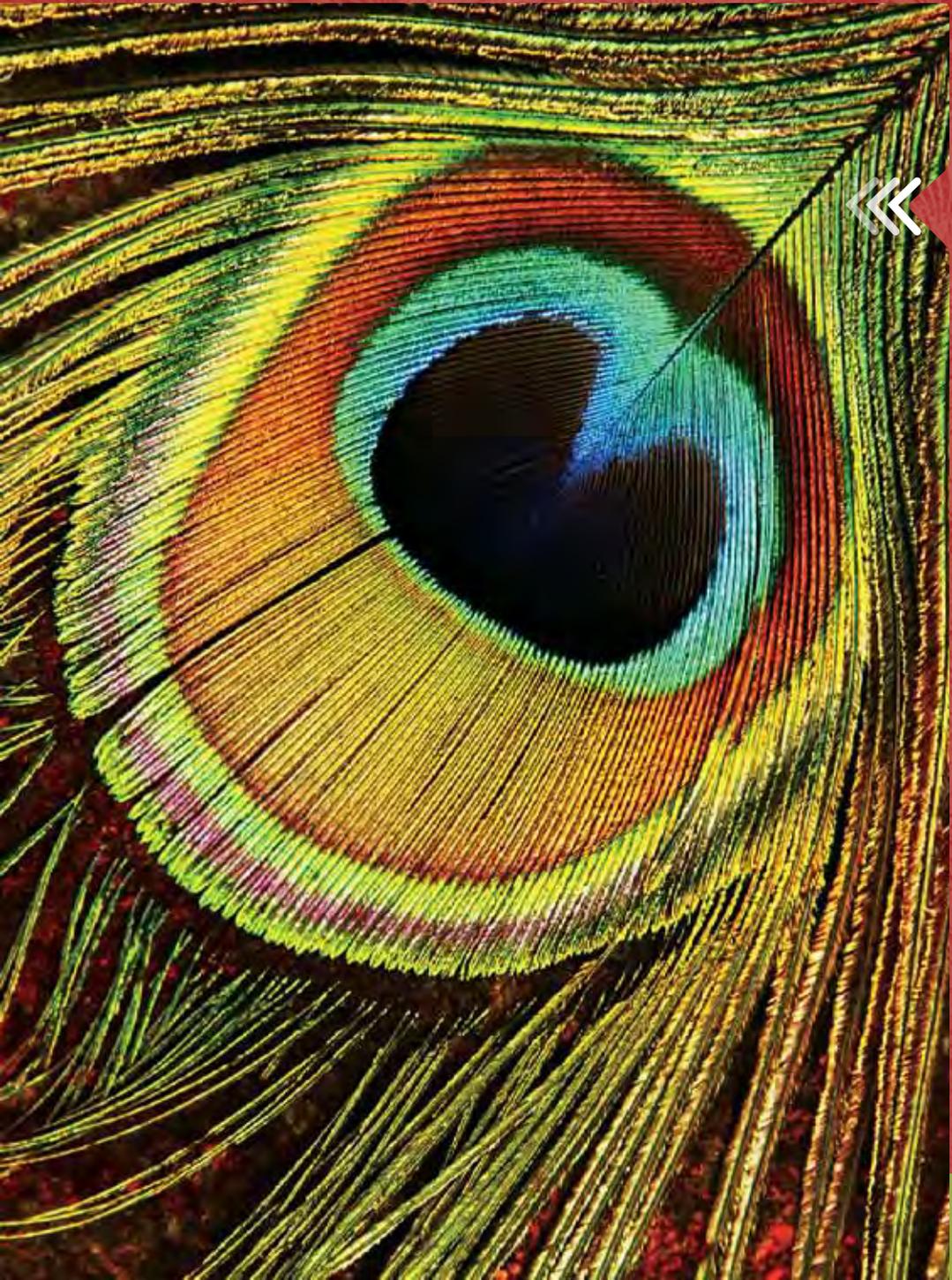


winners
paragons
AND THE WINNERS ARE

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).

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).

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

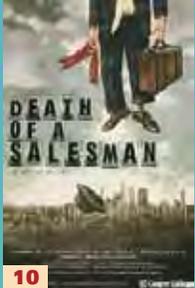
- GOLD** Houston Community
College, Texas
- SILVER** Miracosta College, California
- BRONZE** College of Lake County, Illinois

COLLEGE PROMOTIONAL VIDEO

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



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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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