



2010 Strategic Marketing Award Winners

Award	Institution
Gold	University of California Santa Cruz Extension in Silicon Valley
Silver	NYU School of Continuing and Professional Studies
Bronze	University of Wisconsin Extension, CEOEL

2010 Marketing and Publications Award Winners

Award Category	Size	Award	Institution	Entry Name
1. Print Publications: General catalog or tabloid, 1 or 2 colors	Over 25,000	Silver	University of Missouri-St. Louis	Pathways Catalog
	Under 25,000		No entries for this category	
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Gold	Northwestern University School of Continuing Studies	Undergraduate Viewbook/Catalog
		Silver	GS Graduate School	2010 Training and Development Catalog
	Bronze	University of Kansas Continuing Education	Aerospace Short Course 2010 Course Catalog	
	Under 25,000	Bronze	Georgia Institute of Technology, Distance Learning and Professional Education	Defense Technology Professional Education Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Gold	BYU Visual Communications, Division of Continuing Education	BYU Independent Study-Educator Resource Guide (ERG)
		Silver	NYU School of Continuing and Professional Studies	Spring 2010 Bulletin
	Bronze	UCLA Extension	UCLA Extension Quarterly Catalog Redesign	
	Under 25,000	Gold	University of Richmond School of Continuing Studies	Fall 2010 Think Again Catalog
		Silver	Rice University/Glasscock School of Continuing Studies	Spring 2010 Course Catalog
	Bronze	San Diego State University Extension	Osher Lifelong Learning Institute Catalog	

4. Print Publications: Annual/Anniversary/Special Report/Magazine	Over 25,000	Gold	University of Missouri-St. Louis	Annual Report
		Silver	University of Kansas Continuing Education	Hall Center for the Humanities 2010 Annual Report
		Bronze	University of Texas Continuing and Innovative Education	2008-09 DIIA Annual Report
	Under 25,000	Gold	Kansas State Division of Continuing Education	Fiscal Year 2007-08 Annual Report
		Silver	Syracuse University/University College	Stone Canoe Arts Journal
		Bronze	The University of British Columbia Continuing Studies	UBC Continuing Studies 2008-09 Highlights Booklet
5. Print Publications: Booklet, 1 or 2 colors	Over 25,000	Silver	University of Maryland University College	Commencement Program 2009
		Bronze	University of Missouri Extension	Osher at MU Winter 2009 Booklet
	Under 25,000		No entries for this category	
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	2009 Spring/Summer Promotional Magazine
		Silver	University of Illinois at Urbana-Champaign	Public Engagement Symposium Final Program
	Under 25,000	Gold	Northwestern University School of Continuing Studies	Graduate Program Booklets
		Silver	Harvard University Summer School	Study Abroad Program Brochure
		Bronze	The University of British Columbia Continuing Studies	Writing Centre Spring/Summer 2009 Brochure
		Bronze	Northwestern University School of Continuing Studies	Summer Session Booklet
7. Print Publications: Brochure, 1 or 2 colors	Over 25,000	Bronze	University of Virginia School of Continuing and Professional Studies	K-12 brochure: Teaching for Deep Understanding
	Under 25,000	Bronze	Rice University/Glasscock School of Continuing Studies	Spring 2010 Nonprofit and Fundraising Courses

8. Print Publications: Brochure, 3 or more colors	Over 25,000	Gold	Embry-Riddle Aeronautical University - Worldwide	Military Brochure
		Silver	California State University, Northridge/The Tseng College	The Compendium
		Bronze	UCLA Extension	Writer's Program Brochure
	Under 25,000	Gold	Georgetown University School of Continuing Studies	Bachelor's in Liberal Studies Viewbook
		Silver	Kansas State Division of Continuing Education	Management of Animal Health Related Organizations
		Bronze	University of Mississippi Division of Outreach and Continuing Education	UM Summer College for High School Students
		Bronze	University of Richmond School of Continuing Studies	Summer Scholars Brochure
9. Print Publications: Postcard, 1 or 2 colors	Over 25,000		No winners for this category	
	Under 25,000		No entries for this category	
10. Print Publications: Postcard, 3 or more colors	Over 25,000	Gold	University of Wisconsin Extension Continuing Education	Sustainable Management Postcard
		Silver	UVA School of Continuing and Professional Studies	Travel and Learn Postcard
		Bronze	University of Kansas Continuing Education	Kansas Homeland Security Summit Postcard
	Under 25,000	Gold	University of Maine	UMaine 2009 Summer University Postcard
		Silver	Georgetown University	Prospective Student Mailers
		Bronze	Portland State University/School of Extended Studies	Summer Session 2009 Postcard
11. Print Publications: Poster	Over 25,000	Gold	University of Missouri Extension	MU High School 2009-10 Poster
		Silver	Embry-Riddle Aeronautical University-Worldwide	Aviation Summer Camp Poster
		Bronze	University of Maryland University College	Asian Pacific Heritage Month Poster
	Under 25,000	Gold	University of Maine	UMaine Summer University Poster 2009
		Silver	University of Mississippi Division of Outreach and Continuing Education	UM Writing Competition Poster
		Bronze	University of Mississippi Division of Outreach and Continuing Education	UM JAS "Iaido" Poster
		Bronze	University of Mississippi Division of Outreach and Continuing Education	UM Conference on the Civil War Poster

12. Interactive Marketing: Web Site	Over 25,000	Gold	University of California Riverside/UCR Extension	UCR Extension Website
		Silver	The G. Raymond Chang School of Continuing Education, Ryerson University	The G. Raymond Chang School of Continuing Education Website Redevelopment
		Bronze	UCLA Extension	UCLA Extension Website Redesign
	Under 25,000	Gold	The University of Auckland, Centre for Continuing Education	CCE Website Upgrade
		Silver	Harvard University Division of Continuing Education	Harvard Summer School Website
		Bronze	George Institute of Technology, Distance Learning and Professional Education	2009 Language Institute Website
		Bronze	Colorado State University-Division of Continuing Education	Colorado State University-Division of Continuing Education Website
13. Interactive Marketing: E-communication	Over 25,000	Gold	SDSU College of Extended Studies	SDSU College of Extended Studies Intranet
		Silver	Texas Tech University-University College	Choices E-Blast
		Bronze	UW-Madison, Division of Continuing Studies	Terrific Tuesdays
	Under 25,000	Gold	University of Texas at Austin Continuing and Innovative Education	Odyssey 2009 Fall Course Bulletin
		Silver	Northwestern University School of Continuing Education	Continuum Magazine-online version
		Bronze	Harvard Graduate School of Education	Programs in Professional Education Email Campaign
14. Interactive Marketing: Streaming/On-demand Content	Over 25,000	Silver	NYU School of Continuing and Professional Studies	NYU Tisch Center Podcasts
	Under 25,000	Gold	UNCG Division of Continual Learning	All-Arts, Sciences + Technology Camp Twitter Promo
		Silver	University College of Syracuse University	Summer College Video
		Bronze	UNCG Division of Continual Learning	iSchool Commercial

15. Interactive Marketing: Miscellaneous Interactive Marketing	Over 25,000	Gold	NYU School of Continuing and Professional Studies	Bulletin Builder
		Silver	Mount Royal University Continuing Education	MRU-Media Trends-Digital/Flash Ad Fall 2009
		Bronze	The Pennsylvania State University/World Campus	The Pennsylvania State University/World Campus Island in Second Life
	Under 25,000	Gold	UNCG Division of Continual Learning	All-Arts, Sciences + Technology Camp Holiday Card
		Silver	Harvard University Division of Continuing Education	Harvard Extension School Centennial Website
		Silver	Harvard University Division of Continuing Education	A Harvard Summer
		Bronze	Drexel University-Goodwin College	Goodwin 2009 Holiday E-Card
16. Interactive Marketing: Banner ad, static	Over 25,000	Gold	Texas Tech University College	College Banner Ads
	Under 25,000		No entries for this category	
17. Interactive Marketing: Banner ad, animated	Over 25,000	Gold	UCLA Extension	Fall Quarter Web Ads
	Under 25,000	Gold	Memorial University of Newfoundland/Distance Education	From here?
		Silver	University of Rhode Island Providence Feinstein Campus	Think Big. We Do. November Open House
		Bronze	Northwestern University School of Continuing Studies	Going Up? Animated Ad
18. Promotion/Publicity: Newsletter	Over 25,000	Silver	UVA School of Continuing and Professional Studies	Columns Newsletter
	Under 25,000		No entries for this category	
19. Promotion/Publicity: Media Release	Over 25,000	Gold	Boston University Metropolitan College	"The Big Event" Publicity
		Silver	UW Extension, Continuing Education, Outreach & E-Learning	Online Bachelor of Sustainable Management
	Under 25,000	Gold	The University of British Columbia Continuing Studies	Mandarin Translation Course Media Release
		Silver	San Diego State University College of Extended Studies	SDSU Leads the Nation in Green Industry Education
		Bronze	Emory University/Center for Lifelong Learning	Corporate Commitment to Employee Growth Media Release

20. Promotion/Publicity: Public Relations Event	Over 25,000		No winners for this category	
		Bronze	Harvard University Extension School	Centennial Convocation
21. Print Advertising: Single Ad, 1 or 2 colors	Over 25,000	Gold	Mount Royal University Continuing Education	Size Does Matter Ad Fall 2009
		Silver	University of California, Irvine Extension	Antique Chair Ad
	Under 25,000	Gold	Northwestern University School of Continuing Studies	Develop Your Write Brain Ad
		Silver	Harvard Graduate School of Education	Join our Community of Learners Newspaper Ad
		Bronze	Georgetown University	School of Continuing Education Ad
22. Print Advertising: Single Ad, 3 or more colors	Over 25,000	Gold	Embry-Riddle Aeronautical University Worldwide	Gaining New Ground Schools ad
		Silver	NYU School of Continuing and Professional Studies	Holiday Ad
		Bronze	NYU School of Continuing and Professional Studies	Renewable Resource Ad
	Under 25,000	Gold	Columbia College	MAT-Master It
		Silver	Harvard University Summer School	Harvard Summer School Ad
		Bronze	Columbia College	I wanted more out of life.
23. Print Advertising: Single Outdoor, transit or other	Over 25,000	Gold	University of Missouri Extension	Mizzou Online Billboard
		Bronze	The G. Raymond Chang School of Continuing Education, Ryerson University	It is possible - to love your job
	Under 25,000	Gold	UNCG Division of Continual Learning	iSchool Billboard
		Silver	Embry-Riddle Aeronautical University Worldwide	Sacramento International Airport Duratrans
		Bronze	Georgetown University	School of Continuing Studies Metro ad
24. Broadcast Advertising: Radio	Over 25,000		No entries for this category	
	Under 25,000		No winners for this category	
25. Broadcast Advertising: Television	Over 25,000	Gold	Walden University	Walden TV Commercial "Transformations"
		Silver	Penn State World Campus	World Campus: 30 Commercial
	Under 25,000	Gold	UNCG Division of Continual Learning	iSchool Commercial
		Bronze	University of Oklahoma Outreach	Championship Campaign

26. Visual Identification: Single image logo	Over 25,000	Bronze	University of Texas at Austin Continuing and Innovative Learning	CIE logo redesign
	Under 25,000	Silver	Drexel University Goodwin College	Center for the Prevention logo
27. Visual Identification: Logo Implementation	Over 25,000		No winners for this category	
	Under 25,000	Bronze	Georgia Institute of Technology, Distance Learning and Professional Education	Defense Technology Professional Education
28. Campaign: Publications	Over 25,000	Gold	Boston University Metropolitan University	Food Studios Portfolio
		Silver	University of Missouri Extension	MU High School 2009-10 Publications Campaign
		Bronze	NYU School of Continuing and Professional Studies	McGhee Division brochures
	Under 25,000	Gold	Harvard Graduate School of Education	PPE Print Brochures
		Silver	UW Milwaukee School of Continuing Education	Sustainability Event
29. Campaign: Interactive Media	Over 25,000		No winners for this category	
	Under 25,000	Gold	UNCG Division of Continual Learning	All Arts, Sciences + Technology Camp Campaign
30. Campaign: Print Ads	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	It is Possible 2010 Winter Campaign
		Silver	Boston University Metropolitan College	Center for Professional Education Print Campaign
	Under 25,000	Silver	University of California Riverside/UCR Extension	More Power to You Campaign
31. Campaign: Broadcast Advertising	Over 25,000	Bronze	University of Maryland University College	UMUC TV Campaign Faculty Spots
	Under 25,000	Bronze	BYU Independent Study	Achieve the Impossible Commercials
32. Campaign: Publicity	Over 25,000	Silver	NYU School of Continuing and Professional Studies	31st Annual NYU International Hospitality Industry Conference
	Under 25,000		No entries for this category	

33. Campaign: Mixed Media	Over 25,000	Gold	University of Maryland University College	UMUC Military Campaign
		Silver	University of Texas at Austin Continuing and Innovative Education	Migrant Student Ceremony Campaign
		Bronze	University of Wisconsin Extension Continuing Education	Sustainable Management Degree Brand Collateral
	Under 25,000	Gold	Whitworth University	Whitworth is now downtown
		Silver	University of Richmond School of Continuing Studies	Summer School 2009 Campaign
		Silver	Kansas State Division of Education	2010 Intersession Campaign
		Bronze	Boston University Metropolitan College	Summer Term Campaign
34. Miscellaneous: Print pieces	Over 25,000	Gold	UW Extension Continuing Education	Sustainable Management Greeting Cards
		Silver	UCLA Extension	2009 Holiday Card
		Bronze	University of Missouri Extension	Bookmark
	Under 25,000	Gold	University of Richmond School of Continuing Studies	CAP Cookbook
		Silver	The University of British Columbia Continuing Studies	English Language Institute 40 th Anniversary Invitation
		Bronze	University of Mississippi Division of Outreach and Continuing Education	UM Conference on the Civil War Program
		Bronze	University of Wisconsin-Stout	Research Week Campaign
35. Miscellaneous: Collateral material	Over 25,000	Gold	University of Missouri Extension	4-H Exhibit Panels
	Under 25,000	Gold	Kansas State Division of Continuing Education	Thermometer Card
		Silver	UNCG Division of Continual Learning	All Arts, Sciences + Technology Camp T-Shirts
		Bronze	Texas Tech University College	Plantable Business Cards
36. Miscellaneous: Most improved	Over 25,000	Gold	University of Texas at Austin Continuing and Innovative Education	Division logo
		Silver	Walden University	WaldenU.edu
		Bronze	Embry-Riddle Aeronautical University Worldwide	Seymour Johnson Campus Ad Redesign
	Under 25,000	Gold	The University of British Columbia Continuing Studies	Centre for Intercultural Communication Rack Cards
		Silver	Kansas State Division of Continuing Education	January 2010 Intersession Flyer
		Silver	UNCG Division of Continual Learning	Graduate Liberal Studies Website
		Bronze	University of California Riverside Extension	More Power to You Campaign