

2013 UPCEA Marketing Award Recipients

Division	Category Number	Category	Institution	Entry Name	Award
Print Publications	1	General catalog or tabloid, 4 colors throughout	Northwestern University School of Continuing Education Studies	Undergraduate Viewbook	Silver
Print Publications	1	General catalog or tabloid, 4 colors throughout	University of Colorado Boulder Division of Continuing Education	Fall 2012 Continuing Education Catalog	Bronze
Print Publications	2	General catalog or tabloid, 4 color cover, 1-2 colors inside	NYU School of Continuing and Professional Studies	Summer CE Bulletin	Gold
Print Publications	2	General catalog or tabloid, 4 color cover, 1-2 colors inside	University of Richmond	2013 Summer School Catalog	Silver
Print Publications	2	General catalog or tabloid, 4 color cover, 1-2 colors inside	Rice University Glasscock School of Continuing Studies	Fall 2013 Course Catalog	Bronze
Print Publications	3	Annual/Anniversary Report/Magazine	University of Texas Division of Continuing & Innovative Education	Dream Big: CIE 2011 Annual Report	Gold
Print Publications	3	Annual/Anniversary Report/Magazine	University of Richmond School of Professional & Continuing Studies	2011-2012 Dean's Progress Report -- 50th Anniversary	Silver
Print Publications	4	Brochure/Booklet	McGill University School of Continuing Studies	What Do You Have in Mind? Brochures	Gold
Print Publications	4	Brochure/Booklet	Boston University Metropolitan College & Extended Education	MET International Student Brochure	Gold
Print Publications	4	Brochure/Booklet	Northwestern University School of Continuing Studies	2012 - 13 Graduate Program Brochure	Silver
Print Publications	4	Brochure/Booklet	Miami University of Ohio	Global Partner Summer School	Bronze

Print Publications	5	Postcard	Rhode Island School of Design	Spring Extension Postcard	Gold
Print Publications	5	Postcard	NYU School of Continuing and Professional Studies	Summer CE Bulletin Postcard	Silver
Print Publications	5	Postcard	NYU School of Continuing and Professional Studies	Print Postcard: What Does it Take to Move Ahead?	Bronze
Print Publications	7	Poster	University of Wisconsin-Milwaukee School of Continuing Studies	Social Media Classroom Posters	Gold
Print Publications	7	Poster	University of Southern Maine Professional and Continuing Education	Summer On-Campus Poster	Silver
Print Publications	7	Poster	University of Missouri - St. Louis, School of Professional & Continuing Studies	St. Louis Storytelling Festival Poster	Bronze
Print Publications	7	Poster	University of Colorado Boulder Division of Continuing Education	Summer Session 2013 Poster	Bronze
Print Publications	8	Miscellaneous Print Pieces	UCLA Extension Marketing	Photography Broadsheet	Gold
Print Publications	8	Miscellaneous Print Pieces	Sacramento State College of Continuing Education	2013 Calendar	Silver
Print Publications	8	Miscellaneous Print Pieces	Kennesaw State University	Casino Night Poker Chips	Bronze
Interactive Media	9	Website	California State University, Fullerton	Open University Website	Gold
Interactive Media	9	Website	San Diego State University College of Extended Studies	SDSU CES Blog	Silver
Interactive Media	9	Website	Oregon State University Ecampus	Mobile-Responsive Website Redesign	Bronze

Interactive Media	10	e-Communications	University of Wisconsin-Milwaukee School of Continuing Education	2013 Road Trip to Win Promotional Campaign	Silver
Interactive Media	10	e-Communications	University of Pennsylvania Professional and Liberal Education	Liberal and Professional Studies (Penn LPS)/ Bachelor of Arts – Phi Theta Kappa Communication Plan	Bronze
Interactive Media	11	Streaming/On-demand Content	Penn State Worldwide	My Life, My Penn State	Gold
Interactive Media	11	Streaming/On-demand Content	Colorado State University OnlinePlus Marketing	Colorado State University Anywhere Video	Silver
Interactive Media	11	Streaming/On-demand Content	University of Wisconsin, Extension Continuing Education, Outreach and E-Learning	The University of Wisconsin System: Journey Through Financial Aid	Bronze
Interactive Media	11	Streaming/On-demand Content	University of Texas - Austin Continuing and Innovative Education	UT Informal Classes: Puppet Manipulation	Bronze
Interactive Media	12	Mobile Marketing	University of Kansas Continuing Education	KU Aerospace Short Courses Mobile Marketing Campaign	Silver
Interactive Media	13	Online Display Ads	Utah State University Regional Campuses & Distance Education	Flexible Learning Online Ads	Silver
Interactive Media	13	Online Display Ads	Columbia College	Go for Greater – Online Display	Bronze
Interactive Media	14	Miscellaneous Interactive Media	University of British Columbia Continuing Studies	Continue Your Story Microsite	Gold
Interactive Media	14	Miscellaneous Interactive Media	University of Wisconsin-Milwaukee	Center for the Study of the Workplace	Silver
Interactive Media	14	Miscellaneous Interactive Media	Georgia Institute of Technology Professional Education	2012 Online Annual Report	Bronze

Print Advertising	15	Single Ad	The University of Alabama College of Continuing Studies	Panel of Experts Ad	Bronze
Print Advertising	15	Single Ad	University of California, Irvine Extension	Digital Journalism Ad	Bronze
Outdoor/Exhibit Signage	16	Outdoor Billboard/Signage	Utah State University Regional Campuses & Distance Education	RCDE Billboard Series	Gold
Outdoor/Exhibit Signage	16	Outdoor Billboard/Signage	University of Pennsylvania Professional and Liberal Education	Professional Master's Degree Outdoor	Bronze
Outdoor/Exhibit Signage	17	Transit	Ryerson University The G. Raymond Chang School of Continuing Education	Spring 2013 SOAR Campaign	Gold
Outdoor/Exhibit Signage	17	Transit	University of Pennsylvania Professional and Liberal Education	Organizational Dynamics - Market East Station Domination	Silver
Outdoor/Exhibit Signage	17	Transit	Harvard University Extension School	Extension School Transit Posters	Bronze
Outdoor/Exhibit Signage	18	Trade Show Exhibits	University of Wisconsin- Milwaukee School of Continuing Education	Temporary Visitor Center & Awareness Exhibit	Gold
Broadcast Advertising	20	Television	University of Missouri Mizzou Online	Mizzou Online "First Team" TV Commercial	Gold
Broadcast Advertising	20	Television	Utah State University Regional Campuses & Distance Education	Power to Change for Good - Brian Hays	Silver
Campaigns	21	Interactive Media	NYU School of Continuing and Professional Studies	Fall CE Interactive Campaign	Gold
Campaigns	21	Interactive Media	Harvard University Extension School	Content Marketing for Lead Generation	Bronze
Campaigns	24	Broadcast Advertising	South Dakota State University	Life is Calling	Gold

Campaigns	25	Mixed Media (4 or more activities or materials)	Ryerson University The G. Raymond Chang School of Continuing Education	Winter 2013 SOAR Campaign	Gold
Campaigns	25	Mixed Media (4 or more activities or materials)	Simon Fraser University	"Think" Mixed Media Campaign	Silver
Campaigns	25	Mixed Media (4 or more activities or materials)	Western Kentucky University	Winter Term 2013 Campaign	Bronze
Campaigns	25	Mixed Media (4 or more activities or materials)	The University of Texas at Austin Continuing and Innovative Education	2013 Migrant Ceremony	Bronze
Most Improved	26	Most Improved	University of Wisconsin-Milwaukee School of Continuing Education	2013 School-Wide Rebranding	Gold
Most Improved	26	Most Improved	Miami University Global Initiatives	Study Abroad at Miami University	Silver
Most Improved	26	Most Improved	Simon Fraser University	Creative Writing Brochure	Silver
Most Improved	26	Most Improved	University of Colorado Boulder Division of Continuing Education	Science Discovery Website	Bronze
Strategic Recruitment Marketing Plan	27	Strategic Recruitment Marketing Plan	James Madison University	JMU Paralegal and Six Sigma Awareness Campaign	Gold
Strategic Recruitment Marketing Plan	27	Strategic Recruitment Marketing Plan	University of Nebraska Online Worldwide	University of Nebraska Online Worldwide Strategic Recruitment Marketing Plan	Silver

Missing designations indicate either a lack of submissions for a specific category or the inability to meet judging criteria.