

### 2009 Strategic Marketing Award Winners

Award	Institution
Gold	University of Pennsylvania
Silver	University of Toronto
Bronze	University of California, Los Angeles
Bronze	Emory University

### 2009 Marketing and Publications Award Winners

Award Category	Size	Award	Institution	Entry Name
<b>1. Print Publications: General catalog or tabloid, 1 or 2 colors</b>	Over 25,000	Gold	G. Raymond Chang School of Continuing Education	2008 Spring/Summer Magazine
		Silver	University of Kansas Continuing Education	KU Osher Spring 2008 Catalog
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Georgia Southern University, Continuing Education Center	ADVANCE (Fall 2009 Catalog)
<b>2. Print Publications: General catalog or tabloid, 3 or more colors throughout</b>	Over 25,000	Gold	New York University School of Continuing and Professional Studies	2008 Fall Bulletin
		Silver	New York University School of Continuing and Professional Studies	2008 Summer Bulletin
		Bronze	New York University School of Continuing and Professional Studies	Spring 2009 Bulletin
	Under 25,000	Gold	Northwestern School of Continuing Studies	Undergraduate Catalog
		Silver	University of Tennessee, Knoxville	Smoky Mountain Girls School Catalog
		Bronze	Georgia Tech Distance Learning and Professional Education	2009 Georgia Tech Defense Technology Catalog

<b>3. Print Publications: General catalog or tabloid, 3 or more colors cover, 1 to 2 colors inside</b>	Over 25,000	Gold	Not awarded		
		Silver	Not awarded		
		Bronze	Not awarded		
	Under 25,000	Gold	UPenn College of Liberal and Professional Studies	Course Guide	
		Gold	Stanford Continuing Studies	2009 Course Catalogue	
		Silver	University of North Carolina Greensboro, Division of Continual Learning	CALL	
		Silver	University of Toronto School of Continuing Studies	Learn More-Fall/Winter 2008-09 Course Calendar	
		Bronze	Western Michigan University-Extended University Program	Course Offerings	
		Bronze	Rice University, Glasscock School of Continuing Studies	Spring 2009 Catalog	
<b>4. Print Publications: Annual/Anniversary/Special Report/Magazine</b>	Over 25,000	Gold	University of Oklahoma Outreach	Outreach-Reaching Out	
		Silver	University of Maryland University College	ACHIEVER Fall 2008	
		Bronze	University of Oklahoma College of Liberal Studies	Vantage Point	
		Under 25,000	Gold	Johns Hopkins University Carey Business School	ONE Magazine, fall 2008
			Silver	Northwestern School of Continuing Studies	Continuum Magazine, 75th Anniversary Issue
			Silver	Syracuse University	Stone Canoe
			Bronze	Georgia Tech Distance Learning and Professional Education	Georgia Tech DLPE Annual Report
		<b>5. Print Publications: Booklet, 1 or 2 colors</b>	Over 25,000	Gold	University of Texas-Austin Continuing and Innovative Education
Silver	Not awarded				
Bronze	Not awarded				
Under 25,000	Gold			Not awarded	
	Silver			Not awarded	
	Bronze			University College of Syracuse University	Foreseeable Future Booklet

<b>6. Print Publications: Booklet, 3 or more colors</b>	Over 25,000	Gold	Athabasca University	Athabasca University Viewbook 2009
		Silver	Harvard Division of Continuing Education	Secondary School Program Brochure
		Bronze	UC Berkeley Extension	2009 Oxford/Berkeley Program
	Under 25,000	Gold	Northwestern School of Continuing Studies	College Prep Program Brochure
		Silver	University of British Columbia School of Continuing Studies	Technology, Media, Professional Programs Booklet
		Bronze	Georgia Tech Distance Learning and Professional Education	2009 Defense Technology First Quarter Booklet
<b>7. Print Publications: Brochure, 1 or 2 colors</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	University of Wisconsin Milwaukee	Headline series
		Silver	Not awarded	
		Bronze	Not awarded	
<b>8. Print Publications: Brochure, 3 or more colors</b>	Over 25,000	Gold	UC Berkeley Extension	Program Guide Post Bac Certificates
		Silver	University of Maryland University College	President's Circle Brochure
		Bronze	Boston University Summer Term	High School Programs 2008
		Bronze	Harvard Division of Continuing Education	Sustainability Environmental Mgmt Program
	Under 25,000	Gold	UMASS Amherst	Sankofa Dance Project
		Silver	University of Richmond School of Continuing Studies	Center for Culinary Arts Brochure
		Bronze	UC Berkeley Technology Transfer Program	Traffic Signal Engineering Academy

<b>9. Print Publications: Postcard, 1 or 2 colors</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
<b>10. Print Publications: Postcard, 3 or more colors</b>	Over 25,000	Gold	University of Texas-Austin Continuing and Innovative Education	Career Smart Professional Development Card
		Silver	Not awarded	
		Bronze	University of Kansas Continuing Education	KU School of Nursing Positive Deviance
		Bronze	University of Kansas Continuing Education	Professional Nursing Education and Development Conference
	Under 25,000	Gold	University of Maryland Baltimore County	Shady Grove Recruitment
		Gold	Georgia Tech Distance Learning and Professional Education	Revenue Management Conference Save the Date
		Silver	Not awarded	
		Bronze	UPenn College of Liberal and Professional Studies	Preregister postcard
<b>11. Print Publications: Poster</b>	Over 25,000	Gold	University of Maine	Summer University poster
		Gold	University of Oklahoma Outreach	2009 QTEXT Conference Poster
		Silver	BU Global Programs	BU Global Poster
		Bronze	University of Missouri-St. Louis	29th Annual Storytelling Festival Poster
	Under 25,000	Gold	University of Toronto School of Continuing Studies	Learn more transit posters
		Gold	University of Chicago	HAS Explore Poster
		Silver	Not awarded	
		Bronze	Not awarded	

<b>12. Interactive Marketing: Web Site</b>	Over 25,000	Gold	University of Oklahoma Outreach	University Outreach Advanced Programs
		Gold	University of Oklahoma Outreach	Community Training and Resource Institute
		Silver	University of Oklahoma Outreach	China Outreach Institute-Travel Study Program
		Bronze	University of Oklahoma Outreach	American Indian Institute
		Bronze	Harvard Extension	Harvard Extension School Website
	Under 25,000	Gold	Emory Center for Lifelong Learning	Emory Paralegal Certificate Web site
		Gold	University of Colorado @ Boulder	Website redesign
		Gold	Stanford Continuing Studies	Stanford Continuing Studies Web site
		Silver	Oregon State University	OSU Summer Session 2008 Website
		Silver	Georgia Tech Distance Learning and Professional Education	Georgia Tech DLPE Website
		Silver	Rice University, Susan M. Glasscock School of Continuing Studies	Website: teachers.rice.edu
		Bronze	Texas Tech College of Outreach and Distance Education	<a href="http://www.k12.ttu.edu">www.k12.ttu.edu</a>
		Bronze	Western Kentucky University-DELO	<a href="#">Independent Learning Website</a>
<b>13. Interactive Marketing: E-communication</b>	Over 25,000	Gold	Not awarded	
		Silver	University of Kansas Continuing Education	KU Osher Lifelong Learning Institute E-newsletter
		Bronze	Texas Tech College of Outreach and Distance Education	E-newsletter
	Under 25,000	Gold	University of Milwaukee School of Continuing Education	CTC Email Story Campaign
		Silver	Oregon State University Extended Campus (Ecampus)	OSU Summer Session E-news
		Bronze	Not awarded	

<b>14. Interactive Marketing: Streaming/On-demand Content</b>	Over 25,000	Gold	Not awarded	
		Silver	New York University School of Continuing and Professional Studies	NYU's Media Talks Online Video
		Silver	New York University School of Continuing and Professional Studies	2008 CADA Video Gallery
		Bronze	Not awarded	
	Under 25,000	Gold	Oregon State University Extended Campus (Ecampus)	Online Chemistry Commercial on YouTube
		Gold	University of North Carolina Greensboro, Division of Continual Learning	Graduate Liberal Studies
		Gold	Kansas State University Division of Continuing Education	K-State Options Plus Students Videos
		Silver	University of North Carolina Greensboro, Division of Continual Learning	All Arts, Sciences and Technology Camp
		Silver	Texas A&M Continuing and Professional Studies	Wired Study Trips on iTunes U
		Bronze	Not awarded	
<b>15. Interactive Marketing: Miscellaneous Interactive Marketing</b>	Over 25,000	Gold	Not awarded	
		Silver	University of Maryland University College	Veterans Day Tribute
		Bronze	University of Texas Continuing and Innovative Education	Holiday e-card
	Under 25,000	Gold	University of Colorado @ Boulder	Continuing Education Mixed Media Campaign
		Gold	University of Texas System	UTTC Turns 10
		Silver	Drexel University Goodwin College	Leading Edge Holiday Card
		Bronze	Kansas State University Division of Continuing Education	DE Giveaway Website

<b>16. Interactive Marketing: Banner ad, static</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
<b>17. Interactive Marketing: Banner ad, animated</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Athabasca University	Online Ads
	Under 25,000	Gold	Not awarded	
		Silver	Northwestern School of Continuing Studies	Sports Administration Banner Ad
		Bronze	Not awarded	
<b>18. Promotion/Publicity: Newsletter</b>	Over 25,000	Gold	Not awarded	
		Silver	New York University School of Continuing and Professional Studies	Newsletter
		Bronze	University of Virginia School of Continuing & Professional Studies	Columns Newsletter
	Under 25,000	Gold	Not awarded	
		Silver	CSU Fresno	Global Connections Newsletter
		Bronze	Not awarded	
<b>19. Promotion/Publicity: Media Release</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Oregon State University Extended Campus (Ecampus)	Nursery Growers Spanish Online Course
		Bronze	Emory Center for Lifelong Learning	ECLL Alpharetta Press Release

<b>20. Promotion/Publicity: Public Relations Event</b>	Over 25,000	Gold	University of Missouri St. Louis	29th Annual Storytelling Festival
		Silver	Walden University	Educator for a Day Grants
		Bronze	University of Texas Continuing and Innovative Education	Migrant Student Graduation
	Under 25,000	Gold	University of Tennessee-Knoxville	Destination Imaginations
		Silver	Not awarded	
		Bronze	University of British Columbia Continuing Studies	Life and Career Centre
<b>21. Print Advertising: Single Ad, 1 or 2 colors</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	University of Kansas Continuing Education	KU OLLI Ad
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	CSU Stanislaus, Extended Education	Find your future ad spring catalog
<b>22. Print Advertising: Single Ad, 3 or more colors</b>	Over 25,000	Gold	Not awarded	
		Silver	New York University School of Continuing and Professional Studies	Liberal Arts and Design
		Bronze	CSU Northridge-The Tseng College	Today's economy ad
		Bronze	Boston University Metropolitan College and Extended Education	Certificate in Financial Planning
	Under 25,000	Gold	University of Toronto School of Continuing Studies	Earn more newspaper ad
		Silver	Not awarded	
		Bronze	UPenn College of Liberal and Professional Studies	Create

<b>23. Print Advertising: Single Outdoor, transit or other</b>	Over 25,000	Gold	New York University School of Continuing and Professional Studies	Outdoor ad campaign Phone Kiosks
		Silver	G. Raymond Chang School of Continuing Education, Ryerson University	You transit campaign
		Bronze	Not awarded	
	Under 25,000	Gold	University of Toronto School of Continuing Studies	Learn more interior transit
		Silver	Not awarded	
		Bronze	Not awarded	
<b>24. Broadcast Advertising: Radio</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
<b>25. Broadcast Advertising: Television</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
<b>26. Visual Identification: Single image logo</b>	Over 25,000	Gold	Embry-Riddle	i2i program logo
		Silver	University of Wisconsin-Extension Continuing Education	Sustainable Management logo
		Bronze	Not awarded	
	Under 25,000	Gold	University of British Columbia Continuing Studies	CAUCE 2009 Conference logo
		Silver	Not awarded	
		Bronze	Not awarded	

<b>27. Visual Identification: Logo Implementation</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Kansas State University Division of Continuing Education	Distance Branding Images
		Silver	Not awarded	
		Bronze	Kent State University	Partnership for the Minority Business Accelerator
<b>28. Campaign: Publications</b>	Over 25,000	Gold	New York University School of Continuing and Professional Studies	2008 Master's Degree Brochures
		Silver	University of Texas-Austin Continuing and Innovative Education	2008 Odyssey Course Bulletins
		Bronze	New York University School of Continuing and Professional Studies	2008 Master's Degree Posters
	Under 25,000	Gold	Northwestern School of Continuing Studies	Graduate Program Booklets
		Gold	University of Toronto School of Continuing Studies	Learn More-Spring/Summer 2008 Course Calendar
		Silver	Not awarded	
<b>29. Campaign: Interactive Media</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
<b>30. Campaign: Print Ads</b>	Over 25,000	Gold	University of Toronto School of Continuing Studies	Earn more campaign
		Silver	Boston University Metropolitan College and Extended Education	MET Profiles Campaign
		Bronze	UPenn College of Liberal and Professional Studies	Begin, Harness and Immerse
	Under 25,000	Gold	Not awarded	
		Silver	University of Maine	Maine Studies Campaign
		Bronze	Not awarded	
<b>31. Campaign: Broadcast Advertising</b>	Over	Gold	Not awarded	

	25,000			
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	Not awarded	
<b>32. Campaign: Publicity</b>	Over 25,000	Gold	Not awarded	
		Silver	Not awarded	
		Bronze	New York University School of Continuing and Professional Studies	30th Annual NYU International Hospitality Industry Investment Conference
	Under 25,000	Gold	Not awarded	
		Silver	UMASS Boston/Division of Corporate, Continuing and Distance Education and the African Studies Dept.	International Programs-Winter 2008
		Bronze	Not awarded	
<b>33. Campaign: Mixed Media</b>	Over 25,000	Gold	UCLA Extension	UCLA Extension at Figueroa Courtyard Launch
		Gold	G. Raymond Chang School of Continuing Education, Ryerson University	YOU Campaign fall 2008
		Silver	UIC Summer Session	Indoor course list banners and outdoor banner
		Bronze	University of Maryland University College	Color in Freedom
		Bronze	University of Virginia School of Continuing & Professional Studies	Travel and Learn Campaign
	Under 25,000	Gold	San Diego State University	Travel Study: Where do you want to Learn campaign
		Gold	Oregon State University Extended Campus (Ecampus)	Online Chemistry Campaign
		Silver	University of British Columbia Continuing Studies	Test Prep Course Licensing Materials
		Silver	University of British Columbia Continuing Studies	CAUCE 2009 Conference
		Bronze	University of Auckland Center for Continuing Education	Going Green Campaign
		Bronze	CSU Long Beach/University College & Extension Services	CSULB 2009 Winter Session Campaign

<b>34. Miscellaneous: Print pieces</b>	Over 25,000	Gold	UCLA Extension	UCLA Extension at Figueroa Courtyard Open House Invite
		Silver	University of British Columbia Continuing Studies	AHCAP Rack Card
		Bronze	Boston University Metropolitan College and Extended Education	Wine in the Woods Invitation
		Bronze	UNC Chapel Hill/Friday Center	Holiday Card
	Under 25,000	Gold	Not awarded	
		Silver	UC Berkeley/Technology Transfer Program	08-09 Calendar and Guide to Services
		Silver	UPenn College of Liberal and Professional Studies	Pocket Folder
		Bronze	Rice University Glasscock School of Continuing Studies	40th Anniversary Gala Program
		Bronze	University of Richmond School of Continuing Studies	Mission and Values Bookmark
<b>35. Miscellaneous: Collateral material</b>	Over 25,000	Gold	Texas Tech University College of Outreach and Distance Education	Cultivate your career
		Silver	Not awarded	
		Bronze	Not awarded	
	Under 25,000	Gold	University of Colorado @ Boulder	Reusable Bag
		Silver	Kansas State University Division of Continuing Education	Carabineer Compass with Tag
		Bronze	Emory Center for Lifelong Learning	Essentials of Management Certificate Portfolio
<b>36. Miscellaneous: Most improved</b>	Over 25,000	Gold	University of Oklahoma Outreach	Outreach Advance Programs
		Gold	University of Maryland University College	UMUC Gear Online Store
		Silver	University of Virginia School of Continuing & Professional Studies	Dropping Out Brochure
		Bronze	Walden University	Residency Books
		Bronze	University of Oklahoma Outreach	Aging and Safety Booklet
	Under 25,000	Gold	Emory Center for Lifelong Learning	Catalog redesign
		Silver	Northwestern School of Continuing Studies	Convocation Program
		Silver	CSU Fresno	Continuing and Global Education Brochure
		Bronze	Not awarded	