

## **Individual Institutional Relations and Alumni Relations Publications**

### **Description**

Gold, Silver, and Bronze awards may be given for outstanding print publications used for programs other than student recruitment or fundraising to promote the institution and/or the alumni office/ association. Annual magazines may also be entered in this category.

### **Subcategories**

#### **a. Individual Institutional Relations Publications**

Any publications or promotions used in specific or general institutional relations programs and projects may be entered, including:

- presidents/annual reports (except those used primarily for fundraising purposes, which should be entered in Individual Fundraising Publications);
- calendars;
- campus maps;
- press kits;
- anniversary publications;
- exhibition and special events publications;
- research publications;
- annual magazines;
- directories;
- student publications; or
- international outreach publications.

#### **b. Individual Alumni Relations Publications**

Any publications or promotions used in specific or general alumni relations programs and projects may be entered, including:

- alumni events promotions and materials;

- continuing education materials;
- promotions for anniversary events;
- membership drives;
- career assistance programs; or
- student alumni programs.

### **Judging Criteria**

Judges specifically will look for:

- \* Creative content, writing, editing, design, photography, and print quality;
- \* An understanding of your target audience(s);
- \* Institution's mission and how well it is communicated;
- \* Budget;
- \* Creative use of available resources; and
- \* Results