

2007 UCEA Marketing and Publications Award Winners

Award Category	Size	Award	Institution	Entry Name
1. Print Publications: General catalog or tabloid, 1 or 2 throughout	Over 25,000	Silver	University of Kansas Continuing Education	KU Osher Fall 2006 Catalog
1. Print Publications: General catalog or tabloid, 1 or 2 throughout	Over 25,000	Silver	University of Missouri Extension	Osher Lifelong Learning Institute at MU: Fall 2006 Catalog
1. Print Publications: General catalog or tabloid, 1 or 2 throughout	Over 25,000	Bronze	University of Missouri - St. Louis	Pathways to Lifelong Learning Catalog
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	General Catalog, Spring Summer Calendar 2006
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Under 25,000	Gold	Western Michigan University, Extended University Program	Gold book
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Silver	The University of Texas at Austin Continuing Education	K-16 catalog
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Under 25,000	Silver	University of British Columbia Continuing Studies	Winter/Spring 2007 Course Calendar
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Bronze	New York University School of Continuing and Professional Studies	Fall 2006 Noncredit Course Bulletin
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Under 25,000	Bronze	University of North Carolina - Greensboro	UNCG Campus Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Gold	Brigham Young University	Independent Study Educators Resource Guide
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Gold	University of Chicago, Graham School of General Studies	Compleat Gargoyle Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Silver	UCLA Extension	Extension Catalog Spring 2006
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Silver	Rice University - Glasscock School of Continuing Studies	Glasscock School of Continuing Studies Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Bronze	University of Nevada Reno Extended Studies	Independent Learning Catalog 2007
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Bronze	University of North Carolina - Greensboro	UNCG Catalog
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Over 25,000	Gold	University of Maryland University College	Achiever Magazine Fall 2006
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Under 25,000	Gold	Walden University	Walden Alumni Magazine Inaugural Issue
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Over 25,000	Silver	University of Virginia School of Continuing and Professional Studies	Dean's Report 2005-2006
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Under 25,000	Silver	Johns Hopkins University School of Professional Studies	Johns Hopkins Professional Studies Magazine
4. Print Publications: Annual/Anniversary/Special	Over 25,000	Bronze	Texas Tech University	2005-2006 Highlights

Report/Magazine				
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Under 25,000	Bronze	Northwestern University School of Continuing Studies	Continuum Magazine
5. Print Publications: Booklet, 1 or 2 colors	Over 25,000	Gold	University of Maryland University College	Don Kneess Art Catalogue
5. Print Publications: Booklet, 1 or 2 colors	Over 25,000	Silver	New York University School of Continuing and Professional Studies	Center for Global Affairs Booklet
5. Print Publications: Booklet, 1 or 2 colors	Over 25,000	Bronze	University of Missouri Extension	Winter 2007 Intersession
5. Print Publications: Booklet, 1 or 2 colors	Under 25,000	Bronze	Northwestern University School of Continuing Studies	Summer Writers' Conference Brochure
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Gold	UCLA Extension	Landscape Architecture Booklet
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Gold	UC Berkeley Extension	Interior Design and Interior Architecture Certificate Program Guide
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Gold	University of California - Berkeley Extension	Interior Design Architecture Program Guide
6. Print Publications: Booklet, 3 or more colors	Under 25,000	Gold	Harvard University Summer School	Study Abroad Catalogue
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Silver	New York University School of Continuing and Professional Studies	Master of Science in Digital Imaging
6. Print Publications: Booklet, 3 or more colors	Under 25,000	Silver	University of Mississippi	Non-Credit Education Academic Traveler Booklet
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Bronze	University of Nevada Reno Extended Studies	Performing Arts Series Brochure 2006-2007
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Bronze	University of Oklahoma Outreach	2007 Summer in Santa Fe Travel Study Program
6. Print Publications: Booklet, 3 or more colors	Under 25,000	Bronze	The University of British Columbia Continuing Studies	Languages, Cultures and Travel Fall 2006 Winter 2007 Brochure
7. Print Publications: Brochure, 1 or 2 colors	Under 25,000	Gold	University of Chicago, Graham School of General Studies	Writer's Studio Brochure
7. Print Publications: Brochure, 1 or 2 colors	Over 25,000	Bronze	The Graduate School, USDA	Natural History Field Studies, Spring 2006
8. Print Publications: Brochure, 3 or more colors	Over 25,000	Gold	Brigham Young University	Boys basketball Camp
8. Print Publications: Brochure, 3 or more colors	Under 25,000	Gold	University of Chicago, Graham School of General Studies	Asian Classic Brochure
8. Print Publications: Brochure, 3 or more colors	Under 25,000	Silver	University of Massachusetts Boston Division of Corporate, Continuing and Distance Education	Confucius Institute Brochure
8. Print Publications: Brochure, 3 or more colors	Under 25,000	Bronze	University of Mississippi	Conference of the Civil War
8. Print Publications: Brochure, 3 or more colors	Over 25,000	Bronze	UCLA Extension	Fall Planner
9. Print Publications: Poster	Over 25,000	Gold	University of Missouri - St. Louis	9th North American Fur Trade Conference and 12th Ruper's Land Colloquium
9. Print Publications: Poster	Under 25,000	Gold	University of Maine	Umaine Summer 2006
9. Print Publications: Poster	Under 25,000	Silver	The University of British Columbia Continuing Studies	USET Course Poster
9. Print Publications: Poster	Over 25,000	Silver	University of Nevada Reno Extended	Epic Proportions

			Studies	
9. Print Publications: Poster	Under 25,000	Bronze	University of Nebraska - Lincoln	Fire Protection Program Poster
10. Electronic Marketing and Communication: Web site	Over 25,000	Gold	Boston University	BU Summer Term
10. Electronic Marketing and Communication: Web site	Over 25,000	Silver	University of Kansas Continuing Education	KU Continuing Education Website
10. Electronic Marketing and Communication: Web site	Over 25,000	Bronze	Texas Tech University	Outreach and Distance Education Website
10. Electronic Marketing and Communication: Web site	Under 25,000	Gold	California State University, East Bay	DCIE Website
10. Electronic Marketing and Communication: Web site	Under 25,000	Silver	Kennesaw State University	www.ksufutures.com
10. Electronic Marketing and Communication: Web site	Under 25,000	Bronze	University of Nebraska - Lincoln	Advanced Scholars website
11. Electronic Marketing and Communication: E-Communication	Over 25,000	Gold	Boston University	Brussels Pay Per Click (Managed by Harvey Marketing Group – Portland, Maine)
11. Electronic Marketing and Communication: E-Communication	Under 25,000	Gold	University of Wisconsin Milwaukee School of Continuing Education	Solution Focused Brief Therapy
11. Electronic Marketing and Communication: E-Communication	Over 25,000	Silver	University of Maryland University College	June 2006 E-card
11. Electronic Marketing and Communication: E-Communication	Under 25,000	Silver	California State University, East Bay	DCIE Quarterly E-mail Series
11. Electronic Marketing and Communication: E-Communication	Under 25,000	Bronze	Oregon State University Extended Campus	E-campus, E-news, Course Flash
12. Promotion/Publicity: Newsletter	Over 25,000	Gold	UCLA Extension	UCLA Extension News Fall 2006
12. Promotion/Publicity: Newsletter	Under 25,000	Gold	University of Chicago, Graham School of General Studies	Master of Liberal Arts Newsletter
12. Promotion/Publicity: Newsletter	Over 25,000	Silver	University of Oklahoma Outreach	Outreach, Reaching Out
13. Promotion/Publicity: Media Release	Over 25,000	Gold	University of Missouri - St. Louis	St. Louis Storytelling Festival
13. Promotion/Publicity: Media Release	Under 25,000	Gold	University of North Carolina - Greensboro	Econ 201
13. Promotion/Publicity: Media Release	Over 25,000	Silver	Boston University	Professional Investigation
13. Promotion/Publicity: Media Release	Over 25,000	Bronze	New York University School of Continuing and Professional Studies	2006 Hospitality Conference
14. Promotion/Publicity: Public Relations Event	Over 25,000	Gold	University of Texas at Austin	Exemplary Migrant Student Ceremony
14. Promotion/Publicity: Public Relations Event	Over 25,000	Silver	University of Missouri Extension	Mizzou Online St. Louis Open House
14. Promotion/Publicity: Public Relations Event	Under 25,000	Bronze	Kansas State University	40th Anniversary Celebration
15. Print Advertising: Single Ad, 1 or 2 colors	Under 25,000	Gold	University of Chicago, Graham School of General Studies	Writer's Studio Print Advertisement
16. Print Advertising: Single Ad, 3 or more colors	Over 25,000	Gold	New York University School of Continuing and Professional Studies	General Nondegree Ad (Male)
16. Print Advertising: Single Ad, 3 or more colors	Under 25,000	Silver	University College of Syracuse University	Holiday/Year End Ad
16. Print Advertising: Single Ad, 3 or more colors	Over 25,000	Bronze	University of Nevada Reno Extended Studies	Professional Development Ad, Nevada Silver and Blue
16. Print Advertising: Single Ad, 3 or more colors	Under 25,000	Bronze	Walden University	Transform Enough Lives Ad
17. Print Advertising: Single Outdoor, transit, or other	Over 25,000	Gold	New York University School of Continuing and Professional Studies	Subway Outdoor ad campaign

17. Print Advertising: Single Outdoor, transit, or other	Over 25,000	Silver	Boston University	Interpreter Transit Car Card
18. Visual Identification: Single image logo	Under 25,000	Silver	Rice University - Glasscock School of Continuing Studies	Glasscock School of Continuing Studies Logo
18. Visual Identification: Single image logo	Under 25,000	Bronze	Kennesaw State University	Summer U Logo
19. Visual Identification: Logo implementation	Over 25,000	Gold	University of Missouri - St. Louis	Continuing Education Logo Implementation
19. Visual Identification: Logo implementation	Over 25,000	Bronze	University of Missouri - St. Louis	Winter Intersession
20. Campaign: Publications	Over 25,000	Gold	New York University School of Continuing and Professional Studies	Non-credit Icon Postcard
20. Campaign: Publications	Under 25,000	Gold	University of Nebraska - Lincoln	Summer Reading courses poster campaign
20. Campaign: Publications	Over 25,000	Silver	New York University School of Continuing and Professional Studies	McGhee Events Poster Campaign
20. Campaign: Publications	Under 25,000	Silver	Northwestern University School of Continuing Studies	Graduate Program Catalogs
20. Campaign: Publications	Over 25,000	Bronze	University of Missouri Extension	MU High School Publications Campaign
20. Campaign: Publications	Under 25,000	Bronze	University of Mississippi	Oxford Shakespeare Festival Publication
21. Campaign: Print ads	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	You Campaign
21. Campaign: Print ads	Over 25,000	Gold	The Tseng College at California State University Northridge	If you think this is dated...
21. Campaign: Print ads	Under 25,000	Silver	University of Nebraska - Lincoln	Indie Student Ads
21. Campaign: Print ads	Under 25,000	Bronze	Eastern Washington University	Eastern@Bellevue Community College
22. Campaign: Publicity	Over 25,000	Gold	Brigham Young University	Bachelor of General Studies
22. Campaign: Publicity	Under 25,000	Gold	University of North Carolina - Greensboro	ECON 201: THE FOLDER
23. Campaign: Mixed media	Under 25,000	Gold	Loyola University Chicago, School of Continuing and Professional Studies	Loyola Values
23. Campaign: Mixed media	Over 25,000	Gold	University of Nebraska - Lincoln	Indie Student Campaign
23. Campaign: Mixed media	Under 25,000	Silver	Oregon State University Extended Campus	Broad Media Campaign
23. Campaign: Mixed media	Over 25,000	Bronze	The G. Raymond Chang School of Continuing Education, Ryerson University	Mixed Media "You"
23. Campaign: Mixed media	Under 25,000	Bronze	University of North Carolina - Greensboro	UNCG Summer Session
24. Miscellaneous: Print Pieces	Over 25,000	Gold	New York University School of Continuing and Professional Studies	Design Postcard
24. Miscellaneous: Print Pieces	Under 25,000	Gold	University College of Syracuse University	Holiday Card
24. Miscellaneous: Print Pieces	Over 25,000	Silver	University of Kansas Continuing Education	To Be a Road Scholar
24. Miscellaneous: Print Pieces	Under 25,000	Silver	University of Maine	University of Maine Certificate Programs
24. Miscellaneous: Print Pieces	Over 25,000	Bronze	University of California - Berkeley Extension	Adult and Vocation Education Postcard
24. Miscellaneous: Print Pieces	Under 25,000	Bronze	University of Virginia School of Continuing and Professional Studies	Travel and Learn
25. Miscellaneous: Collateral material	Over 25,000	Gold	University of Missouri - St. Louis	St. Louis Storytelling Festival T-shirt
25. Miscellaneous: Collateral material	Under 25,000	Gold	University of Chicago, Graham School of General Studies	Basic Program T-shirt

25. Miscellaneous: Collateral material	Over 25,000	Silver	University of Missouri Extension	Heath Management and Informatics Exhibit Panels
25. Miscellaneous: Collateral material	Under 25,000	Silver	University of Mississippi	Division of Outreach Winter Intersession Java Jacket
25. Miscellaneous: Collateral material	Over 25,000	Bronze	University of North Carolina - Chapel Hill	Nontraditional Yo-Yo's for Nontraditional Students
25. Miscellaneous: Collateral material	Under 25,000	Bronze	University of Maine	Umaine Acadam-e T-shirt
26. Miscellaneous: Most Improved	Over 25,000	Gold	University of Maryland University College	UMUC Web site
26. Miscellaneous: Most Improved	Under 25,000	Gold	Grand Valley State University, Continuing Education	CE Capabilities Brochure
26. Miscellaneous: Most Improved	Over 25,000	Silver	University of Virginia School of Continuing and Professional Studies	Fall 2006 Course Offerings Catalog
26. Miscellaneous: Most Improved	Over 25,000	Bronze	University of Missouri - St. Louis	Continuing Education Folder
26. Miscellaneous: Most Improved	Under 25,000	Silver	University College of Syracuse University	Guide to Part-time Study
26. Miscellaneous: Most Improved	Under 25,000	Bronze	Oregon State University Extended Campus	E-campus, E-news, Course Flash

2007 UCEA Strategic Marketing Award Winners

Gold

UNC Greensboro

UNCG: Campus/ECON 201

Michelle Soler, Director of Marketing and Communications

Silver

(1 of 2)

UC Berkeley Extension

Marketing Strategy and Media Recommendation: Travel with Scholars

Heidi Binder, Client; Travel Study Program Director

Anton Malko, Ann Guy, Copywriter/Editors

Pepper Moore, Designer

(2 of 2)

Weber State University

Utah Continuing Education Marketing Cooperative

Kristie Nielsen, Marketing Coordinator, Weber State University

Scott Boyer, Executive Director of Marketing, Utah State University

Diana Hunter, Assistant Dean, Marketing, Utah Valley State College

Bronze

University of Missouri - St. Louis

Winter Intercession

Angeline Antonopoulos, Marketing Director

Hope Young, Graphic Designer