

## CONGRATULATIONS TO THIS YEAR'S WINNERS!

### PRINT

#### ACADEMIC CATALOG

- GOLD** Community College of Denver, CO
- SILVER** Santa Monica College, CA
- BRONZE** Milwaukee Area Technical College, WI

#### CLASS SCHEDULE

- GOLD** Pierce College, WA
- SILVER** Northeast Iowa Community College
- BRONZE** Illinois Central College

#### VIEWBOOK

- GOLD** Portland Community College, OR
- SILVER** National Park College, AR
- BRONZE** Iowa Valley Community College District

#### ANNUAL REPORT

- GOLD** Bellingham Technical College, WA
- SILVER** Green River College, WA
- BRONZE** Tennessee Board of Regents

#### NEWSLETTER

- GOLD** Portland Community College, OR
- SILVER** Elgin Community College, IL
- BRONZE** Elgin Community College, IL

#### MAGAZINE

- GOLD** Salt Lake Community College, UT
- SILVER** Cuyahoga Community College, OH
- BRONZE** Community College of Philadelphia, PA

#### BROCHURE — SINGLE

- GOLD** Kentucky Community & Technical College System
- SILVER** Moraine Valley Community College, IL
- BRONZE** Miami Dade College, FL

#### BROCHURE — SERIES

- GOLD** Ozarks Technical Community College, MO
- SILVER** Central Oregon Community College
- BRONZE** Lenoir Community College, NC

#### BOOKLET

- GOLD** Jackson College, MI
- SILVER** Wallace State Community College, AL
- BRONZE** University of Arkansas Community College at Morrilton

### BOOK OR SPECIALTY PUBLICATION

- GOLD** Collin College, TX
- SILVER** Collin College, TX
- BRONZE** National Park College, AR

### FLYER — SINGLE OR SERIES

- GOLD** Saint Paul College, MN
- SILVER** Community College of Philadelphia, PA
- BRONZE** North Orange County Community College District, CA

### FOLDER

- GOLD** Phoenix College, AZ
- SILVER** Laredo College, TX
- BRONZE** Laredo College, TX

### POSTCARD — SINGLE OR SERIES

- GOLD** Hawkeye Community College, IA
- SILVER** Florida State College at Jacksonville
- BRONZE** College of Central Florida

### NOTES/CARDS/INVITATIONS — SINGLE OR SERIES

- GOLD** Portland Community College, OR
- SILVER** Santa Monica College, CA
- BRONZE** University of Arkansas Community College at Morrilton

### POSTER — SINGLE

- GOLD** Laramie County Community College, WY
- SILVER** Delaware County Community College, PA
- BRONZE** Skagit Valley College, WA

### POSTER — SERIES

- GOLD** Kellogg Community College, MI
- SILVER** Tennessee Board of Regents
- BRONZE** Illinois Central College

### DIGITAL/ELECTRONIC MEDIA

#### E-CATALOG, SCHEDULE, VIEWBOOK OR ANNUAL REPORT

- GOLD** De Anza College, CA
- SILVER** Orange Coast College, CA
- BRONZE** Community College of Philadelphia, PA

#### E-NEWSLETTER

- GOLD** College of the Canyons, CA
- SILVER** North Orange Continuing Education, CA
- BRONZE** Moraine Valley Community College, IL

#### E-CARD

- GOLD** Cape Cod Community College, MA
- SILVER** Palo Alto College, TX
- BRONZE** Community College of Philadelphia, PA

#### WEBSITE

- GOLD** Santa Monica College, CA
- SILVER** Milwaukee Area Technical College, WI
- BRONZE** Cape Fear Community College, NC

## BEST IN SHOW

### DELAWARE TECHNICAL COMMUNITY COLLEGE

**JUDGES' COMMENTS** — This video was entertaining, quirky, fun and informational. It acknowledges the pandemic in a lighthearted manner. Overall, the video made us smile and would definitely spark our interest in learning more about the college (if we were a relevant audience). The actor was a perfect fit, and we like how they filmed from interesting angles and showcased a variety of places across the campuses.



# 2020 PARAGON AWARDS



## MICROSITE

- GOLD** Orange Coast College, CA
- SILVER** Edmonds College, WA
- BRONZE** Southeast Community College, NE

## SOCIAL MEDIA

### FACEBOOK

- GOLD** Austin Community College, TX
- SILVER** University of Arkansas Community College at Morrilton
- BRONZE** Tallahassee Community College, FL

### TWITTER

- GOLD** Alamo Colleges District, TX
- SILVER** Tallahassee Community College, FL
- BRONZE** Delaware Technical Community College

### INSTAGRAM

- GOLD** Southeast Community College, NE
- SILVER** College of Lake County, IL
- BRONZE** Palo Alto College, TX

## VIDEO

### PROMOTIONAL VIDEO — SHORT FORM

- GOLD** College of Central Florida
- SILVER** Craven Community College, NC
- BRONZE** Austin Community College, TX

### PROMOTIONAL VIDEO-LONG FORM

- GOLD** Portland Community College, OR
- SILVER** Skyline College, CA
- BRONZE** Orange Coast College, CA

### VIDEO SHORTS-SINGLE

- GOLD** Delaware Technical Community College
- SILVER** Anne Arundel Community College, MD
- BRONZE** Ozarks Technical Community College, MO

### VIDEO SHORTS-SERIES

- GOLD** Tennessee Board of Regents
- SILVER** Mesa Community College, AZ
- BRONZE** De Anza College, CA

### QUICK-TURN VIDEO

- GOLD** Wor-Wic Community College, MD
- SILVER** Moraine Valley Community College, IL
- BRONZE** Shasta College, CA

## PHOTOGRAPHY/ILLUSTRATION

### ORIGINAL PHOTOGRAPHY — UNMANIPULATED

- GOLD** Moraine Valley Community College, IL
- SILVER** Cuyahoga Community College, OH
- BRONZE** Chemeketa Community College, OR

### ORIGINAL PHOTOGRAPHY — MANIPULATED

- GOLD** Miami Dade College, FL
- SILVER** Northwestern Michigan College
- BRONZE** Green River College, WA

### LOGO DESIGN

- GOLD** Community College of Philadelphia, PA
- SILVER** West Kentucky Community & Technical College
- BRONZE** Galveston College, TX

### COMPUTER-GENERATED ILLUSTRATION

- GOLD** Elgin Community College, IL
- SILVER** Santa Fe Community College, NM
- BRONZE** Heartland Community College, IL

## ADVERTISING

### PRINT AD — SINGLE

- GOLD** Cape Cod Community College, MA
- SILVER** Central Oregon Community College
- BRONZE** Motlow State Community College, TN

### PRINT AD — SERIES

- GOLD** Motlow State Community College, TN
- SILVER** Motlow State Community College, TN
- BRONZE** West Virginia Northern Community College

### RADIO AD — SINGLE

- GOLD** Pierce College, WA
- SILVER** Laredo College, TX
- BRONZE** Kentucky Community & Technical College System

### RADIO AD — SERIES

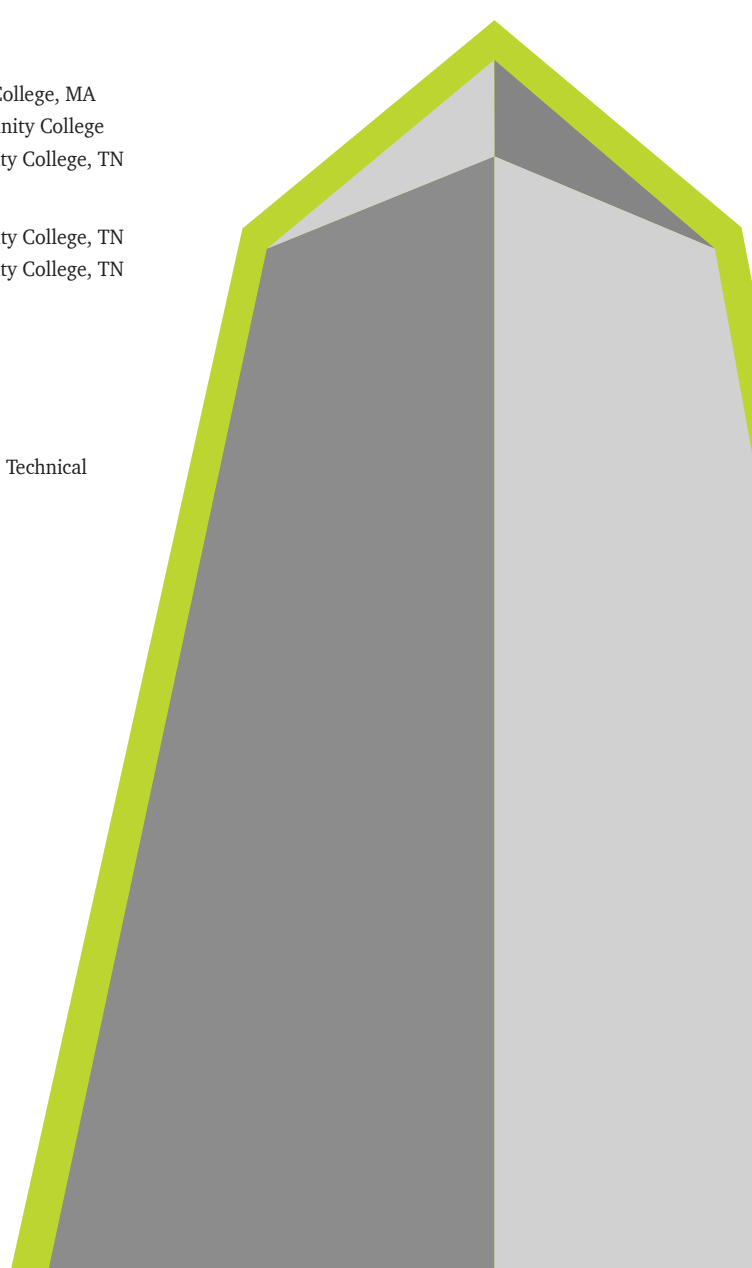
- GOLD** Central Piedmont Community College, NC
- SILVER** Mid-Plains Community College Area, NE
- BRONZE** University of Arkansas Community College at Batesville

### TELEVISION/VIDEO AD — SINGLE

- GOLD** John Wood Community College, IL
- SILVER** Elgin Community College, IL
- BRONZE** Riverside Community College District, CA

### TELEVISION/VIDEO AD — SERIES

- GOLD** Tennessee Board of Regents
- SILVER** Terra State Community College, OH
- BRONZE** Austin Community College, TX



# 2020 PARAGON AWARDS



## NOVELTY ADVERTISING

- GOLD** Arizona Western College
- SILVER** College of the Canyons, CA
- BRONZE** Green River College, WA

## LOGO WEAR

- GOLD** Southeastern Illinois College
- SILVER** Santa Monica College, CA
- BRONZE** Metropolitan Community College, NE

## DIGITAL AD

- GOLD** Hawkeye Community College, IA
- SILVER** Hinds Community College, MS
- BRONZE** Hinds Community College, MS

## OUTDOOR MEDIA — SINGLE OR SERIES

- GOLD** Lake Tahoe Community College, CA
- SILVER** Community College of Philadelphia, PA
- BRONZE** Northeastern Technical College, SC

## INTERIOR SIGNAGE/DISPLAY — SINGLE OR SERIES

- GOLD** Kirkwood Community College, IA
- SILVER** Lincoln Land Community College, IL
- BRONZE** Northwest Iowa Community College

## CAMPAIGNS

### COMMUNICATION SUCCESS STORY OR CRISIS COMMUNICATION

- GOLD** Elgin Community College, IL
- SILVER** Palo Alto College, TX
- BRONZE** Colorado Community College System

### GOVERNMENT RELATIONS OR COMMUNITY RELATIONS CAMPAIGN

- GOLD** Austin Community College, TX
- SILVER** Colorado Community College System
- BRONZE** Colorado Mountain College

## SPECIAL EVENT

- GOLD** Western Iowa Tech Community College
- SILVER** College of Western Idaho
- BRONZE** Green River College, WA

### SUCCESSFUL RECRUITMENT OR MARKETING PROGRAM

- GOLD** Grand Rapids Community College, MI
- SILVER** Clackamas Community College, OR
- BRONZE** Kentucky Community & Technical College System

## FUNDRAISING CAMPAIGN

- GOLD** Linn-Benton Community College, OR
- SILVER** Lenoir Community College, NC
- BRONZE** Columbia-Greene Community College, NY

## SOCIAL MEDIA OR ONLINE MARKETING CAMPAIGN

- GOLD** Phoenix College, AZ
- SILVER** Portland Community College, OR
- BRONZE** Southeastern Community College, IA

## MISCELLANEOUS

### EXCELLENCE IN WRITING — SHORT FORM

- GOLD** Fox Valley Technical College, WI
- SILVER** Renton Technical College, WA
- BRONZE** Northeastern Technical College, SC

### EXCELLENCE IN WRITING — LONG FORM

- GOLD** Mid-Plains Community College Area, NE
- SILVER** Central Oregon Community College
- BRONZE** Bunker Hill Community College, MA

## WILD CARD

- GOLD** College of Lake County, IL
- SILVER** Motlow State Community College, TN
- BRONZE** Jackson College, MI

