



District VII

Awards of Excellence Winners 2015

CASE District VII is pleased to announce the winners of its 2015 Awards of Excellence Program!

Join us at the District Conference March 5–7 to celebrate these colleagues and their fine work!

ADVANCEMENT SERVICES PROGRAMS

Advancement Services Programs - Best Practices in Advancement Services

- Silver: California Institute of Technology, "Accountability Reporting: Caltech's At-A-Glance Campaign Scorecard and Development Dashboard"
- Bronze: University of California, Berkeley, "Visualizing Data in Advancement Services Haas Alumni Network Regional Chapters Scorecard"
- Bronze: University of California, Davis, "Reporting System Health Report, Backup, and Recovery – from Uh-Oh to Green Light Go! UC Davis Advancement Services"

Advancement Services Programs - Stewardship/Donor Relations

- Gold: University of California, Davis, "University of California, Davis, College of Agricultural and Environmental Sciences Endowment Impact Reporting Program"
- Silver: University of California, Santa Cruz, "Many Thanks: How We Developed a Low-Cost, Scalable, Donor-Centric Acknowledgment Process for Small Gifts at UC Santa Cruz."
- Bronze: University of California, Los Angeles, "The UCLA Fund's Fiscal Year 2014 E-Thank You & Annual Report"

ALUMNI RELATIONS PROGRAMS

Alumni Relations Programs - Annual Alumni Programs

- Silver: California Institute of Technology, "Caltech Alumni Reunion Weekend and Seminar Day"

Alumni Relations Programs - Best Practices in Alumni Relations

- Silver: University of California, Irvine, "Leveraging 'Golden' Opportunity for Alumni Engagement: 50th Anniversary Commencement"
- Silver: University of California, San Diego, "Integration of UC San Diego Career Services and Alumni Relations"

Alumni Relations Programs - Marketing and Branding

- Silver: University of California, San Diego, "Alumni Weekend 2014"

Alumni Relations Programs - New Program Initiatives

- Bronze: California State University, Fresno, "Fresno State Alumni Association; Discovery Program"
- Bronze: University of California, San Diego, "Grads and Grub: Campus Connections"

Alumni Relations Programs - Programming for Special Constituencies

- Gold: University of California, Davis, "Remember Campaign"
- Silver: University of Utah, "Emeritus Bryant Middle School Scholarship Project"
- Bronze: Concordia University Irvine, "Continuing the Legacy"
- Bronze: University of California, San Diego, "Triton Day China"

Alumni Relations Programs - Volunteer Engagement and Leadership

- Silver: University of California, San Diego, "San Diego Promise: A Commitment to Education"
- Bronze: University of California, San Diego, "Rebranding and Launch of UCSD Alumni Board of Directors"

Alumni Relations Programs - Student Alumni Initiatives

- Gold: University of California, San Diego, "We Are Tritons: Welcome Future Alumni"
- Silver: University of California, Davis, "UC Davis Graduate School of Management: Class Gift Campaign Program"
- Bronze: University of Arizona Foundation, "University of Arizona Alumni Association Student Alumni Ambassadors"
- Bronze: University of California, Riverside, "UC Riverside: Student Alumni Association-Career Conference Series"

DESIGN AND PHOTOGRAPHY

Design - Hard Copy - Invitations

- Gold: University of California, San Diego, "Alumni Celebration Invitation 2014"
- Bronze: California State University, Fresno, "Fresno State - The Pinnacle Society Dinner Invitation"
- Bronze: Point Loma Nazarene University, "President's Gathering 2014 Invitation"

Design - Hard Copy - Multi-Page Publications/Folders

- Gold: California State University, Long Beach, "DECLARE: The Campaign for California State University, Long Beach"
- Gold: University of California, Davis, "Do You Remember?"
- Silver: University of Utah, "Hope in Sight Campaign Direct Mail Suite"
- Bronze: Brigham Young University, "Brigham Young University School of Music"
- Bronze: Hope International University, "Ignite Hope Campaign Brochure"
- Bronze: University of Utah, "Focus 2014 John A. Moran Eye Center University of Utah Health Care"

Design - Hard Copy - Specialty Pieces

- Silver: Brigham Young University, "Marriott 25 'M' - BYU Marriott School of Management"
- Silver: Brigham Young University, "Marriott School Deans' Christmas Card: "Knit and Caboodle"
- Silver: Claremont Graduate University, " 'What Drives You?' viewbook"
- Silver: Viewpoint School, "Viewpoint's Annual Fund Brochure, 'Stand Up. Stand Strong.' "
- Bronze: Brigham Young University, "2014 International Executive of the Year Banquet Program"
- Bronze: California State University, East Bay, "Light Post Banners"
- Bronze: California State University, Long Beach, "California State University, Long Beach Shuttle Bus Wraps"

Design - Illustrations

- Bronze: University of California, San Francisco, "Microbiome illustration"

Design - PDF - Covers

- Bronze: University of Southern California, " 'Appetite for Change' Cover - USC Dornsife Magazine (Fall 2014/Winter 2015 - The Food Issue)"
- Bronze: Westminster College of Salt Lake City, "Westminster College Review Cover Spring 2014"

Design - PDF - Editorial Design

- Silver: University of La Verne, "University of La Verne Alumni Magazine — 'Mind & Heart' "
- Silver: University of La Verne, "University of La Verne Magazine – 'High Pitched' "
- Bronze: Cedars-Sinai Medical Center, "Aluminum Foiled, Discoveries magazine Winter 2014"
- Bronze: University of La Verne, "University of La Verne Alumni Magazine — Dion Johnson"

Design - PDF - Periodicals

- Gold: Brigham Young University, "Marriott Alumni Magazine"
- Bronze: California Institute of Technology, "Caltech Connect"
- Bronze: University of La Verne, "University of La Verne Voice Magazine"
- Bronze: University of Southern California, "USC Dornsife Magazine (Fall 2014/Winter 2015) - The Food Issue"

Photography - Individual Photography

- Gold: California Institute of Technology, "Dustin Snipes — Iram Bilal"
- Silver: Brigham Young University, "Foam Flyer"
- Silver: Brigham Young University, "High Flyers"
- Silver: Brigham Young University, "Anechoic Chamber"
- Bronze: California State University, Chico, "Independence Day Photograph"
- Bronze: University of California, Davis, "The Lick of Love Bean the wonderdog gives thanks to the vet who helped save her"

Photography - Excellence in Photography

- Gold: University of California, Berkeley, "A Series of Portraits: Berkeley's Nobel Laureates"
- Silver: University of Arizona, "Boundless - Jacob Chinn"
- Bronze: Brigham Young University, "Jaren Wilkey - BYU University Photography"
- Bronze: Brigham Young University, "Excellence in Photography Mark A. Philbrick"
- Bronze: California State University, Fresno, "Excellence in Photography, Cary Edmondson"
- Bronze: University of California, Berkeley, "Excellence in photography Keegan Houser portfolio of images from the End of Year Card direct mail series."

DIGITAL COMMUNICATIONS

Digital Communications - Innovative Use of Technology

- Gold: University of California, Irvine, "Chancellor Recruitment App"
- Silver: University of Southern California, "2013 Dean's Holiday Card/Video/Augmented Reality"

Digital Communications - Social Media

- Gold: University of California, San Diego, "'Through My Lens' Video Contest"
- Silver: University of California, Irvine, "From #POTUS2UCI to #UCIgrad"
- Silver: University of California, Los Angeles, "The UCLA Fund's 2014 'LIKE US' Challenge"

Digital Communications - Websites - Complete Institutional Websites

- Gold: Chapman University, "www.chapman.edu"
- Silver: Harvey Mudd College, "Harvey Mudd College Institutional Website Redesign"
- Silver: Phoenix Country Day School, "Phoenix Country Day School Website: January 2014 relaunch."
- Bronze: California State University, Channel Islands, "California State University Channel Islands Website Redesign"
- Bronze: University of California, Merced, "Ucmerced.edu"

Digital Communications - Websites - Individual Sub-Websites

- Gold: Point Loma Nazarene University, "Point Loma Nazarene University - Undergraduate Admissions"
- Silver: California Institute of Technology, "Caltech Alumni Association Website"
- Silver: Foundation for California Community Colleges, "Step:Forward Campaign Website"
- Bronze: Phoenix Country Day School, "Phoenix Country Day School THRIVE Campaign Website."
- Bronze: University of California, Davis, "remember.ucdavis.edu"

FUNDRAISING

Fundraising - Best Practices in Fundraising: Campaigns

- Gold: California State University, Stanislaus Foundation, "One Purpose - CSU Stanislaus"
- Silver: California Institute of Technology, "Caltech Campaign Plan"
- Bronze: San Diego State University, "The Campaign for SDSU"

Fundraising - Targeted Campaigns

- Gold: Scripps College, "Weekend of Giving"
- Silver: University of California, Davis, "UC Davis Foundation Matching Fund for Student Support"
- Silver: University of San Diego, "University of San Diego's 2014 Employee Giving Campaign"
- Bronze: California State University, Stanislaus Foundation, "One Purpose - CSU Stanislaus"

MAGAZINES

Magazines - Annual Magazines

- Gold: University of California, Irvine, "2013-14 Dean's Report"
- Silver: California Institute of Technology, "Caltech Connect 2014"
- Bronze: Western University of Health Sciences, "Humanism Journal, WesternU's student-run magazine."

Magazines - Digital Magazines

- Gold: California State University, Long Beach, "CSULB Beach Magazine Online"
- Silver: University of California, Davis, "Innovator, University of California, Davis, Graduate School of Management's online magazine"
- Bronze: University of California, Riverside, "UCR Magazine Website"

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

- Gold: Stanford University, "Stanford Business"
- Silver: Claremont Graduate University, "The Flame"
- Bronze: California State University, San Marcos, "Steps Magazine"

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

- Gold: University of Southern California, "USC Dornsife Magazine"
- Silver: Chapman University, "Chapman Magazine"
- Bronze: California State University, Sacramento, "Sac State Magazine"

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

- Gold: Brigham Young University, "BYU Magazine Summer 2014 issue"
- Bronze: Santa Clara University, "Santa Clara Magazine"

Magazines - Special Constituency Magazines

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

MARKETING

Marketing - Advertising - Advertising Campaigns

- Gold: University of California, Irvine, "Making a Difference Advertising Campaign"
- Silver: University of California, Davis, " 'Your Legacy is Our Future' planned giving ad campaign"
- Silver: University of California, Office of the President, "Power of Public"

Marketing - Advertising - Individual Ads

- Gold: University of California, Davis, "One California, One UC Davis"
- Silver: Westminster College of Salt Lake City, "Individual Ads - Purple, Gold, Silver, and Bronze"

Marketing - Best Practices in Communications and Marketing

- Gold: Brigham Young University, "Marriott 25 Campaign - BYU Marriott School of Management"
- Gold: University of California, Berkeley, "UC Berkeley Acceptance Letter Packet"
- Bronze: University of California, Berkeley, "Free Speech Movement 50th Anniversary"

Marketing - Branding Programs

- Bronze: University of California, San Diego, "You Touch a Life. They Touch the World."

Marketing - Student Recruitment Publications - Print Viewbooks and Prospectuses

- Gold: Harvey Mudd College, "Harvey Mudd College Viewbook"
- Gold: University of California, Berkeley, "UC Berkeley Acceptance Letter Packet"
- Silver: Utah State University, " 'I'm An Aggie' Recruitment Brochure, USU College of Agriculture and Applied Sciences"
- Bronze: La Sierra University, "ULife Magazine"
- Bronze: University of California, Davis, "University of California, Davis Graduate School of Management's MBA Student Recruitment Brochure Family"

Marketing - Visual Identity Systems

- Silver: Utah State University, "Utah State University Extension Visual Identity Guide"
- Bronze: University of California, San Diego, "Triton Future Destinations Series"

PUBLICATIONS

Publications - External Audience Newsletters - Digital External Audience Newsletters

- Gold: California Institute of Technology, "Caltech Alumni Association E-News"
- Silver: Brigham Young University, "BYU Today"
- Bronze: University of Arizona, "University of Arizona 'UANow' "

Publications - Fundraising Publications - Case Statements/General Cultivation Publications (print)

- Gold: California State University, Long Beach, "DECLARE: The Campaign for California State University, Long Beach"
- Silver: University of California, Los Angeles, "UCLA Ed & IS - Centennial Campaign Case Statement"
- Bronze: Point Loma Nazarene University, "Transforming the Future Together - The Campaign for the Sciences"

Publications - Fundraising Publications - Individual Fundraising Publications (print)

- Gold: Point Loma Nazarene University, "Giving Portfolio - President's Gathering Weekend"
- Silver: Phoenix Country Day School, "Phoenix Country Day School THRIVE Campaign Brochure"
- Bronze: University of Arizona, "Old Main"

Publications - Fundraising Publications – Annual Reports and Fund Reports

- Gold: University of California, Davis, "UC Davis School of Education Annual Fund Report"
- Silver: Arizona State University, "Sun Devil Athletics Annual Report"
- Bronze: University of California, Davis, "UC Davis College of Letters and Science: Report on Philanthropy, The Campaign for UC Davis"

Publications - Institutional Relations – General Publications

- Gold: St. Mary's College of California, "Saint Mary's Magazine"
- Silver: University of Southern California, "Reaching Across Boundaries to Solve Public Problems"
- Bronze: Utah State University, "USU Gardening Calendar"

Publications - Institutional Relations – President's Reports and Annual Reports

- Gold: Point Loma Nazarene University, "Shaping Their Future: Point Loma Nazarene 2012/13 Annual Report"
- Silver: Loyola Marymount University, "Loyola Marymount University School of Education 2014 Impact Report - Reshaping Schools & Society: Together in Partnership"
- Bronze: Arizona State University, "Sun Devil Athletics Annual Report"

Publications - Internal Audience Publications - Digital Internal Audience Publications

- Gold: University of California, Berkeley, "Berkeley Advancement E-Newsletter"
- Silver: Chapman University, "Happenings Blog"
- Bronze: University of Arizona, "University of Arizona 'Lo Que Pasa' "

Publications - Internal Audience Publications - Print Internal Audience Publications

- Silver: Claremont Graduate University, "The Pedant"

SPECIAL EVENTS

Special Events - Multi-Day Special Events

- Silver: Utah State University, "USU Research Week 2014"
- Bronze: California State University, Los Angeles, "California State University, Los Angeles Presidential Investiture Week"

Special Events - Single-Day Special Events

- Gold: University of California, Davis, "UC Davis Campaign Finale and Impact Tour"
- Silver: University of San Diego, "University of San Diego's 2013 Founders' Gala"
- Bronze: University of Utah, "University of Utah's Moran Eye Center: See the Difference Event"

Special Events - Year-Long Special Events

- Gold: Brigham Young University, "Marriott 25 Campaign - BYU Marriott School of Management"

STRATEGIC COMMUNICATIONS

Strategic Communications - Issues and Crisis Management

- Silver: California State University, San Marcos, "Crisis Communication - California State University San Marcos - Cocos Fire 2014"

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

- Gold: University of California, Berkeley, "FSM50"
- Gold: University of California, Irvine, "UCI Postcard Advocacy: Inviting the President of the United States to Commencement"
- Silver: University of California, Davis, "Remember Campaign"
- Bronze: Concordia University Irvine, "#AskWASC: How @ConcordiaIrvine Went Social with WASC"
- Bronze: Westminster College of Salt Lake City, "Westminster's 23 Olympians – Dedicated Students & Dedicated Athletes"

VIDEO

Video - Fundraising Videos

- Gold: Loma Linda University Health, "Beacons of Hope"
- Silver: Phoenix Country Day School, "PCDS THRIVE: Campaign Kickoff Movie"
- Bronze: Hope International University, "Thank You Video to Donors"

Video - General Information Videos

- Gold: University of Southern California, "Introduce A Girl To Engineering Day"
- Silver: Pepperdine University, "Pepperdine University | 2014 Year in Review video"
- Bronze: Brigham Young University, "Life Flight"

Video - News and Research Videos

- Gold: Stanford University, "Roadside MBA: Big Lessons from America's Small Businesses"
- Silver: University of California, Office of the President, "Squishiness of Cancer Cells"
- Bronze: University of California, Berkeley, "Trail for Humanity – Valeska's story"

Video - PSAs and Commercial Spots

- Gold: Brigham Young University, "Generation Y: BYU Message 2014"
- Silver: University of California, Berkeley, "Cal Day"
- Bronze: University of California, Berkeley, "Words of Freedom—Mario Savio at UC Berkeley"

Video - Recruitment Videos

- Gold: University of Southern California, "The Religion Major"
- Silver: University of California, Davis, "Join the King Hall Community"
- Bronze: University of California, Merced, "Discover UC Merced – Nick Fong"

WRITING

Writing - Best Articles of the Year

- Gold: Stanford University, "Almost without hope: Seeking a path to health on the Rosebud Indian Reservation"
- Silver: Brigham Young University, "Around the World in 16 Pages"
- Bronze: Brigham Young University, "Proceed with Caution"
- Bronze: Loyola Marymount University, "Operation Huck Finn"

Writing - News Writing

- Silver: University of Arizona, "University of Arizona"
- Silver: University of California, Berkeley, "Challenging the Status Quo"
- Bronze: University of California, Los Angeles, "UCLA Ed & IS Ampersand"
- Bronze: Westminster College of Salt Lake City, "Westminster College News Writing"

Writing - Periodical Staff Writing

- Gold: Brigham Young University
- Silver: Saint Mary's College of California
- Silver: University of Southern California
- Bronze: University of Utah
- Bronze: Westminster College of Salt Lake City