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NCMPR
2024 PARAGON AWARDS

PRINT

ACADEMIC CATALOG OR CLASS SCHEDULE

- GOLD** Durham College, Ontario, Canada
- SILVER** Western Iowa Tech Community College
- BRONZE** Kellogg Community College, MI

VIEWBOOK

- GOLD** Lansing Community College, MI
- SILVER** College of the Mainland, TX
- BRONZE** Wake Technical Community College, NC

ANNUAL REPORT

- GOLD** Grand Rapids Community College, MI
- SILVER** Elgin Community College, IL
- BRONZE** Tennessee Board of Regents

NEWSLETTER

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

MAGAZINE

- GOLD** Community College of Denver, CO
- SILVER** Lane Community College, OR
- BRONZE** College of Central Florida

BROCHURE (SINGLE OR SERIES)

- GOLD** Arapahoe Community College, CO
- SILVER** Cuyahoga Community College, OH
- BRONZE** Portland Community College, OR

BOOKLET

- GOLD** Horry-Georgetown Technical College, SC
- SILVER** Maricopa County Community College District, AZ
- BRONZE** McHenry County College, IL

FLYER (SINGLE OR SERIES)

- GOLD** Eastern Arizona College
- SILVER** Howard Community College, MD
- BRONZE** El Camino College, CA

POSTCARD (SINGLE OR SERIES)

- GOLD** Kellogg Community College, MI
- SILVER** Bergen Community College, NJ
- BRONZE** Rochester Community & Technical College, MN

NOTES/CARDS/INVITATIONS (SINGLE OR SERIES)

- GOLD** Central Oregon Community College
- SILVER** Shoreline Community College, WA
- BRONZE** Tennessee Board of Regents

POSTER (SINGLE OR SERIES)

- GOLD** Wallace State Community College, AL
- SILVER** Shasta College, CA
- BRONZE** Nicolet Area Community College, WI

PRINT WILD CARD

- GOLD** Eastern Iowa Community College District
- SILVER** Kellogg Community College, MI
- BRONZE** North Iowa Area Community College

DIGITAL/ELECTRONIC MEDIA

E-PUBLICATIONS

- GOLD** College of Central Florida
- SILVER** Skagit Valley College, WA
- BRONZE** Monroe County Community College, MI

E-NEWSLETTER

- GOLD** Austin Community College, TX
- SILVER** Wayne Community College, NC
- BRONZE** Oakton College, IL



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E-CARDS

GOLD Bismarck State College, ND

SILVER Ivy Tech Community College, IN

BRONZE Cape Cod Community College, MA

WEBSITE

GOLD San Juan College, NM

SILVER Saint Paul College, MN

BRONZE Colorado Community College System

MICROSITE/LANDING PAGE

GOLD Tennessee Board of Regents

SILVER Northern Essex Community College, MA

BRONZE University of Cincinnati-Clermont College, OH

PODCASTS

GOLD California Community Colleges

SILVER Rowan College at Burlington County, NJ

BRONZE Green River College, WA

SOCIAL MEDIA

SOCIAL MEDIA PAGE

GOLD Grand Rapids Community College, MI

SILVER Del Mar College, TX

BRONZE Lincoln Land Community College, IL

SOCIAL MEDIA POST OR STORY A

GOLD Pasadena City College, CA

SILVER Orange Coast College, CA

BRONZE Fresno City College, CA

SOCIAL MEDIA POST OR STORY B

GOLD Weatherford College, TX

SILVER Montgomery College, MD

BRONZE Elgin Community College, IL

VIDEO

PROMOTIONAL VIDEO-SHORT FORM

GOLD Oakton College, IL

SILVER Minneapolis Community & Technical College, MN

BRONZE Montgomery College, MD

PROMOTIONAL VIDEO-LONG FORM

GOLD Chippewa Valley Technical College, WI

SILVER College of DuPage, IL

BRONZE Austin Community College, TX

VIDEO SHORTS (SINGLE)

GOLD Orange Coast College, CA

SILVER Cochise College, AZ

BRONZE Elgin Community College, IL

VIDEO SHORTS (SERIES)

GOLD Montgomery College, MD

SILVER Lee College, TX

BRONZE Trident Technical College, SC

PHOTOGRAPHY/ILLUSTRATION

ORIGINAL PHOTOGRAPHY (UNMANIPULATED)

GOLD Arizona Western College

SILVER Santa Fe College, FL

BRONZE College of the Canyons, CA

ORIGINAL PHOTOGRAPHY (MANIPULATED)

GOLD Lee College, TX

SILVER Moraine Valley Community College, IL

BRONZE Pasadena City College, CA

LOGO DESIGN

GOLD Delta College, MI

SILVER Blackhawk Technical College, WI

BRONZE Loraine County Community College, OH

AWARD FINALISTS

NCMPR
National Council for Marketing & Public Relations



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COMPUTER-GENERATED ILLUSTRATION

- GOLD** Trident Technical College, SC
- SILVER** Arizona Western College
- BRONZE** Kellogg Community College, MI

ADVERTISING

PRINT ADVERTISEMENT (SINGLE OR SERIES)

- GOLD** Central New Mexico Community College
- SILVER** California Community Colleges
- BRONZE** Cuyahoga Community College, OH

RADIO ADVERTISEMENT (SINGLE OR SERIES)

- GOLD** National Park College, AR
- SILVER** Snead State Community College, AL
- BRONZE** Cape Cod Community College, MA

TV/VIDEO ADVERTISEMENT (SINGLE)

- GOLD** Tacoma Community College, WA
- SILVER** Florida SouthWestern State College
- BRONZE** Harford Community College, MD

TV/VIDEO ADVERTISEMENT (SERIES)

- GOLD** University of Hawaii Community Colleges
- SILVER** Moraine Valley Community College, IL
- BRONZE** West Virginia Northern Community College

DIGITAL ADVERTISEMENT (SINGLE OR SERIES)

- GOLD** Mid-State Technical College, WI
- SILVER** Dallas College, TX
- BRONZE** Lane Community College, OR

OUTDOOR SIGNAGE/DISPLAYS (SINGLE OR SERIES)

- GOLD** Lorain County Community College, OH
- SILVER** Delta College, MI
- BRONZE** Golden West College, CA

INTERIOR SIGNAGE/DISPLAYS (SINGLE OR SERIES)

- GOLD** Weatherford College, TX
- SILVER** Community College of Baltimore County, MD
- BRONZE** Alamance Community College, NC

CAMPAIGNS

COMMUNICATION SUCCESS STORY OR CRISIS COMMUNICATION CAMPAIGN

- GOLD** Compton College, CA
- SILVER** Fox Valley Technical College, WI
- BRONZE** Alamo Colleges District, TX

GOVERNMENT OR COMMUNITY RELATIONS CAMPAIGN

- GOLD** South Puget Sound Community College, WA
- SILVER** Colorado Community College System
- BRONZE** St. Louis Community College, MO

SPECIAL EVENT OR FUNDRAISING CAMPAIGN

- GOLD** MiraCosta College, CA
- SILVER** Tennessee Board of Regents
- BRONZE** Eastern Iowa Community College District

SUCCESSFUL RECRUITMENT OR MARKETING PROGRAM

- GOLD** Bergen Community College, NJ
- SILVER** Maricopa County Community College District, AZ
- BRONZE** Southeastern Community College, IA

SOCIAL MEDIA OR ONLINE MARKETING CAMPAIGN

- GOLD** College of DuPage, IL
- SILVER** Lee College, TX
- BRONZE** Hagerstown Community College, MD



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SUCCESSFUL DIVERSITY, EQUITY AND INCLUSION MARKETING

- GOLD** Northern Essex Community College, MA
- SILVER** Tacoma Community College, WA
- BRONZE** Monroe County Community College, MI

MISCELLANEOUS

EXCELLENCE IN WRITING-SHORT FORM

- GOLD** Grand Rapids Community College, MI
- SILVER** Lorain County Community College, OH
- BRONZE** Oakland Community College, MI

EXCELLENCE IN WRITING-LONG FORM

- GOLD** Northern Essex Community College, MA
- SILVER** Laurel Ridge Community College, VA
- BRONZE** Cuyahoga Community College, OH

LOGO WEAR

- GOLD** MassBay Community College, MA
- SILVER** Kellogg Community College, MI
- BRONZE** Carroll Community College, MD

NOVELTY

- GOLD** Community College of Philadelphia, PA
- SILVER** Orange Coast College, CA
- BRONZE** San Antonio College, TX

WILD CARD

- GOLD** Rowan College of Burlington County, NJ
- SILVER** Community College of Philadelphia, PA
- BRONZE** Chippewa Valley Technical College, WI

MARK L. OLSON BEST IN SHOW

This year, NCMPR is proud to rename its Best in Show Award the Mark L. Olson Best in Show Award.

Mark L. Olson’s influence on NCMPR is immeasurable. As our president in 1987-88, and the visionary behind the Paragon Awards in 1984, he laid the foundation for the recognition of excellence that we celebrate today. This renaming honors his lasting impact and ensures his legacy continues to inspire us.

The first recipient of the Mark L. Olson Best in Show Award is California Community Colleges for its Podcast entry, “EDUCATE. ELEVATE. Podcast.”



The judges praised the podcast’s clear research and strategy, well-defined target audience and professional execution. One judge said, “Each episode’s topic was timely and relevant. Attention to detail was evident in every aspect, from visuals and audio editing to storytelling, scriptwriting, voice talent, and diverse guest selection. The significant time and effort put into this project also seem to be paying off, as the YouTube channel continues to gain traction. We noticed that views on previous videos have grown from the hundreds into the thousands!”

