



# 2009 Pride of CASE V Awards — Judges' Comments

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## 1a. Best Practices, Alumni Relations, 2,999 FTE or fewer

**Gold**    **Institution**    N/A  
**Project**

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    N/A  
**Project**

### General Comments

Indiana University East - #iuegrad: Live Tweeting of Commencement: Not enough information was available to judge based on the criteria. We suggest adding more detail, including what the response was to the "tweet." Was there a measurement tool in place to determine the amount of activity/interactivity? How many people signed up vs. how many people actually followed the tweets? The addition of the Twitpic was a nice addition to the Twitter page. This project was a nice idea, but the panel felt it needed to be more detailed. Taylor University - Taylor University: Best Practices in Alumni Relations: The panel agreed that there was not enough information/details to judge this project. Lake Forest Graduate School of Management - Active Alumni Program: The statistical information provided was good; however, the panel agreed that it was difficult to judge this presentation because not enough information was provided. We would suggest adding more detailed information/communication-marketing pieces use to increase the levels of participation.

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## 1b. Best Practices, Alumni Relations, 3,000 to 9,999 FTE

**Gold**    **Institution**    Miami University  
**Project**            Winter College 2009

This program and its accompanying information was exceptional. The Winter College is a creative idea to engage alumni in a unique way that brings the campus to them. The use of faculty and other university administrators is a wonderful way to engage alumni. The speakers' events were thoughtful to current events/issues, as well as programs that would be of interest to a large population of alumni. The materials used as part of the College were creative, specific and extremely well done. Our panel agreed that this submission definitely set itself apart from other submissions. The success of the program is evidenced by the sponsorship of donors/businesses, as well as attendance to the Winter College. Very wonderful concept and follow-through with the whole program. Great job!

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    N/A  
**Project**

### General Comments

No other entries.

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## 1c. Best Practices, Alumni Relations, 10,000 FTE and up

**Gold**    **Institution**    N/A  
**Project**

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    Indiana University Alumni Association  
**Project**            Indiana University International Alumni Conference and Reunion

This alumni program offered an opportunity to engage alumni on an international level. The program combined a news opportunity while fostering donor relationships (evidenced by the sponsorships/gifts). The program also solidified a unique partnership with the university and alumni association and involved a diverse audience. Overall a great idea, good program.

### General Comments

Only recommendation for future program: Brand all materials across the board so that people easily identify with the program.

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## 2. Best Student Alumni Programming

**Gold**    **Institution**    University of Illinois at Urbana-Champaign  
**Project**                Technology Entrepreneur Center Silicon Valley Workshop

Very successful student program to foster entrepreneurship through courses, workshops and events and also expose students to prominent alumni in Silicon Valley. There seemed to be some confusion among the committee members as to the destination of Silicon Valley and did the University of Illinois actually have a satellite campus there, or did they determine that was part of the draw for the students to learn in the most recognized location for emerging technology. With a short time period to plan, the logistics appeared a challenge as well as the funding for the program. They were very creative in supporting the program through various philanthropy venues, but it appeared this was not necessarily a planned effort until late in the programming schedule. Great opportunity for students.

**Gold**    **Institution**    Penn State Alumni Association  
**Project**                Alumni Achievement Awards

While most institutions have historically focused on recognizing their more established alumni, this program focused on recognition of alumni at an earlier career level and then required alumni exposure to current students and campus. Although the costs were relatively high, Penn State recognized that the fees associated with the program were an investment in the future of their alumni program and philanthropy. The program illustrates a significant commitment to their young alumni and students. The program connected young alumni back to campus, engaged students in the process and provided exposure to a diverse audience. We are thinking of implementing a program like this on our campus. KUDOS!

**G|j Yf**    **Institution**    Indiana University School of Law-Indianapolis Alumni Association  
**Project**                Operation L.A.W.S. (law alumni working with students)

This program provided 99 students the opportunity to meet and interview with 69 alumni and learn more about the specialties relative to their future professions and introduce students to the Alumni Association and benefits associated with it upon their graduation. It also offered comprehensive career planning and exposed them to acting attorneys who could share their experience in the work force, in particular if students were considering some kind of specialized litigation or lobbying. The alumni experience is truly valuable in this area for students to focus their future employment decisions. This is a long-term investment for not a large budget. Costs were very reasonable.

### General Comments

The fourth entry in this category, Case Western Reserve - Senior Send Off : The committee thought this entry proved VERY costly with limited follow-up and limited information about the entire program to gauge success.

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## 3. Best Collaborative Program

**Gold**    **Institution**    Ohio Northern University  
**Project**                We are Polar Bear Nation: Under the Northern Lights, He's more than a Mascot.

This entry was not only educational about the institution but also an environmental issue. It was a selfless, unique collaboration between charity and higher education. We thought the Polar Bear Ball was a unique, fun idea.

**Silver**    **Institution**    Indiana University-Purdue University Indianapolis  
**Project**                "Homicide Investigation: From Crime Scene to Court" -- A Continuing Education Conference

Unique continuing education opportunity for alumni and others. They used their resources and university well.

**Bronze**    **Institution**    Indiana University Alumni Association  
**Project**                Indiana University International Alumni Conference and Reunion

Great collaboration with logistics and volunteers. The publications were well put together. Great idea for an international program.

### General Comments

The entries were good this year. We would suggest that those who didn't win put more details into their entries. Also, explain the collaboration between different entities more clearly.

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#### 4. Best Volunteer Engagement Program

**Gold**    **Institution**    Grand Valley State University  
**Project**                Alumni Volunteers -- Growing a Greater Grand Valley

Very detailed on background and purpose. Provided numerous opportunities to engage volunteers at different interest levels. Recognition of commitment to alumni volunteers. Provided exposure for volunteers, incentive for volunteers, recruitment of volunteers and retention of alumni volunteers. The cultivation focused on the exposure and image of alumni volunteers. Very successful program knowing how difficult it is to engage volunteers at this grassroots level.

**Silver**    **Institution**    Wayne State University  
**Project**                Women of Wayne Alumni Association ArtWalk

Wonderful program for not only Wayne State, but also the City of Detroit. There was some confusion among committee members as to why it was just the Women of Wayne University who were sponsoring and supporting the activity and/or a description of who the Women of Wayne are. Very much liked the concept of the art walk and betterment of campus life through artwork and volunteerism. Although it is difficult to measure, there did not appear to be a number of tour participants that were exposed to the program.

**Bronze**    **Institution**    N/A  
**Project**

##### General Comments

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#### 5. Best New Alumni Program

**Gold**    **Institution**    Lake Forest Graduate School of Management  
**Project**                LinkedIn Alumni Group

By launching a no-cost social networking group, LFGSM was able to engage a significant percentage of its alumni community, impacting dramatically the reach of its EA office. The program is straightforward but is an excellent step to building an alumni program with a high-yield, low-maintenance tool. The tool also matches the demographic of LFGSM alumni very well. Seems like an excellent solution to very direct problems. Nice job!

**Silver**    **Institution**    Grand Valley State University  
**Project**                Establishing Young Alumni Programming at Grand Valley State University

This is a very thorough events series targeting young alumni. The association spent much needed time on surveying its young alumni demographic and created an events program to suit their interests. At this point in the program, it is hard to assess if it is on target to meet the goals set but is a strong first step to engaging this large subset of the GVSU alumni community. Congrats!

**Bronze**    **Institution**    N/A  
**Project**

##### General Comments

Entries were thoughtful, well-executed. In this category it can be tough to quantify success as the programs are so new. I'd encourage all entrants to find ways to strongly articulate the measure of success.

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## 6a. Best Alumni/Institution Magazine, 2,999 FTE or fewer

**Gold**    **Institution**    Grinnell College  
**Project**                The Grinnell Magazine

The judges cited the great writing in Grinnell Magazine as one reason to pick it as a winner. One judge in particular said she loved the primary and study abroad stories. Another judge liked the illustrations and yet a third loved the cover designs. This was the strongest entry in a category that usually pleasantly surprises from year to year but this year left the judges somewhat disappointed in the overall quality of the design, photography and writing in the entries submitted, including Grinnell Magazine. One judge said that the winter issue of Grinnell Magazine was the weakest; another thought that the magazine might be resting "on the laurels of past awards" a bit; and a third concurred, saying, the design doesn't seem as strong as in past years. However, all were cognizant of the recent toll that the economic downturn might have caused in the production and on the budgets of the magazines submitted.

**Silver**    **Institution**    The College of Wooster  
**Project**                Wooster magazine

One judge cited the beautiful masthead and covers as reason to warrant a silver award; another said, "nice design, nice writing." One caveat for this magazine was that the judges felt that with nearly half of the issue devoted to class notes, it distracted from the overall quality of the magazine. The advice was to put the bulk of class notes on the Web and save valuable real estate for meatier fare.

**Bronze**    **Institution**    Taylor University  
**Project**                Taylor, a magazine for Taylor University alumni and friends

While this is a lovely magazine, with "evocative" covers, in the words of one judge, it left the judges wanting a bit more. One judge deemed it "sterile but readable." The photos were used well but seemed to be stock, which gave the magazines a "corporate" feel. The quality of the writing must improve to warrant silver- or gold-level honors.

### General Comments

Overall, the judges felt that most of the magazines nearly or directly hit the mark in one or more areas -- design, photography or writing -- but the overall packages seemed lacking. One particular publication rated low across the board by the judges had weak photography; too many big, bold fonts; a grid that did not hold together; and poorly conceptualized and used photography. Another magazine nearly made the cut into the top three through its quality writing and design but lost big points for too many pixelated photographs in the class notes section. As previously stated, the entries in this category have been stronger in past years and we look forward to seeing how these schools respond to tightening budgets and increased production costs while keeping the quality of writing and design high.

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## 6b. Best Alumni/Institution Magazine, 3,000 to 9,999 FTE

**Gold**    **Institution**    University of Dayton  
**Project**                University of Dayton Magazine

The judges remembered the quirky, oversized, tabloid-like University of Dayton magazine from last year. This year, the magazine changed to a more traditional format, although still somewhat oversized, and was a hit with the judges. One cited its "very nice spreads, photography, writing and conversation pieces" as reason to give it high marks. Another said the new design employed a "nice use of grid" and "great illustrations." Yet another judge remarked on how much she liked the mini table of contents on the front cover and the overall quality of the cover design. Some constructive criticism: story choices and writing could be stronger and the feature headers could use more diversity of font. But overall this is a stunner.

**Silver**    **Institution**    University of St. Thomas  
**Project**                St. Thomas Magazine

One judge simply called St. Thomas Magazine "beautiful." Another believed that the magazine's "stellar photography and good writing" could be augmented a bit more by a stronger design. Another liked the spreads and stories found within. A good overall effort. Nice job!

**Bronze**    **Institution**    St. Olaf College  
**Project**                St. Olaf Magazine

One judge wrote: "While reading, I wanted to see some element of the story illustrated. I'd turn the page and it was! This was an impressive melding of good writing supported by strong design and images." The nice design and photography, in the words of another judge, doesn't quite rise to the level of the magazines chosen for gold and silver recognition but it comes very close. This was a tough category to decide in which order the chips fell.

### General Comments

Overall, there were some fairly strong entries in this category. There were some design choices that left the judges cold, including the consistent use of Photoshop trickery on photos that could stand perfectly well on their own, too many typefaces, weak grids and one particularly gimmicky masthead. One publication that the judges liked a lot didn't make the cut because the magazine's weak covers belied the strong design found inside.

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## 6c. Best Alumni/Institution Magazine, 10,000 FTE and up

**Gold**    **Institution**    Ohio State University Alumni Association, Inc.  
          **Project**                Ohio State Alumni Magazine

One judge cited this magazine's "beautifully rendered photography, elegant typography, very nice covers and mix of articles" as a reason to give it top honors and especially liked "the clean layout of the covers with its mini table of contents at the bottom." The advertising gets in the way somewhat, "diluting the strong design," in the words of one judge, but, overall, this is a top-notch effort. Excellent work, Ohio State.

**Silver**    **Institution**    Ohio University  
          **Project**                Ohio Today magazine

Ohio Today -- and tomorrow. One judge exclaimed, "love the table of contents" and cited the clean and modern-looking design that holds together as design themes are carried throughout the layout. Another judge cited the beautiful photography found within the issues that makes it easy to skim and enjoy. Another judge deemed "Ohio Today" beautiful but noted that its slightly dated-looking masthead "belies a well-designed interior."

**Bronze**    **Institution**    Indiana University  
          **Project**                Indiana Alumni Magazine

This magazine is a strong performer, but one judge wished the writing held up as well as the photography, illustration and design. There are some "really nice spreads" here, noted another judge; yet, the magazine had points taken away for its copy- and ad-heavy feel.

### General Comments

Some otherwise strong entries were sidelined by poor font choice (one with sans serif body text that was too light and made it uncomfortable for the eye to follow, in the words of one judge; another magazine's typefaces seemed incompatible), a poor masthead that didn't set the tone for the rest of the publication or ensuing editions, weak grids and too-small body text. In another instance, a magazine's departments were well-designed but the feature spreads were too busy and the magazine had an overall "sports" feel that was hard to disguise. Weak and poorly used or chosen typography seemed to be a theme among the judges in this category. Among the entries that did not place in the top three, it was photography that failed to capture the imagination or seemed standard issue that factored into their lower rankings.

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## 7a. Most Improved Alumni/Institution Magazine, 2,999 FTE or fewer

**Gold**    **Institution**    N/A  
          **Project**

**Silver**    **Institution**    N/A  
          **Project**

**Bronze**    **Institution**    N/A  
          **Project**

### General Comments

We received just one entry and didn't see enough improvement to warrant an award.

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## 7b. Most Improved Alumni/Institution Magazine, 3,000 to 9,999 FTE

**Gold**    **Institution**    University of St. Thomas  
**Project**                St. Thomas Magazine

What is the bigger challenge: changing a poor magazine into a good magazine or taking a good magazine and making it even better? The folks at St. Thomas were faced with the latter and did a tremendous job. We believe the previous design was strong, but St. Thomas took it to a new level. We like the rounded edges on photographs, use of white space and the creative photography. One minor criticism we had of the old magazine was that some of the pages were "blocky." We didn't get that sense in the new-look publication. This magazine is welcoming and fun.

**Silver**    **Institution**    Metropolitan State University  
**Project**                Metropolitan State University Buzz

Even the most casual reader of an alumni magazine will notice the change from tabloid to magazine. Therefore, unless the magazine was poorly done, your initial impression is positive. All of the schools that made the move from tabloid to magazine did a nice job, but we believe the team at Metropolitan State made the most dramatic leap. We commend the choice of size, as well as the creative use of photos, color and white space.

**Bronze**    **Institution**    Baldwin-Wallace College  
**Project**                Synergies -- The Magazine of Baldwin-Wallace College

Of those entries that moved from tabloid to magazine, we believe that Baldwin-Wallace had the best tabloid. The designer adapted well to the new format but not to the level of the silver award winner. Still, we believe this publication has met its stated goals and objectives. The judges differed over the use of the banner on the cover; it was the only entry to feature a vertical banner and one judge liked it while the other was cool to that approach. However, both commended the designer for pushing the envelope a bit.

### General Comments

There were three entries and all merited an award.

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## 7c. Most Improved Alumni/Institution Magazine, 10,000 FTE and up

**Gold**    **Institution**    Purdue University, College of Liberal Arts  
**Project**                Purdue University College of Liberal Arts THiNK Magazine

This magazine had the feel of a gallery or museum piece. We expected to be blown away after picking up an issue and being amazed by the tremendous cover. And we were by everything that followed. We liked the previous magazine, but this one is far superior, and that's no small achievement. THiNK (the lowercase "i" really works) is perfect for a college of liberal arts. The cover photography is tremendous and there is no drop-off inside, including the use of stock photos. Kudos as well for the use of white space, the standing heads, typography, choice of paper and the perfect-bound spine. All combine to make a truly excellent publication.

**Silver**    **Institution**    University of Wisconsin Oshkosh  
**Project**                Engage Magazine (print and online)

Any resemblance between University of Wisconsin Oshkosh Magazine and Engage is coincidental. We don't mean to imply that the former publication was bad, but the folks at Oshkosh turned a run-of-the-mill alumni magazine into a top-notch magazine. We commend the name change (yes, we were engaged), but what really struck us was the dramatic improvement in cover photography; dare we say rather boring to wow! The table of contents went from muddled to magnificent. We commend the staff at Oshkosh for its fine work, cover-to-cover.

**Bronze**    **Institution**    N/A  
**Project**

### General Comments

These two entries were far superior to the others. While we saw improvement in the others, we didn't see enough to warrant a bronze award.

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## 8. Best Video/DVD/CD-ROM, Fundraising, Alumni Relations or Commercial Spots

**Gold**    **Institution**    University of Illinois Foundation  
          **Project**                "Building the Next Generation of Brilliant Futures" video

This video brilliantly carried out the campaign theme. The lighting is exceptional with part of each shot having a beam of light. There is a great mix of donors, students and faculty. The reprise is great. The pace of the music is slower than in the other entries, and we liked that. One does not feel rushed watching it. The video includes great storytelling. It is focused, has good pacing and there is diversity in those featured. It is academically focused and has no sports video. The supers look nice. We like the snapshots, such as the wedding picture. Two areas for improvement: it could have used more b-roll and fewer talking heads, and it was too long.

**Silver**    **Institution**    Central Michigan University  
          **Project**                CMU Events Center Fundraising Video

The video creatively laid out the case for a new events center. We enjoyed the nostalgic feel from the archival photos combined with the modern renderings. We especially enjoyed the transparent people in the renderings. The announcer provided the excitement of being at an athletic event. Areas for improvement: Need more natural sound. Include an ask for donations. The Web address at the end is too long.

**Bronze**    **Institution**    Winona State University  
          **Project**                Light the Way Capital Campaign DVD

This video included nice storytelling, natural sound and organization. We enjoyed the black and white effects. The chapter breakdown is useful for development calls. Areas for improvement: Shorten the video. Supers are not up long enough. Too much of the video was shot in the library. Need to show more diversity. Too many older people in the video.

### General Comments

The award winners evoked emotion through excellent storytelling, and we were impressed! Some entries included a lot of research and high-quality videography but just didn't keep us engaged. Many had lengthy talking heads. Most were too long. We understand the demands of including multiple constituencies, but urge everyone to keep their videos as short as possible. We were asked to download Adobe Air to view one entry and were unsuccessful in doing that based on the way our network is set up. We imagine recipients of this CD might have a similar problem. Natural sound could be used to enhance many of the videos. The Loyola thank-you video e-solicitation is worthy of an honorable mention. We liked the idea for students thanking donors on video that was then placed on their Web site. We would take it a step further and have the students describe in a sentence how the scholarships help them, instead of just saying thank you. We did like the variety of settings for the thank-yous.

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## 9a. Best Practices, Fundraising, 2,999 FTE or fewer

**Gold**    **Institution**    Indiana University East  
          **Project**                IU East Campus Campaign 2009: "Seeing the Impact"

The judges agree that the IU East 2009 Campus Campaign was well planned and executed and deserves the top award in this category. Campus staff gathered together to use resources effectively and create a successful campaign for this institution. Of note (for the judges) was the fact that the school had not held a campus campaign since 2006, and yet the current effort is on track to create a terrific participation rate among faculty and staff. Judges also recognize the marketing use of videos on YouTube and the campus Web site, special give-aways to promote the campaign, and the participation of the IU Chancellor and President using a matching gift initiative. These are good examples of best practices. One of the advancement goals which caught the attention of the judges was the goal to send a strong message to donors, alumni and the community that fundraising starts with the faculty and staff; and that these people are themselves willing to make a financial contribution to the campus cause.

**Silver**    **Institution**    Taylor University  
          **Project**                Navigating Whitewater Times -- Increasing the Annual Fund during difficult economic times through macro- and micro- strategies

The judges agree that the Taylor University plan for increasing the Annual Fund during difficult economic times deserves high-level recognition in this category. By using strategies which involved a matching gift initiative, 90-day campaign, segmented and personalized mailings, e-mail marketing and enhanced tracking, the university advancement office met a fundraising goal that was increased mid-year. The judges were particularly impressed by the use of personalization (as well as segmentation) in the fiscal year plan. It seems that the staff was able to reach out to individuals and small groups to cultivate them in ways that are specifically meaningful to them; and then track the progress. The weekly e-mail messages, personalized mailings and focus on leadership groups are good examples of best practices. It is clear that the extra planning and thought this fiscal year (with regard to the Annual Fund) allowed the institution to experience growth while others suffered loss in this area.

**Bronze**    **Institution**    N/A  
          **Project**                NONE

### General Comments

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## 9b. Best Practices, Fundraising, 3,000 to 9,999 FTE

**Gold**    **Institution**    Miami University  
          **Project**            This Is Our Miami

The judges agree that Miami University deserves the top award in this category for its creative use of the online video contest "This is our Miami." The outreach to the target audiences (alumni and students) which occurred during the various segments of the project, as well as the tie-in (at the end) to alumni giving are considered best practices by the judges. It is true, as the Miami entry states, that video contests have grown in popularity among student groups in higher education; however, the use of this contest to encourage giving at various stages is unique and deserves praise. Judges point to the fact that the contest allowed for student participation and education as it relates to "giving back" and inspired alumni to donate based on the use of the winning video in the e-solicitation. This is all around a very creative idea. Resources were used effectively to encourage student participation and goals were met, as the solicitation produced more online gifts than past efforts. In an age when all institutions are looking for ways to use electronic media more effectively to save money and get the word out to a broader audience, this project certainly succeeded.

**Silver**    **Institution**    University of Wisconsin-Eau Claire  
          **Project**            Center for International Education -- Funding Global Learning

The judges agree that the University of Wisconsin-Eau Claire deserves high-level recognition for their initiative to help fund Global Learning through the Center for International Education. The project used a high-impact brochure, showing students in action around the world, as well as a challenge to the Foundation's board to meet fundraising goals. Judges were impressed with the case for giving demonstrated in the brochure and found this piece to represent a best practice. This fundraising project links directly to the university's goals and demonstrates the Foundation's commitment to supporting the university. It will most certainly continue to play a large role in raising funds for scholarships in the future.

**Bronze**    **Institution**    N/A  
          **Project**            NONE

### General Comments

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## 9c. Best Practices, Fundraising, 10,000 FTE and up

**Gold**    **Institution**    N/A  
          **Project**            NONE

**Silver**    **Institution**    N/A  
          **Project**            NONE

**Bronze**    **Institution**    N/A  
          **Project**            NONE

### General Comments

No applicants in category.

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## 12. Best Program in Annual Giving

**Gold**    **Institution**    N/A  
          **Project**

**Silver**    **Institution**    University of Michigan  
          **Project**            Recent Grad -- All Roads Lead Back to Michigan

The thinking and research behind this strategy were impressive and the overall plan was well executed. Given the economic climate this year, the results were good, though not outstanding. More important, the judges thought this is a campaign that can gain traction in years to come. The judges suggest a redesign of the print materials to better make the connection between acts of philanthropy and the university.

**Bronze**    **Institution**    Miami University  
          **Project**            Senior Legacy Campaign 2009

Terrific results reflecting a vast increase in participation and a total that far surpassed the goal.

### General Comments

Each of the entries reflected thoughtful and strategic planning and commendable efforts to carry out successful programs. The judges did not award a gold in this category because we felt that an opportunity was missed to make the communication pieces much stronger.

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### 13. Best Capital/Comprehensive Campaign

**Gold**    **Institution**    Oakland University  
**Project**                    Innovation and Opportunity -- The Campaign for Oakland University

In a close contest, this entry earned the gold-level recognition for the quality of its contest submission. Oakland's presentation package showcases a variety of materials used in completing its successful campaign. Its promotional budget was modest, especially given the campaign goal. The university effectively used its materials to reach and inspire alumni, donors and friends. The writing in this entry is high-quality, too.

**Silver**    **Institution**    Trinity International University  
**Project**                    Trinity International University Capital Campaign

This entry features outstanding design -- truly eye-catching pieces united by a bold look and feel. The writing in this entry is equally compelling, with effective messaging that clearly resonates with alumni, donors and friends.

**Bronze**    **Institution**    N/A  
**Project**

#### General Comments

Overall, the entries featured superior quality and style. We are impressed by our colleagues' fundraising success, especially during challenging economic times. Obviously, the writing/editing/design talent inherent in the entries contributes to their ability to effectively communicate with their supporters. If we had any suggestions for all contest entrants to consider, it is: invest adequate time in editing your contest submissions to avoid typographical errors. One entry inadvertently referred to "donors" as "downers."

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### 14. Best Program in Donor Recognition/Stewardship

**Gold**    **Institution**    University of Illinois at Chicago and University of Illinois Foundation  
**Project**                    An Evening with UIC

Messaging and branding around event was very well done, and they used a well-executed strategy that utilized mail pieces, print pieces and the Web to deliver information about the event. Use of students was an innovative way to have the story be told as was offering individuals an opportunity to share their own personal stories. It's a good introduction to philanthropy for these students. Very effectively engaged the participants in helping to deliver the message. Invitations and print materials helped to convey that this is a VIP event through use of quality design and materials. Effective use of speakers and honorees to engage a diverse group of people. Careful coaching helped to control the message.

**Silver**    **Institution**    Marquette University  
**Project**                    Acknowledging Endowed and Current Use Scholarship Donors

Creatively segmented the donors so that the stewardship was appropriate for level of donation. Very cost effective project. High return for a modest budget with the major expense being staff time. Nice branding and consistency of packets. The Thank You packet for high-end donors is a nice compilation of materials; while nice that it is all tied together through formatting of letters, it might be nice to have it written in the students' own handwriting and might cut down on staffing needed. The composite Thank You page nicely ties in quotes and images that support the Thank You message and is a nice piece for a broad group of people.

**Bronze**    **Institution**    University of Illinois at Urbana-Champaign, Creative Services  
**Project**                    School of Social Work Donor Recognition

Creative use of local artist who captured theme and purpose of the School (social work). Created a visually interesting exhibit with bright colors. Strengthening Vulnerable Families is a really compelling message that helps to convey the impact of the School. Incorporated different strategies to recognize different levels of donors. However, the most visually appealing were the tiles that were used for the lower level gifts. Visually, this communicates that there are a variety of ways to give without really having to think about it. Not clear how visible this recognition is to donors. Would a lobby be a more effective location so more could see the terrific work?

#### General Comments

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## 15. Best Program in Planned Giving

**Gold**    **Institution**    N/A  
          **Project**

**Silver**    **Institution**    N/A  
          **Project**

**Bronze**    **Institution**    N/A  
          **Project**

### General Comments

We were impressed with the entries received. They were excellent examples of traditional planned giving programs selling planned giving tools and vehicles. However, the panel believed that gold, silver and bronze award-winning entries should be forward thinking and creative, rather than good examples of traditional planning giving programs. This is especially true as traditional planned giving is quickly being replaced by a gift planning and philanthropic planning model, as evidenced by the new mission of the Partnership for Philanthropic Planning (formerly the National Committee on Planned Giving). We encourage entrants to look to the future and consider how integrating donors' philanthropic goals with their overall tax, estate and financial planning can help to make charitable giving most meaningful. It is only through partnerships with donors and their advisers that gift planning and philanthropic planning can have the maximum impact for both donors and the charities they support.

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## 17. Best Program in Case Statements/Cultivation Publications

**Gold**    **Institution**    Kent State University  
          **Project**        Kent State University Centennial Campaign Case Statements

Judges liked overall-theme carried into each piece. Excellence ... achieve excellence, excellence in action. Materials supported each other, easy flow, strong written statements. Pictures and stories of alumni and students (supporting the theme of taking action).

**Silver**    **Institution**    Loyola University Chicago  
          **Project**        Partner: The Campaign for the Future of Loyola

This campaign packet included very strong messages and individual elements on each aspect of the campaign. The overall booklet was a very heart-warming and inspiring piece. It used powerful themes to evoke emotion and connection to the vision: Learn, Heal, Serve, Discover, Grow, and ended with PARTNER as the key message and call for action. The photos were worth a 1,000 words.

**Bronze**    **Institution**    Michigan Technological University  
          **Project**        Generations of Discovery: The Campaign for Michigan Tech

Liked the multimedia approach with the DVD and case statement. Nice connection between the past, current for future of the university. Proven results of the case in action. Great ROI.

### General Comments

Enjoyed reviewing all the case statements. Coming up with the top three was a challenge, as there were some very good entries. In general the judges felt that powerful photos and short easy-to-understand vision statements were more powerful than large, wordy books and documents. Thanks for the opportunity to review and get some good ideas.

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## 18a. Teresa Du Bois Exline Award for Best Practices in Communications and Marketing, 2,999 FTE or fewer

**Gold**    **Institution**    Lake Forest Graduate School of Management  
          **Project**        Key Market Initiative

There was strong success in the response of the campaign. It was integrated and was easy to read and understand. There was also success with integration of demographics.

**Silver**    **Institution**    Earlham College  
          **Project**        Earlham College Podcast

Great traffic on the site. Although podcasting is a somewhat dated technology, there was a good use of resources and stories for this project. The project site looked great.

**Bronze**    **Institution**    N/A  
          **Project**

### General Comments

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## 18b. Teresa Du Bois Exline Award for Best Practices in Communications and Marketing, 3,000 to 9,999 FTE

**Gold**    **Institution**    University of Wisconsin-Eau Claire  
**Project**                The Great Northwoods Sales Warm-Up

Wonderful looking designs. Over-the-top in overall project. Great results. Really fabulous job!

**Silver**    **Institution**    The University of Toledo  
**Project**                myUT

Nicely designed site. Easy to navigate. Nice video and slide show. Great colors and good traffic.

**Bronze**    **Institution**    University of Dayton  
**Project**                Battleground Ohio: A Media Relations Program

Great use of experts during timely event. Excellent results in coverage. Strong campaign and strategy.

### General Comments

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## 18c. Teresa Du Bois Exline Award for Best Practices in Communications and Marketing, 10,000 FTE and up

**Gold**    **Institution**    University of Wisconsin Oshkosh  
**Project**                Integrated Marketing and Communications transformation model at UW Oshkosh

Although the IMC model has been around for some time, this university has been able to take the model and transform their department into a new method of thinking and handling operations. Great measureables in the way of projects finished, feedback and awards. In addition, no funds were utilized in the transformation.

**Silver**    **Institution**    Minnesota State Colleges and Universities system  
**Project**                Open for Business

Major undertaking, nice brochure that integrated well among the other pieces. Great outreach and coverage.

**Bronze**    **Institution**    Indiana University Foundation  
**Project**                Imagine (Print and Web-based Magazine)

Great use of splitting mailing lists into print vs. e-mail to save costs. Nice looking magazine design. Great Web site. Nice integration overall.

### General Comments

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## 19. Best Video Feature

**Gold**    **Institution**    N/A  
**Project**                None

The judges' consensus was that none of the entries combined outstanding work with clearly demonstrated impact. Entries in this category generally lacked clear goals for the project and/or data measuring progress toward those goals or impact on the desired audience(s). The news-style entries were often flat in their visual appeal and shooting and/or the strength of their storytelling.

**Silver**    **Institution**    Kent State University  
**Project**                Project Rockwell

A common reaction to this video among judges was, "I didn't even know Kent State had a fashion and design program," which demonstrates nicely that the video accomplished one of its key goals: raising awareness. While the piece is structured and shot without much flair, like a traditional news story, judges liked the flow and completeness of the story and the personalities portrayed.

**Bronze**    **Institution**    Marquette University  
**Project**                Jesuit 2.0

Judges were very impressed with the style and production values of this video, which were superior to the other entries. However, this video fell very short in two significant ways. First, several judges felt the video "preached to the choir" and didn't go far enough in making the case for the relevancy of a Jesuit education, or making the case for Marquette in particular. Secondly, the video fell far short of the viewership goals described in the abstract, and the anecdotal feedback was mostly from other universities, which is again not in line with the desired impact.

### General Comments

This category received only five entries; we would have welcomed more! As noted above, several judges were frustrated at the lack of clear goals for a project and/or data to demonstrate the impact and effectiveness of the work against those goals. The "use of resources" criterion is very hard to judge without documentation that would allow us to compare the investment of time and money to the entry's effectiveness.

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## 21. Best Radio PSA or Commercial Spot

**Gold**    **Institution**    N/A  
          **Project**

**Silver**    **Institution**    Indiana University East  
          **Project**        "Focused on You"

IUE has a creative concept that is interesting and fairly persuasive, and you remember the name of the school without it being intrusive. The Indiana spot is focused and catchy and has a nice personality to it. The idea that it's a big university in a small setting comes through nicely. A good piece and well thought out. Professional sounding voice-over and nice use of sound effects, rather than wall-to-wall copy.

**Bronze**    **Institution**    N/A  
          **Project**

### General Comments

It would be nice if entries could be submitted electronically, rather than have to handle the cumbersome notebooks and paperwork. Judging was easy, though, thanks to sound files that could be converted and e-mailed to judges.

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## 22. Best Video PSA or Commercial Spot

**Gold**    **Institution**    Indiana University Southeast  
          **Project**        "Hands on Your Future"

Judges were impressed by the overall impact of this piece for the budget of \$15! The cost to actually go see these commercials in action at the theater was probably well above the cost to actually make them! The in-house group who produced this spot did an excellent job of portraying life at IUS. The challenge faced in pulling together so many groups was worth the payoff. There was an excellent balance of showcasing both academics and student life all while addressing the core interests of the target market in a fun and effective way. Great use of text messaging to connect with the "captive audience" at the movie theater.

**Silver**    **Institution**    Kent State University  
          **Project**        "Excellence in Action" television commercials

The difficulty level in logistics, locations shooting, permissions, talent, time, etc. makes these types of commercial rare. KSU did an excellent job of connecting the in- and out-of classroom experiences. Today's students and parents, especially in this economic climate, are looking for these types of opportunities. The commercials were fast-paced, well-edited and on message. Very well done.

**Bronze**    **Institution**    Indiana State University  
          **Project**        Real Investment at Indiana State

Spot showcased both professors and students in an unexpected way. The spot builds with suspense and is paid off well during the conclusion. Superior video, editing and sound help make this a great spot. Students and their parents are seeking these "real world" experiences in their education, and this commercial communicate that effectively and in a way that captures the audience's attention. This commercial complimented the other spot "water samples" very well.

### General Comments

This category once again saw a broad range of entries. Budgets ranged from \$15 to over \$100,000! Some groups sent only long Web links (which can be frustrating) while others sent media that was neither readable on PCs, MACs or on a regular household DVD player. We were unable to judge one of the entries for this reason. Videos are twice (if not more) difficult to pull off than still images. The level of entries was very competitive this year, and the judging panel reviewed all of the abstract information to break ties.

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## 23. Best Electronic Newsletter

**Gold**    **Institution**    Baldwin-Wallace College  
**Project**                    Parent Connect

By tackling one topic in each issue, the judges thought it was a great way to keep parents informed without overwhelming them with information. Fantastic work from a very small staff. Fresh and fun, but still appealing to this more mature audience. This appears to be a big hit with parents. Great work following through with surveys to assess effectiveness. Love that this is short, sweet and to the point -- just the information they need, with plenty of links if they want to know more. Beautiful, consistent style throughout. Excellent addition to your parent communications program. Nicely designed and brief -- a good thing for an e-newsletter. Info appropriate to audience. The links all went where they're supposed to. Might be nice to include an index of topics from previous issues. Sending this newsletter every other week allowed them to keep the content short and focused on the goals. The persistent inclusion of an opening sentence explaining the purpose of the e-newsletter helped make its purpose known to its recipients. Copy and graphics are engaging, as outlined in the goals and objectives. Wish it provided easy access to Baldwin-Wallace resources, programs and staff, other than those related to the topic. Points taken away because it included what appeared to be stock photography and the content was mostly not Baldwin-Wallace specific. I was glad to read that the e-newsletter was just one tactic among several being used to reach out to parents, though I was surprised that they were able to support a tactic that focused specifically on parents of first-year students. Still, the costs and staff time appear to be minimal. While it's certainly possible that this early outreach would translate into support of the Parents Fund or Senior Class gift, that would be a little bit more plausible if there were a giving link in the e-newsletter or on the Web site. Disagree with previous judge. Refreshing not to have an appeal for money. Will probably result in better giving down the road. The updated version of this e-newsletter (when compared to what the entry describes as the "commercially generated" one that preceded it) seems to be a demonstrable improvement and therefore would have presumably had a positive impact on the mar/com plan with respect to parents. Performance data is very impressive, especially given what it tells us about how well the newsletter is engaging its intended audience. I appreciated the level of detail this entry provided about this important criterion.

**Silver**    **Institution**    none  
**Project**

**Bronze**    **Institution**    University of Michigan  
**Project**                    Talent Management, University of Michigan Development -- Careers home page

Meets goals related to look and feel of newsletter. But your main stated goal was to increase the applicant pool, and the entry does not mention if that was successful. Good work from a small group with no budget. Design is a little flat, but images pop nicely. I would recommend larger images and shorter stories. Created for a very specific communications need, and seems to fit that role. Good job including people profiles and faces! I like the casual writing style. Appreciated the frank honesty in the copy.

### General Comments

Overall, the judges felt most of the entries were adequate, but they were looking for more innovation and bigger ideas. They dinged entries for using an institutional voice that was "a chore to read"; for being a glorified calendar (rather than a newsletter); stories that are too long; not enough interactivity for readers (such as comments, polls) that would show whether readers were paying attention; clunky design; busy backgrounds that made the newsletter hard to read. A typical comment: "An online version of the typical newsletter. Plain and functional, like so many of these publications, but it could be much more."

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## 24. Best Institutional Web Site

**Gold**    **Institution**    N/A  
**Project**

**Silver**    **Institution**    Midwestern University  
**Project**                    <http://www.midwestern.edu>

Navigation is easy and intuitive, and breadcrumbs are a big help, where they're used. I really like the tabs that open up to display more information on the home page. It's very unusual and offers an easy way to learn a lot about your university without having to click down too far. Overall design makes good use of warm colors. Serves as a nice centerpiece to your online communications. You have done a really good job of personalizing your Web site by introducing visitors to faculty and alumni. The "Our Caring Community" section is wonderful! Beautiful images, although some of the images at the top of your home page are a bit weak compared to others on the site. Like that there's a top-level button for families. Clean design, consistent throughout.

**Bronze**    **Institution**    Indiana University  
**Project**                    Indiana University Bloomington Web Site Redesign

### General Comments

The entries overall were pretty typical, competent, but nothing extra, no new ground, little innovation. Entries were dinged for: flat and institutional writing; nothing fun; nothing to inspire; poor navigation; static main images; page is fresh and bright at first glance but was disappointed to see the only dynamic content in a small box; missed opportunities to create nice dynamic content with the stories you already have; dull newsroom page that could be used to highlight news releases, features, photos and news links; competing design elements; two clicks to search function from home page. Positive comments on non-winners: Liked extras page! A nice way to give something back to Web site viewers; crisp writing; nice use of flash; links easy to find; a good site for an audience that might not be as familiar with Web navigation; easy and intuitive navigation; breadcrumbs; use of flash without being overwhelming; fun headshots of future students; clear but colorful; clean and uncluttered look; reasonably easy to find what you want quickly.

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## 25. Best Web Site, Individual Page or Section

**Gold**    **Institution**    University of Dayton  
**Project**                President's Report

This entry received very high marks for its innovation and creativity. Judges were energized by the vibrant imagery and animated surprises, and how the piece converted a printed report into an online experience. We did have several criticisms, however. Several judges found the navigation scheme hard to use and somewhat inflexible, heavily promoting a single direction through the report. Many doubted that users would stick with the site long enough to consume the entire report, and thus receive its impact. Despite its cost, the entry had no clearly stated readership or effectiveness goals, and demonstration of its impact was very slight, centered on anecdotes.

**Silver**    **Institution**    Michigan Technological University  
**Project**                Registrar Web site

Judges were impressed with the way this site compiles, organizes and presents an incredible amount of information. The site is visually appealing in spite of its workmanlike role; we especially liked the animated topic tabs on the site's top page, and the "most downloaded files" and calendar/room scheduling modules. The entry also provides solid data on traffic and duration of visit to demonstrate that the site is being used more than its predecessor.

**Bronze**    **Institution**    Indiana University-Purdue University Indianapolis  
**Project**                Happening@IUPUI -- The IUPUI Events Calendar <http://events.iupui.edu>

Creating a campuswide calendar and events can be very challenging, and this site by and large pulls it off very nicely. The site's design is very clean, and designers made good choices about what level of detail to show at the top level. Judges noticed that the "featured events" animation included a week's worth of events; when we visited the site later in the week it looked like the featured events had not been updated unless we clicked through the tabs. The site also seems not to have been adopted by all of the units of the university, judging by the lack of events for some colleges. Nonetheless, the entry strongly demonstrates both increased site traffic and, more importantly, increased participation in campus events, so the site seems to be successful.

### General Comments

Judges were variously stunned, disappointed and frustrated by the lack of data demonstrating these sites' success. Web traffic is quantifiable and should be measured as a matter of course, yet very few of the 15 entries provided statistics for the site, and even fewer included both "before" and "after" data. Judges also struggled with the wide range of site types, from information repositories to fundraising and sales sites, but that seems to be the nature of this category.

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## 26. Best Tabloid/Newsletter for Internal Audience

**Gold**    **Institution**    University of Illinois at Chicago  
**Project**                UIC News

The tabloid does a lot of things right, from use of color and good graphic structure and feature writing. Also valued the diversity of publications that the department uses to stay in touch with their target audience. Judges question \$10,000 spent on photography.

**Silver**    **Institution**    Hope College  
**Project**                In Progress

Good focused content. Good design. Judges suggest that mailer info/address space should be moved to the back cover. This will eliminate the sense of emptiness that makes the paper look inconsequential.

**Bronze**    **Institution**    N/A  
**Project**

### General Comments

Indiana University's Home Pages looked interesting until each issue was reviewed. The publication lacks balance in its coverage, and was in one issue, too featury -- overkill. Also, too many cameos in the issue featuring professors.

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## 27. Best Tabloid/Newsletter for External Audience

**Gold**    **Institution**    Purdue University Department of Agricultural Communication  
**Project**                Purdue Agriculture Connections

It's excellent, readable, great design and great use of color. Presents institution and its people very positively. Overall, an excellent job and nice format, too.

**Silver**    **Institution**    University of St. Thomas  
**Project**                Connections

Lively, colorful, tightly edited and no talking heads. Well done. While no metrics were given, the judges would expect to find this publication to be very useful to alums and others engaged with the college.

**Bronze**    **Institution**    University of St. Thomas  
**Project**                Writing in the Margins

Engaging content relying on presenting ideas and creative content instead of administer-heavy bragging points. Simple two-color production that doesn't pretend to be more than it is. While no metrics were provided, we believe this modest publication targets a small segment of the school's alumni but does so with a confidence that makes it likely to be read. Impressive.

### General Comments

All entries had good features. The three medalists just seemed to have the balance of vision, content and compelling design just right.

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## 28. Most Improved Tabloid/Newsletter

**Gold**    **Institution**    Indiana University Alumni Association and the Indiana Memorial Union  
**Project**                John Whittenberger Society Alumni Newsletter

The difference between before and after a redesign is startling. It's interesting to see how some of the old elements that were jettisoned in the redesign have made their way back in, although in a more attractive way. A few cautionary notes from judges: the logo needs work to make it less cluttered, and the designer is not making full use of color. These points aside, great job.

**Silver**    **Institution**    University of St. Thomas  
**Project**                CAS Spotlight

Content is well-written and engaging. Improvement is evident in its move from two-color to four. Design quality is very nice in spots, not so great in others -- something to work on. The magazine has a clear mission and goals, which are great.

**Bronze**    **Institution**    Indiana University Foundation  
**Project**                Giving

Kudos for adding four-color process and four pages while spending less money. If donor recognition is required, this is a good way of doing it.

### General Comments

Judge's note: None of these publications in their "improved" condition can be classified as either a newsletter or a tabloid.

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## 29. Excellence in Print Advertising

**Gold**    **Institution**    Indiana University East  
**Project**                Richmond Register: Social Media Campaign

The graphics were fresh and hip, colorful and well-designed and placed to attract the targeted audience. Placement in local high school newspapers shows forethought and intentionality. The push to the university's social media sites on Facebook, Twitter, Flickr and YouTube made it obvious this university understands its audience of high school students and has done its research into what will engage them.

**Silver**    **Institution**    Indiana State University  
**Project**                BizVoice Magazine Print Ad

Strong, clean layout. Fresh, eye-catching colors of royal blue and bright green gave it a young appeal appropriate for young audience. Quality photography pulled you in to read the timely, easy-to-read message.

**Bronze**    **Institution**    Central Michigan University  
**Project**                Comerica Park Billboard Promoting Central Michigan University

Cool vertical billboard flanking Jumbotron-type signage at sports park has single image of football player suited up to play; was eye-catching in school colors, with copy that carried simple message: "Champions Come Standard at CMU." Quality photography, effective, gritty font choice. The media "buzz" reportedly generated by the billboard eclipsed in value the cost of the billboard.

### General Comments

The winning entries were all top-notch and deciding first, second and third took some negotiating. All excellent. Other entries had good design, but some showed inconsistent photo quality in a series, competing messages with too much copy, and some copy legibility issues.

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## 30. Best Annual Report

**Gold**    **Institution**    N/A  
          **Project**

**Silver**   **Institution**    Michigan State University College of Education  
          **Project**            College of Education Annual Report

The presentation is unique and inviting. The tassel is fun. This piece demonstrates the proper use of linen and has very strong printing.

**Bronze**   **Institution**    Indiana University  
          **Project**            IU Center on Philanthropy Annual Report

The photography in this piece is very strong and provides a consistent angle. Offsetting the portraits with the architectural shots makes this presentation very attractive. The piece is accessible and is beautifully printed.

### General Comments

Consistent copy editing and attention to style and typography would have added considerably to the quality and presentation of many of the reports we viewed. We would also encourage the use of nontraditional publication shapes, the greater use of white space and less text.

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## 31. Best Viewbook

**Gold**    **Institution**    Marquette University  
          **Project**            Get Found: A college-bound student's guide to figuring out life (and Marquette University)

The Marquette viewbook takes some bold chances. Snappy, irreverent copy makes the book a fun (and quick) read. The use of illustration is unusual and very well done and supplemented with more traditional campus shots. The square shape stands out from most viewbooks. It's a publication that communicates a lot of personality and a sense of fun. It really drives students to find out more (easy to do with the short URLs customized to each spread (it would have been nicer if those linked pages had used some of the viewbook's themes). The bright yellow page background is a bit hard on the eyes (especially with white text), and the fold-out pages of photos seem a bit like afterthoughts. But the overall design is well executed and we can see this as a great compliment to the larger, more detailed follow-up piece. An outstanding effort.

**Silver**   **Institution**    Miami University  
          **Project**            Viewbook

Well-written with a lot of small bites of content that make scanning and browsing easy. The varied layouts, a homage to hip magazine layouts, is interesting and well done if not always original ("Inside Scoop" is fresh, "Around Campus" bulletin board has been done a few too many times). We like that the layouts are all different but feature some common elements to hold it together (repeated fonts, for example). The T-shirt idea is fun and makes a great cover that everyone agreed would make you pick it up and look inside, but the explanation for the T-shirts is buried in the middle of the book. The viewbook succeeds at being playful and giving a great sense of the campus and the students. The book's organization seemed a bit too random in places and the last few spreads and especially the back cover abandon the fun theme.

**Bronze**   **Institution**    N/A  
          **Project**

### General Comments

The remaining entries were a mixed bag, each of which had their merits but were hampered primarily by one of two factors: photography and writing. When trying to market your school, there is great value in photography that is both of high quality and interesting -- even in tight budgetary times. And what the two winners had in common was engaging content that was written with its audience in mind -- keep it short, easily scanned and don't be afraid to show some personality. But keeping copy short and scannable does not mean you have to sacrifice narrative -- a couple entries took the "short bursts" concept too far and there was little left to bring the random snippets of copy together. And the judges wanted to emphasize that a statement from the president or dean -- or any administrator -- has no place in a recruiting publication. Other entries had interesting concepts or elements that just didn't quite come together. One judge gave honorable mention to a well-designed, unusually formatted entry that fell short with the other judges who thought it was too much an odd hybrid between viewbook and annual report and that the photography focused too heavily on large groups of students posing for the camera. And that 8-point gray type is not the best idea for body copy, no matter how young your audience's eyes.

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## 32. Excellence in Design, Brochures

**Gold**    **Institution**    N/A  
          **Project**

**Silver**   **Institution**    University of Illinois at Urbana-Champaign, Creative Services  
          **Project**            Institute for Condensed Matter Theory Brochure

Clean, simple design elements; simple yet shows a level of sophistication; good use of spot varnish on cover photographs; nice finished piece size -- reader friendly; effective use of "science" and "human" elements in photography throughout; overall an above-average brochure.

**Bronze**   **Institution**    Marquette University  
          **Project**            Get Found: A college-bound student's guide to figuring out life (and Marquette University)

Creative elements overall make this an effective piece for prospective students; a "hip" design which should resonate with prospective students; bright colors make the piece come alive; center foldouts are very nice, and good use of photography; illustrations are creative and add a unique touch; perfect binding is professional and adds sophistication to the piece overall.

### General Comments

A nice collection of pieces from diverse institutions overall. Several of the entries are above average in design elements, while many are simply average. None "stood out" frankly as GOLD level, but a couple did come close. This mix in category makes it somewhat challenging to judge since the items ranged from viewbook to poster to informational flier.

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## 33. Excellence in Design, Series

**Gold**    **Institution**    University of Indianapolis  
          **Project**            Inside UIndy: Spring, Summer, and Fall 2008

The University of Indianapolis has taken a fresh new approach to marketing to prospective students. Inside UIndy is a fun publication featuring interesting photography and a colorful, innovative layout, both of which are sure to capture the targeted audience. As a replacement to the traditional viewbook, these 20-page mags allow for two extra opportunities to make contact with prospective students and their parents. Articles are not too wordy, making it highly readable. We like the uncoated paper, as well as the green printing initiative -- using 10 percent post-consumer paper and environmentally friendly ink. We're also impressed with the use of budget.

**Silver**   **Institution**    Miami University  
          **Project**            Viewbook, Postcard series, Living on Campus brochure

Miami University's simple postcard series is very catchy. Simple imagery combined with a specific message piques interest. The viewbook, while much less simple, is still engaging and vibrant. One could pick up it up many times and see something new every time. The message is consistent. Branding could be a little more prominent. Would like to have seen in the abstract a little more information on the background of the project.

**Bronze**   **Institution**    St. Olaf College  
          **Project**            Academic Divisional Brochures

St. Olaf College's Academic Divisional Brochures feature a very elegant brand, conveying the focus on academics right off the bat. We like the layered, neutral look of the covers of each brochure, which show imagery of the many facets of the different disciplines. Beautifully designed and well written, the school's mission is clear. The quotes and profiles are interesting and give a face to the school. Would have liked to see more information in the abstract on the background of this project.

### General Comments

We were also impressed with one school's tremendous effort in producing a 100 years history book. It was very high end, comprehensive, and we could tell a lot of work went in to the book.

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### 34a. Excellence in Design, Individual Poster

**Gold**    **Institution**    Central Michigan University  
**Project**                    CMU Biological Station on Beaver Island Course Poster

The poster conveyed the program details through engaging imagery. The dense course information was presented in a way that was very easy to scan. We were impressed with the cost savings and detailed Web metrics. We noticed a few editorial errors, but overall this was a very clean design.

**Silver**    **Institution**    The University of Toledo  
**Project**                    2009 Art on the Mall poster

We liked the creativity of spelling the A, R and T with the actual mediums used by artists presenting at the fair. We also liked the nod to UT's crest with the shape of the T. The unique poster size made it stand out from the other entries we reviewed. We would have liked the date and time to be more prominent.

**Bronze**    **Institution**    The University of Toledo  
**Project**                    2009 NCAA Division I Men's Golf Championships Poster

We thought the design style was appropriate to the nature of the event, evoking a feeling of tradition and nostalgia.

#### General Comments

Metrics are very important, since they complete the project cycle. We excluded or downgraded some entries based on the strength (or inclusion at all) of this measurement. Clean typography is critical because people are bombarded with so many visual stimuli and have little time to process messaging. Be sure to proofread before your job goes to print.

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### 34b. Excellence in Design, Poster Series

**Gold**    **Institution**    N/A  
**Project**

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    Illinois State University  
**Project**                    MBA Brand You Poster Series

We thought the design was creative, yet simple and uncomplicated. We liked the background color variation between the three versions. The lack of metrics prevented this entry from receiving a higher award.

#### General Comments

We only received two entries in this category, so it would have been nice to have more designs to compare.

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### 35. Excellence in Design, Miscellaneous

**Gold**    **Institution**    University of Michigan, College of Literature, Science, and the Arts  
**Project**                    "A New History" Coffee Table Book

Immediately the theme of this publication is conveyed by the simple embossed book jacket and juxtaposing fonts: old meets new, antique meets hip, past meets future. While we all have the history book that sits on a shelf collecting dust, The College of Literature, Science & the Arts (University of Michigan) went above and beyond the norm, creating a book that begs to be put on display. The black and white imagery is stunning and the Tiffany blue pop of color is the perfect choice. The copy is pleasingly sparse. The in-house, under-budget piece is amazing. The three-week project timeline is very impressive. I want to keep the book for myself, but unfortunately we have to mail in the winners! The only criticism we had was that we would have liked to see the school name slightly more prominent.

**Silver**    **Institution**    The University of Toledo  
**Project**                    Seed Money/UT Guarantee Direct Mail Package

The University of Toledo submitted a clever, creative, focused and targeted project. We like the idea of sending something that has a much longer shelf life than a letter or a postcard, and something that stands out among a pile of mail. A nice twist on a corporate gift. Budget is impressive.

**Bronze**    **Institution**    University of St. Thomas  
**Project**                    "Menu Makers" from St. Thomas Magazine (Winter 2009)

The University of St. Thomas combined an eye-catching layout, stunning photography and an interesting, local story that's sure to engage alumni around the world. Readable, not too wordy, and visually stimulating,

#### General Comments

One standout gets an A+ for consistency among publications and excellent use of budget.

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## 36. Best Specialized or Unit-Level Magazine

**Gold**    **Institution**    Indiana University  
**Project**                Research & Creative Activity

This entry was extremely appealing for several reasons: the design had a quiet confidence, sending the message that this editor and her designer know what they are doing. The content is full of interesting topics; the articles are well-written. The typography is subtle and well-done; the design does not overwhelm the content or compete with it, but supports it. Overall, the publication is highly creative, with the covers being small works of art in themselves that conveyed the theme of each magazine. Also, there was a nice mix of photos and art for illustration. The magazine more than met its stated goal of presenting research/knowledge/insight in highly appealing ways.

**Silver**    **Institution**    University of Michigan, College of Literature, Science, and the Arts  
**Project**                LSAmagazine

This was not an imposing magazine, but a friendly one that conveyed a sense of fun and adventure. The photographs were of excellent quality, as was the writing. The approach seemed to be more of an Entertainment Weekly or People magazine one. Visually, it takes a pop culture approach to design and makes the effort -- successfully -- to make academics accessible. The message about the college is one of interesting people doing interesting things. The page designs are based on presenting text in legible fonts/sizes/column widths, while pages have nuanced design touches that convey a sense of activity and creativity. Even though the budget seems large, for a circulation of 170,000, it is really quite reasonable. The results were well documented and the piece is obviously an effective part of an overall communications and marketing plan.

**Bronze**    **Institution**    University of Michigan Medical School  
**Project**                Medicine at Michigan

The magazine surveys readers and ties advancement and development into the readership; it is part of a comprehensive communications plan that also includes broadcast media. The stories are compellingly told in that they personalize a topic -- or a condition -- by developing the narratives around real people and their experiences. The stories also always bring out the ways in which the medical school was involved in research and treatment as well as in teaching about a particular condition. The presentation is highly professional and sophisticated: the layouts are quiet, with subdued titles and typefaces, there is plenty of white space, the photos are high quality, and the slick, glossy paper is a heavier weight that allows for superb photo and color reproduction. The magazine conveys a positive and informative message that inspires confidence in the medical school.

### General Comments

The very best entries were in stark contrast to the weakest, which appeared institutional and derivative. In some, the images interfered with the text and did not add any visual appeal to an article. Some were simply over-designed, with too much going on that did not add to a page, but detracted from content. Some had confusing covers, while some had typography that was too small and hardly legible. One had briefs that looked to be the work of an inexperienced student intern. Some had photos that were quite good, but lacking in sophistication. Using a not very good photo full page in opening a story showed a lack of sophistication; if photos aren't great, keep them small. In some, design was not a personality but rather seemed to be saying "this is a generic here's our research" publication. A few did not attempt to document the results of a publication's effectiveness, while one entry did not follow the submission instructions of sending two or three samples. And opening an orange cover to see a lavender shaded box with the dean's picture in a sepia tone made one judge just say "Whoaa." That said, a few others certainly were very professional and deserving of recognition, making the final choices that much more difficult.

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## 37a. Excellence in Photography, People and Portraits

**Gold**    **Institution**    University of St. Thomas  
**Project**                2000 Words: Father Monsignor James Lavin's Hands

While this kind of photo has been seen before, this particular example is very well executed. Nice use of light and angle of view results in a good emotive and narrative feel. The photograph is also well used in the design of the St. Thomas Magazine.

**Silver**    **Institution**    University of Wisconsin-Eau Claire  
**Project**                We Rock

Good execution of a very challenging shot of a large sports team photographed on location. Judges noted the better colors in the original print compared to the provided tear sheet.

**Bronze**    **Institution**    University of Wisconsin-Platteville  
**Project**                Electric Professor

This photo shows solid composition and a fun aspect of "the moment." Capturing the action of sparks flying in the subject's glasses puts this one into the winners circle.

### General Comments

The judges were surprised by the overall weakness of entries in a category we would expect more from, as every university photographer is called upon to shoot portraits and people on a regular basis. There were technical issues with some examples of overexposure and a general lack of presentation skills for the entries. Some portraits, while well executed, were very conventional in composition and lighting.

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### 37b. Excellence in Photography, Campus Environment

**Gold**    **Institution**    Indiana University  
**Project**                Night Watch

While this clock tower has probably been photographed many times, this image manages to be different. Nice saturation of colors, a good spontaneous feel, overall this twilight photograph is very nicely executed. The splash of red colored leaves balances beautifully with the night blue sky.

**Silver**    **Institution**    University of Wisconsin-Stevens Point  
**Project**                Dreyfus University Center

Strong architectural composition with rich colors are elements of this winning, well printed entry. Nice use of negative space, leaving inviting room for designers to add type and headlines. Graphically this shot really pops.

**Bronze**    **Institution**    Indiana State University  
**Project**                Snowscape: Technology

This shot displays an almost surreal quality in capturing light and shadow. An unusual landscape photo of a university building.

#### General Comments

There were some nice entries in this category, the strongest we judged overall. The judges noted that the twilight time light was used in multiple entries, all to good effect. Some contenders narrowly missed the winners circle cut, including a lovely fall scene of a path covered with colored leaves, and a campus building with lightning in the sky that could have been stronger if the composition was tighter. The judges also noted this seems to be a catch-all category, as several entries depicted student life activities.

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### 37c. Excellence in Photography, Sports

**Gold**    **Institution**    University of St. Thomas  
**Project**                2000 Words: St. Thomas Men's Basketball Team

This entry was very well lit and displayed a skilled use of a tilt-shift lens. The result makes this small basketball gym look like a million. There is a great feel in this photo, at the same time capturing a decisive moment of the game where the viewer can linger on the positions and expressions of the players and crowd. The judges were pleased to see this strong shot used well on a two page spread in the St. Thomas Magazine.

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    University of Wisconsin-Platteville  
**Project**                Frozen Pitch

Nice "lucky shot" moment of a pitched baseball caught in flight. The printing quality and shallow depth of field add a surreal, painterly aspect to the image. The judges felt while the ball was captured well, the background composition was not optimal.

#### General Comments

While there were quite a few solid images in this category, the Gold winner was far and away the strongest entry in terms of composition and creativity.

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### 37d. Excellence in Photography, Photo Essay

**Gold**    **Institution**    University of St. Thomas  
**Project**                Menu Makers

The cover and opening shots are both excellent individual shots and establish a great tone for the rest of the submitted printed piece. The other photos, while not as stunning as the first two, nevertheless are strong the whole way through. The images all work together thematically, nicely showing off the photographer's "eye" or style. The photographer took what could have been an average feature about restaurants and really brought the story to life.

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    University of Wisconsin-Eau Claire  
**Project**                Bon Iver: Behind the Scenes

All the images in this entry were solid compositions, showing a good use of light and including some nice detail shots. The presentation could have been better executed, as it looks like all the shots for a magazine feature were edited onto one 8x10 photo image, resulting in a very busy layout with tiny photos.

#### General Comments

The Gold winner was far and away the strongest entry in terms of creativity, impact and presentation. The judges were disappointed with most of the entries that more often than not displayed one strong image amidst essentially visual filler. Some stronger entries, like one commencement piece, would have been much stronger if several weaker shots had been edited out. There were also several entries documenting trips to exotic destinations that failed to take advantage of the visual opportunities, resulting in very conventional and redundant images.

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## 38. Best Graphic Identity/Logo

**Gold**    **Institution**    University of Michigan Alumni Association  
**Project**                Go Blue Tailgate Logo

The logo is strong and unique. It communicates tradition and yet is edgy. The elements are well integrated. The background feels like old leather or a rusty fender -- and the textured navy text becomes part of the background while the textured yellow "M," which cradles the football, pops just enough.

**Silver**    **Institution**    Joliet Junior College  
**Project**                Joliet Junior College logo

The shield is a familiar college logo element but is unique in its dimensional design. The dignified font is beautifully kerned. The shapes of the "J" in the font are echoed in elements of the shield. Words and symbol are in synch. The shade of purple is elegant. The logo works well in smaller sizes.

**Bronze**    **Institution**    St. Olaf College  
**Project**                Summer Music Camp Logo

This seems to be an illustration rather than a logo or graphic identity, but it is ingenious, and could be a recognizable image for a summer camp. We love the playful use of symbols to create faces that are diverse and amusing. The faces could be closer together and work better with the text.

### General Comments

One of the other entries is interesting but too complicated. It manages to deal with much verbiage. However, the symbol could have been simplified. Words are not well-kerned. Another entry deals well with the application of one college name of a large university, but the description explains a decision to phase out individual college logos, and we do not see how longer names could work with the design. There is an awkward spot in the text where it meets and cuts into solid blocks of color. The application to different templates is well presented. The text is readable and well kerned.

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## 39. Best Illustration/Graphic

**Gold**    **Institution**    University of Wisconsin-Platteville  
**Project**                Penguin Power Illustration

This illustration is original. The use of the product, a white penguin shaped ozone monitor designed by students, is appealing. The headline works well with the penguin -- the lit-up letters vibrate and the color is subtle but enough to add color to a basically black page while a white glow pops the words. The subtle background grid adds dimension to the page and allows the penguin to sit on the page instead of floating. The illustration balances well with the text of the article.

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    N/A  
**Project**

### General Comments

One entry used typography to create an outline of a bird. This has been done more successfully with calligraphy. Warping and stretching type was not successful in creating a flying bird shape -- one wing seems to attach to the head. The outline seems to be a copy of Picasso's Dove of Peace. Another entry consists of a series of very complex illustrations that are technically impressive but too complicated. Different images do not seem coordinated. The text of the article bumps into the illustration awkwardly in many places, and the headlines are out of synch with the illustrations and unnecessarily complex. The examples were torn from a magazine -- we wondered why they were not neatly cut with an X-ACTO knife.

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## 40. Excellence in Feature Writing, Individual

**Gold**    **Institution**    University of Dayton  
**Project**                "Our Village Is Dying"

An in-depth, "you are here" story that draws in the reader with rich, descriptive passages accentuated by well-chosen quotes. The writer really takes readers to this village in Cameroon but also couches this vivid story in the much broader context of much of the world's struggle for access to clean water. While the University of Dayton students in this article are heroic, the writer is careful not to only write from their perspective. He allows the villagers to speak honestly for themselves. The writer obviously worked hard on the reporting end while in Mbo-Barombi, and the finished draft is organized and polished with nice transitions. An inspiring story!

**Silver**    **Institution**    University of Iowa Alumni Association  
**Project**                "House of Cards"

A simple, approachable explanation of the mortgage crisis's effects on middle America. While the national media has covered the housing crisis from every angle, this is the most concise and understandable summary of its causes, ramifications and possible solutions we've read so far. While readers of Iowa Alumni Magazine must appreciate the local angle, anyone in the country could benefit from reading this feature story. We really enjoyed reading this article. It was nice to see something of substance written about a subject that could potentially be bone-dry and incredibly boring.

**Bronze**    **Institution**    University of Michigan, College of Literature, Science, and the Arts  
**Project**                "Face of the Moon," LSAmagazine

Innovative "comic" presentation of an unsung astronomer, finally vindicated. This was a nice way to take what could potentially be a dry alumni article and make it into something very visual and very easy to understand. We enjoyed not only the risky, unconventional graphic novel presentation of this entry but also the tidbits of history that made it compelling. It's obvious that this feature story resulted from some serious teamwork, and the team came up with an innovative and intuitive way to present what could have been just another celebrity alumni profile. The comic strip format seems inspired by the subject's time, yet also forced the writer to keep the storytelling short, simple and easy to understand. This is a compelling narrative with plenty of historical context, and it doesn't ever veer away from the main point of the story.

### General Comments

Others entries we ranked very highly, in no particular order -- Breaking the Silence: After a confusing lede, a well-told story of one family's love and commitment to helping African children traumatized by war. The medical and humanitarian/life-building work these two brothers and their father are doing in Uganda is incredible. The big downer we saw was in the lede -- the story about one brother delivering a baby. It was a nice visual, but the writer didn't follow up this example anywhere else in the article, and that left a hole. This is a moving story that reads as if the writer wrote it from Uganda. Sea Change: A complex science story inside a beautifully written alumni profile. We enjoyed the science the writer was able to weave into this article. The writer has an impressive command of the language (although it sometimes gets a little to prose-y and stilted), and we liked how the profile subject was a part of something much bigger than herself. On the downside, it was hard sometimes trying to follow some of the tangled sentence structures, and there were several typos and editing errors. Busted: We were impressed by the editor's ability to land this big story. What a compelling narrative! However, we do think the writer missed an opportunity for some inventive storytelling, rather than a straightforward retelling of the events. It felt a bit lackluster, considering the incredible subject the writer had to explore. Use more active verbs. Is Justice Delayed Justice Denied?: A well-written (if one-sided) account of the 20-year legal maneuverings in the Exxon Valdez case. This feature was timely, well written, informative and educational. However, especially with the number of pages devoted to this story, we think the writer should have interviewed more of the "victims" (the fishermen, townspeople, etc.) and more Exxon representatives in order to achieve more balanced reporting. We could tell the writer put an incredible amount of work into this article. It seemed like you wavered between this being a feature on one harmed fisherman or a topical analysis of the issues behind this case. In Their Own Voices: Despite the fact that the two gentlemen have died, this story showed their work is still alive and inspiring. This was a highly readable historical narrative, but we wanted to hear some of the voices the profile subjects preserved -- some of the tape transcripts, maybe? We felt that was an essential element, and it was missing. Dance of Discovery: A well-told tale of how one woman's passion for Latin dance infected her students during a simple Maymester dance class. We enjoyed reading the descriptive storytelling in this feature; however, the writer seemed to jump around a bit. Adding more transitions would've helped to tie it together better. A Matter of Degrees: An irreverent, entertaining look at perennial students. We really enjoyed reading this witty article. The writer obviously spent a lot of time researching the answers to his highly original question. This story could've been excruciatingly boring, but every time we thought of putting it down, we somehow found ourselves reading the next graf, and the next, and the next.

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## 41. Excellence in Feature Writing, Series

**Gold**    **Institution**    University of Cincinnati  
**Project**                "Committed to a cause"

The series concept is superb. The writing is well-done, the editing is thorough and the series is compelling. As writers and editors at a university, we understand the unique challenges posed in selecting, interviewing and writing about alumni for a series with a specific theme. We salute our colleagues at the University of Cincinnati for crafting such well-told stories.

**Silver**    **Institution**    The University of Toledo  
**Project**                "Unexpected Treasures of UT"

The series concept offers a unique view on the individuals who create a university community. In showcasing the "other" talents of professors, administrators, etc., the series shows creativity and flair.

**Bronze**    **Institution**    Earlham College  
**Project**                Earlhamite magazine, The Music Issue

This entry captures the depth and breadth of the Earlham music program's success in personable, entertaining stories.

### General Comments

The entries showed that our colleagues in CASE V have wonderful stories to tell, and they know how to tell them. If we could have presented "honorable mentions," we would have recognized the University of Cincinnati for its "Escaping Abuse" series and the Minnesota State Colleges and Universities for "Growing Better," a wonderful overview of the synergy between education and farmers in modern agriculture.

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## 42. Excellence in News Writing

**Gold**    **Institution**    Earlham College  
**Project**                "Half-Century of Effort by College Yields Traffic Signal"

This was a good, impactful story with high news value. The brief history was a great touch and a helpful tool for reporters. Very solid writing and good use of quotes.

**Silver**    **Institution**    University of Michigan, College of Literature, Science, and the Arts  
**Project**                "Staying above the Fold," LSAmagazine Spring 2009

This was solid writing; grabbed our attention. Good news angle with great quotes and input from alumni. Like the variety of sources.

**Bronze**    **Institution**    University of Michigan, College of Literature, Science, and the Arts  
**Project**                "Election Forensics," LSAmagazine Fall 2008

This was a well-structured, well-written piece. Great pace, use of quotes and selection of quotes. Flows nicely. High news value in conjunction with the election.

### General Comments

Overall, we encourage those submitting entries for this category to remember the difference between news and feature stories (a different category). News -- recent events, new, timely, and important, educational, no opinion. A news story is immediate and often delivers time-sensitive information that may change moments later. It must compete with many other stories for a reader's or listener's attention, so the punch line must be in the very first sentence. News stories include facts, quotes and details about what is happening. Feature-- not as recent or as important, entertaining as well as educational, soft. Info does not go out of date in a feature story. A feature takes an in-depth look at what's going on behind the news. It gets into the lives of people. It tries to explain why and how a trend developed. Unlike news, a feature does not have to be tied to a current event or a breaking story. But it can grow out of something that's reported in the news. That said, some general feedback from the other entries: If you start -- and title -- a piece on one topic, end on that topic. Don't switch the focus in the middle of the news piece. Quotes are great in a news release. But don't make every paragraph a quote or a paraphrase attributed to someone. Include some factual text. Be sure to explain your jargon.

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### 43. Excellence in Research/Scientific/Medical Writing, Individual

**Gold**    **Institution**    Ohio University  
          **Project**                "The Evolution of Discovery," Perspectives magazine

This article took a broad, complex topic -- evolution, on the 200th anniversary of Charles Darwin's birthday -- and presented it in a way every research article should aspire to. By breaking the topic into small pieces of information and distilling each piece down into crisp, clear writing, the subject of evolution avoided the pedantic, boring approach and gave the reader information he or she could not only understand but relate to. Evolution not only as a grand, broad research area, but as an intimate topic as small as a sparrow. Nicely done!

**Silver**    **Institution**    University of Michigan College of Literature, Science & the Arts  
          **Project**                "Face of the Moon," LSAmagazine

The judges loved the sheer moxie of this entry! Every university writer is at some time faced with the prospect of writing a career retrospective on a major donor, and most of us just churn them out to get them out of the way. Michigan's LSA took that retrospective and turned it on its head, presenting it as a "graphic novel" rather than a traditional feature story. It took a lot of guts, but it worked. Even to readers unfamiliar with the "hero" of the story, the article was a must-read.

**Bronze**    **Institution**    University Communications, Wisconsin Alumni Association  
          **Project**                "Bedtime Stories," On Wisconsin Magazine

"Bedtime Stories" was the most traditional of our winners, but is a good example of how crisp writing and strong editing can make a research story sing from beginning to end. The article also took a subject most people can relate to -- sleep -- and instead of taking the expected route of approaching it from a "How can I sleep better?" standpoint, instead tackled the question, "Why do I need to sleep at all?"

#### General Comments

Overall, the entries in this category were well written and edited -- the foundations are in place. Most did a very good job of explaining complex subjects, and the judges applauded the entries for tackling basic research topics, the hardest of all to write about. Where most entries fell short was in terms of sustaining their energy. Too often, the judges found an eye-grabbing lead and first paragraph or two, followed by a leveling off into a traditional "quote-paraphrase-quote" article. The judges felt that in writing about research, more than any other subject, the writers and editors must work doubly hard to present material that's not only understandable but engaging and "reader-friendly."

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### 44. Excellence in Research/Scientific/Medical Writing, Series

**Gold**    **Institution**    N/A  
          **Project**

**Silver**    **Institution**    N/A  
          **Project**

**Bronze**    **Institution**    University of Minnesota College of Food, Agricultural and Natural Resource Sciences  
          **Project**                Solutions magazine collected stories

This series of articles from "Solutions" magazine did a good job of taking the college's two research focus areas -- food/agriculture and biofuels -- and telling their research stories through people. The writing and editing were solid, and did a good job of organizing and presenting the materials.

#### General Comments

The judges did not find a cohesive series of articles presented as a "package" rather than a loose collection of stories on similar topics. Taking the articles that extra step to package them into a theme, with a common element to tie them together for the reader, would have taken them from good to great.

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## 45. Best Event on a Shoestring

**Gold**    **Institution**    Indiana University East  
          **Project**            Celebration of Campus and Community

The institution took what would typically be an extremely expensive installation of a new university leader and cleverly transformed it into an event that cost less than \$5,000. The event planners planned an appropriate celebration of the installation of a new chancellor while turning to student performers for entertainment and selecting a labor-saving menu. The seed paper programs offered a creative touch that supported the campus beautification efforts, while the commemorative issue of the student newspaper served as an inexpensive -- and likely free -- memento.

**Silver**    **Institution**    The University of Toledo  
          **Project**            Employee Appreciation

This program provided dramatic cost savings for the university, cutting the annual expense from \$70,000 to \$16,000 and making it possible for the university to continue to recognize employees for continued service. The program was heartwarming and contributed to institutional morale. It filled a desired need for employees, who took advantage of the free tickets to games. The shirts were creatively personalized for employees with names and the number of service years imprinted on the back.

**Bronze**    **Institution**    Waubensee Community College  
          **Project**            New Aurora Campus Ceremonial Groundbreaking

The college made excellent use of in-house materials and services, offering a live video feed of the event, creating a PowerPoint to run during the event, using e-mail blasts to communicate event details, choosing a late-morning start time to save on food costs, and working with a local theater which made in-kind donations to the event. While the event itself may not have been particularly creative, the event exceeded the attendance target, the event planning was well-documented, the college managed to get some great deals, and the event cost came in just above \$8,000.

### General Comments

Institutions are finding creative ways to plan events that fill the same institutional and community need while cutting event costs. The winners in this category documented the planning and outcome of the event especially well and demonstrated how carefully they planned the event to make use of institutional and community resources.

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## 46. Excellence in Special Events, Invitations and Collateral Materials

**Gold**    **Institution**    Illinois Institute of Technology  
          **Project**            Trustee Breakout Dinner

This entry merited Gold-level recognition because of the excellent event concept and the twist it introduced especially to the table seating. This event supported "outside the box" thinking and had a big impact. The graphics were outstanding and use of type and photography were excellent and very engaging. Even the envelope prompted a second glance with its interesting use of type. Another important merit of this Gold Award winner were costs for the invitations and collateral materials were kept at a minimum.

**Silver**    **Institution**    Illinois Institute of Technology  
          **Project**            Alumni Awards

The goal of this event was to recognize the accomplishments of alumni and make them feel special, and the goal was definitely met! Design for this event was warm, very personal and not over the top. The banners were a very nice touch. The impact on the honorees from the very beginning of this event -- the invitation -- to the program and banners was impressive!

**Bronze**    **Institution**    University of Michigan, College of Literature, Science, and the Arts  
          **Project**            "A New History" Campaign Finale Collaterals

The graphics and messaging for this entry were a beautiful blend of past, present and future. The consistency with which they were applied showcase the caliber, quality and theme of the event. The fact that the university decided to get away from the standard school colors for this event and the collateral materials was commendable. The judges felt like this entry would have earned a higher award if there had been a little more effective use of resources.

### General Comments

Some of the entries didn't have as much scope or show how the theme was carried through the programs, banners, table and room décor, etc. Even though there may have been one aspect of event or collateral material the judges rated high, they looked at how the theme was carried through on other materials. The judges also looked at materials that may have been too flashy and didn't show the effectiveness of the event. Effective use of resources was very important as well in judging these entries, especially in this particular time period!

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## 47. Excellence in Special Events, Individual Event

**Gold**    **Institution**    Michigan Technological University  
**Project**                YES! Expo

This event captured our attention because of its high quality, ambitious scope, and potentially broad, deep and long-lasting impact. Since 2004, the YES! Expo has brought together more than 63,000 students in grades 8-12 from across the state of Michigan to be inspired to complete high school and pursue careers in science, technology, engineering and mathematics. Using a trade show format, YES! fires up students by exposing them to the innovative achievements of dozens of participating companies, colleges and universities, and science celebrities. In order to achieve this goal, event organizers must collaborate with vendors, presenters, government agencies, public school systems and individual teachers from around the state. The event is carefully planned, broadly promoted, fully executed and thoroughly evaluated. It will be interesting to see what its long-term results are.

**Silver**    **Institution**    Illinois Institute of Technology  
**Project**                Trustee Breakout Dinner

We were very intrigued by this event because it took an occasion that is often very pedestrian, unproductive and even dreaded (a planning meeting dinner) and turned it into a unique and engaging affair with potentially long-term impact (a trustee breakout dinner). The Trustee Breakout Dinner answered the vexing questions of how to make a working dinner sound enticing and how to have a number of intimate conversations with 80 guests. It did this by inviting trustees, their wives and members of the academic community to choose to be seated at one of a number of dinner tables, each of which was devoted to addressing one of the main themes underpinning their new strategic plan for the evening. Through a number of innovative features, this event actively engaged key members of the Institute's constituency in embracing an important component of its future. In the process, it generated multiple benefits for participants and the host institution at a very modest cost.

**Bronze**    **Institution**    University of Wisconsin-Eau Claire College of Business  
**Project**                The Great Northwoods Sales Warm-Up

We were impressed by the extensive real-world applications of this event for all participants. In the Great Northwoods Warm-up, business students have the opportunity to prepare actual sales presentations, compete with their peers from other institutions, get valuable feedback from professionals and network with potential employers. Companies have the opportunity to connect with the next generation of business leaders, market their brands on campus and network with their peers. The university has the opportunity to help business students advance in their field, raise the university's regional profile, promote their business school nationally, recruit incoming students and secure numerous corporate sponsorships for the event. The event is carefully conceived, well marketed, professionally produced and thoroughly evaluated.

### General Comments

There was a very strong field of applicants in the Special Events, Individual Event, category this year, making it challenging to select just three winners. In addition to the events cited above, other standouts included John Carroll University's "ROTC Alumni Reunion Weekend: A Celebration of History, Tradition, and Service"; Loyola University Chicago School of Law's "Centennial Gala"; University of Minnesota College of Food, Agricultural and Natural Resource Sciences' "Classes Without Quizzes"; University of Wisconsin Oshkosh's "Rev Up: Harley-Davidson Themed Homecoming 2008"; University of Wisconsin-Eau Claire's "An Evening with UW-Eau Claire and Wisconsin Legislators"; University of Wisconsin-Stevens Point's "Leading from the Center: UW-Stevens Point Hosts the UW System Board of Regents"; and Waubesa Community College's "Student Center Grand Opening." In some cases, first-time events were competing against events that were better established. We would encourage all applicants to continue to refine annually occurring events and to reapply for an award next year. We would also recommend that applicants be as diligent as possible in addressing the question of "measurements of quality," as there was a noticeable variation in the depth of the responses to this question. Finally, we would like to thank all applicants for sharing their hard work and brilliant ideas with us. You're an inspiration!

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## 48. Excellence in Special Events, Series of Events

**Gold**    **Institution**    Ohio Northern University  
**Project**                We are Polar Bear Nation: Under the Northern Lights, He's more than a Mascot.

The projects and overall program fit with the school's mission and objectives. Great coordination of events, and demonstrates how to get a community involved while focusing on an important environmental issue. Excellent leverage of the mascot as a concept for social awareness. Impressive collaboration with the campus, the community of Ada, and the Columbus zoo. Good integration of the created "brand" into all materials; clear description of results; well-defined budget and use of resources.

**Silver**    **Institution**    Taylor University  
**Project**                Taylor University Heritage Weekend 2009 - Celebrating the Heritage of Intentional Community

A comprehensive array of activities condensed into a two-day time span provides something for everyone. Consistent material and theme are well produced. Strong collaboration among the university's units created a cohesive weekend and a signature event. Thoroughly documents results, surveys and enlists feedback to plan for the next weekend.

**Bronze**    **Institution**    N/A  
**Project**

### General Comments

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## 49. Best Diversity Program

**Gold**    **Institution**    Minnesota State Colleges and Universities system  
**Project**                Make College a Part of Your Future

The judges were impressed by the scope and quality of this campaign. As members of a large state university system, we also face the challenge of reaching multiple audiences with a clear, welcoming message. We applaud the Minnesota State Colleges and Universities system for its initiative in reaching out to underrepresented students with a well-organized and multi-pronged effort. The results were undeniable: enrollment of students of color increased by 8.9 percent from spring 2008 to spring 2009. An ample creative and advertising budget of \$290,000 was clearly a factor in the success of this campaign. The judges credit Minnesota with its decision to hire a market research firm to conduct preliminary group discussions and counselor interviews. Also commendable was the commitment to translate marketing brochures into nine languages, including Dakota and Ojibwe, which were "deemed essential to ... support the system's outreach to American Indian groups." Visually, the brochures are colorful and contemporary; the Web site is inviting and easily navigable; and the ad campaign was exhaustive. The judges particularly liked the use of ads in bus shelters and on public transportation. One suggestion -- include images of veterans and LGBT students in the marketing material.

**Silver**    **Institution**    N/A  
**Project**

**Bronze**    **Institution**    Saint Mary's College, Notre Dame, IN  
**Project**                African American Alumnae Homecoming

The judges recognized the sincerity of St. Mary's initiative to re-engage African American alumnae. The weekend program aimed to forge links between alumnae and current students, and through those links, to understand St. Mary's history and shape its future. Limited by a budget of \$5,000, the campaign relied on networking, postcards and an event brochure mailed to 105 alumnae from all decades since the 1950s. The judges agreed that those materials would have benefited from stronger visual elements, such as more and better images, and a contemporary design. Also, a personal letter to all 105 alumnae from African American trustee Paula Dawning (who led this effort) might have increased turnout. The judges commend St. Mary's for following up the initial event with an article in the college magazine and the formation of an African American Affinity Group to tie back to the Alumnae Board.

### General Comments

Obviously, we would have liked to see more entries in this category. Perhaps institutions don't consider outreach initiatives like Minnesota's "Make College a Part of Your Future" as diversity programs, when, in fact, they are.