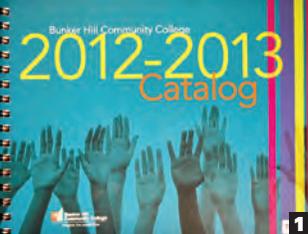


A man in a black suit and hat is holding a large red target in front of his face. The background is a light yellow color with several large, faint gears. The text is positioned in the upper left and center of the image.

AND THE
National
Council for
Marketing &
Public
Relations

PARAGON winners >>>

ARE...



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).

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).

PARAGON AWARDS COORDINATOR

Becky Olson, NCMPR Executive Director

For more information about the Paragons or NCMPR, contact:

Becky Olson, Executive Director

NCMPR

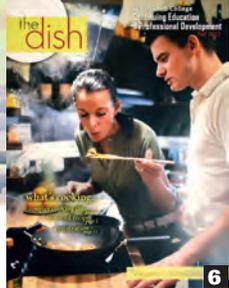
P.O. Box 336039

Greeley, CO 80633

(970) 330-0771

bolson@ncmpr.org

Website: www.ncmpr.org



PARAGON AWARD WINNERS

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 Waubensee 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

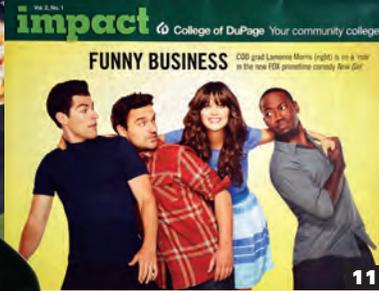
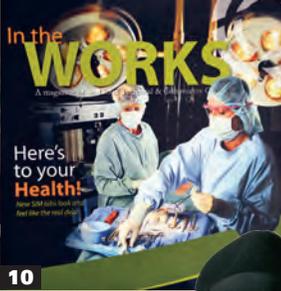
- GOLD Miami Dade College, FL
- SILVER Miami Dade College, FL
- BRONZE Mississippi Gulf Coast Community College, MS

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



9 10

11



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



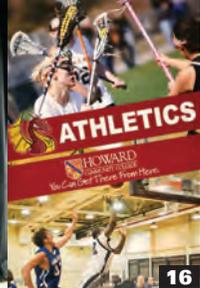
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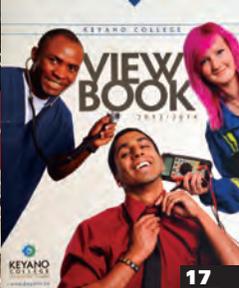
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NOVELTY ADVERTISING

- 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