

Student Recruitment Publications Packages

Description

Gold, Silver, and Bronze awards may be given for outstanding packages of two to five coordinated publications and other materials used for student recruitment. Acceptable materials include but are not limited to those:

- * Directed either to a general audience or special constituency, such as minority, international, or disadvantaged students;
- * From a single mailing or group of mailings; or
- * That include videocassettes/DVD boxes, CD packages, T-shirts, or non-print materials such as Web sites if they are part of a coordinated group of publications.

Judging Criteria

Judges specifically will look at your:

- * Goals and objectives;
- * Understanding of your target audience(s);
- * Institution's mission and how well it is communicated;
- * Content, writing, editing, design, photography, and print quality;
- * Fresh ideas and creative concept development
- * Budget;
- * Creative use of available resources; and
- * Results.