



District VII

Awards of Excellence Winners 2013

CASE District VII is pleased to announce the winners of its 2013 Awards of Excellence program!

ADVANCEMENT SERVICES PROGRAMS

Advancement Services Programs – Donor Relations

Gold: University of California, San Diego, "Invent the Future Thank You Postcards"

Silver: California State University, Sacramento, "Annual Report of Giving/Endowment Stewardship"

Bronze: University of California, San Diego, "Stewardship Impact Reports"

Advancement Services Programs – Overall Operations

Gold: University of California, Berkeley: University Relations, "UC Berkeley Advancement Reporting Solution"

Silver: California State University: Office of the Chancellor, "How to Get to College Program"

Bronze: ASU Foundation for a New American University, "Financial Literacy for Development"

Bronze: University of California, Berkeley: University Relations, "Reunion Campaign Research Enhancement"

ALUMNI RELATIONS PROGRAMS

Alumni Relations Programs – Annual Alumni Programs

Gold: California State University, Channel Islands, "CI Alumni & Friends Dodger Day"

Silver: Claremont McKenna College, "Claremont McKenna College Summer Athenaeum Retreat"

Bronze: California State University, Fresno: Fresno State Alumni Association, "Fresno State: Grad In A Box"

Bronze: University of Utah, "Young Alumni Homecoming Scholarship 5K and Kids K"

Alumni Relations Programs – Innovative Use of Technology

Gold: University of California, San Diego, "Commencement 2012: TweetWall"

Silver: University of California, San Diego, "Increasing Alumni Engagement Through Facebook Giveaways"

Bronze: University of California, Berkeley, "@cal Alumni Network"

Alumni Relations Programs – Marketing and Branding

Gold: University of California, San Diego, "Engagement Kits"

Silver: University of California, San Diego, "We Are Tritons"

Bronze: University of California, San Diego, "Commencement 2012: 'The Journey Continues'"

Alumni Relations Programs – New Program Initiatives

Gold: California State University, Fullerton, "Vision & Visionaries Distinguished Alumni Campus Visits 2012"

Silver: University of California, Irvine Alumni Association, "Career Building in a Tough Economy: Networking Webinar"

Bronze: California State University, San Bernardino, "Welcome to the CSUSB Family"

Alumni Relations Programs – Programming for Special Constituencies

Gold: Chapman University, "Parent Spring Meeting"

Silver: California State University, Fullerton, "NYC Showcase Alumni Reception"

Bronze: UC Davis: Cal Aggie Alumni Association, "Parent Orientation Experience"

Alumni Relations Programs – Student Alumni Initiatives

Gold: University of California, Riverside, "UCR Career Conference Series"

Silver: UC Davis: Cal Aggie Alumni Association, "100th Anniversary Pajamarino"

Bronze: University of California, San Diego, "Student Engagement, Loyalty and Philanthropy at UC San Diego"

Alumni Relations Programs – Volunteer Engagement and Leadership

Silver: California State University, Fullerton, "All Chapters Workshop"

Bronze: UC Davis: Cal Aggie Alumni Association, "International Chapter and Network Leaders Conferences"

COMMUNICATIONS AND MARKETING PROGRAMS

Individual Public Relations, Media Relations, and Community Relations Projects

Gold: University of California, Santa Cruz, "San Francisco Giants Public Relations Opportunity"

Silver: University of California, "Onward California Public Outreach"

Bronze: University of Redlands, "University of Redlands Faculty Experts"

Excellence in News Writing

Gold: Lawrence Berkeley National Laboratory/University of California, "Berkeley Lab Science News"

Silver: University of California, Irvine, "Promoting Daily Research Breakthroughs and Student Achievement Stories"

Bronze: University of California, Los Angeles, "Ampersand Online Magazine"

College and University General Interest Magazines, Circulation: 75,000 or More

Gold: San Francisco State University, "SF State Magazine"

Silver: San Jose State University, "Washington Square"

Bronze: Brigham Young University, "BYU Magazine"

College and University General Interest Magazines, Circulation: 30,000 to 74,999

Gold: Chapman University, "Chapman Magazine"

Silver: University of Redlands, "Och Tamale Magazine"

Bronze: USC Dornsife College of Letters, Arts and Sciences, "USC Dornsife Magazine"

College and University General Interest Magazines, Circulation: Less than 29,999

Gold: University of California, Berkeley: College of Natural Resources, "Breakthroughs Magazine"

Silver: Scripps College, "Scripps Magazine"

Bronze: Westminster College, "The Westminster Review Fall 2012"

Special Constituency Magazines

Gold: UC Davis Graduate School of Management, "Innovator Magazine"

Silver: Cal Poly Pomona: The Collins College of Hospitality Management, "Collins Magazine"

Bronze: BYU Marriott School of Management, "Marriott Alumni Magazine"

Print Independent School Periodicals

Gold: Francis Parker School, "Parker Magazine"

Silver: The Pegasus School, "Pegasus Magazine"

Bronze: Marlborough School, "Marlborough Alumnae Association Magazine"

Print External Audience Tabloids and Newsletters

Gold: Pepperdine University, "Waves of Change Campaign Newsletter"

Silver: University of California, Berkeley, "Promise of Berkeley"

Digital External Audience Newsletters

Gold: Brigham Young University, "BYU Today"

Silver: University of California, Los Angeles, "GSE&IS Ampersand E-Newsletter"

Bronze: UC Davis School of Law, "King Hall Briefs"

Bronze: University of California, San Diego, "Giving Impact"

Print Internal Audience Periodicals

Gold: Mount St. Mary's College, "Mount Matters"

Digital Internal Audience Periodicals

Gold: Chapman University, "Chapman University Happenings"

Silver: University of the Pacific, "The Pacific Insider"

Periodical Staff Writing

Gold: Occidental College, "Occidental Periodical Staff Writing"

Silver: Saint Mary's College of California: College Communications, "Teresa Castle -- Periodical Staff Writing"

Bronze: Biola University, "Biola Magazine"

Bronze: UC Davis School of Education, "Staff Writing, Catalyst-Justice"

COMMUNICATIONS AND MARKETING (Continued)

Best Articles of the Year

Gold: Brigham Young University, "'A Diplomatic Life,' BYU Magazine"

Silver: UC Berkeley: College of Natural Resources, "The New Grid"

Silver: USC Dornsife College of Letters, Arts and Sciences, "Emotional Economics"

Bronze: Chapman University, "'Get Creative!' Chapman Magazine"

Bronze: Loyola Marymount University, "'Rockin' the Bard' LMU Magazine"

Bronze: University of Phoenix Alumni Association, "'Running for Hope,' Phoenix Focus"

Student Recruitment Publications: Print Viewbooks and Prospectuses

Gold: University of California, Davis, "UC Davis + You"

Silver: University of California, Davis, "UC Davis 'You Are' Admit Brochure"

Bronze: Chapman University, "Viewbook 2012-2013"

Student Recruitment Publications: Print Individual Student Recruitment Publications

Gold: Occidental College, "Occidental Student Recruitment"

Gold: Scripps College, "'Rosie' Admission Recruitment Brochure"

Silver: University of California, Davis, "Gunrock Diecut"

Bronze: University of California, Davis, "Undergraduate Admissions International Parent Fliers"

Student Recruitment Publications: Print Student Recruitment Publications Packages

Gold: University of San Diego, "Undergraduate Admissions Materials"

Silver: UC Davis Graduate School of Management, "MBA Brochures"

Bronze: California State University, Long Beach, "Engineering at The Beach"

Institutional Relations Publications: Print President's Reports and Annual Reports

Gold: Naval Postgraduate School, "NPS 2011 Annual Report"

Silver: University of Southern California, "USC Financial Report 2011-12 'New Beginnings'"

Bronze: California State University, Chico, "President's Report"

Institutional Relations Publications: Annual Magazines

Gold: Western University of Health Sciences, "Humanism Journal"

Silver: University of San Diego, "Fall 2012 USD Engineer"

Bronze: Western University of Health Sciences, "Excellence In Nursing Magazine"

Institutional Relations Publications: Books

Gold: Chapman University, "Chapman University: Celebrating the Past, Shaping the Future"

Institutional Relations Publications: Print Promotional Publications

Gold: University of San Diego, "2012 Journeys"

Silver: USC Dornsife College of Letters, Arts and Sciences, "We Are USC Dornsife"

Bronze: USC Dornsife College of Letters, Arts and Sciences, "USC Dornsife 100"

Fundraising Publications: Print Case Statements/General Cultivation Publications

Gold: University of California, Davis, "UC Davis College of Letters and Science Campaign Brochure"

Silver: University of California, San Francisco, "'Inspiring Leaders,' Health Sciences Education Case Statement"

Bronze: UC Davis School of Education, "Mini Case Statements: Dinner with a Scientist and The Guardian Teacher Scholarship"

Fundraising Publications: Digital Case Statements/General Cultivation Publications

Gold: University of the Pacific: Arthur A. Dugoni School of Dentistry, "Campaign iBook"

Fundraising Publications: Print Annual Reports and Fund Reports

Gold: University of Utah, "Visionary Philanthropy, 2011 Donor Report"

Silver: Point Loma Nazarene University, "PLNU Annual Report"

Bronze: Scripps College, "Scripps College Honor Roll of Donors"

Fundraising Publications: Print Individual Fundraising Publications

Gold: Scripps College, "Scripps College Academy: 10 Years of Empowering Young Scholars"

Silver: San Jose State University, "San Jose State University Viewmaster"

Bronze: ASU Foundation for a New American University, "Top Secret Guide to Student Success"

COMMUNICATIONS AND MARKETING (Continued)

Fundraising Publications: Print Fundraising Publications Packages

Gold: University of California, Berkeley, "We're Not Resting on Our Laureates"

Silver: University of California, Irvine, "Newkirk Alumni Center Fundraising"

Individual Photography

Gold: Brigham Young University, "'Fluid Motion,' by Mark Philbrick"

Silver: University of Southern California, "USC Financial Report 2011-12: Commencement Photography by Mark Berndt"

Photographer of the Year

Silver: Brigham Young University, "Mark Philbrick"

Bronze: Brigham Young University, "Jaren Wilkey"

Bronze: Stanford University, "Linda A. Cicero"

Bronze: University of California, "Elena Zhukova"

Excellence in Design: Periodicals

Gold: BYU Marriott School of Management, "Marriott Alumni Magazine"

Silver: University of California, Berkeley: Haas School of Business, "BerkeleyHaas Magazine, Spring 2012"

Silver: USC Dornsife College of Letters, Arts and Sciences, "USC Dornsife Magazine, Fall 2012/Winter 2013"

Excellence in Design: Covers

Gold: Biola University, "Biola Magazine"

Silver: University of San Diego, "USD Magazine, Summer 2012"

Bronze: California State University, Chico, "Chico Statements, Spring 2012"

Bronze: University of Southern California, "USC Financial Report 2011-12, 'New Beginnings'"

Excellence in Design: Editorial Design

Gold: BYU Marriott School of Management, "'Why My First Job Mattered,' Marriott Alumni Magazine"

Bronze: University of San Diego, "'Show Me The Bunny,' USD Magazine"

Excellence in Design: Illustrations

Silver: BYU Marriott School of Management, "'Planes, Brains & Behavioral Theories,' Marriott Alumni Magazine"

Excellence in Design: Multi-Page Publications

Gold: University of California, "University of California Brochures"

Silver: University of California, Berkeley, "Builders of Berkeley"

Silver: University of Southern California, "USC Financial Report 2011-12, 'New Beginnings'"

Silver: USC Dornsife College of Letters, Arts and Sciences, "We Are USC Dornsife"

Bronze: National University System, "National University 2012 Annual Report"

Bronze: University of California, Merced, "Inventions"

Bronze: USC Dornsife College of Letters, Arts and Sciences, "USC Dornsife 100"

Excellence in Design: Posters

Silver: California State University, Chico, "Recreation, Hospitality and Parks Management Reunion"

Bronze: Westminster College, "Westminster Concert Series"

Excellence in Design: Invitations

Bronze: Visual Asylum, "La Jolla Country Day School Open House Invitations"

Excellence in Design: Specialty Pieces

Silver: USC Sol Price School of Public Policy, "Price School Naming Gift Celebration Centerpieces"

Bronze: BYU Marriott School of Management, "Deans' Christmas Card"

Digital Magazines

Gold: University of Phoenix Alumni Association, "Phoenix Focus, September Small Business Issue, 2012"

Silver: California State University, Chico, "Chico Statements Online, Spring 2012"

Bronze: Biola University, "Biola Magazine"

Video News and Research Features

Gold: Brigham Young University, "The BYU Mathlete Rap"

Silver: University of California, San Francisco, "UCSF Anatomy Lab Video"

Silver: University of Southern California, "Beijing Air Pollution Study: Health Disease Links"

Bronze: University of Arizona, "UANews Presents Top 10 Stories of 2011"

COMMUNICATIONS AND MARKETING (Continued)

Video Fundraising Features

Gold: University of California, Berkeley, "You're Not Berkeley Enough..."

Silver: Cal Poly Pomona: The Collins College of Hospitality Management, "Shaping the Future of Hospitality"

Bronze: Pitzer College, "50Forward Campaign Video"

Bronze: University of the Pacific: Arthur A. Dugoni School of Dentistry, "Kids in the Clinic: Supporting Smiles for Children in Need"

Video General Information Features

Gold: University of California, "Onward California Video Series"

Silver: Brigham Young University, "The Whirling Diva, 'BYU Magazine'"

Silver: Saint Mary's College of California: College Communications, "Year of the Gael: Part One"

Silver: University of San Francisco, "Thank You from USF"

Silver: University of Southern California: University Publications, "I Am a Trojan"

Bronze: Pitzer College, "Robert Redford Conservancy Announcement"

Bronze: University of California, San Diego, "Alumni Celebration Video"

Bronze: University of Southern California, "First Year Investigations (FYI)"

Video Recruitment Features

Gold: University of Southern California, "Master of Professional Writing Program"

Silver: University of California, Merced, "This is UC Merced"

Bronze: Pepperdine University, "Executive MBA Video - Graziadio School of Business and Management"

Bronze: Salt Lake Community College, "SLCC High School Digital Signage Recruitment Video Series"

Video PSAs and Commercial Spots

Gold: National University System, "National University 2012 Golf Academy TV Spot"

Silver: Pepperdine University, "Pepperdine University 60 Sec Spot"

Bronze: Northern Arizona University: Alumni Relations, "Northern Arizona University App Commercial"

Bronze: University of California, "Anthem"

FUNDRAISING PROGRAMS

Fundraising Programs – Annual Giving Programs

Gold: Brigham Young University, "BYU Fall Mailer"

Silver: Brigham Young University, "BYU Employee Giving Campaign"

Bronze: University of California, San Diego, "An Extraordinary Outlier: UCSD Alumni Giving"

Fundraising Programs – Campaigns

Gold: Westmont College, "\$75K-in-75 Hours Campaign"

Silver: Westminster College, "Your Passion, Their Future scholarship brochure"

Fundraising Programs – Principal, Major, or Special Giving Programs

Gold: Westminster College, "Planned Giving Legacy Postcards"

Silver: Brigham Young University, "BYU Engineering Building Alumni Mailing"

Fundraising Programs – Stewardship

Gold: University of California, San Diego, "Stewardship Impact Reports"

Silver: University of California, San Diego, "ArtPower! at UC San Diego Stewardship Program"

Bronze: University of the Pacific, "Pacific's New Stewardship Program"

INTEGRATED ADVANCEMENT PROGRAMS

Integrated Advancement Programs – Advertising Campaigns

Gold: University of California, "Onward California Advertising"

Silver: Pepperdine University, "Stand Up, Step Forward, Take Flight"

Bronze: National University System, "National University 2012 Spring Campaign"

Integrated Advancement Programs – Best Use of Social Media

Gold: University of Redlands, "Win a Date with Thurber' Social Media Campaign"

Silver: Biola University, "#MakingItMatter Campaign"

Bronze: University of Phoenix, "Phoenixing Fun Homecoming Social Media Engagement Campaign"

Integrated Advancement Programs – Branding Programs

Gold: California State University, Fresno, "Fresno State Re-branding Program"

Silver: California State University, Monterey Bay, "CSU Monterey Bay Branding Campaign"

INTEGRATED ADVANCEMENT PROGRAMS (Continued)

Integrated Advancement Programs – Complete Institutional Websites

Gold: Saint Mary's College of California: College Communications, "Saint Mary's College Website"

Silver: Chapman University, "Chapman University Website"

Bronze: Occidental College, "Occidental College Website Redesign"

Integrated Advancement Programs – Individual Ads

Gold: University of San Diego, "USD Changemaker 2012 Outdoor Billboard"

Integrated Advancement Programs – Individual Special Events

Gold: Pepperdine University, "2012 Pepperdine Associates Dinner"

Silver: University of the Pacific, "The Ted Robb and Chris Robb Community Garden Dedication Ceremony"

Bronze: Lawrence Berkeley National Laboratory, "Lawrence Berkeley Lab 2012 Open House"

Integrated Advancement Programs – Individual Sub-Websites

Gold: University of San Diego, "USD Admissions Interactive Chalkboard"

Silver: Biola University, "Open Biola"

Bronze: University of California, Davis, "Giving to UC Davis Website"

Integrated Advancement Programs – Overall Advancement

Gold: University of La Verne, "LEAD Conference"

Integrated Advancement Programs – Visual Identity Systems

Gold: California State University, Chico, "125th Anniversary Visual Identity System"

Silver: USC Dornsife College of Letters, Arts and Sciences, "USC Graphic Identity Program"

Bronze: Visual Asylum, "La Jolla Country Day School Visual Identity System"

Integrated Advancement Programs – Year-Long Special Events

Gold: University of the Pacific: Arthur A. Dugoni School of Dentistry, "New San Francisco Campus Groundbreaking and Construction Kickoff Events"