

Individual Student Recruitment Publications

Description

Gold, Silver, and Bronze awards may be given for outstanding individual print publications produced for recruitment purposes.

Subcategories

1. Viewbooks and Prospectuses
2. Catalogs
3. Student Handbooks
4. Recruitment Search Publications, Miscellaneous Flyers, and Brochures
5. Posters

Judging Criteria

Judges specifically will look at your:

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