

# 2023

THE BEST OF THE BEST  
in COMMUNITY COLLEGE  
COMMUNICATIONS

# NCMPR

THE WINNERS

## PARAGON AWARDS

### PRINT

#### ACADEMIC CATALOG or CLASS SCHEDULE

**GOLD** Heartland Community College, IL

**SILVER** Kellogg Community College, MI

**BRONZE** Kellogg Community College, MI

#### VIEWBOOK

**GOLD** Harper College, IL

**SILVER** Kirkwood Community College, IA

**BRONZE** Bismarck State College, ND

#### ANNUAL REPORT

**GOLD** Grand Rapids Community College, MI

**SILVER** Aims Community College, CO

**BRONZE** Kellogg Community College, MI

#### NEWSLETTER

**GOLD** Elgin Community College, IL

**SILVER** North Central Michigan College

**BRONZE** North Iowa Area Community College

#### MAGAZINE

**GOLD** Northwestern Michigan College

**SILVER** Northwestern Michigan College

**BRONZE** Community College of Denver, CO

#### BROCHURE – SINGLE or SERIES

**GOLD** Miami Dade College, FL

**SILVER** Delaware County Community College, PA

**BRONZE** Elgin Community College, IL

#### BOOKLET

**GOLD** Santa Fe College, FL

**SILVER** Columbia-Greene Community College, NY

**BRONZE** Northern Essex Community College, MA

#### FLYER – SINGLE or SERIES

**GOLD** Anne Arundel Community College, MD

**SILVER** Kellogg Community College, MI

**BRONZE** Joliet Junior College, IL

#### POSTCARD – SINGLE OR SERIES

**GOLD** East Central College, MO

**SILVER** Rochester Community & Technical College, MN

**BRONZE** Madison College, WI

#### NOTES/CARDS/INVITATIONS – SINGLE or SERIES

**GOLD** Hopkinsville Community College, KY

**SILVER** Alamo Colleges District, TX

**BRONZE** Collin College, TX

#### POSTER – SINGLE or SERIES

**GOLD** Ocean County College, NJ

**SILVER** Elgin Community College, IL

**BRONZE** Lane Community College, OR

#### PRINT – WILD CARD

**GOLD** College of Lake County, IL

**SILVER** Pasadena City College, CA

**BRONZE** Howard Community College, MD

### DIGITAL/ELECTRONIC MEDIA

#### E-PUBLICATIONS

**GOLD** Community College of Philadelphia, PA

**SILVER** Monroe County Community College, MI

**BRONZE** Moraine Valley Community College, IL

#### E-NEWSLETTER

**GOLD** Austin Community College, TX

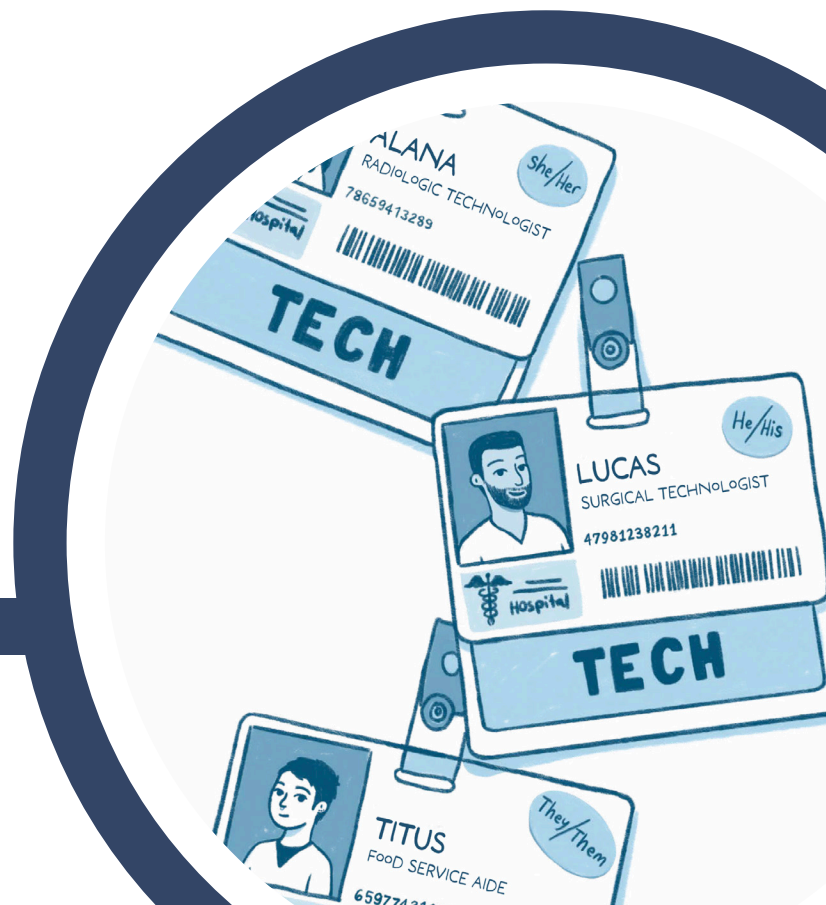
**SILVER** Oakton College, IL

**BRONZE** Delaware Technical Community College

## BEST IN SHOW

### COLLEGE OF LAKE COUNTY (IL)

**JUDGES' COMMENTS** – This graphic novel distinguished itself with its creative and unconventional approach. Not only does it stand out among more common forms of advertising, but it also connects with potential PATH Grant beneficiaries by telling a compelling story in a format that resonates with them. It's evident how much research went into shaping the three characters, who all come across as authentic and relatable. The highly visual format makes the content engaging and easy to digest.





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## E-CARDS

- GOLD** Bismarck State College, ND  
**SILVER** Ivy Tech Community College, IN  
**BRONZE** Cecil College, MD

## WEBSITE

- GOLD** Mott Community College, MI  
**SILVER** Nicolet College, WI  
**BRONZE** St. Cloud Technical and Community College, MN

## MICROSITE/LANDING PAGE

- GOLD** Foundation for California Community Colleges  
**SILVER** Elgin Community College, IL  
**BRONZE** Bellingham Technical College, WA

## PODCAST

- GOLD** Green River College, WA  
**SILVER** Chemeketa Community College, OR  
**BRONZE** Alamo Colleges District, TX

## SOCIAL MEDIA

### SOCIAL MEDIA PAGE

- GOLD** Grand Rapids Community College, MI  
**SILVER** Cape Fear Community College, NC  
**BRONZE** Del Mar College, TX

### SOCIAL MEDIA POST

- GOLD** University of Hawaii Community Colleges  
**SILVER** Kellogg Community College, MI  
**BRONZE** Wor-Wic Community College, MD

## VIDEO

### PROMOTIONAL VIDEO – SHORT FORM

- GOLD** Tacoma Community College, WA  
**SILVER** Renton Technical College, WA  
**BRONZE** Elgin Community College, IL

### PROMOTIONAL VIDEO – LONG FORM

- GOLD** Milwaukee Area Technical College, WI  
**SILVER** Community College of Baltimore County, MD  
**BRONZE** Bismarck State College, ND

### VIDEO SHORTS – SINGLE

- GOLD** Coastal Alabama Community College  
**SILVER** Anne Arundel Community College, MD  
**BRONZE** Sinclair Community College, OH

## VIDEO SHORTS – SERIES

- GOLD** Lee College, TX  
**SILVER** El Camino College, CA  
**BRONZE** Gulf Coast State College, FL

## QUICK-TURN VIDEO

- GOLD** College of Lake County, IL  
**SILVER** Rock Valley College, IL  
**BRONZE** Skagit Valley College, WA

## PHOTOGRAPHY/ILLUSTRATION

### ORIGINAL PHOTOGRAPHY – UNMANIPULATED

- GOLD** National Park College, AR  
**SILVER** North Central Michigan College  
**BRONZE** Columbia State Community College, TN

### ORIGINAL PHOTOGRAPHY – MANIPULATED

- GOLD** MiraCosta College, CA  
**SILVER** Wallace State Community College, AL  
**BRONZE** Columbia State Community College, TN

## LOGO DESIGN

- GOLD** Bellingham Technical College, WA  
**SILVER** Coastal Alabama Community College  
**BRONZE** Kellogg Community College, MI

## COMPUTER-GENERATED ILLUSTRATION

- GOLD** Delaware County Community College, PA  
**SILVER** University of Hawaii Community Colleges  
**BRONZE** Elgin Community College, IL

## ADVERTISING

### PRINT AD – SINGLE or SERIES

- GOLD** Kellogg Community College, MI  
**SILVER** North Iowa Area Community College  
**BRONZE** Monroe County Community College, MI

### RADIO AD – SINGLE or SERIES

- GOLD** Laredo College, TX  
**SILVER** Craven Community College, NC  
**BRONZE** North Central State College, OH

### TELEVISION/VIDEO PAID AD – SINGLE

- GOLD** Elgin Community College, IL  
**SILVER** Florida Southwestern State College  
**BRONZE** Lee College, TX

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### TELEVISION/VIDEO PAID AD – SERIES

**GOLD** Nicolet College, WI  
**SILVER** Western Technical College, WI  
**BRONZE** Whatcom Community College, WA

### DIGITAL AD – SINGLE or SERIES

**GOLD** Minneapolis Community & Technical College, MN  
**SILVER** Kentucky Community & Technical College System  
**BRONZE** Community Colleges of Spokane, WA

### OUTDOOR SIGNAGE/DISPLAYS – SINGLE or SERIES

**GOLD** Central New Mexico Community College  
**SILVER** Lee College, TX  
**BRONZE** Community College of Denver, CO

### INTERIOR SIGNAGE/DISPLAYS – SINGLE or SERIES

**GOLD** Midlands Technical College, SC  
**SILVER** Northwest Iowa Community College  
**BRONZE** Bergen Community College, NJ

## CAMPAIGNS

### COMMUNICATION SUCCESS STORY

#### or CRISIS COMMUNICATION

**GOLD** Mt. San Antonio College, CA  
**SILVER** Fox Valley Technical College, WI  
**BRONZE** Skagit Valley College, WA

### GOVERNMENT or COMMUNITY

#### RELATIONS CAMPAIGN

**GOLD** Oregon Community College Association  
**SILVER** Moraine Park Technical College, WI  
**BRONZE** Truckee Meadows Community College, NV

### SPECIAL EVENT or FUNDRAISING CAMPAIGN

**GOLD** Northeast Community College, NE  
**SILVER** Orange Coast College, CA  
**BRONZE** Northwestern Michigan College

### SUCCESSFUL RECRUITMENT or

#### MARKETING PROGRAM

**GOLD** Maricopa County Community College District, AZ  
**SILVER** Lane Community College, OR  
**BRONZE** SUNY Suffolk, NY

### SOCIAL MEDIA or ONLINE MARKETING CAMPAIGN

**GOLD** Langara College, BC  
**SILVER** Carroll Community College, MD  
**BRONZE** Kentucky Community & Technical College System

### SUCCESSFUL DIVERSITY, EQUITY AND INCLUSION MARKETING

**GOLD** Saddleback College, CA  
**SILVER** Truckee Meadows Community College, NV  
**BRONZE** Southeastern Community College, IA

## MISCELLANEOUS

### EXCELLENCE IN WRITING – SHORT FORM

**GOLD** Cuyahoga Community College, OH  
**SILVER** Collin College, TX  
**BRONZE** San Jacinto College District, TX

### EXCELLENCE IN WRITING – LONG FORM

**GOLD** North Central Michigan College  
**SILVER** Greenville Technical College, SC  
**BRONZE** Delaware Technical Community College

### LOGO WEAR

**GOLD** St. Philip's College, TX  
**SILVER** Western Iowa Tech Community College  
**BRONZE** Tennessee Board of Regents

### NOVELTY

**GOLD** Santa Fe College, FL  
**SILVER** Kellogg Community College, MI  
**BRONZE** Klamath Community College, OR

### WILD CARD

**GOLD** Cuyahoga Community College, OH  
**SILVER** New Mexico State University Alamogordo  
**BRONZE** Grand Rapids Community College, MI