



2008
Paragon
Awards
Winners

MARKETING with a
CROWNING Touch

NCMPR
National Council for
Marketing &
Public Relations

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.

Paragon Awards Coordinator

Becky Olson, NCMPR Executive Director

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TOP:

Del Mar College, Texas
(Gold; Original Photography)

BOTTOM:

Paso-Hernando Community
College, Florida (Gold;
Foundation Annual Report)



Special Thanks to our Paragon Judges

(Listed in alphabetical order)

The following professionals graciously donated their time to review and score this year's Paragon entries. NCMPR thanks them for their time, expertise and support of the 2008 Paragon Awards.

Steve Barnaby, President/Estimating, Barnaby, Inc., Illinois

Tim Bath, Chief Photographer and Photo Editor, Kokomo Tribune, Indiana

Hillary Bennett, Print Vendor, Print-Tech, Inc., Michigan

Amy Bowen, Graphic Designer, The Nailco Group, Michigan

Jodi Boyd, Marketing and Customer Service, **Janna Rohde**, Graphic Design and Prepress, and **Dan Ross**, Prepress, Demco Printing, Iowa

Kris Brunst-Pasquini, Freelance Journalist, Illinois

AJ Chambers, Graphic Designer, MorningStar Media Group, Illinois

Gary Corrigan, Director of Marketing and Communications, **Matthew Finkhausen**, Graphic Designer, **Sarah Householder**, Communications Coordinator, **Amy Karlovec**, Creative Services Manager, and **Brian Yinger**, Photography, Owens Community College, Ohio

Tassica Cummins, Account Executive, Suddenlink Media, West Virginia

Conrad Curry, Communications Specialist, OneKnox, Kentucky

Sarah Davasher, Community Development Coordinator, Kentucky

Darby Dwyer, Account Representative, InVironments Magazine, Illinois

Jay Ehret, Owner, The Marketing Spot, Texas

Dan Ellis, Technology Director, Fogerty, Klein & Monroe, Texas

Lew Everling, Lew Everling Photography, Indiana

Trey Fairchild, Graphic Designer/Web Coordinator, Washington State Community College, Ohio

Kendra Finco, Account Executive, Saturn Lounge Advertising, Wisconsin

Eric Foster-Whiddon, President, Hyphen Designs, Georgia

Lee Frain, Owner, Lee Frain Productions, Michigan

Beth Frieske and **Brian Moore**, Account Managers, Madden Communications, Illinois

Anna Fuller, Account Executive, **Dave Medley**, Image Promotion Coordinator, and **Trish Simkins**, Creative Services Director, WLEX Channel 18, Kentucky

Tammy Graham and **Terri Weisbord**, Owners/Partners, WG Communications Group, Nevada

Glenda Greenwood, Vice President for Education, Northwest Mutual, Ohio

Paula Halpin, President, Paula Halpin Design, Illinois

Tom Hamann, Principal/Owner, and **Kirtan Nadagouda**, Chief Information Officer, ZGH Design, Michigan

Maribeth Hearn, Owner, The Inertia Group, Inc., Illinois

John Heckel, Owner, Laser Graphics, Ohio

Jeffrey Hedquist, Hedquist Productions, Inc., Iowa

Kim Huston, Executive Director, Nelson County Economic Development Authority, Kentucky

Reginald Hutcheson, Account Executive, Sir Speedy, Arizona

Joe Jaques, Graphics Manager/Marketing Services, Hughes Christensen/Baker Hughes Inc., Texas

Tammy Jensen, Freelance Graphic Designer, Missouri

Spence Johnston, Senior Account Manager, Braintrust Marketing and Communications, Nevada

Nancy Joplin, Community Leader, Arizona

Suzanne J. Kanalas, Lead Graphic Designer, Jackson Printing Company, Michigan

David Kluskiewicz, Senior Account Executive, and **Ira W. Yellen**, President/CEO, First Experience Communications, Connecticut

Tim Scott Kump, Principal/Chief Creative Officer, Bullet Communications Inc., Illinois

Kim Lantz, Account Executive, and **Andrea Starr**, Internet Account Executive, WTAP, West Virginia

Caryn Lewis, Executive Director, Grayson County Chamber of Commerce, Kentucky

Kim Long, Advertising Consultant, The Cullman Times, Alabama

Jennifer Loughborough, Graphic Designer, **Elizabeth Stock**, Graphic Designer, and **Catherine Thompson**, Art Director, Ilium Associates, Inc., Washington

Dawn Mann, CEO, Break of Day Design Advertising and PR, Texas

Kathryn Mathews, Owner, Kathy Mathews Design, Illinois

Michael McClure, Graphic Designer, RFDdesign, Arizona

Gina McDonald, Marketing and PR Director, Sunbelt Agricultural Exposition, Georgia

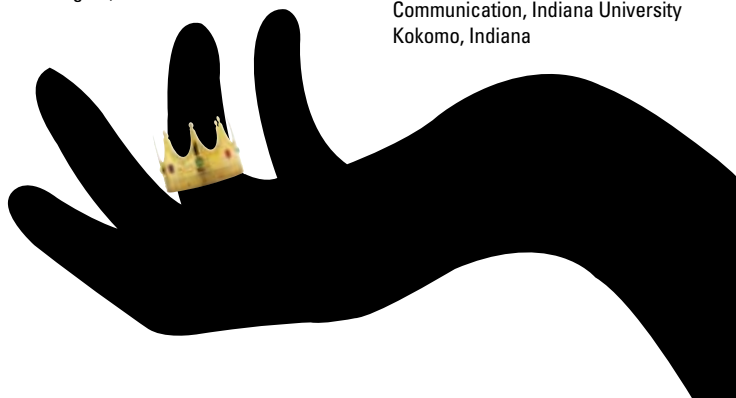
Ken Meyer, Marketing Instructor, Brookfield East High School, Wisconsin

Diane Minger, Ph.D., Business/Management/Marketing Coordinator, CVC, Texas

Mike Moreman, Art Director, LFJ Associates, Inc., Texas

Mike Mort, President, Equity Studios, Michigan

Raul Mosley, Ph.D., Photographer, Assistant Professor of Organizational Communication, Indiana University Kokomo, Indiana



Greg Nehring, Creative Director/Design Group, and **Michael Scro**, Account Executive, Creative Alliance, Kentucky

Karyl Niemi, Creative Director, Canton Creative Marketing, LLC, Michigan

Jeff Ophime, Executive Director, Colquitt County Arts Center, Georgia

Rebecca Palumbo, Principal/Creative Director, Rollins Palumbo Creative, Illinois

John Pattison, Graphic Designer, Gammon Group, Illinois

Scott Piel, Piel Photography, Indiana

Melanie Poole, Graphic Designer, The Design Poole, Alabama

Pamela Ramey, Freelance Writer/Photojournalist, Alabama

Bruce Roberts, M. Photg./H&H Color Lab, Indiana

Travis Roth, Production Artist, THE PARK, Michigan

Sandy Sanders, Director of Development, Lawrence Art Center, Missouri

Scott Shafer, Market Production Director, Clear Channel Radio, Texas

Andrea Shifflet, Communications Specialist, Carl Sandburg College, Illinois

Martin Smith, Screen and Print Designer, Moncur Associates, Michigan

Jan Snyder, Manager, Employee Communications, Chicago Bridge & Iron, Texas

Alice Sykes, Managing Partner, Sykes Communications, Texas

Holly Tabor, Features Editor, The News-Enterprise, Kentucky

Lisa Tolliver, Editor, The Kentucky Standard, Kentucky

Cindy Van Schoyck, President, Paw Paw Press, Michigan

Heather Warthen, Editor, Orland Park Prairie, Illinois

Monica Watrous, Writer, Ink Magazine, Missouri

Gordon Weingarth, Local Sales Manager, WCCC, Connecticut

Matt Wheaton, Student, Illinois

Paragon Judging Coordinators

(Listed in alphabetical order)

The following NCMPR colleagues rounded up this year's impressive list of judges and coordinated the review process. Our thanks for their continuing support of NCMPR and the 2008 Paragon Awards competition.

Regine Adams, Director of Marketing, Lake Washington Technical College, Washington

Eileen Archibald, Director of Institutional Advancement, Phoenix College, Arizona

Ann Armstrong, Administrator, College Publications, Sinclair Community College, Ohio

Jessica Crotty, Coordinator, College and Community Relations, Moraine Valley Community College, Illinois

Robin DeMott, Director of Marketing and Public Relations, Carl Sandburg College, Illinois

Michelle Dockins, Marketing Coordinator, Owens Community College, Ohio

Donna Gniewek, Graphic Designer, Schoolcraft College, New York

Kayte Hamel, Director of Marketing, Kishwaukee College, Illinois

Ronald Harrell, Chief Institutional Advancement Officer, Elizabethtown Community and Technical College, Kentucky

Kristen Holmes, Director of Communications and Marketing, Wallace State College, Alabama

Dorothy Karkheck, Director, Marketing and Communications, Jackson Community College, Michigan

Vernal Kennedy, Chief Communications Officer, Bluegrass Community and Technical College, Kentucky

Jeri Knowlton, Director of Marketing and Communications, Washington State Community College, Ohio

Kristin Kollbaum, Director of Marketing/Alumni, Northwest Iowa Community College, Iowa

Jan Mangino, High School and Community Relations, Waukesha County Technical College, Wisconsin

Elizabeth Moran, Director of Communications, Mid-State Technical College, Wisconsin

Dave Morgan, Marketing Director, College of Southern Nevada, Nevada

Marlene Olson, Director of Marketing and Public Relations, Middlesex Community College, Connecticut

LaNae Ridgewell, Program Coordinator of Publications, Lone Star College – Montgomery, Texas

Michelle Schmiedeler, College and Community Relations Assistant, Metropolitan Community Colleges, Missouri

Sonya Spencer, Director of Marketing, Cedar Valley College, Texas

Catherine Trezek, Lead Designer/Project Coordinator, Joliet Junior College, Illinois

Karen Visser, Director of Marketing and Enrollment Services, Kalamazoo Valley Community College, Michigan

Jana Wiggins, Director of Marketing and Public Relations, Moultrie Technical College, Georgia

Nikki Wilmoth, Public Relations/Marketing Director, Hill College, Texas

Marcia Worland, Director, Marketing and Communications, Ivy Tech Community College-Kokomo, Indiana



Genesee Community College, New York
(Gold; Notes/Cards/Invitations)

And the Winners Are

2008
Paragon Award
Winners
Presented
March 17, 2009
Kansas City, Missouri

(Listed alphabetically by category)

ACADEMIC CATALOG

Division A

- GOLD** The Art Institute of Seattle, Washington
- SILVER** Northwest Iowa Community College, Iowa
- BRONZE** Virginia Western Community College, Virginia

Division B

- GOLD** Pima Community College, Arizona
- SILVER** Lake Land College, Illinois
- BRONZE** Mt. San Antonio College, California

BANNERS AND OUTDOOR MEDIA

- GOLD** Forsyth Technical Community College, North Carolina
- SILVER** Chattahoochee Technical College, Georgia
- BRONZE** Waukesha County Technical College, Wisconsin

BRAND EXPERIENCE IMPLEMENTATION

- GOLD** Red Deer College, Alberta, Canada
- SILVER** No Award Presented
- BRONZE** No Award Presented

BROCHURE/FLYER 1 AND 2

- GOLD** Tidewater Community College, Virginia
- SILVER** Harper College, Illinois
- BRONZE** Miami University Middletown, Ohio

BROCHURE/FLYER 3

Division A



- GOLD** State Center Community College District, California
- SILVER** Sussex County Community College, New Jersey
- BRONZE** North Iowa Area Community College, Iowa

Division B

- GOLD** Minnesota State Colleges and Universities, Minnesota
- SILVER** Tidewater Community College, Virginia
- BRONZE** Foundation for California Community Colleges, California

BROCHURE/FLYER, SERIES

- GOLD** Palm Beach Community College, Florida
- SILVER** Phoenix College, Arizona



- BRONZE** Harrisburg Area Community College, Pennsylvania

CLASS SCHEDULE

Division A

- GOLD** Hill College, Texas
- SILVER** Housatonic Community College, Connecticut
- BRONZE** Hennepin Technical College, Minnesota

Division B

- GOLD** Kirkwood Community College, Iowa
- SILVER** Portland Community College, Oregon
- BRONZE** Bristol Community College, Massachusetts

COLLEGE ANNUAL REPORT

Division A

- GOLD** Miami University Middletown, Ohio



- SILVER** Northwest Iowa Community College, Iowa
- BRONZE** Sussex County Community College, New Jersey

Division B

- GOLD** Bronx Community College, New York
- SILVER** Foundation for California Community Colleges, California
- BRONZE** Houston Community College, Texas

COLLEGE PROMOTIONAL VIDEO

- GOLD** Portland Community College, Oregon
- SILVER** Pasadena City College, California
- BRONZE** Coosa Valley Technical College, Georgia

COLLEGE VIDEO PROGRAM

- GOLD** Peralta Community College District, California
- SILVER** Pima Community College, Arizona
- BRONZE** Casper College, Wyoming

COMPUTER-GENERATED ILLUSTRATION

- GOLD** Pima Community College, Arizona
- SILVER** Pima Community College, Arizona
- BRONZE** Central Lakes College, Minnesota

ELECTRONIC CLASS SCHEDULE/ CATALOG

- GOLD** Virginia Western Community College, Virginia
- SILVER** Western Nevada College, Nevada
- BRONZE** North Hennepin Community College, Minnesota

ELECTRONIC VIEWBOOK

- GOLD** Haywood Community College, North Carolina
- SILVER** No Award Presented
- BRONZE** No Award Presented

E-MARKETING

- GOLD** Minnesota Online, Minnesota
- SILVER** Kalamazoo Valley Community College, Michigan
- BRONZE** No Award Presented

FEATURE WRITING

- GOLD** Tarrant County College, Texas
- SILVER** Iowa Valley Community College District, Iowa
- BRONZE** Southwestern Community College, Iowa

FOLDER

- GOLD** No Award Presented
- SILVER** Tidewater Community College, Virginia
- BRONZE** Tidewater Community College, Virginia

FOUNDATION ANNUAL REPORT

- GOLD** Pasco-Hernando Community College, Florida
- SILVER** Portland Community College, Oregon
- BRONZE** Oakton Community College, Illinois

FUND RAISING/ANNUAL CAMPAIGN

- GOLD** College of Southern Maryland, Maryland
- SILVER** Tri-County Technical College, South Carolina
- BRONZE** Portland Community College, Oregon

GOVERNMENT RELATIONS OR COMMUNITY RELATIONS PROJECT

- GOLD** Portland Community College, Oregon
- SILVER** Northeast Iowa Community College, Iowa
- BRONZE** Brazosport College, Texas

LOGO DESIGN

- GOLD** Houston Community College, Texas
- SILVER** Broome Community College, New York
- BRONZE** Ocean County College, New Jersey

MAGAZINE



- GOLD** Fashion Institute of Technology, New York
- SILVER** Palm Beach Community College, Florida
- BRONZE** Georgia Perimeter College, Georgia

MEDIA SUCCESS STORY

- GOLD** Cumberland County College, New Jersey
- SILVER** Technical College System of Georgia, Georgia
- BRONZE** Minnesota State Colleges and Universities, Minnesota

NEWSLETTER

- GOLD** Owens Community College, Ohio
- SILVER** Oakton Community College, Illinois



- BRONZE** Georgia Perimeter College, Georgia

NOTES/CARDS/INVITATIONS

- GOLD** Genesee Community College, New York
- SILVER** Cuyahoga Community College, Ohio
- BRONZE** Dakota County Technical College, Minnesota

NOVELTY ADVERTISING

- GOLD** Ivy Tech Community College-Columbus, Indiana
- SILVER** Lake Land College, Illinois
- BRONZE** Jackson Community College, Michigan

ONLINE NEWSLETTER

- GOLD** Miami Dade College, Florida
- SILVER** Pierce College, Washington
- BRONZE** Broome Community College, New York

ONLINE SERVICES

- GOLD** Northland Community & Technical College, Minnesota
- SILVER** Lorain County Community College, Ohio
- BRONZE** University of Hawaii Community Colleges, Hawaii

ORIGINAL PHOTOGRAPHY

- GOLD** Del Mar College, Texas
- SILVER** Elgin Community College, Illinois
- BRONZE** Raritan Valley Community College, New Jersey

POSTCARD

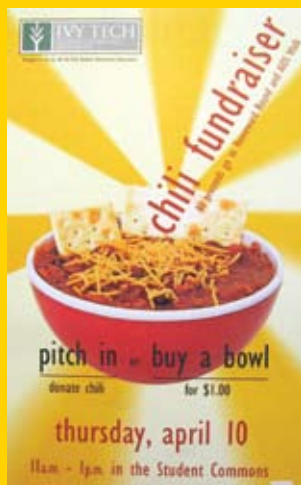
- GOLD** Technical College of the Lowcountry, South Carolina
- SILVER** University of Cincinnati-Raymond Walters College, Ohio
- BRONZE** Technical College of the Lowcountry, South Carolina

POSTER

Division A



- GOLD** Moberly Area Community College, Missouri



- SILVER** Ivy Tech Community College-Bloomington, Indiana
- BRONZE** Delta College, Michigan

Division B

- GOLD** Bunker Hill Community College, Massachusetts
- SILVER** Lincoln Land Community College, Illinois
- BRONZE** Casper College, Wyoming

PRINT ADVERTISEMENT, SERIES

- GOLD** Bishop State Community College, Alabama
- SILVER** Dallas County Community College District, Texas
- BRONZE** Tri-County Technical College, South Carolina

PRINT ADVERTISEMENT, SINGLE

- GOLD** Aims Community College, Colorado
- SILVER** Surry Community College, North Carolina
- BRONZE** Lake Superior College, Minnesota

PROMOTION CAMPAIGN FOR A SPECIAL EVENT

- GOLD** Rio Hondo College, California
- SILVER** Pulaski Technical College, Arkansas
- BRONZE** Heartland Community College, Illinois

RADIO ADVERTISEMENT/PSA, SERIES

- GOLD** State Center Community College District, California
- SILVER** Northland Community & Technical College, Minnesota
- BRONZE** Dallas County Community College District, Texas

RADIO ADVERTISEMENT/PSA, SINGLE

- GOLD** Tidewater Community College, Virginia
- SILVER** Monroe Community College, New York
- BRONZE** Greenville Technical College, South Carolina

SOCIAL MARKETING

- GOLD** Bristol Community College, Massachusetts
- SILVER** Portland Community College, Oregon
- BRONZE** MiraCosta College, California

SPORTS BROCHURE

- GOLD** Clark College, Washington
- SILVER** Mt. San Antonio College, California



- BRONZE** Dakota County Technical College, Minnesota

STUDENT HANDBOOK



- GOLD** Dutchess Community College, New York
- SILVER** Tacoma Community College, Washington
- BRONZE** Chandler-Gilbert Community College, Arizona

SUCCESSFUL RECRUITMENT MARKETING PROGRAM

- GOLD** Mt. San Antonio College, California
- SILVER** Forsyth Technical Community College, North Carolina
- BRONZE** North Hennepin Community College, Minnesota

TELEVISION ADVERTISEMENT/PSA, SERIES

- GOLD** Dunwoody College of Technology, Minnesota
- SILVER** Ivy Tech Community College-Central Office, Indiana
- BRONZE** Cuyahoga Community College, Ohio

TELEVISION ADVERTISEMENT/PSA, SINGLE

- GOLD** Dunwoody College of Technology, Minnesota
- SILVER** Lake Superior College, Minnesota
- BRONZE** Columbus State Community College, Ohio

VIEWBOOK

- GOLD** Dakota County Technical College, Minnesota



- SILVER** Mesa Community College, Arizona
- BRONZE** North Hennepin Community College, Minnesota

WEB SITE

- GOLD** Washtenaw Community College, Michigan
- SILVER** Harrisburg Area Community College, Pennsylvania
- BRONZE** Kwantlen Polytechnic University, British Columbia, Canada

WILD CARD

- GOLD** Burlington County College, New Jersey
- SILVER** Maricopa County Community College District, Arizona
- BRONZE** Pasadena City College, California



National Council for Marketing & Public Relations

P.O. Box 336039

Greeley, CO 80633

And the Winners



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