

## **2020 Communications and Marketing Commission Awards**

### **Annual Report – College**

Gold—Polk State College, Polk State College Report to the Community 2019

Silver—College of Central Florida, 2018-2019 College of Central Florida Annual Report

Bronze— State College of Florida, Manatee-Sarasota, 2018 Annual Report

### **Annual Report – Foundation**

Gold—Pensacola State College, 2019 Impact Report

Silver—IEECE at Palm Beach State College, IEECE Annual Report

Bronze—St. Johns River State College, Foundation Annual Report

### **Article in a College-Produced Publication**

Best of Show—College of Central Florida, Going the Extra Mile with Experiential Learning Article

Gold—College of Central Florida, Going the Extra Mile with Experiential Learning Article

Silver— College of Central Florida, The Dream Team Delivers to the Workforce Panel Discussion

Bronze—The College of the Florida Keys, Ears to You, Jalyssa

### **Article/Story Pitch Resulting in Publication**

Gold—St. Petersburg College, SPC United Against Social Injustices Article Pitch

Silver—College of Central Florida, Going the Distance with Online Learning Article

Bronze—Seminole State College, Developing a Teacher Pipeline

Bronze—Tallahassee Community College, TCC closing enrollment gap with students choosing to study closer to home

### **Best Photography Campaign (Less than 10,000 FTE)**

Gold—Santa Fe College, SF Softball Makes a Splash

### **Best Photography Campaign (more than 10,000 FTE)**

Gold—Miami Dade College Kendall Campus, Service Awards Portraits

### **Best Photography in a Published Piece Single (less than 10,000 FTE)**

Gold—Santa Fe College, SF Baseball Super Heros

Silver—Santa Fe College, SF Little School Graduation

Bronze—Santa Fe College, SF President's 100 Days

### **Best Photography in a Published Piece Single (more than 10,000 FTE)**

Gold—St. Petersburg College, SPC Softball

### **Brochure (Under 10,000 FTE)**

Gold—Santa Fe College, SF Student Services Brochure

Silver—Polk State College, Polk State College Facts & Figures 2019

Bronze—South Florida State College, Panther Youth Partners Brochure

### **Brochure (Over 10,000 FTE)**

Gold—Seminole State College of Florida, Start a Raider, Finish a Gator brochure

Silver—Florida State College at Jacksonville, Associates in Arts Brochure

Bronze—Miami Dade College, Jazz at Wolfson 2019-20 Season Brochure

**Digital Advertising Campaign (Under 10,000 FTE)**

Gold—Pasco-Hernando State College, How We Do Summer

Silver—Tallahassee Community College, Be Essential

Bronze—Polk State College, Spring graduation 2020 billboards

**Digital Advertising Campaign (Over 10,000 FTE)**

Gold—Florida State College at Jacksonville, Adult Education Spring and Summer Enrollment Campaign

Silver—IEECE at Palm Beach State College, Enroll NOW in Palm Beach State's Fall 2020 online early education courses

Bronze—Palm Beach State College, Supply Chain Management Digital Advertising Campaign

**Digital Advertising Campaign (Over 10,000 FTE)**

Gold—Miami Dade College Kendall Campus, AIR Dance 2020

**Digital Newsletter (less than 10,000 FTE)**

Gold—Tallahassee Community College, TCC Today

Silver—College of Central Florida, CF Patriot Pipeline

Bronze—Chipola College, Chipola Monthly July 2020

**Digital Newsletter (more than 10,000 FTE)**

Gold—Florida SouthWestern State College, Provost 411

Silver—Florida State College at Jacksonville, BlueWave News-Monthly Employee Newsletter

Bronze—Florida SouthWestern State College, Buc Bulletin

**Digital Publication (more than 10,000 FTE)**

Gold—Eastern Florida State College, Launch to Success – Digital Event Program

Silver—Miami Dade College, MDC AFC News You Can Use (Digital Newsletter)

Bronze—Tallahassee Community College, 2020 Commencement Program 2020

**Direct Mail Campaign (less than 10,000 FTE)**

Gold—State College of Florida, Manatee-Sarasota, 2020 Spring and Summer Enrollment

Silver—College of Central Florida, Right Here. Right Now. Postcard Series

Bronze—Tallahassee Community College, You're Invited to a Top 10 College, parent Publication

**Direct Mail Postcard (less than 10,000 FTE)**

Gold—Tallahassee Community College, TCC2FSU Postcard

Silver—Gulf Coast State College, Home for the Summer

Bronze—South Florida State College, MOFAC Exhibition: Relics, Reliquaries & Objects of Desire

**Direct Mail Postcard (more than 10,000 FTE)**

Gold—Florida SouthWestern State College, "Essential" Direct Mail Postcard

Silver—Florida State College at Jacksonville, Recent High School Graduates Postcard  
Bronze—Palm Beach State College, Dual Enrollment Postcard

**Direct Mail Recruiting Material (less than 10,000 FTE)**

Gold—State College of Florida, Manatee-Sarasota, Holiday Transfer Campaign Postcard  
Silver—Tallahassee Community College, You're Invited

**Direct Mail Recruiting (more than 10,000 FTE)**

Gold—Miami Dade College, President's Mailer  
Silver—Florida State College at Jacksonville, Academic Advising and College Resources Direct Mailer

**Direct Mail Special Event invitation (more than 10,000 FTE)**

Gold—Eastern Florida State College, Dare to Finish Workshop Invite  
Silver—Palm Beach State College, Dr. Martin Luther King, Jr. Celebration Invitation  
Bronze—Palm Beach State College, Trio First Generation Event Postcard

**Faculty-Advised Student Publication (less than 10,000 FTE)**

Gold—Tallahassee Community College, The Eyrie

**Foundation Campaign (less than 10,000 FTE)**

Gold—Pensacola State College, Your Community, Your Legacy Capital Campaign  
Silver—State College of Florida, Manatee-Sarasota, 2019 Scholarship Luncheon

**Foundation Digital Single Fundraising Piece (less than 10,000 FTE)**

Gold—State College of Florida, Scholarship Luncheon Video

**Foundation Print Single Fundraising Piece (less than 10,000 FTE)**

Gold—State College of Florida, Life Changing Letter Print Ad

**Magazine (less than 10,000 FTE)**

Gold(tie)—The College of the Florida Keys, Keys Current  
Gold (tie)—College of Central Florida, CF Connection magazine – Summer 2020  
Silver—North Florida College, NFC Connection Magazine  
Bronze—Pasco-Hernando State College, PHSC Perspective

**Magazine (more than 10,000 FTE)**

Gold—St. Petersburg College, SPC Magazine  
Silver—Indian River State College, Massey Retirement Magazine

**Magazine Advertising Campaign (less than 10,000 FTE)**

Gold—State College of Florida, Manatee-Sarasota, Reflection in the Mirror Campaign

**Magazine Advertising Campaign (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, Jacksonville Symphony Program Ads

**Magazine Advertising Full Page or Less/Single Unit (less than 10,000 FTE)**

Gold—Tallahassee Community College, TCC2FSU – Florida Trend

Silver— Pasco-Hernando State College, Be Gold

**Magazine Advertising Full Page or Less/Single Unit (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, Short Term Certificate Program Ad

**Magazine Advertising Spread, Multiple Pages or Insert (less than 10,000 FTE)**

Gold—Santa Fe College, SF Synergy Magazine Ads

Silver— Gulf Coast State College, Florida Trend July 2020 Issue

**Magazine Advertising Spread, Multiple Pages or Insert (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, America's Promise Advanced Manufacturing Magazine Spread

**Microsite/Landing Page (less than 10,000 FTE)**

Gold—Santa Fe College, SF Admissions Microsite

Silver—Pasco-Hernando State College, 2020 Spring Virtual Commencement

Bronze (tie)—Santa Fe College, SF Brand Guide Microsite

Bronze (tie)—Tallahassee Community College, 2020 Commencement Celebration

**Microsite/Landing Page (more than 10,000 FTE)**

Gold—St. Petersburg College, SPC Job Ready Landing Page

Silver—Florida SouthWestern State College, New Bucs Page

Bronze— Florida SouthWestern State College, FSW Success Microsite

**Newsletter (less than 10,000 FTE)**

Gold—Chipola College, Chipola Monthly June 2020

**Newsletter Campaign (less than 10,000 FTE)**

Gold—College of Central Florida, Your Future. Right Here. Right Now. Newspaper and Campaign

Silver—Chipola College, Stay Home, Stay Well and Excel Ads

**Newsletter: Full Page Single unit (less than 10,000 FTE)**

Gold—State College of Florida, Manatee-Sarasota, Bachelor's Ad

Silver—Polk State College, Central Florida health News Advertising

**Newsletter: Full Page Single unit (more than 10,000 FTE)**

Gold—Indian River State College, Rebuilding America Advertisement – Special Section

**Outdoor Campaign**

Gold (tie)—College of Central Florida, Flexibility When it Matters

Gold (tie)—Florida SouthWestern State College, Make an Educated Decision Billboard Campaign

Bronze—Tallahassee Community College, TCC Cares – Wear a Mask

**Outdoor Single (Under 10,000 FTE)**

Gold—Pensacola State College, Art Faculty & Staff Exhibition Banner

Silver—Pensacola State College, Art Student Honors Exhibition Banner

Bronze— Pensacola State College, Commercial Truck Driving Vehicle Wrap

**Poster Campaign (less than 10,000 FTE)**

Gold—Tallahassee Community College, TCC Cares

Silver—College of Central Florida, This is CF Poster Series

Bronze— Pasco-Hernando State College, This is What Gold Looks Like

**Poster Campaign (more than 10,000 FTE)**

Gold—Eastern Florida State College, Student Services Posters

**Poster Single (less than 10,000 FTE)**

Gold—Pensacola State College, Pensacola State College Women's Basketball Poster

Silver— Pensacola State College, Pensacola State College Softball Poster

Bronze—Polk State College, Polk State College Theatre Season 2019-2020

**Poster Single (more than 10,000 FTE)**

Gold—Palm Beach State College, Dr. Martin Luther King, Jr. Celebration Poster

Silver—Florida State College at Jacksonville, Author Series 2020

**Single Sheet Flyer (less than 10,000 FTE)**

Gold (tie)—College of Central Florida, Timeline to Apply High School Flyer

Gold (tie)—State College of Florida, Manatee-Sarasota, Maverick's Rhythm and Rave

Silver (tie)—College of Central Florida, Right Here. Right Now. High School Flyer

Silver (tie)—South Florida State College, MOFAC Exhibition: The Stories Within

Bronze (tie)—Polk State College, We have a plan, do you? Student funds flyer

Bronze (tie)—Tallahassee Community College, Valiant Women of the Vote: Women's History Month

**Single Sheet Flyer (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, Business Series Event Flier – Reshaping Career Options

**Social Media Campaign, Paid (less than 10,000 FTE)**

Gold—Santa Fe College, SF Room to Dance Online

Silver—Tallahassee Community College, Be Essential

Bronze—College of Central Florida, Affordable College Degrees Facebook/Instagram Ad

**Social Media Campaign, Paid (more than 10,000 FTE)**

Gold—IEECE at Palm Beach State College, Education Matters

**Social Media Single Post, Paid (less than 10,000 FTE)**

Gold—St. Johns River State College, Viking 5K social media carousel

**Social Media, Unpaid (more than 10,000 FTE)**

Gold—Miami Dade College, Welcome to the #IAmMDC Club! We're in this together until

Silver—Florida SouthWestern State College, A Time to Listen

Bronze—St. Petersburg College, SPC Giving Tuesday Campaign

**Specialty Advertising Apparel**

Gold—Miami Dade College, Mercedes-Benz Corporate Run Shirt  
Silver—St. Johns River State College, Wellness T-shirt for Human Resources

**Student Handbook/Orientation Guide (less than 10,000 FTE)**

Gold—State College of Florida, Manatee-Sarasota, Student Handbook and Planner

**Student Handbook/Orientation Guide (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, 2019-20 FSCJ Student Handbook  
Silver—Indian River State College, IRSC 2020-2021 Student Handbook Calendar

**Table Top and Retractable Displays (less than 10,000 FTE)**

Gold—College of Central Florida, Welcome to CF retractors

**Table Top and Retractable Displays (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, Center for International Education Retractable Display  
Silver—Eastern Florida State College, Student Recruitment Vertical Displays  
Bronze (tie)—Palm Beach State College, Honors College Retractable Banner  
Bronze (tie)—Florida State College at Jacksonville, CCAMPIS Grant Retractable Display

**Television 60 seconds or less (less than 10,000 FTE)**

Gold—North Florida College, NFC Start Today

**Television 60 seconds or less (more than 10,000 FTE)**

Gold—St. Petersburg College, SPC Veterinary Technology  
Silver—Florida State College at Jacksonville, FSCJ “Prepared for Success” Television Commercial  
Bronze—Florida State College at Jacksonville, FSCJ “Open Doors” Television Commercial

**Television Campaign (less than 10,000 FTE)**

Gold—Tallahassee Community College, TCC2WORK

**Television Campaign (more than 10,000 FTE)**

Gold—Florida State College at Jacksonville, FSCJ “It’s Your Turn” Television Commercials

**Video/ Digital Promotion 60 Seconds or less**

Best of Show (Over 10,000 FTE)—Miami Dade College, MDC “Opportunities” Video

**Video/ Digital Promotion 60 Seconds or less (less than 10,000 FTE)**

Gold—Santa Fe College, SF Never Stop Opening Doors  
Silver—Tallahassee Community College, TCC – One of the Top 10 Community Colleges in the Nation  
Bronze—North Florida College, President’s Message to Graduates

**Video/ Digital Promotion 60 Seconds or less (more than 10,000 FTE)**

Gold—Miami Dade College, MDC “Opportunities” Video  
Silver—Miami Dade College Kendall Campus, Remote Learning Animation  
Bronze—Miami Dade College Kendall Campus, Social Distancing Animation

**Video/ Digital Promotion 60 Seconds or more (less than 10,000 FTE)**

Gold—College of Central Florida, CF Virtual Tour

Silver—Santa Fe College, SF Written in the Stars

Bronze—Chipola College, Chipola College Tech-Theatre Program

**Video/ Digital Promotion 60 Seconds or more (more than 10,000 FTE)**

Gold—Seminole State College of Florida, Building My Future

Silver—Miami Dade College Kendall Campus, Remote Study Tips

Bronze—Palm Beach State College, Scholarships Transform Lives

**Video/ Digital Promotion Campaign (less than 10,000 FTE)**

Gold—State College of Florida, Manatee-Sarasota, Life Changing Letters

Silver—Tallahassee Community College, How the Pandemic Changed TCC

Bronze—Santa Fe College, SF Cops Reading Books Video Series

**Video/ Digital Promotion Campaign (more than 10,000 FTE)**

Gold—Florida SouthWestern State College, FSW #StrongerTogether Video Campaign

Silver—Palm Beach State College, PBSC Automotive Careers Video Campaign

**Viewbook/Recruitment Piece (less than 10,000 FTE)**

Gold—Santa Fe College, SF Viewbook

Silver—Gulf Coast State College, Gulf Coast State College LookBook

Bronze—Polk State College, Polk State College ViewBook

**Viewbook/Recruitment Piece (more than 10,000 FTE)**

Gold—Indian River State College, Quad County Career Pathways Consortium Series

Silver—Florida State College at Jacksonville, 2019-20 FSCJ At a Glance

Bronze—Miami Dade College Kendall Campus, Veterans Guide

**Website (more than 10,000 FTE)**

Gold—St. Petersburg College, SPC Website