



District VII

Awards of Excellence Winners 2016

CASE District VII is pleased to announce the winners of its 2016 Awards of Excellence Program!

Each individual category may award one to two gold awards. There may be multiple silver and bronze awards. Awarding is not a first, second, third place system so there is no guarantee that any particular level is awarded. Each of the 12 broader categories may award one, and no more than one, grand gold award if an entry is deemed as truly innovative and outstanding. Grand gold awards will be announced on the District VII website (<http://casevii.org>) on Friday, Feb. 26, 2016.

Categories denoted with a (P) are CASE Platinum Awards. Gold winners in these categories are automatically forwarded to the CASE Circle of Excellence Awards for review at the international competition. The Circle of Excellence deadline for all non-Platinum categories is March 18. Details can be found at http://www.case.org/Award_Programs/Circle_of_Excellence.html.

ADVANCEMENT SERVICES PROGRAMS

Advancement Services Programs: Best Practices in Advancement Services (P)

- Gold: University of California, Berkeley, "Entity Match Web Service"
- Silver: University of California, Santa Cruz, "Mapping the (Endowment) Universe: How We Consolidated Endowment, Student, and Financial Data to Deliver Donor-Centric Reporting at UC Santa Cruz"
- Bronze: University of California, Berkeley, "What's Your Chapter's Score: Reporting for the Berkeley-Haas Volunteer Board Conference (2.0)"

Advancement Services Programs: Stewardship/Donor Relations

- Gold: University of California, Berkeley, "Berkeley Loyal: Recognizing Berkeley's Most Steadfast Donors"
- Silver: University of California, Santa Cruz, "Mapping the (Endowment) Universe: How We Consolidated Endowment, Student, and Financial Data, to Deliver Donor-Centric Reporting at UC Santa Cruz"
- Bronze: California State University, San Marcos, "CSUSM: 2014 Donor Gift"

ALUMNI RELATIONS PROGRAMS

Alumni Relations Programs: Annual Alumni Programs

- Gold: California State University, Fresno, "2015 Top Dog Alumni Awards Program"

Alumni Relations Programs: Best Practices in Alumni Relations (P)

- Gold: California State University, Fresno, "Rainbow Alumni and Allies Club: Engaging LGBTQ+ Alumni"
- Gold: CSU Office of the Chancellor, "The Class of 3 Million"

Alumni Relations Programs: Best Use of Social Media / Technology

- Gold: CSU Office of the Chancellor, "Class of 3 Million Social Media/Technology"
- Silver: California State University, Fullerton, "Online GradFest Membership & Class Gift Donation Portal"

Alumni Relations Programs: Marketing and Branding

- Gold: CSU Office of the Chancellor, "The Class of 3 Million"
- Silver: University of California, San Diego, "Alumni Weekend 2015"
- Bronze: California State University, Chico, "Transition to a Non-Dues Association"
- Bronze: California State University, Fresno, "Marketing and Branding Through a Communication 'Reboot'"

Alumni Relations Programs: New Program Initiatives

- Gold: California State University, Fullerton, "Journey in Advocacy"

Alumni Relations Programs: Programming for Special Constituencies

- Gold: California State University, Fresno, "Rainbow Alumni and Allies Club"
- Silver: California State University, Chico, "Wildcat Welcome 'C' Photo"

Alumni Relations Programs: Student Alumni Initiatives

- Gold: University of California, San Diego, "We Are Tritons | Welcome Future Alumni"
- Silver: San Diego State University, "Class of 2019 Endowed Scholarship"

DESIGN AND PHOTOGRAPHY

Design: Invitations

- Gold: Westminster College of Salt Lake City, "The Inauguration of Stephen R. Morgan: Invitation"
- Silver: University of California, San Diego, "A Celebration of Philanthropy"
- Bronze: Biola University, "Conviction and Courage Gala Invitations"

Design: Multi-Page Publications/Folders

- Gold: University of California, San Diego, "Together, UC San Diego Alumni Retrospective 2013–2014"
- Silver: Foundation for California Community Colleges, "LaunchPath Brochure"
- Bronze: University of California, Santa Cruz, "Fifty Things We've Learned Along the Way"

Design: Specialty Pieces

- Gold: Brigham Young University, "BYU Marriott School Deans' Christmas Card: 'Kapow!'"
- Silver: Brigham Young University, "Murals at Heritage Halls"
- Bronze: Viewpoint School, "Make Your Mark"

Design: Illustrations

- Gold: Biola University, "Biola Magazine, Fall 2014 Cover Story"
- Silver: University of California, San Diego, "Paper Pals"
- Bronze: Chapman University, "Chapman Magazine Tries to Spark Summer Excitement"

Design: Covers

- Gold: University of California, Davis, "'HIV's true colors,' UC Davis Magazine Cover, Fall 2014"
- Silver: California State University, East Bay, "'James Monroe Iglehart as Genie,' Winter 2015 Magazine Cover"
- Bronze: University of La Verne, "University of La Verne Voice Magazine Cover, Winter 2015"

Design: Editorial Design

- Gold: Brigham Young University, "Maeser at the Crossroads"
- Silver: University of Southern California, "'Wild for Movies,' USC Dornsife Magazine, The Frontiers Issue, Spring/Summer 2015"
- Bronze: Brigham Young University, "Provo's New Groove"
- Bronze: California State University, East Bay, "Cal State East Bay Magazine, Winter 2015 'The Big Plan'"

Design: Periodicals

- Gold: Biola University, "Biola Magazine, Special Campaign Issue"
- Silver: Brigham Young University, "Marriott Alumni Magazine, Summer 2015 Issue"

Design: Posters

- Gold: Brigham Young University, "Contemporary Dance Theatre (CDT) Poster"
- Silver: California Institute of Technology, "Caltech Alumni Reunion Weekend and Seminar Day 2015"
- Bronze: Brigham Young University, "#KennedyTech"
- Bronze: Brigham Young University, "Jazz Showcase Poster"

Photography: Individual Photography

- Gold: Brigham Young University, "Curve"
- Silver: University of Arizona, "Elephant Nights"
- Bronze: Brigham Young University, "Hargraves"

Photography: Excellence in Photography (P)

- Gold: Brigham Young University, "Brad Slade"
- Silver: Brigham Young University, "Jaren Wilkey"
- Bronze: California State University, Los Angeles, "Slice of College Life, Students and Professors at Cal State LA"

DIGITAL COMMUNICATIONS

Digital Communications: Innovative Use of Technology

- Gold: University of Arizona, "Arizona Homecoming 100 App"
- Silver: University of California, Merced, "Development and Alumni Relations: Integrating Our Online Presence to Engage Our Campus Community"
- Bronze: University of California, Davis, "Centralized UC Davis Calendar, ucdavis.edu/calendar/"

Digital Communications: Social Media

- Gold: University of California, Office of the President, "Berkeley Lab Social Media Entry"
- Silver: California State University, Fresno, "Fresno State's Introduction of the New Live Mascot, Victor E. Bulldog III, and his New Social Media Accounts"
- Bronze: CSU Office of the Chancellor, "#standwithCSU: Leveraging Social Media to Build Support for a Fully-Funded Budget"
- Bronze: California State University, Fullerton, "Cal State Fullerton #FlashMobNaps"

Digital Communications: Websites—Complete Institutional Websites

- Gold: University of California, San Francisco, "UCSF.edu Redesign"
- Silver: California State University, Long Beach, "California State University, Long Beach Website—www.csulb.edu"

Digital Communications: Websites—Individual Sub-Websites

- Gold: Chapman University, "Happenings Blog Collaborates with Social Media and Expands Visibility"
- Silver: University of California, Santa Cruz, "UC Santa Cruz 50th Anniversary Website, 50years.ucsc.edu"
- Bronze: San Diego State University, "SDSU NewsCenter Redesign"

FUNDRAISING

Fundraising: Best Practices in Fundraising: Campaigns (P)

- Silver: University of San Francisco, "Scoring an A+ with Faculty and Staff Giving"
- Bronze: University of Nevada, Las Vegas, "UNLV Annual Fund Brochure: Flexible. Personal. Vital."

Fundraising: Best Practices in Fundraising (P)

- Gold: Concordia University Irvine, "Your Legacy . . . Their Future: The Planned Giving Campaign at Concordia University"
- Gold: University of La Verne, "Count Me In Challenge: Alumni Participation Challenge"
- Bronze: University of California, Davis, "UC Davis Health System Inspire Campaign"

Fundraising: Targeted Campaigns

- Gold: University of California, San Diego, "The Challenge for Jacobs Medical Center"
- Gold: University of Nevada, Las Vegas, "UNLV School of Medicine, '60 x 16 Founding Scholarship Campaign Drive"
- Silver: Notre Dame De Namur University, "Taube Challenge/Campaign to Save Ralston Hall"
- Bronze: University of California, Davis, "UC Davis Health System Lifesaver Campaign"

MAGAZINES

Magazines: Annual Magazines

- Gold: California Institute of Technology, "ENGenious, Issue 12"
- Gold: University of Utah, "Focus 2015, John A. Moran Center, University of Utah Health Care"
- Silver: Flintridge Sacred Heart Academy, "Flintridge Sacred Heart Academy Annual Report"
- Silver: University of California, Berkeley, "Eye Toward Equity in Schools"
- Bronze: University of Nevada, Las Vegas, "UNLV Law Magazine"
- Bronze: Western University of Health Sciences, "2015 Humanism Journal"

Magazines: Digital Magazines

- Silver: Besant Hill School of Happy Valley, "Aun Aprendo"
- Silver: Santa Clara University, "santaclaramagazine.com"
- Silver: University of California, Davis, "Innovator, the Online Magazine of the University of California, Davis, Graduate School of Management"
- Bronze: Harvey Mudd College, "Harvey Mudd College Magazine Online"
- Bronze: University of California, San Diego, "Triton Online"
- Bronze: University of Southern California, "USC Viterbi Digital Magazine"

Magazines: General Interest Magazines—Circulation: Less than 29,999

- Gold: California Institute of Technology, "Engineering & Science, a Quarterly Magazine of the California Institute of Technology"
- Silver: Chapman University, "Chapman Magazine"
- Bronze: California State University, San Marcos, "Steps Magazine"
- Bronze: Claremont Graduate University, "The Flame Alumni Magazine"
- Bronze: Stanford University, "Stanford Business"

Magazines: General Interest Magazines—Circulation: 30,000 to 74,999

- Gold: Fuller Theological Seminary, "Fuller Magazine"
- Gold: University of La Verne, "University of La Verne Voice Magazine, Winter 2015"
- Silver: University of La Verne, "University of La Verne Voice Magazine, Spring 2015"
- Silver: University of Southern California, "USC Viterbi Magazine"
- Bronze: California Polytechnic State University, "Cal Poly Magazine: The Food & Wine Issue"

Magazines: General Interest Magazines—Circulation: 75,000 or More

- Gold: University of California, Irvine, "UCI@50 Bright Past. Brilliant Future."
- Gold: University of California, San Diego, "Triton Magazine"
- Silver: Brigham Young University, "BYU Magazine, Fall 2014 and Summer 2015"
- Silver: California State University, East Bay, "Cal State East Bay Magazine, Winter 2015 'East Bay to Broadway'"
- Silver: California State University, Long Beach, "California State University, Long Beach Beach Magazine"
- Silver: University of California, Santa Cruz, "Spring and Fall 2015 UC Santa Cruz Review Magazines"
- Bronze: California State University, Sacramento, "Sac State Magazine"
- Bronze: Santa Clara University, "Santa Clara Magazine"

Magazines: Independent School Magazines

- Gold: Flintridge Sacred Heart Academy, "Flintridge Sacred Heart Academy View from the Top: Alumnae Magazine"
- Silver: Viewpoint School, "Viewpoint Magazine"
- Bronze: The Harker School, "The Harker Quarterly"

Magazines: Special Constituency Magazines

- Gold: University of California, San Francisco, "UCSF Magazine"
- Silver: Stanford University, "Stanford Lawyer"
- Bronze: Brigham Young University, "Clark Memorandum"
- Bronze: Brigham Young University, "Marriott Alumni Magazine"

MARKETING

Marketing: Advertising—Advertising Campaigns

- Gold: University of California, Davis, "The Future of Agriculture Starts Here—at UC Davis"
- Silver: California State University, Fullerton, "Titan Reach Higher Campaign"
- Silver: University of California, Santa Cruz, "'Who Says?' Banana Slugs Advertising Campaign"
- Bronze: University of Nevada, Reno, "#Vermontfor50 How an Emerging National University Is Becoming Truly Representative of All 50 States"

Marketing: Advertising—Individual Ads

- Silver: California State University, East Bay, "Science Festival 2015"

Marketing: Best Practices in Communications and Marketing (P)

- Gold: CSU Office of the Chancellor, "California State University Class of 3 Million Systemwide Campaign"
- Silver: CSU Office of the Chancellor, "#standwithCSU: An integrated campaign to fully fund the CSU budget request"
- Bronze: University of Nevada, Reno, "#Vermontfor50 How an Emerging National University Is Becoming Truly Representative of All 50 States"

Marketing: Branding Programs

- Silver: CSU Office of the Chancellor, "California State University Class of 3 Million Brand Standards Guide & Toolkit"
- Silver: California State University, Los Angeles, "Cal State LA's Branding"
- Silver: Mount Saint Mary's University, Los Angeles, "Mount Saint Mary's University, Los Angeles: Unstoppable"
- Bronze: California State University, Northridge, "CSUN Reputation and Visibility Initiative—Elevating an Institution's Brand"

Marketing: Student Recruitment Publications—Print Viewbooks and Prospectuses

- Gold: Flintridge Sacred Heart Academy, "Flintridge Sacred Heart Academy Admissions View Book"
- Silver: Mills College, "Mills College Undergraduate Viewbook"
- Silver: University of California, Davis, "It's Happening 'HERE' at UC Davis: Viewbooks"
- Bronze: Hope International University, "Undergraduate On Campus Search Brochure"

Marketing: Student Recruitment Publications

- Gold: Mills College, "Mills College Undergraduate Travel Package"
- Silver: Claremont Graduate University, "'Chart Your Own Path' Recruitment Package"
- Silver: University of California, Davis, "University of California, Davis Graduate School of Management's MBA Student Recruitment Brochure Family"
- Bronze: University of California, Davis, "'Major in the Humanities, Arts and Cultural Studies'"

Marketing: Visual Identity Systems

- Bronze: Foundation for California Community Colleges, "LaunchPath"
- Bronze: Marshall B. Ketchum University, "MBKU Brand Guide"

PUBLICATIONS

Publications: External Audience Newsletters

- Gold: 'Iolani School, "'Iolani School Bulletin Magazine"

Publications: Fundraising Publications—Annual Reports and Fund Reports

- Gold: The Willows Community School, "Superheroes of The Willows 2014–2015 Annual Report"
- Silver: California State University, Chico, "University Foundation Annual Report"
- Silver: University of Hawaii, "University of Hawai'i Foundation 2014 Annual Report"
- Bronze: University of California, San Diego, "UC San Diego Division of Biological Sciences Annual Report"

Publications: Fundraising Publications—Case Statements/General Cultivation Publications

- Gold: Notre Dame De Namur University, "Save Ralston Hall Campaign Case Statement"
- Gold: University of California, Berkeley, "The Impact of One: Case for Annual Support for the Haas School of Business, UC Berkeley"
- Silver: University of Southern California, "Frontline Scholars: The USC Dornsife Initiative Brochure"
- Bronze: University of California, San Francisco, "New Territory: UCSF at Mission Bay"
- Bronze: University of California, San Francisco, "The Future of Children's Health: Investing in Pediatric Care and Research at UCSF"
- Bronze: University of California, Santa Cruz, "Three Initiative Case Brochures: The Campaign for UC Santa Cruz"

Publications: Fundraising Publications—Individual Fundraising Publications

- Gold: University of Southern California, "The Bridge@USC Brochure"
- Silver: California State University, Northridge, "Changing the Face of Business in Los Angeles and Abroad"
- Bronze: Concordia University Irvine, "Your Legacy, Their Future: The Power of Planned Giving"

Publications: Institutional Relations—General Publications

- Gold: University of California, Santa Cruz, "Fifty Things We've Learned Along the Way"
- Silver: University of California, Irvine, "Innovative Use of Technology"
- Silver: University of California, Irvine, "Innovative Use of Technology: Measuring Earth's Meltdown"
- Bronze: University of California, Irvine, "UCI: Bright Past, Brilliant Future"

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

- Gold: Loyola Marymount University, "Loyola Marymount University School of Education 2015 Impact Report—Connections: Linking Educators to Build a Brighter Future for Schools and Communities"
- Silver: University of California, Davis, "UC Davis 2014–15 Annual Report: 'Carrying on Our Tradition'"
- Silver: University of California, Davis, "'Building Disciplines, Bridging Dialogues: UC Davis Humanities Institute Annual Report 2014–15'"
- Bronze: California Institute of Technology, "2014 Annual Report: 'It Starts Here'"

Publications: Internal Audience Publications—Digital Internal Audience Publications

- Gold: California State University, Northridge, "CSUN Weekly Newsletter"
- Bronze: University of California, Irvine, "UCI ZOTline"

Publications: Internal Audience Publications—Print Internal Audience Publications

- Gold: California State University, Fullerton, "Titan Book 2015"
- Silver: Claremont Graduate University, "The Pedant, CGU's Quarterly Student Newsletter"

SPECIAL EVENTS

Special Events: Multi-Day Special Events

- Gold: CSU Office of the Chancellor, "The Class of 3 Million"
- Silver: University of California, San Diego, "Cancer Awareness Summer Series"
- Bronze: California State University, San Marcos, "25th Anniversary Prowl Scavenger Hunt"

Special Events: Individual Special Events

- Gold: University of California, Santa Cruz, "Fiat Fifty: 2015 Founders Dinner"
- Silver: University of San Diego, "SOLES Inaugural Jeffersonian Dinner"
- Bronze: University of Utah, "See the Need, Be the Change: Night for Sight 2015"
- Bronze: University of Utah, "Expedition of Wonder 2015 Gala"

STRATEGIC COMMUNICATIONS

Strategic Communications: Advocacy Publications/Campaigns

- Gold: CSU Office of the Chancellor, "#standwithCSU: An Integrated Advocacy Campaign to Fully Fund the CSU Budget Request"

Strategic Communications: Public Relations, Media Relations, and Community Relations Projects

- Gold: University of Southern California, "The Next MacGyver: A Global Crowdsourcing Competition to Identify and Develop the First Great TV Show with a Female Engineer Lead"
- Silver: University of California, Office of the President, "Berkeley Lab Diversity & Inclusion Initiative"
- Bronze: Chapman University, "Chapman University's Center for American War Letters Reaches National and International Audiences"
- Bronze: University of California, Davis, "Newborn Foals May Offer Clues to Autism"
- Bronze: University of California, Irvine, "The Fifty for 50 Campus Challenge: A Celebration of Community Engagement at UCI"
- Bronze: University of California, San Francisco, "Presenting UCSF Medical Center at Mission Bay to the Media: A Triumph of Community Collaboration, Forward Thinking and High-Tech Focus"
- Bronze: University of California, Santa Cruz, "Celebrating 50 Amazing Years at UC Santa Cruz"

VIDEO

Video: Fundraising Videos

- Silver: California Polytechnic State University, "The Cal Poly State of Mind"
- Silver: Pepperdine University, "The Campaign for Pepperdine | Changing Lives"
- Bronze: La Sierra University, "The La Sierra Story: We 'Heart' Our Donors"

Video: General Information Videos

- Gold: University of Southern California, "At USC Dornsife, We Experience Peppermint Differently"
- Silver: University of Arizona, "Africa's Wildlife"
- Bronze: Stanford University, "Echoes"

Video: News and Research Videos

- Gold: University of California, Irvine, "Sand Mandala for the Dalai Lama's 80th Birthday"
- Silver: California Institute of Technology, "Next Generation of Neural Prosthetics: Science Explained"
- Bronze: California Institute of Technology, "The Science of Healthy Eating"

Video: PSAs and Commercial Spots

- Gold: University of California, Davis, "The Future of Farming Looks Good"

Video: Recruitment Videos

- Gold: Pepperdine University, "Parris Institute | Pepperdine University School of Law"
- Silver: University of California, Merced, "Discover UC Merced: Eduardo Rojas-Flores Charts His Course"
- Bronze: Pepperdine University, "2015 Seaver College | Student Life"

WRITING

Writing: Best Articles of the Year (P)

- Gold: Stanford University, "Immune System Disruption"
- Silver: Stanford University, "The Butterfly Effect"
- Bronze: California State University, Fresno, "A Generation of Firsts Changing the Educational Make-Up of the Region One Graduate at a Time"
- Bronze: University of California, San Francisco, "Blood Work, a Feature Article in the Fall 2014 Issue of UCSF Magazine by Claire Conway"

Writing: News Writing

Gold: University of Southern California, "USC Dornsife News Writing"

Silver: University of California, San Francisco, "UCSF: Harnessing Science to Advance Health Worldwide"

Bronze: University of California, Office of the President, "Lawrence Berkeley National Laboratory, University of California"

Writing: Periodical Staff Writing

Gold: Brigham Young University, "BYU Magazine Staff Writing"

Gold: University of Southern California, "USC Dornsife—Periodical Staff Writing"

Bronze: Mount Saint Mary's University, Los Angeles, "Mount Magazine, Pedaling the Limits"