

## 2008 UCEA Marketing and Publications Award Winners

Award Category	Size	Award	Institution	Entry Name
1. Print Publications: General catalog or tabloid, 1 or 2 throughout	Under 25,000	Gold	University of Chicago, Graham School	Basic Programming Quarterly
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	2007 Spring/Summer Magazine
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Under 25,000	Gold	University of Toronto	Learn More Course Calendar
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Under 25,000	Gold	University of Mississippi, Division of Outreach and Continuing Education	UM Study Abroad Catalog 2007-08
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Silver	Brigham Young University	Independent Study Educator's Resource Guide
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Bronze	Northeastern University, School of Professional and Continuing Studies	Catalog and Prospectus, Graduate
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Bronze	Northeastern University, School of Professional and Continuing Studies	Catalog and Prospectus, Under Graduate
2. Print Publications: General catalog or tabloid, 3 or more colors throughout	Over 25,000	Bronze	University of Virginia, School of Continuing and Professional Studies	Personal Enrichment Evening Courses Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Gold	UCLA Extension	UCLA Extension Catalog, Spring 2007
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Gold	Stanford University	Stanford Continuing Studies Fall 2007 Course Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Silver	UCLA Extension	UCLA Extension Catalog, Fall 2007
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Silver	IUPUI	Navigator
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Over 25,000	Bronze	University of Missouri Extension	2007-2008 Independent Study University Course Bulletin
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Bronze	Rice University Susan M. Glasscock School of Continuing Studies	Spring 2008 Catalog
3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside	Under 25,000	Bronze	University of Tennessee	Smokey Mountain Field School Catalog

4. Print Publications: Annual/Anniversary/Special Report/Magazine	Over 25,000	Gold	Walden University	Walden Alumni Magazine
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Under 25,000	Gold	University College of Syracuse University	Stone Canoe, A Journal of Arts and Ideas from Upstate New York
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Over 25,000	Silver	Northeastern University, School of Professional and Continuing Studies	Encore Magazine
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Under 25,000	Silver	Northwestern University School of Continuing Studies	Continuum Magazine
4. Print Publications: Annual/Anniversary/Special Report/Magazine	Over 25,000	Bronze	University of Maryland University College	Achiever
5. Print Publications: Booklet, 1 or 2 colors	Over 25,000	Gold	University of Maryland University College	Alumni Association Meeting and Awards Reception
5. Print Publications: Booklet, 1 or 2 colors	Over 25,000	Bronze	University of California Berkley Extension	Counseling Brochure
5. Print Publications: Booklet, 1 or 2 colors	Under 25,000	Bronze	University of North Carolina at Charlotte/Continuing Education	HR/T& D Certificates Booklet
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Gold	Georgetown University	Master of Arts in Liberal Studies Viewbook
6. Print Publications: Booklet, 3 or more colors	Under 25,000	Gold	University of Mississippi, Division of Outreach & Continuing Education	Study Abroad Winter Session
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Silver	Athabasca University	Book of Answers
6. Print Publications: Booklet, 3 or more colors	Under 25,000	Silver	Northwestern University School of Continuing Studies	College Preparation Program Booklet
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Bronze	University of Maryland University College	Brasil Abstracto
6. Print Publications: Booklet, 3 or more colors	Over 25,000	Bronze	Boston University Metropolitan College	Arts Administration Booklet
6. Print Publications: Booklet, 3 or more colors	Under 25,000	Bronze	Harvard University Summer School	Secondary School Program Booklet
7. Print Publications: Brochure, 1 or 2 colors	Under 25,000	Gold	University of Chicago Graham School	Diversity Management Brochure
8. Print Publications: Brochure, 3 or more colors	Under 25,000	Gold	University of Mississippi, Division of Outreach & Continuing Education	University of Mississippi Conference on the Civil War Brochure
8. Print Publications: Brochure, 3 or more colors	Over 25,000	Silver	University of Toronto School of Continuing Studies	"Learn More" Direct Mail

8. Print Publications: Brochure, 3 or more colors	Under 25,000	Silver	University of Richmond School of Continuing Studies	Summer Study Abroad 2008 Brochure
8. Print Publications: Brochure, 3 or more colors	Over 25,000	Bronze	University of Virginia Continuing & Professional Studies	Northern VA Center Awareness Brochure
8. Print Publications: Brochure, 3 or more colors	Over 25,000	Bronze	University of Minnesota College of Continuing Education	Compleat Scholar Sampler
8. Print Publications: Brochure, 3 or more colors	Under 25,000	Bronze	University of Richmond School of Continuing Studies	Culinary Arts Brochure
8. Print Publications: Brochure, 3 or more colors	Under 25,000	Bronze	UNC Greensboro, Division of Continual Learning	All Arts & Sciences Camp
9. Print Publications: Postcard, 1 or 2 colors NO AWARDS GIVEN FOR THIS CATEGORY	--	--	--	--
10. Print Publications: Postcard, 3 colors	Over 25,000	Gold	University of Virginia School of Continuing and Professional Studies	Travel and Learn Postcard
10. Print Publications: Postcard, 3 or more colors	Under 25,000	Gold	Belmont University University College	Unfinished Business Postcard
10. Print Publications: Postcard, 3 or more colors	Over 25,000	Silver	Embry-Riddle Aeronautical University Worldwide	Now Boarding
10. Print Publications: Postcard, 3 or more colors	Under 25,000	Silver	University of Mississippi, Division of Outreach and Continuing Education	Civil War Conference Postcard
10. Print Publications: Postcard, 3 colors	Over 25,000	Bronze	University of Nevada, Reno Extended Studies	Summer Session 2008 Web Preview Postcard
10. Print Publications: Postcard, 3 colors	Under 25,000	Bronze	University of British Columbia	Fashion Business Start Up
11. Print Publications: Poster	Over 25,000	Silver	University of Missouri-St Louis, Division of Continuing Education	St. Louis Storytelling Festival Poster
11. Print Publications: Poster	Over 25,000	Silver	University of Oklahoma Outreach	2007 Black Heritage Celebration Poster
11. Print Publications: Poster	Under 25,000	Silver	University of Maine	UMaine 2007 Summer University Poster
11. Print Publications: Poster	Under 25,000	Bronze	Umass Amherst	Unbroken Chain Poster
12. Interactive Marketing: Website	Over 25,000	Gold	New York University School of Continuing and Professional Studies	SCPS Website
12. Interactive Marketing: Website	Over 25,000	Silver	UNC-Chapel Hill/Friday Center	Website Redesign, fridaycenter.unc.edu
12. Interactive Marketing: Website	Under	Silver	Linfield College	Adult Degree Program Website

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12. Interactive Marketing: Website	Under 25,000	Silver	University of Tennessee Division of Outreach and Continuing Education	Smokey Mountain Field School Website
12. Interactive Marketing: Website	Over 25,000	Bronze	University of Kansas Continuing Education	KU Continuing Education Website
13. Interactive Marketing: E-communication	Under 25,000	Gold	University of Wisconsin-Milwaukee School of Continuing Education	2007 Administrative Professional Day
13. Interactive Marketing: E-communication	Under 25,000	Silver	IUPUI	E-Staff News
13. Interactive Marketing: E-communication	Over 25,000	Bronze	UC Berkeley Extension	Extra Email
13. Interactive Marketing: E-communication	Over 25,000	Bronze	Texas Tech University Division of Outreach & Distance Education	TTUISD Newsletter
14. Interactive Marketing: Streaming/ On-demand Content: NO AWARDS GIVEN FOR THIS CATEGORY	--	--	--	--
15. Miscellaneous Interactive Marketing	Over 25,000	Gold	University of Chicago Graham School	MSCTRM Microsite
16. Promotion/Publicity: Newsletter	Over 25,000	Bronze	UCLA Extension	UCLA's Extension News
17. Promotion/Publicity: Media Release	Over 25,000	Silver	University of Missouri-St. Louis	St. Louis Storytelling Festival
17. Promotion/Publicity: Media Release	Over 25,000	Bronze	New York University School of Continuing and Professional Studies	40 <sup>th</sup> Annual Conference on Capital Markets in Real Estate
18. Promotion/Publicity: Public relations event	Under 25,000	Silver	University of Tennessee, Division of Outreach & Continuing Education	Destination ImagiNation's Global Finals
18. Promotion/Publicity: Public relations event	Under 25,000	Silver	University of Texas at Austin	University of Texas at Austin Migrant Student Ceremony
18. Promotion/Publicity: Public relations event	Over 25,000	Bronze	Walden University	Educator for a Day Campaign
18. Promotion/Publicity: Public relations event	Over 25,000	Bronze	KU Medical Center Continuing Education	Mass Casualty Disaster Simulation Event
19. Print Advertising: Single Ad, 1 or 2 colors	Over 25,000	Gold	UC Berkeley Extension	Film Arts Ad
20. Single Ad, 3 or more colors: NO AWARDS GIVEN FOR THIS CATEGORY	--	--	--	--

21. Print Advertising: Single Outdoor, transit, or other	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	You Campaign -- Transit
21. Print Advertising: Single Outdoor, transit, or other	Over 25,000	Silver	New York University School of Continuing and Professional Studies	Outdoor Advertising Campaign: Subway
21. Print Advertising: Single Outdoor, transit, or other	Under 25,000	Silver	Umass Amherst	Bus Banner: Teacher Licensure
21. Print Advertising: Single Outdoor, transit, or other	Under 25,000	Bronze	Belmont University University College	Unfinished Business, Outdoor Campaign Ad
22. Broadcast Advertising: Radio NO AWARDS GIVEN FOR THIS CATEGORY				
23. Broadcast Advertising: TV	Over 25,000	Gold	Brigham Young University	BYU Independent Study TV ad/Education for Anyone
23. Broadcast Advertising: TV	Under 25,000	Bronze	Belmont University University College	Unfinished Business Campaign, "Garage"
24. Visual Identification: Single image logo	Over 25,000	Bronze	Kansas State University Office of Mediated Education	Axio Learning Logo
24. Visual Identification: Single image logo	Under 25,000	Silver	UNC Greensboro Division of Continual Learning	UNCG iSchool
24. Visual Identification: Single Image Logo	Under 25,000	Silver	University of Wisconsin-Milwaukee School of Continuing Education	2007 Green Smart Logo Design
25. Visual Identification: Logo implementation	Over 25,000	Gold	Walden University	Social Change Conference Logo
25. Visual Identification: Logo implementation	Under 25,000	Gold	University College of Syracuse University	Enititative Logo Implementation
25. Visual Identification: Logo implementation	Over 25,000	Silver	Kansas State University	Axis Learning Logo Implementation
25. Visual Identification: Logo implementation	Under 25,000	Silver	University of North Carolina at Greensboro, Division of Continual Learning	UNCG iSchool
25. Visual Identification: Logo implementation	Under 25,000	Bronze	Rice University Susan M. Glasscock School of Continuing Studies	Leadership Institute for Nonprofit Executives
26. Campaign: Publications	Over 25,000	Gold	UW Help CEOEL, University of Wisconsin Extension	UW System Prospective Student Publications
26. Campaign: Publications	Under 25,000	Gold	University of Auckland Centre for Continuing Education	International Short Courses

26. Campaign: Publications	Under 25,000	Gold	Northwestern University School of Continuing Studies	Graduate Program Booklets
27. Campaign: Interactive Media NO AWARDS GIVEN FOR THIS CATEGORY	--	--	--	--
28. Campaign: Print ads	Over 25,000	Silver	KU Independent Study	"Learn Your Own Way" Ad Campaign
28. Campaign: Print ads	Over 25,000	Bronze	Kansas State University Division of Continuing Education	Early Childhood Education Ad Set
28. Campaign: Print ads	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	You Campaign – Print Ads
29. Campaign: Broadcast Advertising	Over 25,000	Bronze	New York University School of Continuing and Professional Studies	Radio Advertising Campaign
30. Campaign: Publicity	Under 25,000	Bronze	University of North Carolina Greensboro	UNCG iSchool
30. Campaign: Publicity	Over 25,000	Bronze	University of Kansas Continuing Education	Center for Professional Advancement Campaign
31. Campaign: Mixed media	Over 25,000	Gold	The G. Raymond Chang School of Continuing Education, Ryerson University	Mixed Media - You Campaign
31. Campaign: Mixed Media	Under 25,000	Gold	University of Chicago Graham School	M.S. in Threat Response
31. Campaign: Mixed media	Over 25,000	Silver	University of Minnesota	LearningLife Fest Promotion
31. Campaign: Mixed media	Over 25,000	Silver	UCLA Extension	Masters of Graphic Design Exhibition
31. Campaign: Mixed media	Under 25,000	Silver	Georgia Institution of Technology Distance Learning and Professional Education	Georgia Tech Revenue Management and Price Optimization Management
31. Campaign: Mixed media	Under 25,000	Bronze	University of Maine	UMaine 2007 Summer University Poster
31. Campaign: Mixed media	Over 25,000	Bronze	New York University School of Continuing and Professional Studies	Spring 2008 Campaign
32. Miscellaneous: Print Pieces	Over 25,000	Gold	University of Oklahoma Outreach	2007 Holiday Card
32. Miscellaneous: Print Pieces	Under 25,000	Gold	University of Mississippi	UM Conference on the Civil War Reception Invitation
32. Miscellaneous: Print Pieces	Over	Silver	UCLA Extension	"Celebr8" UCLA Extension Holiday Card

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32. Miscellaneous: Print Pieces	Under 25,000	Silver	IUPUI	Sankofa Invitation
32. Miscellaneous: Print Pieces	Over 25,000	Bronze	University of Virginia School of Continuing and Professional Studies	Bookmarks for Regional Center
33. Miscellaneous: Collateral material	Over 25,000	Gold	Texas Tech University Division of Outreach & Distance Education	Counselors Survival Kit
33. Miscellaneous: Collateral material	Under 25,000	Silver	IUPUI	Welcome Blanket
33. Miscellaneous: Collateral material	Over 25,000	Silver	The G. Raymond Chang School of Continuing Education, Ryerson University	2007 Spring/Summer Keychain
33. Miscellaneous: Collateral material	Over 25,000	Silver	Texas Tech University Division of Outreach & Distance Education	Clock, Tyvec Protective Holder & Insert
33. Miscellaneous: Collateral	Over 25,000	Bronze	Texas Tech University Division of Outreach & Distance Education	USB Drive/Writing Pen
34. Miscellaneous: Most Improved	Over 25,000	Gold	Georgetown University School of Continuing Studies	Liberal Studies
34. Miscellaneous: Most Improved	Over 25,000	Gold	Georgetown University School of Continuing Studies	Summer Programs Viewbook
34. Miscellaneous: Most Improved	Over 25,000	Gold	Louisiana State University Continuing Education	Lagniappe Studies Course Bulletin
34. Miscellaneous: Most Improved	Over 25,000	Silver	Kansas State University Division of Continuing Education	Engineering Brochure Set
34. Miscellaneous: Most Improved	Under 25,000	Silver	Oregon State University Extended Campus	OSU Ecampus Registration Reminder Postcard
34. Miscellaneous: Most Improved	Under 25,000	Bronze	University of Wisconsin-Milwaukee School of Continuing Education	Annual Spring Writer's Festival
34. Miscellaneous: Most Improved	Over 25,000	Bronze	UNC Chapel Hill	Website Redesign

### 2008 UCEA Strategic Marketing Award Winners

Award	Institution	Entry Name
Gold	University of Toronto	Strategic Marketing Campaign
Silver	University of Minnesota	LearningLife
Bronze	New York University	At the Center of it All