



2008 Pride of CASE V Awards — Judges' Comments

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

Gold N/A

Silver N/A

Bronze N/A

General Comments

We only received one submission in this category, and we did not feel that the information presented was easy to follow or branded throughout the use of the various communications.

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

Gold **Institution** University of Cincinnati Alumni Association
Project UC Alumni Association Web Site Redesign

The University of Cincinnati produced a well thought out, well organized Web site. The site provides information that is easy to find, engages alumni and friends, and maintains the overall brand of the University and the Association. The use of the school colors and mascot were creative additions to the site. By adding networking/career opportunities, an events calendar and giving links, they have provided great information for their alumni. The site also was well coordinated with the University of Cincinnati, helping to maintain the overall branding scheme, while maintaining its own sense of creativity/individuality.

Silver N/A

Bronze **Institution** Indiana University Alumni Association
Project Indiana University Alumni Association's Strategic Plan 2008 and Beyond

Indiana University's Alumni Association did a nice job creating what can often be a dull communications piece. The Association developed a strategic plan that mirrored the six major goals of the University, and helped build a plan that explained how the Association and its alumni fit in to the overall goals of the University. The information was simple and easy to read. The use of pictures and graphics helped to make the plan more visually appealing.

General Comments

Would love to see more entries next year! :)

2. Best Student Alumni Programming

Gold **Institution** Denison University
Project The Denison Club for Students

The program is clearly effective in developing a brand and creating events that affect students at each level, making them aware and identifying the brand for them as future alumni. Although a simple concept, the use of a brand over and over again creates common bonds, and is also an effective and creative approach to the budget piece. The short term results have met the plan objectives through participation and awareness. Establishing the familiarity of the Club for ongoing recognition -- excellent and full of energy. The committee loved the events and the campus involvement fair, and the evidence was an influx of new members and brought on 20 new individuals to work with the Club. Logo recognition was obvious. Excellent and engaging.

Silver **Institution** University of Wisconsin-Milwaukee
Project Economics Mentoring Program

The development of a mentoring program provides direction, commitment and identity. The program will result in more committed alumni. The materials look great and the program appears effective in reaching a specific target group which results in affinity to the program. Documented results indicate that they met their mission through 13 mentoring pairs -- 100% of students matched. Nine staff members seems excessive for the number attending. Costs were within reason.

Bronze **Institution** The Ohio State University Alumni Association
Project Commencement Week

This plan involved students through the week when they should begin to consider themselves alumni. The ideas and events of Commencement week along with the results show some positive possibilities to keep alumni connected. Many volunteers were involved in the process. Very traditional ideas put creatively at graduation. Met their mission based on attendance and certainly prepares students to participate as alumni. The responsibility the Alumni Association assumed was a reasonable 25%. The relationships with the graduates, graduates' parents and the Alumni Association were built as they enjoyed this week together and will be forefront in their minds as they leave their campus as alumni.

General Comments

3. Best Collaborative Program

Gold **Institution** Marquette University
Project CIRCLES Program

This program was/did: Very sustainable throughout many years. Hit the target group of alumni. Manages a huge host committee which is amazing. The results were great. Wonderful geography and diverse group of alumni. Got a lot of bang for their buck. Impressive materials for participants. Great collaboration. This program is so impressive and hits exactly what alumni are looking for. Wonderful job!

Silver **Institution** Northern Michigan University
Project Two Events, One Special Night

This program was/did: Unique and creative. Demonstrated diverse collaboration. Impressive diversity of audience made into one. Created program on a short timeline. Had a wait list in its first year ... wonderful. It looks like you found a great event to continue to build.

Bronze **Institution** John Carroll University
Project The Blue Streaks in Professional Football

This program was/did: Created in a short time frame. Impressive with their published pieces (historical and invitation). They really grabbed attention. Unique and creative, exciting way to capitalize on an interest group. Great collaboration within the University. Brought many different partners together.

General Comments

Overall the entries were good and very diverse. We appreciated the entries who provided the abstract with many details. The entries with diverse collaboration caught the most attention; collaboration outside of the box. Great entries all around. It was difficult to pick.

4. Best Volunteer Engagement Program

Gold **Institution** Wayne State University
Project Wayne State University Alumni Association Legislative Advocacy Program

Wayne State University has clearly created a program that has reached both alumni and legislators in making them aware, and connecting them and influencing them in a positive way. Excellent use of materials and clear and effective communication in the use of alumni advocates. They have effectively connected with their legislators and met their objective in their mission through the actual results and impact through the financial commitment of the State -- impressive. The program gets a lot of mileage from \$7,500. Beginning a program like this prior to a designated need is wise and shows awareness and initiative for progress in the political arena. The program is appropriately a part of the future action plan and involves a wide range of Wayne State representatives.

Silver N/A

Bronze N/A

General Comments

5. Best New Alumni Program

Gold **Institution** Marietta College
Project Golden Pioneers Reunion Weekend

Marietta identified a clear need to recognize and honor those alumni celebrating their 50th graduation anniversary. With a very small staff, Marietta created a comprehensive program that met every goal set with a net cost for the weekend event of only \$3,300. Attendance increased significantly and the feedback from attendees was thoughtful and appreciative of all the details that were a part of the celebration. On paper this event is very impressive; we can only imagine what it was like to be on campus in June. Good job!

Silver **Institution** Wisconsin Alumni Association
Project Forward under 40 Awards

The creation of an awards program for alumni isn't new; however, the twists that Wisconsin added make this an award-winning idea. In recognizing young(er) alumni, Wisconsin added to the typical awards program by developing a yearlong initiative to identify and engage an often sought after but tough group to reach. By securing 139 nominations over the course of six weeks, Wisconsin clearly illustrated that a need/desire for this type of program truly exists.

Bronze **Institution** Bowling Green State University
Project Alumni & Friends Weekend: Return, Reconnect and Rediscover

Bowling Green State created an extremely comprehensive weekend of activities for alumni, children and community friends that would appeal to any cross section of its demographics and engaged numerous departments/offices across campus. The accompanying collateral pieces were attractive, effective and easy to use. It was obvious the event successfully met three of its stated four goals. It's a little early to tell if the fourth goal, recruiting future students by exposing children of alumni to BGSU, was met.

General Comments

The most successful entries, and programs, were those that took an existing alumni relations practice and tailored it to that university's very specific needs. While this category is designed to identify the best NEW program, it is important to note that for these judges, understanding the impact of the program was essential in giving the awards. In at least one case, the program is simply too new without any detailed results to be considered for an award.

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

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

The judges cited the engaging design and well-written stories, calling the magazine "edgy and creative" and "top-notch." They also singled out cover design as well as photography and illustrations. The high-quality paper was noted as well.

Silver **Institution** Taylor University
 Project Taylor

The judges cited nice photos and interesting design as warranting recognition, saying it "looks modern and new." The "photos are contemplative, fitting for a religious school," said one judge. Another said that the beautiful photographs, paper, and design were all eye-catching but "the writing could be better." Other comments by judges: "Beautiful covers; excellent photography; overall a very well-done publication" and "Gorgeous -- great use of photography."

Bronze **Institution** Lake Forest College
 Project Spectrum Magazine

The judges cited the magazine's "clean layout" and "nice photography," saying it had "good definition between sections of the magazine." Another judge said, "The writing could be stronger, but overall a solid effort." Another judge singled out the nice covers and said, "I love the way the cover tackled the campaign." A final judge noted that two of the three samples were better and that the magazine was "nice, but not great."

General Comments

This was a very strong category, which goes to show that small schools put a lot of effort and thought into their alumni magazines -- and it shows. Keep up the great work.

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

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

The judges called St. Olaf magazine "beautiful" with "high standards" and "consistent delivery of quality." They also cited the "nice covers and content and nice, clean design." One judge said, "Loved the Chris Raschka story."

Silver **Institution** University of Dayton
 Project University of Dayton Quarterly

The judges cited the writing as the sole quality that landed this magazine in second place. Among their accolades: "beautiful design and use of typography, strong photography"; "very newsy and straightforward"; and "love the oversize format ... overall gorgeous." Among their reservations: "writing is not strong but is good"; "could use bigger photos ... and a touch of whimsy." One judge cited the "100 Things We Love about UD" as one of their favorite things about the magazine.

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

The judges cited the layout ("clean design," said one), saying "A good one! Nice layouts and stories." Among the criticisms: "Copy is a bit weaker than design"; "Some really inspired stuff but a little inconsistent"; "Body text too small, but beautiful features as well."

General Comments

For some reason, this is a small category -- only five entries. However, the judges all felt strongly that these were wonderful publications that deserved recognition and could stand on their own among dozens of entries.

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

Gold **Institution** The University of Toledo
 Project Toledo Alumni Magazine

High marks for Toledo Alumni Magazine from judges: "nice covers; open, clean grid, feature well a little lost"; "gorgeous"; "gorgeous." Three of the four judges were more impressed than one, who said, "Very nice covers, inside design seems dated, writing seems uninspired."

Silver **Institution** Wisconsin Alumni Association, University Communications
 Project On Wisconsin Magazine

The judges cited the design features of the news sections, the solid writing, and the clean design as standouts here. One called it a "really beautiful magazine; very well-planned stories, great use of illustrations and photos -- good blend."

Bronze **Institution** University of Michigan School of Public Health
 Project Findings

The judges cited the uneven aspect of this publication as the reason for its third place standing. One said, "Fine, but not overly a standout."

General Comments

One idea that cropped up among many of these magazines was the abundance of ads that many of them held and how the ads impinged upon the editorial "box." The judges didn't see how this might be avoided, but it's something to consider and perhaps to work on to make these large-school publications work in terms of revenue generation and editorial content. Overall, judges cited the the uneven quality of the design and/or writing as decisions for disqualifying several for recognition. For some reason, bigger schools don't always mean better alumni magazines. Perhaps they've found a better way of connecting with alumni and don't need to dazzle with cutting-edge magazine design or by finding new ways to tell stories.

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

Gold **N/A**

Silver **Institution** Hiram College
 Project Hiram Magazine

Hiram Magazine transitioned from a two-color interior to full-color throughout. The cover nameplate was improved, covers images are more inviting, and new fonts were selected. The selling point for this redesign was inclusion of student writing, which added a freshness to the publication. Often a redesign carries over design and editorial elements that weren't working in the old version. In this case, the old version had some elements that should be reconsidered. There's some tendency towards over design in the new book and less effective use of white space. The old contents page, while needing some freshening up, served as a better entry point for readers than the new version, which devotes more space to credits.

Bronze **Institution** Millikin University
 Project Millikin Quarterly

Millikin Quarterly addressed a broad range of aspects of the magazine's appearance and some related to editorial. Addition of the "Career Advice" department is likely to resonate with alumni. The large image on the opening spread is nice. There is better use of color and white space in the redesign. Photography is good and cover design is more appealing. The new sign posts and treatment of coverlines update the appearance. The unconventional location for the table of contents on the back cover provides readers with an immediate entry point when they pull the book out of their mailbox.

General Comments

This particular group of entries presented some challenges for the judges. Several entries were solid magazines that were well designed and well written even before undertaking the redesign. In those cases, the redesign consisted of small improvements but did not consider all aspects of the publication. Judges considered that a redesign should address not only the magazine's appearance but also content, organization, departments, story selection, tone and other editorial factors. Medal winners undertook a more complete overhaul of their publication but both still have considerable room for making further improvements. One entry only submitted samples after the redesign so could not be evaluated. Few of the editors made a good case for why the redesign was undertaken, what it hoped to accomplish and how well goals were achieved.

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

Gold **N/A**

Silver **N/A**

Bronze **Institution** Hope College
Project News from Hope College

The staff for News from Hope College transformed their tabloid-format newspaper -- one with a 35-year history -- into a full-color large format magazine. This is a good effort, especially with the constraints of having the editor also do design work. Covers have a clean look and use strong photography that invite the reader in. Once inside, some of the design elements that worked in the tabloid are not as effective in the magazine format. The staff can continue to push the redesign effort by introducing fonts as an art element for features, using new signposts, more clearly delimiting departments, adding more white space, and pushing the level of writing. Overall there is good use of photography. On some spreads, selecting fewer photos would have more visual impact.

General Comments

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

Gold **Institution** University of Iowa Alumni Association
Project Iowa Alumni Magazine

The editor effectively articulated the rationale behind undertaking a redesign of this publication: to retain reader interest, to respond to changes in reading habits, and to attract younger readers. She also explained how the redesign met these goals and one look at the publication clearly demonstrates its appeal, especially to younger readers.

Iowa Alumni Magazine made the most dramatic and comprehensive upgrades across the board. The magazine staff tackled and improved every aspect of the magazine -- the graphic design, writing, size and even the paper. The new masthead has a contemporary look. The choice of fonts, colors, signpost design, photography, illustration and effective use of white space contribute to a fresh, vibrant appearance. Dramatic improvements in writing coverlines, headlines and subheads draw readers in. The choice of content aims to appeal to younger readers but the magazine also offers interesting content for older ones.

Silver **Institution** Wisconsin Alumni Association
Project Badger Insider Magazine

The staff of the University of Wisconsin's Badger Insider transformed what had been an insert in UW's alumni magazine into a bonus publication for members of their alumni association. They examined the competitive communications environment at their university and came up with a unique niche that focuses editorial on personality and lifestyle stories that highlight the "fun of being an involved alum."

The magazine's new look successfully reflects the changed focus. The larger format lends itself to an emphasis on photography. The staff developed some clever ways to solicit reader-generated content including clothes for "Flat Bucky" the paperdoll that tie into a theme from a feature article and photos of Flat Bucky's travels with readers. Choice of photography, illustration, stories and even fonts contribute to the "fun" feel of the magazine. This magazine redesign set out with clear goals and achieved them.

Bronze **N/A**

General Comments

Other submission made improvements such as masthead upgrade and selecting a new font for headlines but those improvements did not constitute a complete overhaul of the magazine. Many aspects of the "old" magazine were carried over into the new one -- e.g. the signpost treatment is similar in both and body font stayed same -- giving both magazines a similar feel.

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

Gold **Institution** University of Michigan Medical School
Project The Leaders and Best: Nurturing Medical Greatness

The film was excellent from start to finish. The students, faculty and benefactor interviews were edited to provide outstanding impact and build a strong case for scholarship support. There were no missteps here...all of the comments and personal stories were on-message and, when appropriate, emotionally powerful. The film absolutely met the stated advancement objectives. The production values were excellent. Of all the entries, this film had the largest budget by far, and it shows. However, the judges felt that given the school's history of return on investment for film productions as outlined in the abstract, as well as the length of time the film will be in use, the use of resources was reasonable and appropriate. In terms of creativity, the student stories were introduced in an unexpected way that works well to reveal their personal calling to medicine. The judges also enjoyed the unusual photo transitions, graphics, and camera angles. The pacing was excellent and kept the viewers interested throughout. The length also seemed appropriate for the goals and information given.

Silver **Institution** The University of Iowa Foundation
Project Together We Can

This entry was one of the shortest, but the judges felt that it clearly met the stated goal of "innovative use of the Internet as a vehicle for making and reinforcing positive connections between the University of Iowa and its alumni and friends." As a stewardship piece, it provides the intended "friendly touch." The judges believed this piece to be the most creative of the submissions and congratulates the in-house team. The unique photo transitions and music add to the emotional connection with the material -- even for those who have no attachment to the university. We particularly enjoyed the use of the splash graphics. The use of resources is outstanding given the high quality of the finished product.

Bronze **Institution** Hope College
Project The Mission of Hope College: Anchors of Hope

In just four minutes, this film succeeds in meeting the stated goals by crisply and coherently rolling out the college's newly revised mission statement and providing information about the college's key areas of emphasis: leadership, service, academics and Christian faith. With a few exceptions, the interviews were on message and the piece was strongly edited to provide the most support for the stated goals. There was some confusion about the significance of a particular theater piece mentioned. Because the audience for the piece is very broad, the judges felt that additional explanation would be helpful. The quality of the product was very good: it is clearly a professionally produced piece that does credit to the college and the creative team involved with production. The titles and graphics were interesting but not distracting. The pacing was very good and the music supported the interviews but did not overwhelm the speakers. Some of the judges did not like the delivery of the mission statement by multiple students because they felt it chopped up the information and made it difficult to follow; however, this was not a problem for the majority of the judges.

General Comments

We enjoyed the opportunity to review the 7 entries. While some were better than others, all were good efforts and interesting and valuable in their own way. We do have a suggestion: one of the difficulties encountered was in trying to objectively evaluate products with price tags ranging from \$180,000 to \$49. If possible and reasonable, we felt it would make sense to subdivide the categories by production cost. Not only would this level the field, but may result in more submissions since entrants could feel certain of their product being evaluated with similar pieces.

9a. Best Practices in Fundraising and Development, 2,999 FTE or fewer

Gold **Institution** Lourdes College
Project Virtual Wall

It is creative, innovative and extremely cost effective. In addition, it was inclusive of all levels of donors in that all donors, regardless of the size of their gifts, are honored with recognition on the virtual wall; it is also very appealing to young alumni, the majority of whom are technologically oriented. Finally, it is easy to replicate in virtually any institutional setting. A great best practice!

Silver **Institution** Lakeland College
Project Movers and Shakers Gala

This is a great best practice demonstrating the benefits/merits of collaborative partnerships. The dance competition using local celebrities is a wonderful departure from the usual dinner galas, many of which are boring and lack creativity. This model could also be replicated in other settings, which is what a "best practice" is all about. Kudos for the creativity, cost effectiveness and demonstration of a new/different paradigm for fundraising that takes the traditional gala to a whole new level.

Bronze **Institution** Taylor University
Project Exceeding Goals, Developing Capacity: How a Strategic Focus on Top Donors Significantly Increased Unrestricted Annual Revenue

This best practice illustrates the importance of data mining and having a solid, data-driven, strategically focused plan for increasing major gifts and annual fund. The Taylor staff need to present this at an AFP or CASE conference since many institutions could benefit from their methodology. Good job!

General Comments

It was very close between the gold and silver winners. Taylor should have provided more detail on the actual mechanics of the methodology and if they present at a conference, should be sure to do this.

9b. Best Practices in Fundraising and Development, 3,000 to 9,999 FTE

Gold **Institution** University of Wisconsin-Eau Claire
Project The Future of Ice Campaign for Hobbs Ice Arena

Great example of collaborative partnership linking community groups and an institution of higher learning. Illustrates a unique community outreach initiative by the University. Project is quite cost-effective with excellent outcome in a short period of time (\$750K raised in 5 months toward \$2M goal). Good example of a viable project from which the University will gain lots of public goodwill and publicity that will be "priceless" and that will translate into new friends (and students) as the years go by. Aspects related to maintaining the consortium should be detailed in an article or presented at a conference since there are not many effective town/gown fundraising partnerships, and other institutions could benefit greatly by learning from UW-Eau Claire.

Silver **Institution** Northern Michigan University
Project Two Events, One Special Night

Unique best practice that involved students and two vocational programs. Involvement of students in the planning and implementation of this project served as excellent way of teaching students about marketing, event planning, annual fund, etc. Always good for donors to actually interface with students, and this entry demonstrated the effectiveness. Cost-effective means of stewardship and raising donor awareness.

Bronze **Institution** Butler University
Project Registry of Endowed Funds and Named Spaces

Excellent model of stewardship and donor recognition. Great way to secure additional donations for scholarships and other endowed funds. Can be replicated by other institutions.

General Comments

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

Gold **Institution** Oakland University
Project Kintera Prospect Screening Implementation Plan and End-User Tool

This was the sole entrant. However, it is a great example of taking the results of a commercial product and making it more relevant and useful in an individual setting. Their analysis, interpretation and presentation of data is quite effective and could be replicated by other Kintera users.

Silver N/A

Bronze N/A

General Comments

11. Best Program in Advancement Services

Gold **Institution** Oakland University
Project Development Information Services Website - Quick Reference Repository

The Oakland project deserved a gold because the offering paid close attention to the tool as well as the content itself. This would be a project that would be easy to replicate in other environments, and therefore, can serve as a best practice. We thought this was a good example of an I.S. department finding a solution to the challenges of running lean and efficient so they can concentrate on higher-order projects. We wished they would have given more solid results on the project's success, but we understand that this is hard to measure. It was by far, the best presented program as well.

Silver N/A

Bronze **Institution** Marian University
Project Starting from Scratch: Rebuilding Advancement Services at Marian University

There is something to be said for the timeliness, planning, and execution that the entire staff was involved in. The merits of this, in our opinion, far outweigh the more quantitative measures of success found in the results section. I think those results, albeit important, lack the historical context to make meaningful comparisons. Although this case is a very encouraging one on the topic of jump-starting an advancement office, we did not really see any extraordinary initiatives undertaken that would merit a silver award. Also, we thought the reports were quality but couldn't find the 42.4% increase (as claimed in the results section) in the final report example.

General Comments

It was a pleasure to participate in this project. Thanks for giving us the opportunity. It was unfortunate that there were only three entries but it made our review a bit easier. As a result, we did not consult outside universities for their input.

12. Best Program in Annual Giving

Gold **Institution** John Carroll University
Project John Carroll University Countdown for Support

This program was well thought out, structured and executed; the results were clear and well defined. It's obvious a lot of work has gone into this program, and those responsible should be commended.

Silver **Institution** Taylor University
Project Coordinating the Major Gifts Team and Annual Fund Team

A top-notch program.

Bronze **N/A**

General Comments

13. Best Capital/Comprehensive Campaign

Gold **Institution** University of St. Thomas
Project Opening Doors: A Campaign for St. Thomas

Opening Doors clearly embraces the mission, campaign objectives, and initiatives of the University of St. Thomas. Beautiful writing, design, photography, and use of quotes. Creative use of "doors" throughout materials -- strong branding. Great use of resources to produce high caliber pieces.

Silver **Institution** Minnesota State Colleges & Universities
Project Building a Smarter Minnesota: 382,000 Reasons to Reinvest

Campaign materials are very comprehensive. Excellent management/use of resources proves Minnesota State Colleges & Universities are cost conscious and good stewards of their dollars. Impressed with creative use and amount of free publicity. Nice use of recycled paper -- right in line with their green initiatives.

Bronze **Institution** Hope College
Project A Greater Hope: The Hope College Campaign, Working Case Statement/Giving Opportunity Inserts

Well written, designed, and coordinated campaign packet that clearly supports mission of Hope College. Easy to read, clear, and compelling.

General Comments

14. Best Program in Donor Recognition/Stewardship

Gold **Institution** Illinois Institute of Technology
Project WISER Reception

The event was a terrific example of creating a highly personal and customized recognition celebration for a new initiative. We felt that this was a unique event that was creative and that the staff was able to leverage the expertise within their institution to carry this out, involving both senior staff and students to help with the effort. It really showcased the institution's strengths and recognized this important gift. Most notably it was personal and therefore memorable for the donor and by all accounts from the photographs, it was a fun and interactive event that was greatly enjoyed by all.

Silver **Institution** Illinois Institute of Technology
Project Spring Scholar and Donor Dinner

From the invitations to the flowers and decorations, the theme of a garden grows was well-executed and consistent. The spring materials were festive and spring-like using unique colors that set the tone for a light and cheerful event. We were very impressed with the development of a video, which could have legs beyond this event and could be used by fundraisers when cultivating a donor interested in supporting financial aid. We were very impressed with the use of banners that brought the student's words of thanks to life and thought it underscored the event well. These scholar dinners are a powerful stewardship tool and many institutions are now offering them, but these creative touches, definitely sets IIT apart from the others.

Bronze **Institution** University of Wisconsin-Eau Claire
Project Fulfilling the Promise of Excellence Campaign THANK YOU

The theme of celebrating promises fulfilled was carried out throughout all of the collateral pieces. We particularly liked the creativity that went into developing the thank you poster with the pictures of the events throughout the campaign as well as the calendar that was developed.

General Comments

Many of our donors are benefactors to many institutions, attend many events and receive many mailings. Overall, the pieces that were selected demonstrated a level of personalization and creativity that made them stand out above the rest. They were able to showcase what was unique about their institution and really make a donor feel special, without having to have an unusually large budget. We were impressed with all entries and commend the level of work that is happening in donor relations. The Registry of Endowed Funds: We recognized the immense amount of work that went into this piece and were awed by what they were able to accomplish. The piece serves a dual purpose in recognizing the donors and creating a record for all of the funds. We felt that the presentation of the information as a recognition piece could possibly have been more formal/higher quality. One suggestion that digitizes this information and makes it available online might increase the use of the profiles.

16. Best Major Gift Program

Gold N/A

Silver N/A

Bronze **Institution** Taylor University
Project Growing Unrestricted Major Gifts: How a strategic focus on top donors significantly increased unrestricted annual revenue

Taylor University's recent major gift program initiatives merit recognition because they met and exceeded the institution's advancement objectives (to grow the annual fund by at least \$150,000 for two consecutive years through an enhanced major gifts program) within the context of its mission and strategic directions. The university also demonstrated creativity in its strategic management of resources through the establishment of regional major gifts offices that produced a 74.9% increase in personal donor visits without generating any additional costs. While the data mining, moves management, donor cultivation, and teamwork utilized to achieve these goals constitute standard practices in any successful major gifts program, they represented significant growth and advancement within the context of Taylor University's previous development efforts. In addition, their regional major gifts offices may serve as a model for other rural colleges or universities of a similar size.

General Comments

17. Best Program in Case Statements/Cultivation Publications

Gold **Institution** Hope College
Project A Greater Hope: The Hope College Campaign, Case Statement/Giving Opportunity Inserts

These materials are well-planned and executed. The design and photography are beautiful. The packaging/folder concept is very appealing. The stitched-in pages are focused and the message is inspiring. The inserts are a great way to provide details for those who want it. We really like the explanation of the need for endowed faculty positions, the pledge form, the reasons for the campaign and the details on the priorities. A few things that could be improved upon: The materials would be better with more points of entry in the brochure copy. The gift table on the pledge form is insider information that could be deleted. It feels like there may be too many competing elements in the support pages design. There is not a clear visual hierarchy.

Silver **Institution** University of St. Thomas
Project Opening Doors Capital Campaign Case Statement

The concept is beautiful and the theme is carried out well. We love the spot varnish on the simple cover and the use of the vellum fly sheet. You accomplished producing a nice brochure on a modest budget. The content is a bit overwhelming, though, and has too much jargon. The interior pages' design feels heavier, not as light and airy as the initial pages would imply. The piece could use campus beauty shots and more appealing visuals. The grid seems inconsistent. From a reader perspective, it's difficult to skim to find particular sections. A more general themed approach might have helped make all 19 priorities less overwhelming. Possibly use the folder flap for priorities inserts.

Bronze **Institution** University of Michigan, College of Literature, Science, and the Arts
Project LSA Graduate Student Stories Brochure

Great idea to include this in your magazine. Nice story-telling. Telling stories through students is a great approach. Stories are just the right length. We like the way the giving opportunities are explained. The size of the piece is easy to digest and transport. Design-wise, the core elements, particularly the white banner, detracted from the question, so we were confused when we first started reading inside. The "stories" mark didn't add anything. The green pages are hard to read.

General Comments

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

Gold **Institution** Lourdes College
Project Lourdesworld.com

Very innovative use of Web 2.0 techniques to reach younger audience. Met the objectives of reaching audiences and keeping them connected. Cost wasn't too high on use of resources. The results were strong and measurable. Wonderful project!

Silver **Institution** Earlham College
Project Earlham College Virtual Tour

Very innovative project to reach prospective students. Site was graphically pleasing and easy to navigate. Met the project's objectives and results were well documented.

Bronze **Institution** University of Michigan-Flint
Project YouTube Commercial

Great idea! Although very innovative in higher education, that type of activity was conducted frequently elsewhere. Met the university's objectives and to increase awareness over YouTube university site. Nice media coverage.

General Comments

Great entries, very innovative (for the winners). The other entries weren't so innovative.

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

Gold **Institution** University of Wisconsin-Stevens Point
Project Point Forward - University of Wisconsin-Stevens Point

Huge undertaking with this type of project, but very well organized and planned. The outreach was exceptional along with the government relations. The end results were strong and the goals and objectives were met square on.

Silver **Institution** Butler University
Project Corner Stone Society of Butler University

Excellent project that met all the goals. The communication with the monument and the related donor gifts provided a successful solution to communicate the importance of donor recognition. Very strategic and interesting use of resources. Results in confirming information for the structure was notable.

Bronze **Institution** University of Wisconsin-Eau Claire
Project Strategic Planning Document

The strategic planning document was a beautiful piece that communicated the strategic plan of the university in a clear and graphically appealing manner. Strong photography that helped communicate the messages in the document. Good initial results.

General Comments

Strong entries, not a whole lot of innovation, but nice pieces. It would have been helpful to have more documented results information.

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

Gold **Institution** Minnesota State Colleges & Universities
Project Accountability Dashboard

The entire project was very innovative and the results were well documented. They met their goals and utilized resources very well. The communications plan was thorough and very well-planned. The supporting materials were excellent and provided a glimpse over what must have been months of work. Very well done.

Silver **Institution** Michigan State University
Project Eli and Edythe Broad Art Museum: Building a World-Class Museum at Michigan State

This was an excellent project, with a minimal amount of resources spent. There was strong documentation, including web traffic and media hits. The project was innovative, including the special newsroom. The supporting collateral was very nicely done.

Bronze **Institution** Purdue University
Project Indiana MarketMaker

Overall, it was a strong communications project. The communication pieces were effective and innovative. The results were well-documented.

General Comments

Excellent entries. They were very hard to judge. Some of the entries included information on their results that mentioned strong response but had no details to back that up. That type of information would help their chances for future judging.

19. Best Video Feature

Gold **Institution** University of Notre Dame
Project Zoom Zoom

The video took you through a student's dream into a reality. It captured well the excitement felt by everyone involved in the project, and it stayed focused on the subject without trying to over-reach in scope. It synthesized the mix of messages into a simple, consumable impression. It tied in well the faculty without turning into a talking-heads piece.

Silver **Institution** Indiana State University
Project Sparrows Research

The video took place off campus. Rather than straight-up report on quality programs, they explored deeply one interesting program through the eyes of the students and the professors. The production was uniquely high-end, patient and interesting, which conveyed a basic impression on the tone of the program itself. More than the others, the quality of production captured and reflected a sense of quality with the program. It moved more like a Discovery Channel story, less like a sales piece.

Bronze **Institution** Wayne State University Alumni Association
Project Advocacy Video

This video had a different, and more targeted, audience than the others and delivered a very focused message. The q&a style that you'd think would be deadly, grabbed all the judges with its no-frills no-nonsense style. Along with amusing and engaging, it had a clear call to action, and showed students passionate about their school. The low-end production contributed to its effectiveness. This hit us straight on and were we lawmakers, we would know what to do.

General Comments

20. Best Video/DVD/CD-ROM, Student Recruitment

Gold **Institution** Illinois State University
Project Redbird Moments

This video we found fun, creative and engaging. They were able to subtly piece together the larger message through a variety of smaller moments. Their intent to show faculty as human beings with interests outside the classroom was a clever, and successful, move. There was a continuous sense of excitement. Production was clean, professional, moved forward fluently, and handled potentially boring info at certain spots in an entertaining way. At no point did any of us want to turn it off, a rare accomplishment for a promotional video.

Silver **Institution** Wright State University
Project Striving and Thriving: Preparing for College

This video was energetic, and emotional. Given the topic, it was easy to go over the top with this, but they restrained themselves to communicate at just the right level. Different than the other video, this targeted a specific audience and its focus stayed on the mark while portraying the subject within a larger context. It succeeded in presenting the campus as a superior place for people with disabilities.

Bronze **Institution** University of Illinois at Urbana-Champaign
Project 2008 Day in the Life Video

This video was made specifically for a YouTube environment. Innovative, simple, and engaging, it supports the saying: the medium is the message. Students were given a taste of "a day in the life" through several student stories in reality-show mode, the perfect language and environment to recruit. The producers know their subjects well and tailored production to the point that the video would seem awkward on a TV screen or other vehicle.

General Comments

21. Best Radio PSA or Commercial Spot

Gold N/A

Silver **Institution** The University of Toledo
Project Creating the Future: Institutional Branding Spot

The spot was well-produced and energetic. It clearly communicates that UT offers a variety of programs at several campuses, creating general awareness of the school, meeting the overall goals of the branding campaign. While the spot was well-done and appears to have effectively improved recruiting efforts, there was nothing about it that stuck in the judges' memories, which is why we chose to award silver rather than gold.

Bronze N/A

General Comments

22. Best Video PSA or Commercial Spot

Gold **Institution** The University of Toledo
Project Creating the Future: Institutional Branding Spot

Contemporary style, graphics and video production well executed and appropriate for the market. Engaging graphics and voiceover.

Silver **Institution** Lourdes College
Project Discover Your Place

Creative use of graphics to capture attention and stand out in the market. Strong spokespeople/voiceover coordinates well with graphics and flow of spot.

Bronze **Institution** Winona State University
Project Find What You Can Do

In the absence of video, great use of still photography, editing and graphics. Eye catching, contemporary production.

General Comments

The strongest entries were contemporary in style, fast-paced edits, with to-the-point scripts that highlighted strengths and outcomes. Winning entries also incorporated motion graphics that would be appealing to the age market based on other mainstream media they are seeing.

23. Best Electronic Newsletter

Gold **N/A**

Silver **N/A**

Bronze **N/A**

General Comments

Only one entry was received for this category. While the e-newsletter we reviewed from this one school was good, none of the judges felt it stood out in any particular way. And all of the judges work on our own electronic newsletter and read others on a regular basis.

One judge summed, "It was fine. It covered homecoming, and their US News & World Report ranking, which I would have expected. But if I hadn't have needed to read it because I was a judge, I wouldn't have read it. Nothing pulled me in. There was nothing special about the design."

Another judge said, "Maybe I was just in a critical mood, but I didn't feel like there was much news. Just little blurbs. And one of the links was broken."

A third judge said, "There's very little news ... With the exception of the student interviews, there aren't any actual stories. I like the listing of events on the side panel, but I don't think that makes it worthy of an award."

Overall, the judges felt this electronic newsletter is a good start for an institution that had no previous publication of this sort. The college is probably accomplishing its goal of communicating with alumni and delivering news - in a basic fashion. However, given that so many institutions use more creative design, graphics and technologies to engage their alumni today, the judges felt this entry could improve upon its design, writing, and overall creativity.

24. Best Institutional Web Site

Gold **N/A**

Silver **Institution** College of Mount St. Joseph
Project www.msj.edu

Overall, it works well. The customized content is good, the site is well organized, and the use of the MOUNT is clever and helps push the institute's identity. Both the front and interior pages seemed well thought out and executed. The site reflects a keen sense of audience on the part of the team creating it. The coding is well-organized and the built-in style sheets allow users to print just the body content. The flash elements on the front page aren't as successful as the rest of the site, however. The slideshow is interactive, but doesn't indicate where clicking on the image would take users. The double row of squares under the slide show is an unnecessary feature and the vertical space would be better divided using a less intrusive design element. The squares draw a lot of attention from the rest of the home page and ultimately, are not useful as elements for page navigation.

Bronze **N/A**

General Comments

The other entries had some obvious strengths. One had very well-built pages with bells and whistles that complemented the site rather than weighed it down, which is too often the case. However, not enough attention was paid to the visual design of the home page and the features were not enough to overcome the first impression of a dated and poorly designed site. Space was just not used effectively. Even though the information on the front page was concise and well thought out, it was cramped in a container less than 800x600 pixels in dimension. The content of the page appeared cluttered, whereas the rest of the page looked empty and flat. The unused background space would be less troublesome if it were neutral and faded into the background; however, the high contrast of the colors used made it hard to ignore. The slide show and photography on the front page were nice but cramped. The interior pages were better, but a user had to go two to three layers deep into the page before finding some relief. The lack of a print style sheet on the front page was also problematic. On another site, the features, content, and colors seemed well thought out, but the space was not used effectively. The layout was cramped into a small container while the rest of the page was left unused and flat. The first goal of the site, stated in the accompanying brief, was to create an "elegant welcoming." While it was clear that the use of motifs and colors through the site was an attempt to bring this feel to it, better spacing and photography throughout the site would be much more effective in attaining such a look. In addition, the navigation used images rather than text links, which causes problems for screen readers and scaling used by visually impaired viewers.

25. Best Web Site, Individual Page or Section

Gold **Institution** Indiana University Southeast
Project Live on Campus

This site was our clear favorite and deserved the Gold Award for several reasons. It was very different from most academic web pages: funny, engaging, very personal. It recognized, accepted, and gently mocked its potential to be a little cheesy. At the same time, the content was well organized and complete; through its unusual (but intuitive) interface, the site invited visitors to explore and learn. We were also impressed with the quick turnaround time of the project, especially for such an accomplished result. Our main criticism is that by using Flash, the site does not meet accessibility standards.

Silver **Institution** University of Wisconsin Oshkosh
Project UW Oshkosh Today

Of several campus news sites in this category, this was the most thorough; a couple of us wondered how it's possible to keep it so fresh. The variety and depth of stories and information also impressed us, as did the technological widgets. At the same time, the site has a very clean look, and a straightforward navigation scheme that provided easy access to material without overwhelming the rest of the page. Compared to the other news sites as well as the blog sites in our category, UW Oshkosh Today was significantly better at encouraging audience participation. The entry did a good job of demonstrating impact through web traffic data, a survey, and media leads. The techies among us also appreciated how hard it is to create a site like this on the Wordpress platform. As one judge said, "clean and complete."

Bronze **Institution** Wheaton College
Project The Promise of Wheaton

We were less uniformly enthusiastic about this site than the Gold and Silver recipients. We admired the completeness of the information, and a structure that layered information and allowed the visitor to probe areas of interest. Visually, the site is fresh, clean and attractive; the best example is in the graphic showing progress toward campaign goals. The site is clearly the hub of the campaign, and has received a degree of attention to match. We did have several substantial concerns, however. We thought it was very odd that a campaign site had no online giving mechanism; instead, potential donors are asked to submit an inquiry form in order to receive a follow-up phone call. The dependence on Flash limits the site's accessibility.

General Comments

As judges and as visitors, we responded best to sites that demonstrated the personality of an institution, and encouraged its audiences to join in. Video, commenting, and individual voices all helped. Some entries had stale information, or were organized around dry, text-based information; these sites placed near the bottom.

This category received a wide variety of entries, from e-cards to homepage redesigns. Our biggest challenge was trying to choose the best fruit from a bowl that had apples, oranges, plums, bananas, etc. Given the high profile of websites, we think CASE should consider dividing this category, perhaps into separate categories for admission, alumni/development, news, and whatever is left.

26. Best Tabloid/Newsletter for Internal Audience

Gold N/A

Silver N/A

Bronze N/A

General Comments

We received no qualified entries for this category. Marquette Matters paid for entry but failed to mail the judge its entry. Two other entries were received: one was intended for a different category (disqualified), and another apparently did not pay for its entry by the deadline and was disqualified. Therefore, we had no entries we could judge for best internal tabloid or newsletter.

27. Best Tabloid/Newsletter for External Audience

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

This entry was packed with information that would be pertinent to its target audience. Given that it was full of information, the publication was still designed in a way that was pleasing to the eye and easy to navigate. The producers of this publication also made quite good use of their resources. The publication was printed on a higher grade of newsprint, which helped keep the cost lower, yet allowed for more vibrant photos and graphics than regular newsprint would have allowed.

Silver **Institution** Minnesota Medical Foundation
Project Giving Matters

This publication had a nice contemporary design look to it. Additionally, it was a decent size to hold and read. The content was appropriate for the target audience. The cost per issue to produce also made it an effective use of resources.

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

This publication definitely was focused on its target audience ... so much so that its audience could submit pieces of writing to be included in it. Definitely had some interesting design elements to it, especially considering it was intended to be a text-heavy publication targeted to English majors and alumni.

General Comments

This category included some nice publications. Some of the entries, however, seemed to fit better in a magazine category, rather than the tabloid/newsletter designation. As always, some did not follow the rules and submitted fewer than the number of pieces required. Others submitted pieces that seemed to have been published just prior to the entry cutoff date and thus there were few, if any, measured results of the pieces. We have similar timing issues in our district and we are not sure what can be done about it.

28. Most Improved Tabloid/Newsletter

Gold **Institution** Purdue University
Project CFS Focus Newsletter

This publication definitely showed signs of improvement. The use of four color images with a slight drop shadow behind them made the pages more visually interesting than those in the old publication that used grayscale images with black rule lines around them. Additionally, the makeover publication carried the "focus" theme throughout.

Silver N/A

Bronze N/A

General Comments

Too bad that there were only two entries. Perhaps in the future more institutions will submit entries.

29. Excellence in Print Advertising

Gold **Institution** Winona State University
Project WSU Sesquicentennial Timeline

WSU did an excellent job both in the creative look and feel as well as in the research work necessary to produce this attractive, wall-sized timeline, which was also repurposed for print banners and multimedia presentation, all for \$3,000. Nice work!

Silver **Institution** University of Wisconsin-Eau Claire
Project Pow-Wow Honoring Education Poster

The intentional design was eye catching and effective, since the narrative reported the competition increased after spending a mere \$110 on 200 posters that were hung around the community.

Bronze **Institution** The University of Toledo
Project Creating the Future: Institutional Branding Campaign

The 1870 to You campaign was very creative with images that draw you in. Bright design showed energy.

General Comments

Other issues that judges commented on included photos that showed students wearing "Hollister" brand name sweatshirt, which made judges wonder why the school was promoting the clothing line in the photo. Plain or a school sweatshirt would have been more appropriate. Some used duotones beside four-color photos, indicating a poor use of color. One piece had too much copy.

30. Best Annual Report

Gold **Institution** University of Dayton
Project University of Dayton Discovery

This piece had a commanding size and shape, strong photography and printing, and a great use of color. The report had a nice rhythm without being tedious, and although the typeface was traditional, it was used in fresh ways.

Silver **Institution** Indiana University Foundation
Project Onward! The Indiana University Foundation Annual Report 2007

This piece was very well-organized. We liked the timeline approach. The grid was classy and sophisticated, and the hang tag was a nice touch. Also, the label on the envelope was integrated and striking.

Bronze **Institution** The University of Iowa Foundation
Project Reach: The 2007 Annual Report on Giving to the University of Iowa

Although the size was common, this piece had strong photography, a unique theme, and excellent visual appeal. The type was well-organized and easy to read. The "thank you" at the end of the piece is clear, original, and exuberant.

General Comments

We would encourage the use of consistent professional photography and experienced graphic design in the production of annual reports, which can help to tell an institution's story very effectively. Careful proofreading would also have given some of the reports a boost. There were a lot of interesting concepts and shapes, including a calendar, which made this category fun to judge.

31. Best Viewbook

Gold N/A

Silver **Institution** The University of Toledo
Project 2007-08 Traditional Student Viewbook

The judges liked the colorful, kinetic, youthful feel of this publication. The text was kept to brief, easy-to-scan chunks -- which is what we repeatedly hear from students that they want. The photos are vivid, fun but still professional. This viewbook gives the feel of an exciting, vibrant school. Although several entries used tabs this year, the judges felt this was the only entry that used them well -- the curved cover was nice way to highlight them and each tab marked a true content section. The judges deducted points for the cover where they felt the photo selection focused too heavily on athletics and worked too hard to get the "blue and gold" in at the expense of showing different aspects of the school. A couple judges thought the graphic icons and border elements were a little overdone. Overall an outstanding entry that stood out from the other entries and fulfilled its objectives very well.

Bronze **Institution** Marquette University
Project We Are Marquette: Your College Preview

(Note: One judge served on this panel last year when Marquette received the top award. He noted that the publication did not appear significantly changed.) The judges noted that Marquette takes a bold stance and goes against the grain in producing a massive 150-page viewbook that covers absolutely every detail of the university. Although daunting to start, the book is well-structured -- opening with interesting full-spread photos with very little text and slowly building in to more narrative. The content is divided up into easily readable articles and briefs. Although the judges split on how much of the book would actually get read, they agreed it was overall well-written and that it was something that students (and their parents) would keep as a reference and read as needed. The judges did not like the "uninspired" cover and felt that students might have a hard time getting past the size and the cover to actually open the book. But they would be well-rewarded if they did with a well-written, nicely designed, engaging and comprehensive guide to the university.

General Comments

The entries overall were solid and the judges specifically singled out University of Illinois at Urbana-Champaign and Central Michigan University in the final rounds as being very good efforts that did not quite make it to award-worthy this year. It was noted that a number of entries used tabs as part of their design but that most either marked only a single page or were used in such a way that subtracted from the design rather than adding to the usefulness of the publication. The judges also remarked on the varying quality of photography in many of the entries, noting in some cases full-page photos that were blurry (not in an intentional "artistic effect" way) or in other ways technically poor to be featured so prominently. The judges also urge entrants to pay careful attention to font selection; the fonts you choose can really set the mood of a publication and this was detrimental in some cases. And, even for young eyes, large blocks of thin white type of dark backgrounds can be a turn-off to reading.

32. Excellence in Design, Brochures

Gold **Institution** The University of Toledo
Project "Transforming the World with a New Source of Energy"

We were very impressed with the overall packaging of this entry. The impact of the collection of pieces -- folder, dvd holder, and spiral bound publication -- all were visually dynamic and interesting to the reader/viewer. The images were well placed and added effectively to the overall attractive aesthetics of the design project. The "clean" design elements, paper selection, vivid colors, all delivered an effective message and matched the intent of the project.

Silver **Institution** Purdue University
Project Black Cultural Center Brochure

We especially liked the paper choice and varnish treatments that were used throughout. The layout and carefully chosen die cut were used quite successfully. The piece is not only informative, but also visually dynamic. The photographic images and graphics certainly bring this piece to life for the reader. It is a lovely publication.

Bronze **Institution** Grand Valley State University
Project GVSU New Graduate Brochure

We appreciated the creative approach to sharing new alumni association membership cards. Since this is intended for a relatively young and hip audience, it was nice to see the approach of multiple folds and multiple, eye-catching photo images. The outer black matte/gloss is clean, classy, and brings a sense of pride and establishment to the audience -- which is certainly important for young alums to understand and connect to the institution. The vellum envelope was used well in this instance.

General Comments

All of the entries were excellent and should be applauded.

33. Excellence in Design, Series

Gold N/A

Silver **Institution** The University of Toledo
Project Undergraduate Recruitment Communications

A lot of time went into this project, and it shows. The photography gave a true flavor of the university and conveyed fun and excitement that should attract potential students. The outer envelope was very appealing on many levels because of the high quality photography and use of color (blue and gold/yellow). The graphic elements were strong, energetic, consistent and easy to navigate. All of the pieces were successfully geared towards the younger market. Use of uncoated stock was excellent.

Bronze **Institution** College of Mount St. Joseph
Project Adult Undergraduate Enrollment Kit

The photography is good and used in an understated and effective way. Information was well-presented, very cohesive and easy to follow. The visual elements and graphic design are appropriate for the older target audience. The judges enjoyed the use of heavier packing and print materials, and they also liked the modular inserts that can be updated periodically as the information changes. Overall, the design gives a positive reflection of the institution.

General Comments

The judges were looking for an entry that was exceptionally creative and well executed to merit the Gold Award. Many entries had potential, so the judges would like to give the following suggestions: Designers should focus on fundamentals: grids, color, composition, variations in scale and — especially — typography. These details matter because a good concept isn't enough; it needs to be executed well. Make sure the design does not overwhelm the message, and keep the writing clean, short, simple and direct. Pay attention to photography and look for opportunities to drive people to your web site.

34a. Excellence in Design, Individual Poster

Gold N/A

Silver **Institution** University of St. Thomas
Project Sacred Arts Festival Poster

Clean. Eye Catching. Really draws the eye. Good use of black and white v. color. Designed well for topic matter. Unusual poster size also helped break through the "noise." Judges kept getting drawn back to it. It was hard not to look at it. A lot of copy for a poster kept it from going gold.

Bronze N/A

General Comments

We reserved the gold category for that exceptional piece of work that really stood out from others. We looked for eye-catching, clever, unique use of font, graphics, white spaces, etc. In this category, we did not feel that any one poster accomplished that. With a poster, we determined that the goal was to get people to look at it. Clever headline? Interesting graphic? Unusual? Unique? No bronze or gold were awarded in this category.

34b. Excellence in Design, Poster Series

Gold **Institution** Central Michigan University
Project Diversity Poster Campaign

Thought-provoking. Knock your socks off attention getters. Runs that narrow line between "administration-approved and designer-loving-it." Provocative. Took a risk and it paid off. These are great posters. They make you stop dead in your tracks and THINK! We really liked that the posters were about language -- not graphics -- and that discrimination is also about language. We also liked the simple, clean design, letting the words "speak" for themselves. Great job. This is what a poster should do: reach out and grab you. Makes us want to Copy And Steal Everything (CASE).

Silver **Institution** Wisconsin Alumni Association
Project Hookup Campaign

Clever title of campaign. Great use of branding "hookup" from poster to poster. Retro cool. Clever copy. Designed well. Good use of large, single image and "hook" of a title to pull in the eye. Good as a series of posters.

Bronze **Institution** Illinois Wesleyan University
Project Social Norms Marketing Campaign

Great series of posters. As a group, they are very strong, very effective. As an awareness campaign, it appears to be an effective communication tool that relates to students in their environment. A nice way to present the "facts" to sway the opinions. Posters were eye-catching and we could imagine the series on the campus, relating to one another and causing the viewer to want to "see the next one."

General Comments

The series posters were very good. It was important to tie them all in together so that they were perceived as a series when viewed separately. They needed to be memorable enough for a person to relate the one they are currently looking at to one they had seen before.

35. Excellence in Design, Miscellaneous

Gold **Institution** University of Michigan, College of Literature, Science, and the Arts
Project Biological Station "Leave Behind" Collateral

All four judges agreed that this was one of the best pieces they had seen in a long time. They appreciated that it could be used for multiple purposes, but was vibrant and attention-getting in the use of text, color, and images. "Love the treatment of text boxes on top of wood -- gives a real sense of direction. Refreshing use of recycled materials and 'impressive' recycling of print and production. Very well done!"

Silver **Institution** Ohio University
Project Have Engine, Will Travel

The judges thought it was very creative yet easy to read, and drew the attention of readers. "Fun story and interesting feature. This is a story I would like to read in my alumni magazine."

Bronze **Institution** University of Dayton
Project 100 Things We Love About UD, University of Dayton Quarterly

The judges loved the creative presentation and the fact that the list was out of order. "Overall design and idea drew me into the article. Good use of photos -- like that the list was presented randomly, not chronologically." It is a great concept to get alumni involved.

General Comments

Other entries that stood out were a holiday card, an alumni magazine spread, and a photo book. The judges thought the holiday card was very elegant and understated. They suggested that perhaps the poem go on the inside left of the card and the text on the back on the inside right -- this may promote a better flow on the piece. Another school submitted a layout from their alumni magazine that highlighted some up-and-coming graduates. While they agreed it was a very nice spread, neither the text or layout drew the reader in to find out more. The photo book that was submitted contained vibrant pictures of the campus, students, and faculty. The judges suggested small captions on the pictures, instead of having the reader constantly flip to the beginning of the book for an index. Also, they suggested expanding the audience to include alumni and potential donors as well. It was great to see what other schools are doing ... keep up the good and creative work!

36. Best Specialized or Unit-Level Magazine

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

The first thing that struck the judging panel was the redesign of the publication and how the staff went about doing it. Keeping the target audience in mind, the staff surveyed key constituents, asking what they wanted to see in the publication. The fact that they received a 7% survey response rate showed how invested their readership is in the magazine, which is extremely impressive. The design itself is clean, modern, makes use of visually stunning photography and illustrations. The writing is top-notch, making even complex issues such as pain management understandable to those not in the health professions. Overall, one of the most striking things is how easy it was to consume the articles. There were plenty of shorter articles that highlighted the excellent things going on at the school, while the larger articles went more in-depth. In addition to the reasons above, what made the Medicine at Michigan the gold winner was the fact that the staff has shown demonstrated effectiveness of this publication. In a time of electronic communications, the fact that they can show 89% of their readership feels that the publication increases their pride and affiliation with the medical school is remarkable. Survey respondents showed that it strengthens their relationship and affinity for the school's educational programs. We were also impressed by the fact that the school was able to show donors made significant contributions -- in one case, \$2 million -- solely based on this publication. This demonstrates that the writing and layout is effective.

Silver **Institution** Ohio University
Project Perspectives Magazine

The thing that is most striking about the Perspectives magazine -- and made it stick out above other entries -- was its striking use of color and photography. The double-truck photographs present in the issues were visually appealing and really made the stories come alive. The writing is excellent and really draws the reader in. The authors made the stories sound exciting. Particularly impressive were the stories on asphalt and the swordtail fish; these were stories I may not have been particularly interested in, but between the combination of the photography/illustrations and the writing style, I finished both stories. Overall, the editorial style is also wonderful. It is impressive that the editor/authors are able to take stories that are hot-button issues in the real world today -- like weddings -- and relate them back to what is going on at the university. We believe in doing so, they are able to increase their readership and engagement with the publication. What makes this entry silver award worthy, in addition to the above comments, is the editor's ability to show demonstrated results. While less measurable than the gold winner, the long list of ways Perspectives positively impacts its readership is impressive. Of note, the fact that Perspectives has name recognition is important, particularly since this is probably only one of many publications that comes from the university. Other criteria of note were the fact that it was used in recruitment for faculty; articles were used in the submission of grant proposals and that the publication has served as a role model for other communications offices on campus.

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

LSAmagazine does a fantastic job of achieving its main objective; to inform and engage alumni audiences by marrying relevant stories with contemporary design. The issue focusing on green jobs is extremely timely and does a great job of bringing together a hot media topic with how the university is training those to be at the forefront of this movement. Also, the article on China is also very timely, considering that China is an evolving power and host of the 2008 summer Olympics. Overall, the design won praise for its captivating photography, clean design and editorial style. What made LSAmagazine stand out from other entries, though, was the kinds of stories that the publication includes. The stories are engaging, even for those on the outside. They really give a sense of the kinds of excellent things that are happening on campus, and provide the reader with greater affinity for the College. Also impressive were the ways in which the staff was able to demonstrate measurable results. Notable were the number of hits to its web site, the number of gifts made -- especially on account of the magazine, as in the example of the Pfizer CEO -- and the amount of feedback received.

General Comments

Overall, there were many great examples of both writing and design. What made some entries more noteworthy than others were the visual appeal and editorial content. Those magazines with striking visuals -- large, full-color photographs, striking illustrations and wonderfully posed pictures of faculty or students -- were the most visually appealing. While it can be a challenge to stage these photographs, it really does help draw the reader into the article. Also, we saw more creative use of color throughout the publications. On sidebars, within headlines, etc. We were also very impressed by the typography used to help illustrate the point. While photography is very important, we were most impressed by the editorial content of the winners. They were able to make very complex or otherwise unremarkable topics engaging, readable and informative. It made the reader want to finish the article and, more importantly, finish the article knowing a little bit more about a topic while coming away with a better impression of the college or university. There were several entries that did a great job of tying in current events or other hot topics to what is happening on campus. Green issues, China's emergence, and others were relevant topics that were also able to illustrate excellence on campus. By marrying these topics, the reader becomes more engaged. One thing of note for future entries: Try to demonstrate how you are achieving your objectives. Many entries were able to effectively demonstrate measurable results by surveying their readership or monetarily tying donations to articles or an issue. Also, some publications were able to demonstrate that articles written had helped secure grants, were licensed or otherwise used in other publications and the like. Describing what makes your publication notable and award-worthy is impressive to the judges.

37a. Excellence in Photography, People and Portraits

Gold **Institution** University of Wisconsin-Eau Claire
Project DanceWorks

Sharp image for an on-stage photo without noise -- looks good. The shutter drag was a perfect effect.

Silver **Institution** University of St. Thomas
Project War and Peace and Tommies: Mike Petrin

Backlight added the right tone for the photo.

Bronze **Institution** Indiana State University
Project Unmasking History

Having the professor step out of the stiff daily photos we do was good. If lighting was a little better it might have received a gold.

General Comments

Good group of photos.

37b. Excellence in Photography, Campus Environment

Gold **Institution** University of St. Thomas
Project School of Law at Night

Good angle on the building. Light in sky and light in building -- perfect time of day.

Silver **Institution** University of Wisconsin-Eau Claire
Project Post-Rain Sunset

The gold tone made this a nice photo. Nice lines.

Bronze **Institution** Indiana State University
Project Lightning Storm Over ISU - Oakley Place

Lightning timing was good. Would have liked the building straighter, not falling back.

General Comments

Good photos -- it was the hardest group of entries to judge.

37c. Excellence in Photography, Sports

Gold N/A

Silver **Institution** University of Wisconsin-Eau Claire
Project Skate

Showed some effort.

Bronze **Institution** The University of Toledo
Project Eye on the Ball

A sharp night photo.

General Comments

4 entries -- all weak.

37d. Excellence in Photography, Photo Essay

Gold **Institution** Indiana University Foundation
Project The IU-Kenya Partnership: Generosity at Work

The entry had more elements of an essay, and overall photography was good in each photograph.

Silver **Institution** Indiana University
Project IU Commencement 2008

It had a good range of photos from commencement.

Bronze **Institution** North Central College
Project A Story in Pictures: Welcome to America

The progression of photos was good.

General Comments

This was a close competition. They all had different elements that made them better than the others.

38. Best Graphic Identity/Logo

Gold **Institution** The University of Toledo
Project The University of Toledo "Green" Logo

The judges viewed this logo as a creative way to highlight environmental and green efforts at the University. We particularly like the way the designer modified the recyclable mark (arrows). There is no doubt what this logo is meant to convey. Using the school colors along with the phrase "Blue and Gold Make Green" conveys that this is a campus-wide, "team" effort. It's a terrific new take on an old idea. We also like that the logo can be easily adapted to meet various printing guidelines, which is a key factor in this case.

Silver **Institution** University of Wisconsin-Eau Claire
Project Strategic Planning Logo

Creating an effective logo for a concept such as strategic planning is not easy, but the judges believed Eau Claire succeeded. Strategic planning is vitally important to the future of any college or university but doesn't always generate enthusiasm among faculty, staff and students. This logo should help do that because it is dynamic and does convey "a plan and process that will be constantly evolving." While the judges understand the need to create two versions of the logo, we agreed that the vertical format is more effective.

Bronze **N/A**

We did not select a bronze award winner in this category. While the other three entries were well done, we didn't believe that one deserved more recognition than the others. We also didn't believe that they measured up to the gold and silver award winners.

General Comments

39. Best Illustration/Graphic

Gold **N/A**

Silver **N/A**

Bronze **N/A**

General Comments

One of the three entries was of gold award quality. Unfortunately, there was no brief abstract. The name of the artist was not even included, except in the return address on the mailing envelope. The only identifying information were the title and category scribbled on a crooked label. The handwriting ran off the edge of the label, and one word was misspelled. Sloppy presentation and missing information eliminated the excellent work of a talented artist who used cut and sculpted paper in a strong conceptual image. The other two entries were illustrations created in Photoshop: One illustration was creative, but too much work for the viewer to understand. The title of the illustration would have helped, had it been more prominent instead of small and placed in a lower left-hand corner. An article with art at the bottom of the page was distracting as well. In the third entry, placement and size of elements were unrealistic and out of proportion. The illustration provoked too many questions: what was its meaning, what was it used for, what was the relationship of the title and the art? Silhouetting in Photoshop could have been more carefully executed.

40. Excellence in Feature Writing, Individual

Gold **Institution** Grinnell College
Project "Defying Darkness: Three Children who Survived the Holocaust"

The article evoked emotion. The quotes brought the story to life and went beyond the typical "safe" quotes that are often included. The story captured the horror of the Holocaust without being too graphic. The matter-of-fact approach added to the intensity. In addition, the abstract included measures of effectiveness: testimonials from readers.

Silver **Institution** University of Cincinnati
Project "Killer Data: Researchers save lives by unlocking the street code in Cincinnati"

The article positions the University in a positive light in several regards: it validates applied research; it showcases a town/gown relationship with stellar results; and it features the inspiration and work of a UC alumnus. The article accomplishes all of this without making the reader feel that UC's "greatness" is the point of the article. In addition, the abstract indicated measures of effectiveness, by citing data from a readership survey.

Bronze **Institution** Ohio University
Project "A Life Undercover"

This article captured the same level of suspense that one finds in "A Secret Life." It is engaging and not self-serving. Often "level of giving" is among the criteria for choosing candidates for alumni profiles. If Sue Burggraf is a top donor, the article did not highlight this fact. Instead, the article focused on the alumna's character and presented her life in vivid and descriptive terms, which allowed the reader to become part of her "world."

General Comments

All of the entries were well-written. Some of the entries were written following a news (as opposed to a features) format and left the reader yearning for a plot, character development, and quoted material that furthers the story line and strengthens our relationship with the characters. Many of the entries included information in the abstract for measures of effectiveness. This is to be applauded. With resources as tight as they are and our readers' time as valuable as it is, we should make every effort to ensure that we present them with material that will be effective. How "effective" is defined can and should vary depending on the University's needs and the audience's stated interests.

41. Excellence in Feature Writing, Series

Gold N/A

We did not feel that any of the entries submitted both fit the category definition and provided an outstanding example of feature writing.

Silver **Institution** The University of Toledo
Project Artists of the Edible

This series was quite well done and fun to read. We enjoyed learning the different paths the main characters took to their chosen profession. It was particularly interesting to see the diverse backgrounds of those featured. Although these features were short, there was a lot of information in each one, and we felt like we were able to get to know the subjects featured. We appreciated that there was some storytelling involved and the writer wasn't beating us over the head with the fact that the people profiled are all alums. Planning a series of "foodie profiles" was a timely idea, and the writer covered a diversity of subjects. Each profile was distinct, and we enjoyed that there was no overlap. The writer did a good job of casting her net wide; for example, by including the person who created a cookbook and the White House pastry chef. The quotes really helped make the profiles, but the writer relied a little too heavily on them. Otherwise, she did a nice job of introducing readers to engaging personalities in the food industry. These stories also provided a different take on the typical profile, and the food theme nicely tied them all together.

Bronze **Institution** Earlham College
Project Earlhamite, The Library Issue

Despite its lackluster lede, "A Library Tour" was a well-written series of profiles of Earlham graduates with careers in libraries. Tying the short profiles included in the main article with the updating of the Lilly Library and the article on how librarians at Earlham teach students to conduct research made this a nice packet of stories that was interesting and well-written. We enjoyed that the main article brought back many of the sights and smells of dusty books that were a part of our childhoods. This series did a good job of capturing the diversity of librarians and how the field is changing. Following each subject's career path showed how technology has revolutionized libraries, lending depth to the profiles, and illustrated the continuing importance of libraries, even in the age of the Internet. We were impressed that the writer chose to include subject Arthur Erickson, who appears somewhat disenchanting with his career. Including his voice lent credibility to this piece. However, we wondered about the motives for including "The Future of Lilly Library" -- a feature centered around a planning committee and what people hope might someday happen. It reads like a piece that was required by the development office instead of good journalistic storytelling. It's always a little dicey to put in print, especially in feature form, what "might" happen or what people plan to do. What if it never works out?

General Comments

1. Development/Alumni profiles with a twist: While the articles effectively showed readers how their financial support is transforming the university in a way that diverges from the traditional name-dropping donor profile, we did not think they qualified as feature stories. None of these articles relied on an engaging narrative or storytelling. We enjoyed the "minds" feature. It was fun to read and did a good job of capturing the essence of both the faculty member and his research. The same wasn't true of the other two entries. The "art" feature was trying very hard to paint a picture with words, but it just didn't work. The story seemed soft and washed out. Likewise, the "business" feature talked about the student entrepreneur coming home -- rather than talking about what he's doing during those 70 and 80 hour weeks. In fact, it's not until the second page that we find out what businesses are being launched. It would have been much better to move the information on the financial commitment and how many offices are equipped with computers toward the end of the article rather than that taking up prime space. 2. Although the casual tone made the articles easy to read, this is a series of short briefs, not a series of feature stories, and therefore was a bit confusing -- perhaps because there was not enough depth to give a strong sense of the personalities profiled or help us feel a connection to the university and its stated mission. The first article, about the U.S. health care system, read like a newspaper editorial and left the reader wondering where the article's subjects fit in. The writer apparently got carried away and forgot whom he/she was writing about. Otherwise, we appreciated the great diversity of subjects and the solid writing. 3. We didn't see how these three articles fit into a series, and none of them were developed enough to be called feature stories. While tight writing is to be admired, an article certainly needs more than 8 to 10 paragraphs to tell a story. Also, while the writing is both spunky and thoughtful, the writer fails to establish a clear narrative. We appreciated the analogy comparing the Rocky Mountains to Beethoven, but it was a bit heavy-handed. How many people truly think "naturally" of Beethoven when they look at the Rockies? 4. This story seemed like a guaranteed award winner. Unfortunately, poor execution turned a story filled with emotion into something rather dry and boring. The main story generally did a good job of discussing the bridge collapse and the response of emergency personnel. While the "training paid off" story was a great idea, we didn't think it was well-developed. The writer should have opened the piece with a vivid description of the bridge collapse rescue and recovery operation to add a sense of urgency to this timely and important topic and to encourage readers to stick around for the entire feature story. The writer also failed to show how rescue workers "relied on the specialized training received from [x] College" -- and instead gave us an overstatement that appears four different times throughout the piece. Also, we were shocked to find that the writer attributed "credibility" to "physical presence" (p.14). The writer seems to imply that the source would not have had authority or credibility had he been 5-foot-2. As the story nears its end, it becomes dryer and dryer as it begins including laundry lists of courses taken. That dryness continues with the sidebars that follow. Finally, the piece about simulations read like a press release, not like a feature article, and lacked any color or action. 5. While the idea behind the fabulous alumni campaign isn't bad, the execution was lacking. These press releases were too formulaic and repetitive to be judged as feature articles. The articles seemed to have been following a pre-ordained formula rather than being driven by the subjects. We also questioned the idea of 40 articles resulting in only 67 "hits." That seems like quite a low return for the effort involved. 6. Disqualified -- Things we love... Just because you place it in your feature well doesn't make it a feature. This was more of a list than it was any sort of feature story, and it certainly wasn't a series of feature stories. We had no objection to the list -- it's a cute way of reminding alums of fun and interesting things about their alma mater -- but a feature story should have a great deal more heft. 7. Disqualified -- Dean's Report. This should have been entered in a category for annual reports. There was no feature writing in the book, and there was nothing "series" about it.

42. Excellence in News Writing

Gold **Institution** Minnesota State Colleges & Universities
Project "Taking the Public Pulse"

This is a great, interesting news story. Nice way to tie into the university and student engagement. Shows a finger on the pulse of the state. Addresses scientific questions about the accuracy of such polling while making it easy for the layperson to understand, and answers the questions as the reader goes through the article. Great use of the subheads. Very interesting information and a lot of great quotes. Great all around.

Silver **Institution** University of Michigan, College of Literature, Science, and the Arts
Project "Running on Empty"

Good, informative story. Good university connection. Asks a very good question: what's the alternative? And nice tie-in to UM. Good use of research and figures in the article. This certainly is a news piece, even though it's in the college magazine. Wish we could have seen outside impact; this would be a great piece for a broader audience, and its effectiveness would have been greater. The writing was again solid, good transitions and very informative.

Bronze **N/A**

General Comments

We selected the two best news pieces. We don't feel that the remaining entries merit a bronze-level recognition. Here is our feedback on the remaining entries. APA Change: Why does your neighbor need to know about this? That is what you need to convey first and foremost. If you're taking a national stance on something, don't make assumptions with the lead; lay it all out there. And instead of passively addressing what is being conveyed (via a letter to faculty), you could have had more powerful, direct quotes. Multiple sources help. Rodents: For research projects close to highways, the lead is imaginative, but way too vague. The story starts off strong, but loses steam quickly and fails to compel the reader to finish it off. Bat Deaths: The lead is weak; could have made the second paragraph the lead to show the impact and mystery of this disease. Some quotes, like the first, appear to be thrown in without continuing the thought: why do you hope you're not too far from the spring thaw? Could have tied this into the university more; what makes them experts, and why were they selected to study this particular disease? Missing Evolutionary Link: Stated in the abstract that this particular article would be of interest to the layperson. However, it was not written for a layperson, nor was it picked up by anything but scientific-based media. Not sure why the general public should pay attention; it's not made clear. And yes, it had search results, but most aren't really for the general public. This was a more complex piece for a specialized audience. Sure, they've found a link between RNA and protein functions, but there doesn't seem to be any excitement about it. There's no emotion, no feeling of fascination at learning something. Too much science, not enough impact. Golden Gate: A news story strives to garner news coverage; we would have classified this under feature article. It appeared in the institution's alumni magazine, but was not used in any other publication. In fact, it pulled information from several different sources. That said, this history is very reader friendly; we were drawn in to read the entire article. However, marginal impact on current mission and strategic direction. Debt: Great facts included. Got about two-thirds of the way through the article and asked myself what the point was. We all know college is expensive. Buried on the last page is the reason for the article: what is the best way to pay for college and have a secure financial future. While the facts are great, this didn't flow like a news piece. And its purpose – other than to inform potential students and alumni about college debt – is rather vague. Winds of Change: The piece starts great, talking about the benefits of wind. And pulling in the call-to-action from the governor shows the timeliness. But what is the university doing to address it besides talking about it? What is news in this piece? Also didn't like how the article moves to position of saying wind-capturing technology may be intrusive, but deal with it. What were the goals of this piece? Was it effective? Centennial Campaign: This isn't a news story. It's an internal feel-good communication piece, with a lot of bullet points. There are no quotes; it's very dry. It almost reads like a brochure and is not captivating. Facts that could have been told in 10 words were elongated using unnecessary adjectives into 10 sentences. Half of the facts and figures should have been left out, leaving only the best for ammunition. There were no people in the story. Tell us why students and faculty love the school and how the money we're giving will help them and future students. This is dull and dry.

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

Gold **Institution** Wisconsin Alumni Association, University Communications
Project On Wisconsin Magazine "Can of Worms"

This article was a courageous piece, in which author John Allen very carefully laid out the events surrounding a charge of scientific misconduct against one of its researchers -- and the fallout on the graduate students who worked with that researcher. The basic research was very intricate, but the author did a good job of explaining it. The article was extremely well paced, a nod to the skill of the writer. Before the scientific explanations could get overpowering, he would shift back to the human element and let the story of one particular graduate student carry the reader along. This and the other two articles recognized in this category followed the classic feature-writing rule of "show, don't tell."

Silver **Institution** University of Dayton
Project "Fixing What Ails Us," University of Dayton Quarterly

Sharp, lively writing -- pure and simple. Author Michelle Tedford's use of language is superb. Her writing sizzles, with colorful verbs and descriptive writing that never strikes a false note. As with the other award winners, this article "shows" the story rather than tells it. We can feel the softball player's knee crack in the lead. Even when the primary academic source for the article on knee replacements is talking, we don't just hear his words. Ms. Tedford describes him as he pulls up his pants leg and shows us scars from his own knee injuries. Great writing.

Bronze **Institution** University of Iowa Alumni Association
Project "A Sick Fantasy"

What a terrific idea for a story -- hypochondria. It's something everyone knows but is never treated in a serious way. Author Kathryn Howe manages to strike the perfect balance in differentiating between true hypochondria and what the average person experiences in relation to health scares. It's a blend of history, academia and anecdote that works through solid writing and a first-person viewpoint that, like the other entries, carried us through the story by showing us rather than telling us. Nice job!

General Comments

Overall, the quality of writing was good, and most showed a great knack for explaining technical scientific work in lay terms. The biggest problem with the bulk of the entries was in writing technique and an over-reliance on quotes. They tended to follow a standard formula: interesting human-focused lead, followed by endless quotes from a researcher or two, followed by a punchy quote to end the piece. Where the winners stood out was their willingness to let the writer's voice be heard, an ability to carry the human "show me" element through the piece from start to finish and, in the case of the gold-medal winner, the combination of those two traits with a difficult and courageous subject.

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

Gold **Institution** Earlham College
Project Earlhamite, The Medical Issue

Editor Jonathan Graham pulled together a well-thought-out series of articles presenting groups of Earlham College alumni clustered in overarching medical themes. It is obvious that a tremendous amount of work from a very small staff went into this series, which was presented in an interesting way and with a great deal of thought as to how it would be organized. The judges would have liked to see the writing itself tightened up a bit, but the science writing was sound and interesting, the people-focus was good and, overall, it was quite an achievement. Nice job!

Silver **Institution** Marquette University
Project Discover: Marquette University Research and Scholarship

This annual publication telling the "research story" at Marquette is nicely presented and well written. The articles do not follow a particular theme, but present a broad view of the scope of research at the university. Writing is crisp and sound, and the science is explained well for the lay reader. The judges did wish that the submitters had read the submission guidelines a bit more closely, as an entire magazine rather than tearsheets was submitted (although we understand why that was done since the entire magazine was research-related), and past issues of the research publication were submitted as well. While it HAS been greatly improved over previous incarnations, publication improvement was not a consideration in this category.

Bronze **N/A**

General Comments

There were only two legitimate entries in this category. Two other entries were mislabeled and actually were intended for Category 43, individual science writing. The judges considered those entries when judging category 43. Overall, both entries in this category (44) were very good. The judges felt the Earlham entry showed a great deal of thought in the way the series was organized, written and ultimately presented within the larger context of a general magazine, while the Marquette entry, while extremely well done, was presented in a self-contained magazine format broken into articles and departments, all of which involved research. Having two such disparate types of entries made the category difficult in comparing "apples to apples," but the judges felt, in the end, that the Earlham entry better exemplified our idea of what constitutes a series.

45. Best Event on a Shoestring

Gold **Institution** Dominican University
 Project Jay W. and Doris K. Christopher Center Dedication

This event merited Gold-level recognition because of the following (comments by judges): *This event was well-planned, creative, and beautifully executed. Good job with the tailoring of the event to the Christophers' interests. *Very classy invitation and program. *Over the top in meeting all the goals and objectives especially for the total cost.

Silver **Institution** Lourdes College
 Project Ebeid Student Center Dedication/Mascot Unveiling

This event merited Silver because of the following (comments by judges): *This event obviously accomplished its objectives considering the impressive increase in enrollment by the audience targeted (traditional students). *Effective use of the dollars to purchase promotional items as an incentive to generate increased attendance at the event opposed to spending more on the printing (invitations, flyers, etc.). *Creative way of combining projects into one event and doing invitations to keep the cost down. *Did a great job in meeting and exceeding objectives.

Bronze **Institution** Ferris State University
 Project The Stanley Cup Comes to Ferris State University

This entry merited Bronze because of the following (comments by judges): *Very nice event -- nice media coverage and recognition for the University and engaging alumni a big plus! *Great events for showcasing a celebrity alumnus -- way to capitalize on a perfect opportunity. *Pulling this event together in 3 weeks was amazing.

General Comments

We had an entry in this category that did not include budget costs so it was hard to judge especially for this category. This same entry was not clear on how the event fit in with the advancement goals. Another entry in this category was not clear on the measurement of effectiveness and more creativity was needed.

46. Excellence in Special Events, Invitations and Collateral Materials

Gold **Institution** Western Illinois University
 Project Gala 2007: License to Thrill

This entry merited gold-level recognition because of the following (judges' comments): *Great work! Very creative and surpassed fundraising goals. *Very Creative! What a great way to showcase the talents of your staff and make such an impact in a cost-effective way. Congratulations on exceeding your goals for the event. *Creative and fun! Innovative. *Excellent job done on the video to create a "WOW" factor. Objectives met and over-the-top results!

Silver **Institution** University of Michigan, College of Literature, Science, and the Arts
 Project 2007 Young Alumni Reunion Collaterals

This entry merited Silver-level recognition because of the following (judges' comments): *Very nice event! Great design of collateral materials. You really captured the essence of your audience! *Love the theme consistency in each piece. Very creative pieces that are totally recognizable and relevant to your target audience. *Pieces complemented each other very well and very youth oriented -- would appeal to younger alums. *This entry demonstrated in a very creative way success in bringing young alums to campus plus a soft ask which resulted in this entry meeting its objectives!

Bronze **Institution** University of Wisconsin Oshkosh
 Project Report to the Community: University of Wisconsin Oshkosh Foundation

This entry merited Bronze-level recognition because of the following (judges' comments): *Very creative messaging appropriate for this consistent group. Love the promotional giveaway! *Loved the creativity of the piece, especially the "Who says It's Lonely at the Top?" *The collaterals were very creative and well represented -- very consistent look. The fact that the event attendance doubled meant that this event more than exceeded their objectives!

General Comments

The other entries in this category need to make sure they show that they meet or exceed all the criteria for their entries -- overall impact of the program in meeting advancement objectives, strategic management of resources, demonstration of creativity, and measurements of quality and how the program meets the institution's mission and strategic directions. Many of the entries in this category did not show all of the criteria above. For example, some entries left out specific budget information and measures of effectiveness while other entries failed to show specifically how the event and collaterals met objectives and/or goals. Some of the entries showed wonderful creativity in collaterals but there were not impressive results in the event itself.

47. Excellence in Special Events, Individual Event

Gold **Institution** Bradley University
Project A Red Tie Gala

Had good ROI for the project, donations following the free event. Good outline of the challenges. Creative use of cell phones and activities during the event. Invitation was very nice. Program description was very well written.

Silver **Institution** Dominican University
Project Parmer Hall Dedication and Opening

Creative materials (personalized stamp), creative use of space and having guest see all the new space, using the assistance of the theater department, good ROI -- donations following the event, cost of event, stated goals and the achievements.

Bronze **Institution** Marquette University Law School
Project Groundbreaking for Ray and Kay Ecksein Hall

Great use of people -- huge impact and involvement, good visuals, donation of shovels to nonprofit (no waste).

General Comments

Wow, we had very good entries and a difficult time making the final determinations. Great work being done by both large and small institutions. One comment received from the judges was that it was difficult to judge "major projects" with huge resources with some very good projects that were smaller scale and had fewer resources to accomplish the task.

48. Excellence in Special Events, Series of Events

Gold **Institution** Oakland University
Project Oakland University's 50th Anniversary Celebration

Measurable goals, consistent and sustained marketing throughout a yearlong celebration, and staying focused for the duration are hallmarks of excellence showcased by Oakland University during its 50th anniversary celebrations. Numerous events -- breakfast buffet, Founder's Day Gala, Welcome Week, Spring and Winter Commencements, Alumni Night at the O'Rena -- targeted the various audiences, sustaining the theme and excitement across an extended period of time. Great planning to creatively produce the 5-0 photo to showcase the theme; subsequently the photo has several uses throughout the campaign.

Silver **Institution** Ursuline College
Project Mary McFadden "She Walks in Beauty" Event Series

Unique events that generated excellent media response from print media, to YouTube and TV; documented results that relate specifically to goals and objectives to heighten awareness of the college and specifically its fashion design and merchandising programs. Best result: no dollars spent by marketing to obtain the resulting extensive PR.

Bronze **Institution** Dominican University
Project Parmer Hall: Dedication and Opening Events

Dominican creatively overcomes challenges to achieve quantifiable results. The theme is sustained throughout all materials generated for the series events. Events successfully married ceremonies rich in tradition, yet focused on moving forward, honoring its past and engaging its donors. Love the M&Ms, buttons, and customized postage stamp.

General Comments

Lots of great events produced by the institutions, but entries show lack of focus, or specific, measurable results from the massive efforts and funds spent to produce these various series of events. Some entries are too generic and lack sufficient information or collaterals referenced in abstract. Collateral pieces such as seed packets, prayer journals provide "Wow" factor to their events. "Add Your Voice" was a nice touch for soliciting input and blended well with theme of "Many Voices, One Vision."

49. Best Diversity Program

Gold **Institution** University of Dayton
Project Diversity Lecture Series

This program was a great example of an integrated marketing campaign. It has the public endorsement and support of the president and provost, as well as a significant monetary commitment from the university. Of the entries we reviewed, this one demonstrated the greatest impact in meeting the university's diversity objectives. We liked that the staff responsibilities were shared and that the lectures were open to the public. We thought this program was such a great idea that we may consider doing something similar.

Silver **Institution** The Ohio State University Alumni Association
Project African American Alumni Reunion

Not only did this event connect alumni, it also positively impacted student recruitment and retention. The program was extensive, with a variety of topics to appeal to all interests, and was planned with the input of alumni. A very impressive program overall. No costs were provided, and the sponsors' advertising was more prominent than possibly necessary. We were wondering what the connection was to some of the sponsors, such as Abercrombie and Fitch and Limited Brands.

Bronze **Institution** Indiana University Alumni Association
Project Baccalaureate: An Interfaith Celebration

The program provided a celebratory context for recognizing academics and faith. It drew on staff, students and clergy, and it involved parents, an important audience that is often overlooked. IU's peers have contacted them for guidance on creating a similar program.

General Comments

Be sure your entry is complete; one entry was missing the end of a sentence and included content from another category entry. If you are citing an increase in attendance as evidence of the impact of your program, provide hard data. Just saying that attendance was up without giving an actual head count or the percentage of increase from prior years wasn't enough.