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”
   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”

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”

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
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
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

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: 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”

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: USC Dornsife College of Letters, Arts and Sciences, “We Are USC Dornsife”
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”

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
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**: Westminster 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”