

2011 CASE Awards of Excellence Winners

ADVANCEMENT SERVICES PROGRAMS:

Advancement Services Programs – Overall Operations:

Bronze: California State University, Office of the Chancellor, “Measuring Advancement”

Advancement Services Programs – Gift/Bio Administration, Compliance, and Ethics:

Bronze: University of California, Davis, “E-Doc Management from 0 to 100 MPH”

Advancement Services Programs – Prospect Research:

Gold: California State University, Long Beach, “Could There Possibly Be a Magic Button in Research?”

Silver: University of California, Davis, “Prioritizing and Qualifying the Unassigned Pool of Major Gift Prospects”

ALUMNI RELATIONS PROGRAMS:

Alumni Relations – Collaborative Programs:

Gold: University of California, Davis, “UC Davis Parents Program”

Silver: University of California, Irvine, “The Power of the Pen - Engaging a Campus Community in University Advocacy”

Bronze: California State University, San Bernardino, “Coyote Careers”

Alumni Relations – Creative Uses of Technology and New Media:

Gold: University of California, San Diego, “UCSD Alumni iPhone App”

Silver: California State University, Fullerton, “Tuffy Tuesday”

Alumni Relations – Diversity Initiatives:

Silver: Scripps College, “Scripps College Alumnae/Student Diversity Committee (ASDC) - Building a Bridge between Current Students and Alumnae of Underrepresented Groups”

Alumni Relations – Marketing and Branding:

Gold: Chapman College, “Alumni Good Fortune”

Silver: University of California, Davis, “AggieXtra Redesign”

Alumni Relations – New Program Initiatives:

Gold: California State University, Long Beach, “GOLDen Graduates Program”

Silver: University of California, San Diego, “UCSD Alumni Entertainment Alliance”

Bronze: Chapman College, “Alumni Good Fortune”

Alumni Relations – Special Constituencies:

Gold: University of Nevada, Reno, “Family Tree Challenge”

Gold: Chapman College, “Chapman University-50 Year Celebration”

Bronze: University of California, San Diego, “UCSD Alumni Weekend Surf Invitational”

Alumni Relations – Regular Alumni Programs:

Silver: University of Phoenix, “UOPX Homecoming 2011”

Bronze: University of California, Irvine, “Honoring Alumni and Supporting Student Scholarships”

2011 CASE Awards of Excellence Winners

Alumni Relations – Revenue-Generating Programs:

Gold: University of California, Davis, "Vintage Aggies Wine Program"

Silver: University of California, San Diego, "Give. Invest. Gain."

Bronze: California State University, Fullerton Alumni Association, "Cal State Fullerton Alumni Association Wine Tasting 2010"

Alumni Relations – Student Alumni Initiatives:

Gold: Chapman College, "Student Outreach Council"

Silver: University of California, Davis, "Student Alumni Association Voluntary Fee Pledge"

Bronze: University of California, Irvine, "UCI Care-a-Thon -- Dance 'Cause You Care"

Alumni Relations – Volunteer Engagement and Leadership:

Gold: University of California, Davis, "CAAA Chapter and Network Leader Conference"

Silver: University of California, Irvine, "Kit & Kaboodle - Revamped Alumni Chapter and Club Program"

Bronze: Scripps College, "Re-engineering the Alumnae Volunteer Program - The Birth of the Volunteer Leadership Power Lunch"

COMMUNICATIONS AND MARKETING PROGRAMS:

Individual Public Relations and Community Relations Projects:

Gold: University of California, Office of the President, "Intersegmental Advocacy Day in Sacramento Collateral"

Silver: California State University, Chico, "The Chico Experience Week"

Bronze: Chapman University, "Chapman University Summer Concert Series"

Excellence in News Writing:

Gold: University of Southern California, "Cool Science, Yeast Unleashed, Seasons in the Sun, Let there be Light, Brains and Beauty"

Silver: Cal Poly Pomona, "PolyCentric News Stories"

Bronze: Brigham Young University School of Management, "Marriott School News Releases"

Video Fundraising Features:

Gold: UC Davis, Graduate School of Management, "UCD Graduate School of Management - Student Fellowship Winners"

Silver: Cal Poly Pomona, "This Is Cal Poly Pomona"

Bronze: University of Southern California, "Torchbearer 2010"

Video General Information Features:

Gold: University of California, Office of the President, "Global Green Award Video"

Gold: Cedars-Sinai Medical Center, "Advanced Health Sciences Pavilion"

Silver: University of California, Irvine, "Discover UC Irvine Health"

Bronze: Brigham Young University, "The Spirit of the Y"

Video Recruitment Features:

Gold: Naval Postgraduate School, "Centennial DVD 2010"

Silver: University of Southern California, "Welcome to USC College"

2011 CASE Awards of Excellence Winners

Video PSAs and Commercial Spots:

Gold: San Diego State University, "Aztec for Life"

General Interest Magazine – Less Than 30,000 Circulation:

Gold: Claremont McKenna College, "CMC"

Silver: Claremont Graduate University, "The Flame"

Bronze: Chapman University, "Chapman Magazine"

General Interest Magazine – 30,000 to 74,999 Circulation:

Gold: University of Redlands, "Och Tomale"

Silver: San Diego State University, "The Magazine of San Diego State University"

General Interest Magazine – 75,000+ Circulation:

Gold: University of California, Los Angeles, "UCLA Magazine--Coach Wooden Commemorative Issue"

Silver: Santa Clara University, "Santa Clara Magazine"

Bronze: Pepperdine University, "Pepperdine Magazine"

Special Constituency Magazines:

Gold: Cedars-Sinai Medical Center, "Discoveries, Summer 2010"

Special Constituency Magazines – Special Interest Magazines:

Gold: Brigham Young University, "Marriott Alumni Magazine"

Silver: University of Phoenix, "UOPX Phoenix Focus"

Bronze: Cal Poly Pomona, "Collins"

Independent School Periodicals:

Bronze: Moreau Catholic High School, "The Vector"

Independent School Periodicals – Magazines:

Silver: The Harker School, "Harker Quarterly"

Independent School Periodicals – Web-Based or Electronic HTML:

Bronze: The Harker School, "Harker News Online"

External Audience Tabloids and Newsletters – Print:

Gold: University of California, Berkeley, "The Promise of Berkeley"

Bronze: University of California, Davis, "Innovator"

External Audience Tabloids and Newsletters – Web-Based or Electronic HTML:

Bronze: University of California, Irvine, "UC Irvine ZotZine"

Internal Audience Periodical – Print Tabloids and Newsletters:

Bronze: University of Southern California, "The Weekly"

Internal Audience Periodical – Web-Based or Electronic HTML:

Gold: Chapman University, "Happenings"

2011 CASE Awards of Excellence Winners

Print Periodical Publishing Improvement – Magazine:

Gold: USC College of Letters, Arts, and Sciences, “USC College Magazine”

Bronze: University of San Francisco, “USF Magazine”

Periodical Special Issues:

Gold: Cedars-Sinai Medical Center, “Discoveries, Fall 2010”

Silver: Claremont McKenna College, “CMC - Small College, Big Impact”

Bronze: Santa Clara University, “Home”

Periodical Staff Writing for External Audiences:

Gold: Santa Clara University, “Santa Clara Magazine”

Silver: University of Southern California, “USC Norris Cancer Report”

Bronze: Brigham Young University, “BYU Magazine”

Periodical Staff Writing for Internal Audiences:

Silver: University of Southern California, “USC Student Affairs Articles”

Silver: Cal Poly Pomona, “PolyCentric News Stories”

Bronze: University of Southern California, “The Weekly”

Best Articles of the Year – Higher Education:

Gold: University of San Diego, “At the Intersection of Combat and Compassion”

Silver: Claremont Graduate University, “How to Cross 'Save a Life' From Your To-Do List”

Bronze: Utah State University, “John Hill - An Aggie Story of Daily Stitches and Lifelong Consequence”

Publications Program Improvement:

Gold: La Sierra University, “Student Recruitment Materials”

Silver: University of San Diego, “Journeys, University of San Diego, and International Studies Abroad”

Student Recruitment Publication Packages:

Gold: National University System, “National University School Brochures”

Silver: Harvey Mudd College, “Harvey Mudd Student Recruitment Packages”

Individual Student Recruitment Publications:

Gold: University of San Diego, “Graduate Prospectus”

Silver: University of California, Berkeley, “Guide to Graduate Studies”

Bronze: University of California, Davis, “UC Davis Graduate School of Management 2011 Daytime MBA Student Recruitment Brochure”

Individual Institutional Relations Publications:

Silver: University of Nevada, Reno, “Nevada SILVER & Blue Fall 2010 Campus Map Illustration”

Bronze: Santa Clara University, “President's Report - Keeping our Commitment to Students”

Fundraising Publications Packages:

Gold: Pitzer College, “Troublemaker Campaign”

Silver: Brigham Young University, “Brigham Young University Center for Animation Brochure and DVD”

Bronze: University of San Diego, “Give a Way - An Annual Giving Campaign at the University of San Diego”

2011 CASE Awards of Excellence Winners

Individual Fundraising Publications:

Gold: University of California, Berkeley, "Thanks to Berkeley"

Silver: San Jose State University, "San Jose State University 2009-2010 Donor Honor Roll & Tower Foundation Annual Report"

Individual Fundraising Publications – Flyers, Pamphlets, and Brochures:

Gold: Pitzer College, "Troublemaker Postcard"

Bronze: Pitzer College, "Plantable Card"

Special Program Publications Packages:

Gold: Pitzer College, "Alumni Reunion 2010"

Silver: Humboldt State University, "Parents and Family Program at Humboldt State University"

Bronze: California State University, Chico, "The Chico Experience Week"

Individual In-House Publications:

Gold: San Francisco State University, "The San Francisco State of Mind"

Silver: Brigham Young University, "BYU Athletics Annual Report 2010"

Bronze: University of Southern California, "USC Student Affairs Ronald Tutor Campus Center Folder with Inserts"

Individual In-House Publications – Periodicals:

Silver: Cal Poly Pomona, "Panorama Magazine"

Bronze: Claremont Graduate University, "The Pedant"

Photography – Photographer of the Year:

Gold: University of California, Irvine, "The Life of Enlightenment"

Silver: Humboldt State University, "Kellie Jo Brown"

Bronze: Brigham Young University, "Jaren Wilkey's Portfolio"

Photography – Individual Photography:

Gold: California State University, Chico, "Chico Statements, Fall 2009 Cover Photo for Feature on Wildcat Recreation Center"

Silver: University of California, Irvine, "Dangerous Waters"

Bronze: Santa Clara University, "'Hold the Line', Bud Glick Santa Clara Magazine"

Excellence in Design – Covers:

Gold: San Diego State University, "360 - The Magazine of San Diego University"

Silver: Claremont McKenna College, "Winter 2010, A Shining Decade"

Silver: Santa Clara University, "Imagine. Go. Do."

Bronze: University of Nevada, Las Vegas, "Special Collections Profiles"

Excellence in Design – Editorial Design:

Gold: University of San Diego, "The Kids aren't Alright"

Silver: Santa Clara University, "Courage in the Face"

Bronze: Brigham Young University, "Christian Vuissa - The Leading Man"

2011 CASE Awards of Excellence Winners

Excellence in Design – Editorial Two-Page Spread:

Gold: University of San Diego, "The Kids aren't Alright"

Silver: University of California, Berkeley, "'Marketing Maestros,' CalBusiness, Fall 2010"

Bronze: University of San Diego, "Going Mobile"

Excellence in Design – Illustrations:

Gold: University of Southern California, "2010-2011 USC Catalogue Cover"

Silver: University of Nevada, Reno, "Nevada Silver & Blue Fall 2010 Campus Map Illustration"

Bronze: Claremont McKenna College, "CMC"

Excellence in Design – Invitations:

Gold: University of Utah, "The Rebar Bash Gala Invitation"

Silver: California State University, Chico, "Gateway Science Museum Grand Opening Invitation"

Bronze: University of San Diego, "La Gran Terraza Faculty and Staff Invitation"

Excellence in Design – Multiple Page Publications:

Gold: Brigham Young University, "Brigham Young University Center for Animation Brochure"

Silver: University of Southern California, "USC School of Policy, Planning, and Development (SPPD) 2009-2010 Degree Brochure"

Bronze: University of California, Riverside, "GSOE - Shaping Ideas, Minds the Future"

Excellence in Design – Periodicals:

Gold: Claremont McKenna College, "CMC"

Silver: Cedars-Sinai Medical Centers, "Discoveries, Fall 2010"

Bronze: Santa Clara University, "Santa Clara Magazine"

Excellence in Design – Posters:

Gold: California State University, Chico, "The Jake Early Chico Experience Week Poster"

Silver: University of Nevada, Reno, "Nevada Silver & Blue Fall 2010 Campus Map Illustration"

Silver: Sonoma State University, "School of Performing Arts, Department of Theater Arts & Dance Poster Campaign"

Bronze: University of San Diego, "Ole Music Festival"

Excellence in Design – Single Page Publications:

Gold: Pitzer College, "Plantable Fundraising Card"

Silver: University of San Diego, "The Student Life Pavilion Grand Opening - A Passport to the New Hub of Student Life"

Excellence in Design – Specialty Pieces:

Gold: California State University, Chico, "The Chico Experience Week Pocket Media Guide"

Silver: Foundation for California Community Colleges, "'I'm Possible' Postcard"

Bronze: California State University, Chico, "Gateway Science Museum Banners"

2011 CASE Awards of Excellence Winners

FUNDRAISING PROGRAMS:

Fundraising Programs – Principal, Major or Special Giving Programs:

Gold: Phoenix College, “For the Love of Art”

Fundraising Programs – Annual/Regular Giving Programs:

Gold: Azusa Pacific University, “Revamping the Phonathon Program”

Fundraising Programs – Collaborative Programs:

Gold: University of California, San Diego, “UCSD 50th Anniversary GOLDen Ticket Chocolate Bars”

Silver: University of California, Irvine, “Revamped and Reignited - Annual Giving and Alumni Relations Partnerships to Increase Senior Class Giving”

Bronze: University of California, Davis, “Development Officers' Toolkit Intranet Site - A Strategic Shared Resource for Development Staff Members' Successful Fundraising”

Fundraising Programs – Stewardship:

Gold: California State University, Chico, “Turner Donor Recognition”

INTEGRATED ADVANCEMENT PROGRAMS:

Special Events – Individual Special Events:

Gold: University of San Diego, “USD Wine Classic”

Gold: University of San Diego, “University of San Diego 60th Anniversary Founders Gala”

Silver: University of San Diego, “Alumni Honors 2010”

Silver: California State University, Chico, “Unveiling of the Jake Early Chico Experience Print”

Bronze: California State University, Fresno, “Centennial Homecoming Weekend”

Bronze: University of California, San Diego, “A Night in Napa”

Special Events – Year-Long Special Events:

Silver: California State University, Dominguez Hills, “CSU Dominguez Hills 50th Anniversary Celebration”

Web Sites – Individual Sub Web Sites:

Gold: University of California, Davis, “College of Letters and Science at UC Davis Web Site – www.ls.ucdavis.edu”

Silver: Stanford School of Medicine, “Employee Recognition Program”

Bronze: University of California, Office of the President, “Honorary Degrees Web Site”

Web Sites – Complete Institutional Web Sites:

Gold: University of Redlands, “Redlands.edu Website”

Silver: California State University, Chico, “CSU, Chico Web site”

Bronze: Foundation for California Community Colleges, “Foundation for California Community Colleges”

Creative Uses of Technology and New Media:

Gold: University of California, Los Angeles, “40th Internet Anniversary”

Silver: California State University, Long Beach, “2009 Holiday E-Greeting Card”

Bronze: Cal Poly Pomona, “PolyCentric Online News”

2011 CASE Awards of Excellence Winners

Institution-Wide Branding Programs:

Gold: University of Redlands, "Education + Branding Campaign"

Silver: University of California, Riverside, "GSOE - Shaping Ideas, Minds the Future"

Visual Identity Systems:

Gold: Claremont McKenna College, "Claremont McKenna College Visual Identity System"

Silver: Western University of Health Sciences, "College Collage Signage"

Bronze: Pepperdine University, "Waves Weekend Identity System & Application"

Advertising – Advertising Campaign:

Gold: University of Redlands, "University of Redlands Advertising Campaign"

Silver: California State University, Chico, "Gateway Science Museum Grand Opening"

Bronze: Glendale Community College, "'I am' Series"

Advertising – Individual Ads:

Gold: Brigham Young University, "BYU Annual Fund Ad 'Why People Donate'"