



District VII

2017 Awards of Excellence Winners

Each individual category may include one or two gold awards and multiple silver and bronze awards. Awards are not made on a first-, second-, and third-place system so there is no guarantee that any particular level will be awarded. Each broader category may include one, and no more than one, grand gold award if an entry is deemed truly innovative and outstanding. Grand gold awards will be announced at the awards luncheon at the CASE District VII Conference in San Diego on Friday, March 10, 2017.

Categories denoted with a (P) are CASE Platinum categories. Gold award winners in these categories are automatically forwarded to the CASE Circle of Excellence Awards for review in the international competition. The Circle of Excellence deadline for all non-Platinum categories is March 10; see http://www.case.org/Award_Programs/Circle_of_Excellence.html for details.

ADVANCEMENT SERVICES

Best Practices in Advancement Services (P)

- Gold: University of California, Davis, Centralized Gift Processing at UC Davis—Our Journey to GREATness
- Silver: University of California, Davis, Membership Power (BI) Up: Cal Aggie Alumni Association Membership Reporting
- Silver: California State University, Chico, Chico State Student Philanthropy Council
- Bronze: University of California, Davis, (A)Head in the Cloud and Feet on the Ground: DO Metrics Reporting

Donor Relations/Stewardship

- Gold: City of Hope, Donor Recognition Gallery
- Silver: University of California, Santa Cruz, Philanthropy in Pursuit of a Healthier Planet
- Bronze: University of California, Davis, Video Stewardship Program

ALUMNI RELATIONS

Annual Alumni Programs

- Silver: Arizona State University, Arizona State University Alumni Association—ASU Cares and Tillman Honor Runs

Best Use of Social Media / Technology

- Gold: San Diego State University, The SDSU Aztec Proud Student Donor App: Building a Student Philanthropy Program through a Customized Mobile Experience

- Gold: California State University San Marcos, Ahead of the Trend: Using Social Media to Build Alumni Pride at Commencement
- Silver: University of Arizona Alumni Association, Cats in the Corner Office
- Silver: University of California, Davis, Authentic Aggies at Picnic Day
- Bronze: University of Arizona, Epic Homecoming Experience Contest, Alumni Nation App and Social Media Campaign
- Bronze: University of California, Davis, African and African American Alumni Association Scholarship Fundraiser
- Bronze: University of California, Santa Cruz, Julie Snyder Podcast for Founders Celebration

Best Practices in Alumni Relations (P)

- Silver: Arizona State University, School of Sustainability 10th Anniversary
- Silver: University of California, Davis, Alumni Volunteer Programs

Marketing and Branding

- Silver: University of California San Diego, Alumni Weekend 2016
- Bronze: University of California, Davis, Authentic Aggies at Picnic Day

New Program Initiatives

- Bronze: San Diego State University, Class of 2016 Commencement: Mobile Student Connect
- Bronze: University of California San Diego, Triton Entrepreneur Night: Where Entrepreneurial Alumni and Students Collide, The Basement

Programming for Special Constituencies

- Gold: University of California, San Francisco, UCSF Postdoc Slam
- Silver: University of California, Davis, UC Davis Chile Partnership Program
- Bronze: University of California, Davis, Cal Aggie Camp

Student Alumni Initiatives

- Bronze: University of California, San Francisco, UCSF Medical Alumni Association Host Our Students as they Travel (HOST) Program
- Bronze: Concordia University Irvine, Eagle Scarving Ceremony

Volunteer Engagement and Leadership

- Bronze: University of California, Davis, Restructuring the UC Davis Foundation Board for Optimal Volunteer Engagement

DESIGN AND PHOTOGRAPHY

Covers

- Gold: University of La Verne, Voice Magazine—125 Anniversary Issue
- Silver: California Institute of Technology, Techer
- Bronze: University of Arizona, Arizona Alumni Magazine, Summer 2016

Editorial Design

- Gold: Brigham Young University, Marriott Alumni Magazine, "Telling Tales"
- Silver: Brigham Young University, Marriott Alumni Magazine, "Top 25 College-Admission Questions Answered"
- Silver: Brigham Young University, BYU Magazine, "The Power of Not Knowing"

- Bronze: Brigham Young University, Marriott Alumni Magazine, "2016 Presidential Election Guide"
- Bronze: Brigham Young University, BYU Magazine, "Between Heaven and Earth"
- Bronze: University of La Verne, Voice Magazine—Spring 2016, "Brain Matters"

Illustrations

- Gold: Santa Clara University, Dr. Jerome
- Silver: California Institute of Technology, The Impossible Rock, Techer
- Silver: Santa Clara University, Change the Game—or, The Pope and the Penguin
- Bronze: California Institute of Technology, Caltech Illuminates the Extraordinary

Invitations

- Gold: University of California San Diego, Founders Celebration 2015 Invitations
- Silver: University of California, Berkeley, Berkeley Charter Gala 2016 Invitation
- Bronze: University of California San Diego, Alumni Celebration

Multi-Page Publications

- Gold: USC Dornsife College of Letters, Arts, and Sciences, Leading Change through Testimony: The USC Shoah Foundation Case Statement
- Silver: Brigham Young University, BYU Arts 2016-17 Season Brochure
- Bronze: University of California San Diego, Jacobs Medical Center Ribbon Cutting Ceremony Program
- Bronze: University of California San Diego, Chancellor's Associates Solicitation Packet
- Bronze: Santa Clara University, The Arts at SCU

Periodicals

- Gold: USC Dornsife College of Letters, Arts, and Sciences, USC Dornsife Magazine—The Identity Issue (Spring/Summer 2016)
- Silver: USC Dornsife College of Letters, Arts, and Sciences, USC Dornsife Magazine—The Politics Issue (Fall 2016/Winter 2017)
- Bronze: University of La Verne, Voice Magazine—125 Anniversary Issue

Posters

- Gold: Brigham Young University, Department of Theater and Media Arts Season Posters
- Silver: Brigham Young University, The Un-Common Variety Show
- Bronze: University of California, Berkeley, Cal Facts 2016

Specialty Pieces

- Bronze: Brigham Young University, Exhibit | 50 years of Fluency in the Human Conversation | BYU Humanities

Individual Photography

- Gold: Santa Clara University, World Refugee Day
- Silver: Santa Clara University, Where Are They Taking Us?
- Bronze: University of California, Davis, Henlight
- Bronze: University of California, Davis, Students at Nankowearp
- Bronze: Brigham Young University, Editorial Endorsements

Excellence in Photography (P)

- Gold: Valley Christian Schools, Drew Osumi Photography
- Silver: University of California San Diego, Photos for This Week @ UC San Diego
- Bronze: California State University, East Bay, Garvin Tso

DIGITAL COMMUNICATIONS

Social Media

- Gold: Stanford University, Stanford Engineering
- Silver: San Diego State University, 2016 Commencement Social Media Coverage
- Bronze: Biola University, Summer Student Engagement Campaign
- Bronze: California State University, Northridge, CSUN Social Media: Metro U-Pass

Institutional Websites

- Gold: University of California San Diego, UC San Diego Website Refresh
- Silver: Flintridge Sacred Heart Academy, Flintridge Sacred Heart Academy's Website Redesign
- Bronze: Arizona State University, ASU Now Web Relaunch/Redesign
- Bronze: Chapman University, Happenings Blog

Individual Sub-Websites

- Gold: Stanford University, Stanford 125 Anniversary Website
- Gold: University of California, Davis, Grand Canyon Website
- Silver: California State University, East Bay, East Bay Today
- Bronze: Chapman University, Events.chapman.edu

Innovative Use of Technology

- Gold: University of California, Davis, Grand Canyon Website
- Silver: Harvey Mudd College, Viewbook
- Bronze: University of California, Berkeley, Global Impact Map: Shaping the Future

FUNDRAISING

Targeted Campaigns

- Gold: University of California, Davis, Graduate Student Fellowship Matching Initiative
- Silver: University of California, Merced, Words from the Heart
- Bronze: University of San Diego, Leading Change: The Campaign for USD

Best Practices in Fundraising (P)

- Gold: Punahou School, Planning and Launching Punahou School's First Comprehensive Campaign: "Ku'u Punahou"
- Gold: Cal State University, Chico, The Tower Society Leadership Giving Program
- Bronze: University of California, Davis, Graduate Student Fellowship Matching Initiative

Best Practices in Fundraising Campaigns (P)

- Gold: Pitzer College, One Week. One Pitzer
- Silver: University of California, Davis, Graduate Student Fellowship Matching Initiative
- Bronze: University of California, Merced, #GIVETUEUCM—690% Increase in Day of Giving Tue UC Merced

MAGAZINES

Annual Magazines

- Gold: California Institute of Technology, Techer
- Silver: University of California, Irvine, Samueli School of Engineering 2015-16 Dean's Report
- Bronze: The Hamlin School, Keeping Posted—Winter 2016

Digital Magazines

- Gold: University of California, Riverside, UCR Magazine, Fall 2016: The Search for the Arctic Bumblebee
- Silver: California Institute of Technology, The Caltech Effect: Stories from the Campaign—Break Through (Issue 1, October 2016)
- Bronze: University of California, Davis, Betty Irene Moore School of Nursing Magazine: Power in Partnership

General Interest Magazines: Circulation under 30,000

- Gold: Chapman University, Chapman Magazine
- Silver: Marshall B. Ketchum University, Ketchum Magazine
- Bronze: California State University San Marcos, Steps Magazine

General Interest Magazines: Circulation between 30,000 and 75,000

- Gold: San Diego State University, 360: The Magazine of San Diego State University
- Silver: California State University, Sacramento, Sac State Magazine
- Bronze: USC Dornsife College of Letters, Arts, and Sciences, USC Dornsife Magazine

General Interest Magazines: Circulation more than 75,000

- Gold: Brigham Young University, BYU Magazine
- Silver: University of California San Diego, Triton Magazine
- Bronze: Santa Clara University, Santa Clara Magazine

Independent School Magazines

- Gold: Viewpoint School, Viewpoint Magazine
- Silver: Punahou School, Punahou Bulletin
- Bronze: Mid-Pacific Institute, Mid-Pacific Today

Special Constituency Magazines

- Gold: University of California, San Francisco, UCSF Magazine
- Silver: ASU Foundation for A New American University, Impact: Stories of Generosity & Opportunity at Arizona State University
- Bronze: University of California, Irvine, Calit2, Interface Magazine

MARKETING

Advertising: Campaigns

- Gold: University of California San Diego, Break Things Better
- Silver: Chapman University, Musco Center for the Arts Collateral
- Bronze: University of California, Irvine, The Power of I

Advertising: Individual Ads

- Gold: University of California, San Francisco, The Battle Against AIDS
- Silver: California State University, East Bay, Rising in the East
- Bronze: Brigham Young University, David M. Kennedy Center for International Studies, Nuclear Summit Poster

Branding Programs

- Gold: University of California San Diego, The Making of the UC San Diego Brand
- Silver: California State University, East Bay, Rising in the East
- Bronze: University of California, Davis, _____ by Philanthropy

Visual Identity Systems

- Gold: University of California, Riverside, Living the Promise: The Campaign for UC Riverside
- Silver: Utah State University, Visual Identity Guide, College of Agriculture and Applied Sciences
- Bronze: California State University, East Bay, Brand Book

Student Recruitment Publications: Viewbooks and Prospectuses (Print)

- Gold: University of California, Davis, 2016/17 Viewbook
- Gold: Harvey Mudd College, Harvey Mudd College Viewbook
- Silver: Valley Christian Schools, 2016 Valley Christian Viewbook
- Bronze: Keck Graduate Institute, Why KGI? Viewbook

Student Recruitment Publications: Publications

- Gold: Mills College, Undergraduate Admit Pack 2016

Best Practices in Communications and Marketing (P)

- Gold: California State University, Office of the Chancellor, The Reimagination of Calstate.edu
- Silver: Arizona State University, “#1innovation” Marketing Campaign
- Bronze: University of California, Davis, UC Davis Home Site

PUBLICATIONS

Institutional Relations Publications: General Publications

- Gold: California State University, Chico, Experience Excellence 2016-2017
- Silver: California State University, Office of the Chancellor, “Tested and Proven: Transforming Students’ Lives and Our Communities Through Research, Scholarship, and Creative Activity”
- Bronze: University of California, Davis, “A Decade of Innovation”—Anniversary Publication for the UC Davis Mike and Renee Child Institute for Innovation and Entrepreneurship

Institutional Relations Publications: President’s Reports and Annual Reports

- Gold: University of Utah Health, Algorithms for Innovation
- Silver: Loyola Marymount University, School of Education 2016 Impact Report, Jump to Inclusion: Educating to Ensure Success for All Learners
- Bronze: Brigham Young University, School of Accountancy Annual Report

Fundraising Publications: Annual Reports and Fund Reports (Print)

- Gold: University of Arizona Foundation, 2016 Annual & Endowment Report
- Silver: Grossmont-Cuyamaca Community College District, In Their Own Words 2015-16 Annual Report to the Community

Fundraising Publications: Case Statements/General Cultivation Publications (Print)

- Gold: California Institute of Technology, Break Through: The Caltech Campaign Case Brochure

External Audience Newsletters (Digital)

- Gold: California Institute of Technology, Caltech Alumni E-News
- Silver: University of California, Los Angeles, Ampersand—UCLA Graduate School of Education and Information Studies

Internal Audience Publications (Digital)

- Gold: University of Utah, THIS WEEK @THEU
- Silver: California State University, East Bay, Inside East Bay Newsletter
- Bronze: University of California, San Francisco, UCSF Pulse Today E-Newsletter

SPECIAL EVENTS

Individual Special Events

- Gold: University of California, Davis, Jan Shrem and Maria Manetti Shrem Museum of Art Legacy Dinner
- Silver: University of California, Davis, Leadership Giving Society's Second Annual Gratitude Gala
- Silver: California State University, Northridge, David Nazarian College of Business and Economics 50th Anniversary Gala
- Bronze: California Institute of Technology, Break Through: The Caltech Campaign Community Celebration
- Bronze: University of California, Davis, College of Agricultural and Environmental Sciences 28th Annual College Celebration
- Bronze: University of California, San Francisco, State of the University Address
- Bronze: Santa Clara University, Community Celebration of the Arts
- Bronze: University of California, Santa Barbara Foundation, UCSB Give Day

Multi-day Special Events

- Gold: Brigham Young University, BYU Humanities 50th Anniversary, Celebrating 50 years of Fluency in the Human Conversation
- Silver: California State University, Dominguez Hills, 50th Anniversary Watts Rebellion Commemoration: Honoring History, Transforming Our Community
- Bronze: Arizona State University, Salute to Service 2015
- Bronze: Punahou School, 175th Anniversary

STRATEGIC COMMUNICATIONS

Public Relations, Media Relations, and Community Relations Projects

- Gold: Dominican University of California, College Debate 2016
- Silver: Arizona State University, Fortune Magazine Cover Wrap Campaign
- Silver: University of California, Davis, Sexual Violence Awareness and Education Campaign
- Bronze: University of California, Office of the President, Aboard Oceanus: Embedding a Science Writer on a Research Cruise—Lawrence Berkeley National Lab

VIDEO

Fundraising Videos

- Gold: Pepperdine University, Clayton Wants to Talk
- Silver: California Polytechnic State University, Swanton Pacific Ranch
- Silver: University of California, Merced, #GIVETUEUCM 2016: Will You Give Tue?
- Bronze: University of California, Los Angeles, Graduate School of Education and Information Studies 2016 Dean's Scholars Scholarship Appreciation Video

General Information Videos

- Gold: University of Southern California, 2015 Dean's Holiday Video Card, "At USC Dornsife, We View Stars Differently"
- Silver: Brigham Young University, Journey to Petra: Preserving the Ad-Deir Monument
- Bronze: Arizona State University, ASU Innovation Video

News and Research Videos

- Gold: University of California, Irvine, UCI eSports
- Silver: University of California, San Francisco, What is Precision Medicine?
- Bronze: University of California, Irvine, Rams at UCI

PSAs and Commercial Spots

- Gold: University of California San Diego, Break Things Better Video
- Silver: California State University, Fullerton, Titans Reach Higher
- Bronze: Arizona State University, Sun Devil Football Tickets

Recruitment Videos

- Gold: University of Nevada, Las Vegas, This Is Our Honors College
- Silver: Pepperdine University, Rising Tide
- Silver: University of California, Merced, Discover Jessica Rivas: Connections That Matter

WRITING

News Writing

- Gold: University of California, Office of the President, Lawrence Berkeley National Lab
- Silver: University of California, Davis, Connecting to Diverse Audiences
- Bronze: California State University, East Bay, News Writing
- Bronze: University of California, San Francisco, Communicating Science to "Advance Health Worldwide"

Periodical Staff Writing

- Gold: Brigham Young University, BYU Magazine
- Silver: Santa Clara University, Santa Clara Magazine: The Staff Writing
- Bronze: University of California, Davis, AggieXtra—Fall 2016
- Bronze: USC Dornsife College of Letters, Arts, and Sciences, "The Craftsman," "The Transgender Moment?," "Vietnamese Horror Story," "Molecular You," and "Personal Net Worth"

Best Articles of the Year (P)

- Gold: Stanford University, The Puzzle Solver
- Silver: Santa Clara University, Let There Be Light
- Bronze: USC Dornsife College of Letters, Arts, and Sciences, The Transgender Moment?

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