



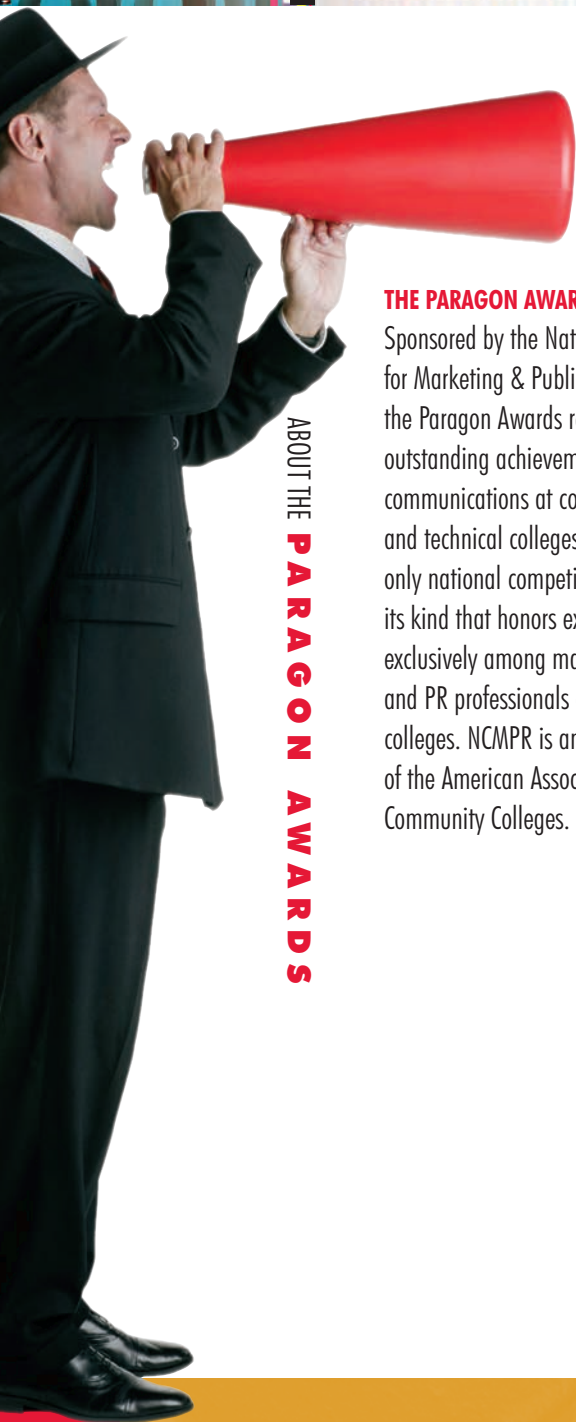
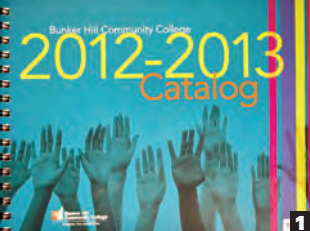
**AND THE**  
National  
Council for  
Marketing &  
Public  
Relations

**PARAGON** winners >>>

**ARE...**

2012

NCMPR



ABOUT THE **PARAGON AWARDS**

### 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

Nearly 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 2012 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 2012 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

For more information about the Paragons or NCMPR, contact:

Becky Olson, Executive Director  
NCMPR

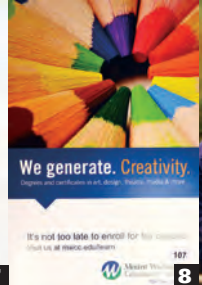
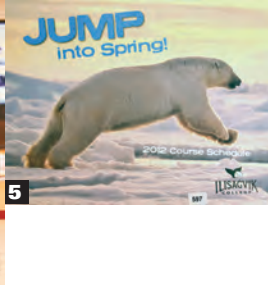
P.O. Box 336039

Greeley, CO 80633

(970) 330-0771

[bolson@ncmpr.org](mailto:bolson@ncmpr.org)

Website: [www.ncmpr.org](http://www.ncmpr.org)



## AND THE WINNERS ARE ...

2012 Paragon Award Winners  
Presented March 12, 2013  
Chicago, Illinois  
(listed alphabetically by category)

### ACADEMIC CATALOG

- GOLD** HCC Coleman College for Health Sciences, TX  
**1 SILVER** Bunker Hill Community College, MA  
**BRONZE** Northwest Iowa Community College, IA

### BANNERS AND OUTDOOR MEDIA

- 2 GOLD** Hocking College, OH  
**SILVER** Delta College, MI  
**BRONZE** Douglas College, British Columbia, Canada

### BRAND EXPERIENCE IMPLEMENTATION

- GOLD** Georgia Piedmont Technical College, GA  
**SILVER** Prince George's Community College, MD  
**BRONZE** HCC Coleman College for Health Sciences, TX

### BROCHURE/FLIER

#### DIVISION A

- GOLD** Community College of Denver, CO  
**SILVER** Sussex County Community College, NJ  
**BRONZE** Rio Hondo College, CA

#### DIVISION B

- GOLD** Butler Community College, KS  
**SILVER** College of DuPage, IL  
**3 BRONZE** Miami Dade College, FL

### BROCHURE/FLIER, SERIES

- 4 GOLD** Waukesha County Technical College, WI  
**SILVER** Waubesa Community College, IL  
**BRONZE** Lawson State Community College, AL

### CLASS SCHEDULE

#### DIVISION A

- 5 GOLD** Ilisagvik College, AK  
**SILVER** Southeast Technical Institute, Training Solutions Institute, SD  
**BRONZE** Williston State College, ND

#### DIVISION B

- 6 GOLD** Schoolcraft College, MI  
**SILVER** Schoolcraft College, MI  
**BRONZE** Red Deer College, Alberta, Canada

### COLLEGE ANNUAL REPORT

#### DIVISION A

- GOLD** Ogeechee Technical College, GA  
**SILVER** Southeast Technical Institute, SD  
**BRONZE** Ilisagvik College, AK

#### DIVISION B

- 7 GOLD** Cuyahoga Community College, OH  
**SILVER** St. Charles Community College, MO  
**BRONZE** Harper College, IL

### COLLEGE PROMOTIONAL VIDEO

- GOLD** Forsyth Technical Community College, NC  
**SILVER** Red Deer College, Alberta, Canada  
**BRONZE** Colorado Mountain College, CO

### COLLEGE VIDEO PROGRAM

- GOLD** Collin College, TX  
**SILVER** Columbus State Community College, OH  
**BRONZE** Kankakee Community College, IL

### COMMUNICATIONS SUCCESS STORY

- GOLD** Portland Community College, OR  
**SILVER** Atlantic Cape Community College, NJ  
**BRONZE** Belmont College, OH

### COMPUTER-GENERATED ILLUSTRATION

- GOLD** Elgin Community College, IL  
**SILVER** Pima Community College, AZ  
**BRONZE** Ilisagvik College, AK

### DIRECT MAIL CAMPAIGN

- 8 GOLD** Mount Wachusett Community College, MA  
**SILVER** Cochise College, AZ  
**BRONZE** No Award

### ELECTRONIC

#### CLASS SCHEDULE/CATALOG

- GOLD** Chattanooga State Community College, TN  
**SILVER** MiraCosta College, CA  
**BRONZE** Holyoke Community College, MA

#### ELECTRONIC NEWSLETTER

- GOLD** Miami Dade College, FL  
**SILVER** Miami Dade College, FL  
**BRONZE** Mississippi Gulf Coast Community College, MS

#### ELECTRONIC VIEWBOOK

- GOLD** Northland Community & Technical College, MN  
**SILVER** Northland Community & Technical College, MN  
**BRONZE** Waukesha County Technical College, WI

#### FEATURE WRITING

- GOLD** Ivy Tech Community College, IN  
**SILVER** Miami Dade College, FL  
**BRONZE** Dallas County Community College District, TX





## FOLDER

- 9** GOLD Nicolet Area Technical College, WI  
SILVER Peninsula College, WA  
BRONZE College of Central Florida, FL

## FOUNDATION ANNUAL REPORT

- GOLD Fashion Institute of Technology, NY  
SILVER Harper College, IL  
BRONZE Jefferson Community and Technical College, KY

## FUNDRAISING/ANNUAL CAMPAIGN

- GOLD Harford Community College, MD  
SILVER Mt. Hood Community College, OR  
BRONZE Middlesex Community College, MA

## GOVERNMENT/

## COMMUNITY RELATIONS PROJECT

- GOLD Greenville Technical College, SC  
SILVER Asheville-Buncombe Technical Community College, NC  
BRONZE Fox Valley Technical College, WI

## LOGO DESIGN

- GOLD Central Carolina Community College, NC  
SILVER Kentucky Community and Technical College System, KY  
BRONZE Arizona Western College, AZ

## MAGAZINE

- GOLD Bunker Hill Community College, MA  
SILVER HCC Coleman College for Health Sciences, TX  
**10** BRONZE St. Cloud Technical & Community College, MN

## NEWSLETTER

- 11** GOLD College of DuPage, IL  
SILVER MiraCosta College, CA  
BRONZE El Camino College, CA

## NOTES/CARDS/INVITATIONS

- GOLD Portland Community College, OR  
SILVER Cuyahoga Community College, OH  
**12** BRONZE Butler Community College, KS



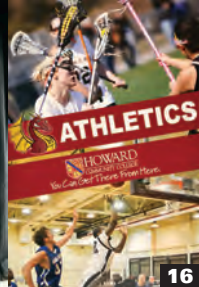
13



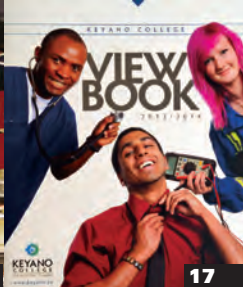
14



15



16



17

## NOVELTY ADVERTISING

- GOLD Lane Community College, OR  
SILVER Redlands Community College, OK  
BRONZE HCC Coleman College for Health Sciences, TX

## ONLINE MARKETING/ADVERTISING

- GOLD Dallas County Community College District, TX  
SILVER Mohave Community College, AZ  
BRONZE Waubensee Community College, IL

## ONLINE SERVICES

- GOLD MiraCosta College, CA  
SILVER Pima Community College, AZ  
BRONZE HCC Coleman College for Health Sciences, TX

## ORIGINAL PHOTOGRAPHY

- 13 GOLD Chemeketa Community College, OR  
SILVER Savannah Technical College, GA  
BRONZE Tyler Junior College, TX

## POSTCARD

- GOLD Forsyth Technical Community College, NC  
SILVER Harford Community College, MD  
BRONZE Northland Community & Technical College, MN

## POSTER

### DIVISION A

- GOLD Fresno City College, CA  
SILVER Fresno City College, CA  
BRONZE National Park Community College, AR

### DIVISION B

- GOLD Alamo Colleges, TX  
SILVER Moberly Area Community College, MO  
BRONZE Tri-County Technical College, SC

## PRINT ADVERTISEMENT, SERIES

- GOLD Community College of Philadelphia, PA  
SILVER Suffolk County Community College, NY  
14 BRONZE Southern State Community College, OH

## PRINT ADVERTISEMENT, SINGLE

- GOLD Ivy Tech Community College, IN  
15 SILVER Ivy Tech Community College-Bloomington, IN  
BRONZE Portland Community College, OR

## PROMOTION CAMPAIGN FOR A SPECIAL EVENT

- GOLD Tri-County Technical College, SC  
SILVER Palm Beach State College, FL  
BRONZE College of Central Florida, FL

## RADIO ADVERTISEMENT/PSA, SERIES

- GOLD Grossmont College, CA  
SILVER Butler Community College, KS  
BRONZE Chattanooga State Community College, TN

## RADIO ADVERTISEMENT/PSA, SINGLE

- GOLD Hocking College, OH  
SILVER Lake Region State College, ND  
BRONZE Southeast Technical Institute, Training Solutions Institute, SD

## SOCIAL MARKETING

- GOLD Fox Valley Technical College, WI  
SILVER NorthWest Arkansas Community College, AR  
BRONZE Delaware Technical Community College, DE

## SPORTS BROCHURE

- 16 GOLD Howard Community College, MD  
SILVER St. Charles Community College, MO  
BRONZE Parkland College, IL

## STUDENT HANDBOOK

- GOLD Bunker Hill Community College, MA  
SILVER Mount Wachusett Community College, MA  
BRONZE Elgin Community College, IL

## SUCCESSFUL RECRUITMENT

### MARKETING PROGRAM

- GOLD Red Deer College, Alberta, Canada  
SILVER Prince George's Community College, MD  
BRONZE Northwest Iowa Community College, IA

## TELEVISION

### ADVERTISEMENT/PSA, SERIES

- GOLD Alamo Colleges, TX  
SILVER North Hennepin Community College, MN  
BRONZE Faulkner State Community College, AL

## TELEVISION

### ADVERTISEMENT/PSA, SINGLE

- GOLD Volunteer State Community College, TN  
SILVER Frederick Community College, MD  
BRONZE Metropolitan Community College, NE

## VIEWBOOK

- 17 GOLD Keyano College, Alberta, Canada  
SILVER Forsyth Technical Community College, NC  
BRONZE Western Nebraska Community College, NE

## WEBSITE

- GOLD Pima Community College, AZ  
SILVER Asheville-Buncombe Technical Community College, NC  
BRONZE Mesa Community College, AZ

## WILD CARD

- GOLD Delta College, MI  
SILVER Hill College, TX  
BRONZE Metropolitan Community College Institute for Workforce Innovation, MO