

2009

Paragon Awards

And the
Winners Are...

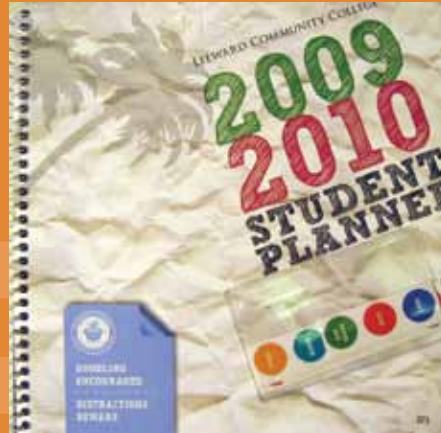
NCMPR
National Council
for Marketing
& Public Relations

THE PARAGON AWARDS

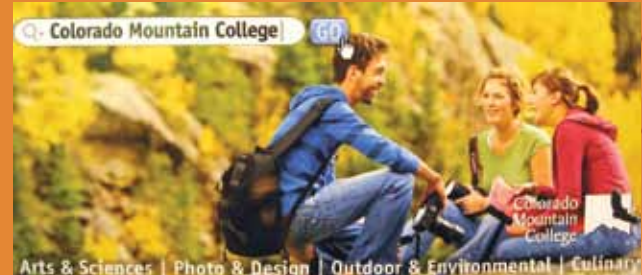
Sponsored by the National Council for Marketing & Public Relations, the Paragon Awards recognize outstanding achievement in communications at community and technical colleges. It's the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year colleges. NCMPR is an affiliate of the American Association of Community Colleges.



Brochure/Flyer Division B [Silver]
Florida State College at Jacksonville, FL



Student Handbook [Silver] Leeward Community College, HI



Banners and Outdoor Media [Bronze] Colorado Mountain College, CO

AND THE WINNERS ARE

2009 Paragon Award Winners
Presented March 16, 2010,
Albuquerque, N.M.
(listed alphabetically by category)

ACADEMIC CATALOG

- 1** **GOLD:** Riverland Community College, MN
SILVER: Central Lakes College, MN
BRONZE: Dutchess Community College, NY

BANNERS AND OUTDOOR MEDIA

- GOLD:** Tidewater Community College, VA
SILVER: Monroe Community College, NY
BRONZE: Colorado Mountain College, CO

BRAND EXPERIENCE IMPLEMENTATION

- GOLD:** Waubensee Community College, IL
SILVER: Foundation for California Community Colleges, CA
BRONZE: No award

BROCHURE/FLYER

DIVISION A

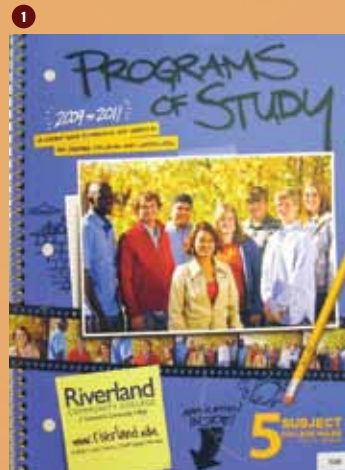
- GOLD:** Cascadia Community College, WA
SILVER: Edison State College, FL
BRONZE: Ivy Tech Community College
Bloomington, IN

DIVISION B

- 2** **GOLD:** Richland Community College, IL
SILVER: Florida State College at
Jacksonville, FL
BRONZE: Oklahoma State Regents for Higher
Education, OK

BROCHURE/FLYER, SERIES

- GOLD:** Nicolet Area Technical College, WI
SILVER: Cuyahoga Community College, OH
BRONZE: Colorado Mountain College, CO



CLASS SCHEDULE

DIVISION A

- GOLD:** Southeast Technical Institute, SD
SILVER: Sussex County Community
College, NJ
BRONZE: Ivy Tech Community College
Columbus, IN

DIVISION B

- GOLD:** Dakota County Technical College, MN
SILVER: Schoolcraft College, MI
BRONZE: Schoolcraft College, MI

COLLEGE ANNUAL REPORT/ REPORT TO THE COMMUNITY

DIVISION A

- 3** **GOLD:** Northwest Iowa Community
College, IA
SILVER: South Orange County Community
College District, CA
BRONZE: Seattle Community College
District, WA

DIVISION B

- GOLD:** Rock Valley College, IL
SILVER: Portland Community College, OR
BRONZE: Phoenix College, AZ

COLLEGE PROMOTIONAL VIDEO

- GOLD:** Kirkwood Community College, IA
SILVER: Dakota County Technical College, MN
BRONZE: Walters State Community College, TN

COLLEGE VIDEO PROGRAM

GOLD: Cuyahoga Community College, OH

SILVER: Southwest Tennessee Community College, TN

BRONZE: South Texas College, TX

COMMUNICATIONS SUCCESS STORY

GOLD: Bunker Hill Community College, MA

SILVER: Clark College, WA

BRONZE: Normandale Community College, MN

COMPUTER-GENERATED ILLUSTRATION

4 GOLD: Pima Community College, AZ

5 SILVER: Windward Community College, HI

BRONZE: Lane Community College, OR

DIRECT MAIL CAMPAIGN

GOLD: No award

SILVER: Douglas College,
British Columbia, Canada

BRONZE: Long Beach City College, CA

ELECTRONIC CLASS SCHEDULE/ CATALOG

GOLD: Phoenix College, AZ

SILVER: Walters State Community College, TN

BRONZE: Erie Community College, NY

ELECTRONIC NEWSLETTER

GOLD: South Texas College, TX

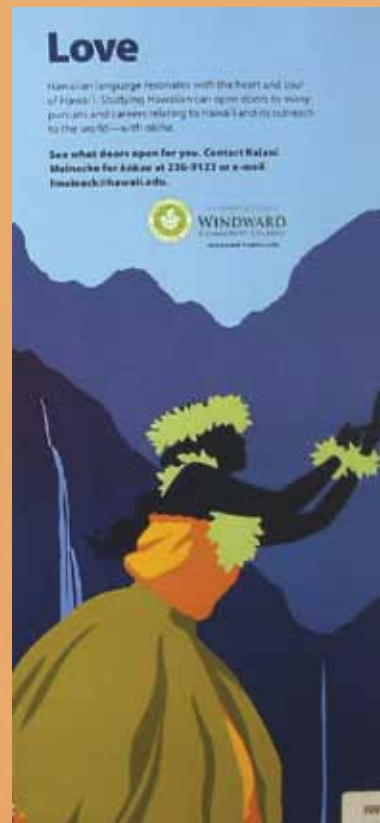
SILVER: Montgomery College, MD

BRONZE: Quinebaug Valley Community College, CT

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ELECTRONIC VIEWBOOK

GOLD: Raritan Valley Community College, NJ

SILVER: Wisconsin Technical College System, WI

BRONZE: No award

FEATURE WRITING

GOLD: Foundation for California Community Colleges, CA

SILVER: Minnesota State Colleges and Universities, MN

BRONZE: Miami Dade College, FL

FOLDER

6 GOLD: Georgia Perimeter College, GA

SILVER: Lone Star College System, TX

BRONZE: Arizona Western College, AZ

FOUNDATION ANNUAL REPORT

GOLD: Fashion Institute of Technology, NY

SILVER: Georgia Perimeter College, GA

BRONZE: Ivy Tech Community College
Bloomington, IN

FUND RAISING/ANNUAL CAMPAIGN

GOLD: Metropolitan Community College, NE

SILVER: Northwestern Michigan College, MI

BRONZE: Arkansas State University
Mountain Home, AR

GOVERNMENT RELATIONS OR COMMUNITY RELATIONS PROJECT

GOLD: Mt. San Antonio College, CA

SILVER: Forsyth Technical Community College, NC

BRONZE: Elgin Community College, IL

LOGO DESIGN

GOLD: Georgia Perimeter College, GA

SILVER: Century College, MN

BRONZE: Ivy Tech Community College
Bloomington, IN

MAGAZINE

GOLD: Bunker Hill Community College, MA

SILVER: Sinclair Community College, OH

BRONZE: Miami Dade College, FL

NEWSLETTER

GOLD: Georgia Perimeter College, GA

SILVER: Southeast Technical Institute, SD

BRONZE: MiraCosta College, CA

NOTES/CARDS/INVITATIONS

GOLD: Dakota County Technical College, MN

SILVER: Waubensee Community College, IL

BRONZE: Santa Fe Community College, NM

NOVELTY ADVERTISING

GOLD: College of Southern Nevada, NV

SILVER: Aims Community College, CO

BRONZE: Mt. Hood Community College, OR

ONLINE MARKETING/ADVERTISING

GOLD: Bucks County Community College, PA

SILVER: Atlantic Cape Community College, NJ

BRONZE: Mesa Community College, AZ

ONLINE SERVICES

GOLD: Lakeland Community College, OH

SILVER: Minnesota Online, MN

BRONZE: Harrisburg Area Community College, PA

ORIGINAL PHOTOGRAPHY

GOLD: Florida Keys Community College, FL

SILVER: Mt. San Antonio College, CA

BRONZE: Elgin Community College, IL

POSTCARD (SINGLE OR SERIES)

GOLD: Windward Community College, HI

SILVER: Northland Pioneer College, AZ

7 BRONZE: Florida State College at Jacksonville, FL



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POSTER

DIVISION A

8 GOLD: Moberly Area Community College, MO

SILVER: Ivy Tech Community College
Bloomington, IN

BRONZE: Delta College, MI

DIVISION B

9 GOLD: Miami Dade College, FL

SILVER: Moraine Valley Community College, IL

BRONZE: Long Beach City College, CA

PRINT ADVERTISEMENT, SERIES

10 GOLD: Technical College of the Lowcountry, SC

SILVER: Lane Community College, OR

BRONZE: Portland Community College, OR

PRINT ADVERTISEMENT, SINGLE

11 GOLD: Lane Community College, OR

SILVER: Saddleback College, CA

BRONZE: Burlington County College, NJ

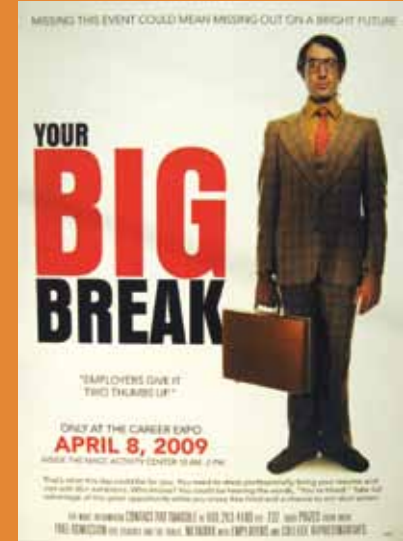
PROMOTION CAMPAIGN FOR A SPECIAL EVENT

GOLD: Community College of Allegheny County, PA

SILVER: Community College of Philadelphia, PA

BRONZE: Central New Mexico Community College, NM

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RADIO ADVERTISEMENT/PSA, SERIES

GOLD: Henry Ford Community College, MI
SILVER: Technical College of the Lowcountry, SC
BRONZE: Grossmont College, CA

RADIO ADVERTISEMENT/PSA, SINGLE

GOLD: Volunteer State Community College, TN
SILVER: Houston Community College, TX
BRONZE: Cuyahoga Community College, OH

SOCIAL MARKETING

GOLD: Mesa Community College, AZ
SILVER: College of the Canyons, CA
BRONZE: Colorado Mountain College, CO

SPORTS BROCHURE

GOLD: Kirkwood Community College, IA
SILVER: Mississippi Gulf Coast Community College, MS

12 BRONZE: Dakota County Technical College, MN

STUDENT HANDBOOK

GOLD: Elgin Community College, IL
SILVER: Leeward Community College, HI
BRONZE: University of Cincinnati-Raymond Walters College, OH

SUCCESSFUL RECRUITMENT MARKETING PROGRAM

GOLD: Maricopa Community Colleges, AZ
SILVER: Colorado Mountain College, CO
BRONZE: Minnesota State Colleges and Universities, MN

TELEVISION ADVERTISEMENT/PSA, SERIES

GOLD: Suffolk County Community College, NY
SILVER: Ivy Tech Community College Central Office, IN

BRONZE: Bishop State Community College, AL

TELEVISION ADVERTISEMENT/PSA, SINGLE

GOLD: Suffolk County Community College, NY
SILVER: McLennan Community College, TX
BRONZE: Dunwoody College of Technology, MN

VIEWBOOK

GOLD: Nicolet Area Technical College, WI
SILVER: New World School of the Arts/Miami Dade College, FL

BRONZE: Fashion Institute of Technology, NY

WEB SITE

GOLD: Dakota County Technical College, MN
SILVER: Northland Pioneer College, AZ
BRONZE: Foundation for California Community Colleges, CA

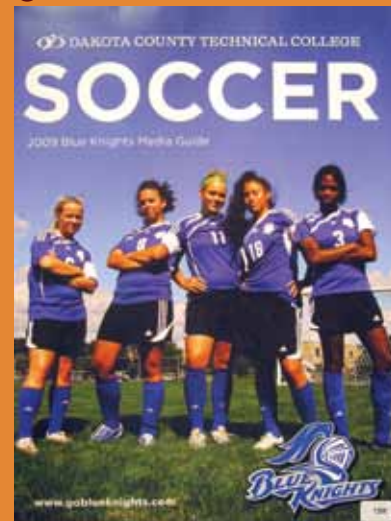
WILD CARD

GOLD: Saddleback College, CA

13 SILVER: Moraine Valley Community College, IL

BRONZE: Dakota County Technical College, MN

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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 2009 Paragon Awards. The full list of judges is on the NCMPR Web site (www.ncmpr.org).

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 2009 Paragon Awards competition. The full list of Paragon judging coordinators is on the NCMPR Web site (www.ncmpr.org).

PARAGON AWARDS COORDINATOR

Becky Olson, NCMPR Executive Director

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Original Photography [Bronze] Elgin Community College, IL



Banners and Outdoor Media [Silver]
Monroe Community College, NY



Print Advertisement, Single [Silver]
Saddleback College, CA



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