



District VII

2018 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 Connect West 2018 CASE District VII conference in San Francisco on Friday, March 2, 2018.

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 9; 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. The Annual Fund Toolkit at UC Davis – The Appeal of a “Fewer, Many, More” Approach to Applications Programming

Silver: University of California, San Diego. STAR: Stewardship, Transparency, Accountability, and Reporting

Bronze: University of California, Santa Cruz. Online Giving Designation Search Tool

Donor Relations/Stewardship

Gold: University of California, Santa Cruz. THE CAMPAIGN FOR UC SANTA CRUZ Impact of Giving

Silver: University of Nevada, Las Vegas. Our Donors are our Superheroes! - Multi-media donor thank you campaign

Bronze: Keck Graduate Institute of Applied Life Sciences. Stakeholders Impact Report

Bronze: University of California, Davis. Annual and Special Gifts Stewardship Program

ALUMNI RELATIONS

Annual Alumni Programs

Gold: University of California, San Diego. Art + Cocktails

Silver: University of California, Davis. Cal Aggie Alumni Association Alumni Awards

Bronze: University of California, Davis. Aggie Parent Traditions

Best Use of Social Media/Technology

Gold: California Institute of Technology. Special Alumni Cohort - "Science of the Solar System" Online Course

Silver: Northern Arizona University. @NAUAlumni: A Coordinated Social Media Strategy

Bronze: University of California, Davis. 'Like' Our Status: The Cal Aggie Alumni Association's Social Strategy

Bronze: California State University, San Marcos. Engaging through Nostalgia: Connecting with Alumni through 'Throwback' Posts on Social

Marketing and Branding

Gold: University of California, Davis. UC Davis Alumni Wine Program Collection

Gold: University of California, Davis. Joint Parent and Student Membership Campaign

Bronze: Pepperdine University. Graduation Day "Get Connected" Brochure

New Program Initiatives

Gold: California State University, Northridge. Alumni-Student Corporate Connect

Silver: University of California, Davis. Active Aggies

Bronze: University of California, Davis. Career and Young Alumni Initiative

Programming for Special Constituencies

Gold: University of California, Davis. Latino Trends in Higher Education

Silver: Pepperdine University. Non-Profit Board Mixer

Bronze: University of California, Davis. Aggie Parent Traditions

Student Alumni Initiatives

Gold: University of California, Merced. UC Merced Alumni Career Chat Employment Success Series (A.C.C.E.S.S.)

Silver: University of California, Santa Cruz. From Student to Alumni – A comprehensive transition strategy

Bronze: University of Utah. The MUSS - Building alumni through athletics

Bronze: San Diego State University. Creatively Collaborating for a Culture of Philanthropy

Volunteer Engagement and Leadership

Gold: University of California, Davis. Volunteer Leadership Summit

Silver: University of California, Davis. Picnic Day Around the World

Bronze: California State University, San Marcos. CSUSM Alumni: Month of Love

DESIGN AND PHOTOGRAPHY

Covers

Gold: Santa Clara University. Santa Clara Magazine: Future Tense

Silver: University of California, Davis. "Hasan Minhaj: A Headliner's 'Homecoming'", UC Davis Magazine Cover, Fall/Winter 2016-17

Bronze: University of Southern California. USC Dornsife Magazine ("Grave Concerns" - Cover of Fall 2017/Winter 2018 (Im)mortality Issue)

Editorial Design

Gold: Brigham Young University. To Shoot the Moon

Silver: Brigham Young University. By Study, by Faith, and by Experience BYU Magazine, Winter 2017

Bronze: Brigham Young University. Office Ergonomics 101 Marriott Alumni Magazine, Winter 2017

Bronze: Brigham Young University. When the Light Goes Out BYU Magazine, Spring 2017

Bronze: University of La Verne. Voice Magazine — Fall 2017, "Hard Drive"

Illustrations

Gold: Santa Clara University. Where There's Smoke ...

Silver: Santa Clara University. Cut & Paste Conservation: Rhino, Toads, Mosquitoes, Chestnuts

Bronze: Santa Clara University. Rambis and Nash

Invitations

Gold: California State University, Northridge. The Soraya Opening Night Celebration Invitation

Silver: California State University, Channel Islands. CSU Channel Islands Investiture of Erika D. Beck

Bronze: California State University, San Marcos. The CSUSM Skyline, End-of-Year Card

Multi-Page Publications

Gold: University of California, Santa Cruz. THE CAMPAIGN FOR UC SANTA CRUZ Impact of Giving

Silver: Claremont Graduate University. Claremont Evaluation Center-New York (CEC-NY) "Strategic Global Leadership in Evaluation" brochure

Bronze: University of the Pacific. Year in Review

Periodicals

Gold: University of California, Davis. UC Davis Magazine, Fall/Winter 2016-17

Silver: Santa Clara University. Santa Clara Magazine: Future Tense

Bronze: University of Southern California. USC Dornsife Magazine (The (Im)Mortality Issue: Fall 2017/Winter 2018)

Posters

Gold: Brigham Young University. BYU Department of Theatre and Media Arts Season Posters

Silver: Brigham Young University. Are You the One? Poster Series

Bronze: Brigham Young University. Bravo Posters

Specialty Pieces

Gold: Brigham Young University. BYU Marriott Instagram Campaign: Heart Chandelier

Silver: University of California, Davis. UC Davis Olive Oil and Flavored Balsamic 2017 Gift Set

Silver: California State University, Chico. The 2017 Chico Experience Week PocketMedia™Guide

Individual Photography

Gold: Brigham Young University. The President of Math

Silver: Brigham Young University. Let It Rain

Bronze: Brigham Young University. The Shel

Excellence in Photography

Gold: Brigham Young University. Nate Edwards 2017 Portfolio

Silver: University of California, Santa Barbara. UC Santa Barbara Natural Reserve System

DIGITAL COMMUNICATIONS

Social Media

Gold: Brigham Young University. The Golden Ticket: Celebrating 20 Years Stone Cold Sober

Gold: University of California, Davis. UC Davis MBA Student Instagram Takeovers

Silver: University of California, Davis. UC Davis School of Veterinary Medicine: Leading the Way

Bronze: University of California, Davis. Facebook Live Q&A with Chancellor May

Institutional Websites

Gold: Point Loma Nazarene University. Point Loma Nazarene University Website

Bronze: Claremont Graduate University. Claremont Graduate University (CGU) main website

Individual Sub-Websites

Gold: University of California, Davis. Science and Climate Website

Gold: Weber State University. Weber State University Majors Pages (weber.edu/majors)

Silver: Keck Graduate Institute of Applied Life Sciences. 20.kgi.edu - KGI's 20th Anniversary Site

Bronze: University of California, San Diego. The Campaign for UC San Diego Website

Innovative Use of Technology

Gold: University of California, Davis. ThankView video: A Heartfelt Valentine from UC Davis

Silver: Arizona State University. Arizona State University Sun Devil Rewards App

Bronze: California State University Office of the Chancellor. CSU Chancellor's Office (CO) Mobile App

Digital Communications Platinum

Gold: Punahou School. "Buff+Blue=Green" A Digital Campaign to Promote constituent understanding about Educating for a Sustainable Future at Punahou School.

Silver: University of California, Davis. What Can I Do With My Major? Blog

Bronze: University of California, Davis. UC Davis Science and Climate Website

DIVERSITY

Best Practices in Diversity (P)

Gold: University of California, Davis. Removing Barriers: UC Davis Women in STEM

Gold: University of California, Davis. UC Davis Guardian Professions Program

Silver: Salt Lake Community College. I am SLCC

Bronze: University of Utah. The Community Partners Mentoring Scholarship Program

FUNDRAISING

Fundraising Campaigns

Gold: University of California, San Diego. The Campaign for UC San Diego

Silver: University of California, Davis. Re-igniting the Spirit of Caring: Leveraging nurse philanthropy at UC Davis Health

Bronze: California State University, San Marcos. CSUSM Giving Day Year 2 - Lessons Learned to Increase Donors by 320%

Bronze: University of California, Irvine. Powering Participation through Inaugural Programs and Impact Messaging in Four Major Areas

Bronze: University of California, Santa Cruz. Micro Projects Leading to Macro Impact: A new approach to harnessing the fundraising power of campus communities

Targeted Campaigns

Gold: Pepperdine University. Give2Pepp 2017

Silver: Maricopa Community College District. Campaign for Student Success

Bronze: California Lutheran University. California Lutheran University Student Giving Campaign, Bleed Purple Give Gold

Bronze: University of California, Davis. Saving lives and inspiring donors at UC Davis Health

Fundraising Platinum

Gold: University of California, Santa Cruz. Micro Projects Leading to Macro Impact: A new approach to harnessing the fundraising power of campus communities

MAGAZINES

Annual Magazines

Gold: University of California, Irvine. UCI Samueli School of Engineering 2016-17 Dean's Report

Silver: University of Utah. FOCUS 2017, John A. Moran Center, University of Utah

Bronze: The Branson School. Branson Connections - Annual Magazine that includes Annual Report

Bronze: University of Nevada, Las Vegas. 2017 issue of Innovation magazine, the annual research magazine of the University of Nevada, Las Vegas.

Digital Magazines

Gold: California Institute of Technology. Magazine.caltech.edu – Launched April 2017

Gold: California Polytechnic State University. Cal Poly Magazine Online

Silver: University of Utah. Continuum magazine, University of Utah continuum.utah.edu

Bronze: University of California, Davis. AggieXtra – Spring 2017 and Fall 2017

Bronze: University of California, Santa Cruz. Digital magazines Spring 2017

General Interest Magazines:

Circulation under 30,000

Gold: California Institute of Technology. Caltech magazine Vol 80, #1 (published April 2017) and #2 (published September 2017)

Silver: Claremont Graduate University. The fall 2016 and summer 2017 issues of "The Flame," Claremont Graduate University's alumni magazine

Silver: University of California, Los Angeles. UCLA Ed & IS

Bronze: California State University, San Marcos Steps Magazine

General Interest Magazines:

Circulation between 30,000 and 75,000

Gold: Chapman University. Chapman Magazine

Silver: University of California, Davis. UC Davis Magazine

Silver: University of Southern California. USC Viterbi School of Engineering Alumni Magazine

Bronze: University of Utah. Continuum, the Magazine of the University of Utah

General Interest Magazines:
Circulation more than 75,000

Silver: Brigham Young University. BYU Magazine

Silver: Pepperdine University. Pepperdine Magazine

Bronze: University of California, San Diego. Triton Magazine

Bronze: University of Nevada, Reno. University of Nevada, Reno - Nevada Silver & Blue

Community College Magazines

Bronze: San Diego Community College District. With Excellence, The Magazine of the San Diego Community College District

Independent School Magazines

Gold: Viewpoint School. Viewpoint Magazine

Silver: Mid-Pacific Institute. Mid-Pacific Today

Bronze: Academy of Our Lady of Peace. OLP Magazine

Bronze: La Jolla Country Day School. La Jolla Country Day School Magazine

Special Constituency Magazines

Silver: Western University of Health Sciences. Rx Bound

Bronze: University of California, Santa Cruz. Inquiry Magazine

MARKETING

Advertising: Campaigns

Gold: University of California, Berkeley. #InThisGen

Gold: University of Redlands. EMBARK Awareness Campaign

Silver: University of California, Davis. Quality of life for all: a national awareness campaign

Advertising: Individual Ads

Gold: University of California, Berkeley. #InThisGen

Silver: University of California, Davis. You Shine

Bronze: Keck Graduate Institute of Applied Life Sciences. We Are KGI

Branding Programs

Gold: The Harker School. Harker Athletic Branding Program

Silver: University of California, Davis. Campus Recreation COME AS YOU ARE Branding Campaign

Silver: University of California, San Diego. Campaign for UC San Diego Brand: Continue the nontradition

Visual Identity Systems

Gold: University of California, San Diego. Health Beat

Student Recruitment Publications: Viewbooks and Prospectuses (Print)

Gold: Santa Clara University. Invent the Life You Want to Lead

Bronze: California State University, Northridge. Mike Curb College of Arts, Media, and Communications brochure

Bronze: University of Nevada, Las Vegas. Different. Daring. Diverse.

Student Recruitment Publications: Publications

Gold: 'Iolani School. 'Iolani School Residential Life Boarding Admission Package

Communications and Marketing Platinum

Gold: Arizona State University. Launch of Campaign ASU 2020

Silver: University of California, Berkeley. #InThisGen Brand Campaign

Silver: University of California, Office of the President. Achieve UC Campaign

PUBLICATIONS

Institutional Relations Publications: General Publications

Gold: University of California, Davis. Aggie Tip Sheet

Institutional Relations Publications: President's Reports and Annual Reports

Gold: University of California, Davis. UC Davis 2016 Annual Report: Transforming Your World

Silver: Pepperdine University. Pepperdine University President's Report 2016

Silver: Weber State University. Dreams Happen Here Weber State University Annual Report 2016-17

Bronze: Loyola Marymount University. Elevating Education: Innovation and Impact in Communities

Fundraising Publications: Annual Reports and Fund Reports (Print)

Silver: University of Arizona. University of Arizona Annual & Endowment Report

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

Gold: University of California, San Diego. The Campaign for UC San Diego Case Statement

Silver: University of the Pacific. Leading with Purpose Campaign Brochure

Fundraising Publications: Publications

Silver: University of California, Santa Cruz. THE CAMPAIGN FOR UC SANTA CRUZ Impact of Giving

Bronze: California Institute of Technology. Campaign publication: How Caltech Is Changing the World

External Audience Newsletters (Digital)

Gold: University of California, Davis. Dean's Big 3 Enewsletter Series, UC Davis Graduate School of Management

Silver: University of Utah. Alumni Connection, The University of Utah Alumni Association e-Newsletter

Internal Audience Publications (Digital)

Gold: Brigham Young University. Y News: Empowering Employees Through a Daily Email Newsletter

Bronze: California State University, Northridge. CSUN Weekly

SPECIAL EVENTS

Individual/Single Day Special Events

Gold: San Jose State University. The Inauguration of Mary A. Papazian, Ph.D.

Silver: California State University, Northridge. The Soraya, Opening Reception

Silver: University of California, San Francisco. State of the University Address

Bronze: University of California, Irvine. The 2017 Winter Design Review

Bronze: University of Nevada, Reno. University Arts Building Groundbreaking

Multi-day Special Events

Gold: University of California, Davis. Art Wide Open: The Manetti Shrem Museum of Art Grand Opening Weekend

Gold: University of California, San Diego. The Campaign for UC San Diego Celebration and Regional Campaign Celebrations

STRATEGIC COMMUNICATIONS

Advocacy Campaigns

Silver: University of California, San Francisco. #UCSFStandsUp Advocacy Campaign

Issues and Crisis Management

Gold: Sonoma State University. Trial by Fire - Sonoma State University and the Sonoma Complex Fires

Public Relations, Media Relations and Community Relations Projects

Gold: University of California, San Francisco. Dogpatch Community Task Force

Silver: Arizona State University. Weevil Genius

Silver: Chapman University. Chapman University Survey of American Fears

Silver: University of California, Office of the President. UC Advocacy Network

Bronze: Chapman University. Chapman University PR Brings the O'Connors' Story to National Spotlight

Bronze: University of California, Irvine. League of Legends and Legislators: The Serious Business of Video Games

VIDEO

Fundraising Videos

Gold: Punahou School. Educating for a Sustainable Future – a fundraising video for the Ku‘u Punahou Campaign

Silver: University of California, Irvine. UCI Giving Day 2017

Bronze: Keck Graduate Institute of Applied Life Sciences. 20-for-20 Trustee Giving Challenge Fundraising Video

General Information Videos

Gold: Pepperdine University. Pepperdine | 2017 Year in Review

Silver: Stanford University. Seed Impact Video

Silver: University of California, Davis. Treating Horses on Native American Reservations

Bronze: California State University, Fullerton. CSUF Presidents 2016 Holiday Message

Bronze: University of Southern California. Bookpacking (The USC Maymester)

News and Research Videos

Gold: University of California, Riverside. When predators attack prey, what determines success or failure?

Silver: University of California, Office of the President. Climate Lab Video Series

Bronze: University of California, Irvine. UCI HyperXite Hyperloop

PSAs and Commercial Spots

Gold: University of California, Berkeley. #InThisGen Piano

Silver: Arizona State University. 33 Buckets: ASU Commercial Video

Silver: University of California, Merced. UC Merced Drone Photo 2017

Bronze: University of Southern California. USC Wrigley Institute for Environmental Studies Teaser Video

Recruitment Videos

Gold: University of California, Merced. UC Merced: Building Your Future

Silver: University of Southern California. USC Spatial Science Institute Overview

Bronze: California State University, Los Angeles. “What it takes to be a Golden Eagle...”

WRITING

News Writing

Gold: University of California, Davis. Making science accessible to all

Silver: California State University, East Bay. News Writing

Bronze: University of Arizona. General News Writing

Periodical Staff Writing

Gold: California State University, East Bay. Cal State East Bay Spring 2017 Magazine - Periodical Writing

Silver: Santa Clara University. Santa Clara Magazine: The Staff Writing

Bronze: Brigham Young University. "When the Light Goes Out," by Peter Gardner and Lisa Ann Thomson "50 Going Forth," by magazine editorial staff "This Is Us," by Peter Gardner "Stalking the Wild Glueberry," by Faith Blackhurst "What's Killing Journalism?" by Brittany Rogers

Best Articles of the Year

Gold: California State University, Chico. Chico Statements: In the Wake of Crisis

Gold: Stanford University. And yet, you try

Silver: University of Utah. Facing the Teacher Shortage: Why Utah struggles to keep educators, and what the U is doing to help