

TRANSCENDING BOUNDARIES

To be presented at UCEA's 94th Annual Conference, April 1-4, 2009, Boston

MARKETING AND PUBLICATIONS AWARDS 2009

STRATEGIC MARKETING AWARDS 2009

Award winners will be recognized at the Association's Annual Conference April 1-4, 2009, in Boston. Winning entries will be displayed in the exhibit hall at the conference and featured on a CD-ROM that you can share on your campus to further inspire your continuing education team. Join the fun and enter your best work!

For the first time, entry forms, guidelines and submission instructions are available online. Details inside.

These contests recognize the best promotional strategies, activities, and publications in the field of continuing education. We invite you to prepare your finest work of 2008 for entry.

- Strategic Marketing Awards
- Marketing and Publications Awards

The UCEA Marketing Community of Practice sponsors two annual competitions:

MARKETING AWARDS CALL FOR ENTRIES

UNIVERSITY CONTINUING EDUCATION ASSOCIATION



UNIVERSITY CONTINUING
EDUCATION ASSOCIATION

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202.659.3130 • Fax: 202.785.0374 • www.ucea.edu

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Questions about the Strategic Marketing Awards?

Please call Allison Pay Crawford, 773.702.6255 or
e-mail: apay@uchicago.edu.

Questions about the Marketing and Publication Awards?

Please call Kandace Gilligan, 202.659.3130 or
e-mail: kgilligan@ucea.edu.

MARKETING AND PUBLICATIONS AWARDS 2009

DEADLINE: JANUARY 30, 2009

Competition Overview

The Marketing and Publications Awards recognize institutions and departments for outstanding marketing and promotion efforts, and honors the contributing individuals. The entries will demonstrate the depth and breadth of projects involving UCEA members, and the projects' creative marketing communications applications.

Eligibility

Any UCEA member (continuing education department or institution) may submit work completed between January 1 and December 31, 2008.

Entry Deadline

All entries must be postmarked no later than **JANUARY 30, 2009**. Please note that entries cannot be returned. Do not send one-of-a-kind or irreplaceable items.

Fees

The fee is \$60 for each entry. Multiple unrelated entries in a single category require an entry fee for each individual entry. Institutions may enter as many items in as many categories as they want.

(NOTE: A campaign-category entry having multiple components is counted as a single entry.)

The entry registration and payment forms are available online only. Please see the box below for the link. Fees may be paid to UCEA by credit card or check. Payment can be made online using a credit card. If paying by check, payment must be received by January 30, 2009. Entries with unpaid fees will not be judged.

Judges

A panel of distinguished communications professionals in the fields of advertising, publications, design, marketing, and PR will designate gold, silver, and bronze award winners. (At the judges' discretion, all three awards may not be granted in every category.)

Marketing and Publications Awards will be judged on how well each piece accomplishes its objective. Judges consider concept, writing, graphics, and overall integration. All factors are evaluated in the context of

the purpose, content, and organization of the piece, including consistency between design, purpose, and effectiveness of marketing message.

Notification of Awards

Winners will be notified by email and through UCEA-Connect in March 2009.

Certificates and Awards CDs

Winning entrants receive a certificate suitable for framing that lists the institution, category, name of winning entry, and names of individuals responsible as identified on the entry form. Winners also receive a CD-ROM that includes digital photos of all the winning designs. The CD and certificates are distributed at the awards ceremony at a Marketing and Publications Community of Practice special session at UCEA's 94th Annual Conference in Boston. (For a nominal fee, winners may order additional copies of the certificates and CD-ROMs.)

Requirements for Entry Submissions

Presentation

• *Entry Form*

Go online to fill out an online entry and payment form.

• *Mounting*

See the online entry registration form for mounting requirements for each category. Boards must be black or dark blue. No decoration of the boards themselves is allowed. Maximum board size: 32" X 40". Each board may contain only one entry. If submitting more than one board or item in a campaign/public relations event category, number the boards/items (i.e., 1 of 4, 2 of 4, etc.) on both the entry ID tag and the board. Attach a copy of the ID Tag to each piece using staples, glue, or tape; or print the full-page ID Tag onto Avery® label 5165 and adhere. Download the ID Tags from the Awards website.

• *Documentation*

Entries must include a brief statement of project objectives, implementation actions, and results. Entries must include an indication of project contributions by noninstitutional contractors, artists, and vendors.

Marketing and Publications Awards Website:

www.ucea.edu/profdev/awards/2009/mpawards.html

Please visit this site to fill out your Entry and Payment Form and to download ID Tags and Shipping Labels.

MARKETING AND PUBLICATIONS AWARDS 2009

DEADLINE: JANUARY 30, 2009

• **Packaging**

Each package shipped must include entry category (or categories) indicated on the outside of the package. Shipping labels are designed to fit Avery® label 5126. Download shipping labels from the Awards website.

Please package bulky items such as thick catalogs, mugs, etc., simply and securely to ensure they are not damaged and can be readily identified. Entry ID tags must be firmly attached.

• **Electronic Media**

Website entries must include a Web address and printouts of sample pages; judging will be done online using the URL, therefore URLs should not require a username or password for access.

When submitting Interactive Marketing entries such as vodcasts, podcasts, or online videos and the URL

is no longer active, please submit entries on a CD/DVD. Campaign entries containing broadcast media elements must include a script. Any audio elements must be submitted on labeled CD/DVD. Any television, video, or slide presentation elements must be submitted on labeled CD/DVD.

• **Multiple Entries**

For the newsletter category, submit two issues from the past year. If you want to enter more than one catalog and these catalogs are part of a series, enter the items as a campaign. (Multiple items that are submitted singly but are clearly part of a series will be judged together as a single entry.)

Shipping

Download a shipping label from the Awards website. If you are sending multiple entries, be sure to include the total number of entries on the shipping label.

The New York Times Best in Show Award

The "Best in Show" Award will be selected by the judges from the pool of gold award winners. The winner will be announced at the awards ceremony in Boston. Special thanks to *The New York Times* for its continuing support of the UCEA Marketing and Publications Community of Practice and its awards competition.

Categories

Print Publications

- Catalog/Tabloid
- Annual/Anniversary Report/Magazine
- Booklet
- Brochure
- Postcard
- Poster

Interactive Marketing

- Website
- E-communication (e-newsletters, e-magazines, e-mail)
- Streaming/On-demand Content (Internet commercials, webisodes, vodcasts, podcasts)
- Miscellaneous Interactive Marketing (micro sites, landing pages, electronic greeting cards, projects of smaller scope than an entire website)
- Banner ads, static and animated

Promotion/Publicity

- Newsletter (two issues)
- Media release
- Public relations event

Print Advertising

- Single Ad, 1 or 2 colors
- Single Ad, 3 or more colors
- Single Outdoor, transit, or other

Broadcast Advertising

- Radio
- Television

Visual Identification

- Single image logo
- Logo implementation

Campaigns

- Publications
- Interactive Media
- Print ads
- Broadcast Advertising
- Publicity
- Mixed media (four or more activities or materials, including publications, broadcast, print publicity, interactive media or other activities)

Miscellaneous

- Print pieces: announcement, greeting card, invitation, calendar, bookmark, map
- Collateral material: clothing, mug, mousepad, magnet, etc.
- Most improved

STRATEGIC MARKETING AWARDS 2009

DEADLINE: JANUARY 30, 2009

Competition Overview

The Strategic Marketing Awards recognize institutions that achieve successful strategic change through outstanding, results-oriented marketing, planning and research. This competition honors the institutions and individuals responsible for developing stratified marketing plans. Your entry will show your colleagues how you gathered resources and used them creatively to benefit your institution and clients. Submitting an entry also gives you an opportunity to elaborate on your goals, audiences, activities, and results.

Eligibility

UCEA member institutions may submit work completed between January 1 and December 31, 2008. Multiple entries from the same institution for distinct program areas are allowed. Individuals recognized for marketing achievement must be professionals responsible for the formation and implementation of marketing plans and policies. To qualify, CE units should have developed a notable product, program, or service, or should have attained an organizational objective such as growth, repositioning, successful new programming, or new service introduction.

Entries are limited to a maximum of two written pages with up to three additional pages of supporting materials. You are also encouraged to submit the actual marketing plan (three copies). By entering, you acknowledge the right of UCEA to use your materials in exhibitions and presentations. (Sorry, it is not possible to return entries.) **PLEASE SUBMIT THREE COPIES OF ALL ENTRY MATERIALS. DEADLINE IS JANUARY 30, 2009.**

Fees

The fee is \$60 for each entry. **The entry registration and payment forms are available online only. Please see the box below for the link.** Fees may be paid to UCEA by credit card or check. Payment must be received by January 30, 2009. Entries with unpaid fees will not be judged.

Judges

Three marketing professionals with expertise/interest in higher education will judge the entries. No judge will be from an entering institution. At least one judge will be from a non-university firm.

Strategic Marketing Awards will be judged on:

1. Magnitude of the strategic planning and marketing challenge, given the organization's circumstances (resources, size, staff, budget, region served).

2. Originality and/or quality of marketing plan.
3. Use of marketing research, needs-assessment, evaluation and other information-based tools.
4. Success as determined by measurable goals, such as sales growth, increased enrollments/market share, reactivation of former customers, penetration of new markets.

Judges will evaluate the quality of the analysis of the initial situation/opportunity; the development of a strategic objective, including data-driven rationale for the chosen strategy; the development and execution of marketing tactics supporting that objective; and data-driven results.

Requirements for Entry Submissions:

Presentation

• Entry Form

Go online to fill out an online entry and payment form.

• Documentation

Please include the following when you submit an entry:

1. Explanation and analysis of the strategic problem or challenge faced by the organization.
2. Discussion of marketing objective and identification of a target market.
3. Description of the action plan used to achieve objective.
4. A maximum of three supporting publications/materials.
5. A profile of the results achieved (rate the results achieved using a rating system of 1-5, with 5 as the highest mark, and include a brief discussion of the outcomes).

Please attach an ID Tag to each copy of each entry. Visit the Awards website to download an ID Tag. ID Tags are designed to fit Avery® label 5126. There are two ID Tags per page.

Notification of Awards

Winners will be notified by email and through UCEA-Connect in March 2009.

Certificates

Winning entrants receive a certificate suitable for framing that lists the institution, name of winning entry, and names of individuals responsible as identified on the entry form. Certificates are distributed at UCEA's 94th Annual Conference in Boston.

Shipping

Download a shipping label from the Awards website. Shipping labels are designed to fit Avery® label 5126. There are two labels per page.

Strategic Marketing Awards Website:

www.ucea.edu/profdev/awards/2009/smawards.html

Please visit this site to fill out your Entry and Payment Form and to download ID Tags and Shipping Labels.