



# CASE DISTRICT VI CONFERENCE

Denver | Jan. 13-15, 2019

## 2019 Institutional Awards

### **A.T. Still University of Health Sciences**

GOLD - Digital Communications:  
Best Uses of Social Media: ATSU  
Brand Champion Program

### **American Friends of Hebrew University**

GOLD - Fundraising Video: Short  
Video: AFHU's low-tech Bubbe  
with a high-tech mission

### **Association of Graduates, U.S. Air Force Academy**

GRAND GOLD - Excellence in News

Writing: General News Writing:  
Checkpoints magazine

GOLD - Design: Covers: Fifty  
Thousand

GOLD - Design: Illustrations: Falcon  
and the Tiger

GOLD - Photography: Individual  
Photograph: In the Fight:  
Concussion Cover

GOLD - Photography: Individual  
Photograph: Graduation

GOLD - Excellence in Photography:  
Association of Graduates

GOLD - Digital Communications:  
Best Uses of Social Media: The AOG  
Office

SILVER - Marketing: Advertising:  
Choose your adventure now

SILVER - Marketing: Institution-  
Wide Branding Programs: Serving  
the Long Blue Line Together

SILVER - Design: Covers: In The  
Fight

SILVER - Design: Editorial Design: In  
the Eye of the Storm

SILVER - Design: Editorial Design:  
Hunting Hurricanes

SILVER - Design: Editorial Design:  
I'm just so happy to be alive

SILVER - Design: Illustrations: The  
Wright Stuff

SILVER - Design: Specialty Pieces:  
2017 Air Force Academy Christmas  
Ornament

SILVER - General Information  
Videos: Long Video: Expect Great  
Things

SILVER - General Information  
Videos: Long Video: Winded  
Warriors

SILVER - General Information  
Videos: Short Video: Heritage  
Minute

SILVER - Photography: Individual  
Photograph: Inprocessing 2018

SILVER - Special Events: Single-Day:  
FamFest

SILVER - Digital Communications:  
Best Uses of Social Media: FamFest

SILVER - External Audience  
Tabloids and Newsletters: Digital:  
7258'

BRONZE - Design: Covers: In the Eye  
of the Storm

BRONZE - Digital Communications:  
Best Uses of Social Media: Alumni  
in Action

BRONZE - Websites: Complete  
Institutional Websites: USAFA.ORG

### **Central College**

GOLD - Best Articles of the Year:  
The Unbroken Circle

### **Colorado State University**

SILVER - Institutional Relations  
Publications: President's Reports  
and Annual Reports: Vice  
President for Diversity: 2010-2018  
Progress Report

BRONZE - Excellence in News  
Writing: General News Writing:

Colorado State University's  
Excellence in General News  
Writing

### **Creighton University**

GOLD - Marketing: Advertising:  
Creighton's Advertising Presence  
in Phoenix

GOLD - Fundraising Programs:  
Annual/Regular Giving Programs:  
Giving Day at Creighton University

GOLD - Institutional Relations  
Publications: President's Reports  
and Annual Reports: Hope is the  
Thing with Feathers: 2016-2017  
Year in Review

GOLD - Special Events: Single-Day:  
TEDxCreightonU

GOLD - Special Events: Year-Long:

Creighton's 140th Anniversary

SILVER - Design: Illustrations: 2017  
Presidential Christmas Card

SILVER - Fundraising Programs:  
Donor Relations and Stewardship:

Creighton University 2018 Donor  
Impact Report

### **Dordt College**

SILVER - Public Relations  
and Community Relations

Projects: University Initiative  
Announcement

SILVER - Websites: Individual Sub-  
Websites: U.dordt.edu

BRONZE - General Information  
Videos: Long Video: Dordt Virtual  
Visit Video

BRONZE - Special Events: Single-  
Day: Dordt University Initiative

Announcement Event

BRONZE - Innovative Uses of  
Technology: Public Relations and  
Marketing: Dordt competes in

Chronicle for Higher Education's  
"Best Names Tournament"

### **Hastings College**

BRONZE - Student Recruitment  
Publications: Viewbooks and

Prospectuses: The New Hastings  
College

### **Iowa State University**

GOLD - Internal Audience  
Publications: Digital: Inside Iowa  
State

GOLD - General Information Videos:  
Long Video: Iowa State graduate

helps build a fitness community  
for women

### **Iowa State University Foundation**

GOLD - External Audience Tabloids  
and Newsletters: Print: True  
newsletter

BRONZE - Fundraising Video: Long  
Video: Video One for Order of the

Knoll donor event, October 13, 2017

## **Kansas State University**

GRAND GOLD - Individual Fundraising Publications: KSU Foundation: Good for K-State (summer 2018)  
GRAND GOLD - General Information Videos: Long Video: 2017-2018 Hype Video  
GOLD - Fundraising: KSU Foundation: The K-State Family Scholarship Program  
GOLD - External Audience Tabloids and Newsletters: Digital: @K-State alumni e-newsletter – June 2018  
GOLD - External Audience Tabloids and Newsletters: Digital: @K-State alumni e-newsletter – August 2018  
GOLD - Design: Periodicals: KSU Foundation: Good for K-State (fall 2017)  
GOLD - Individual Fundraising Publications: KSU Foundation: Good for K-State (fall 2017)  
GOLD - College and University General Interest Magazines: KSU Foundation: Good for K-State magazine (summer 2018)  
GOLD - Design: Posters: SGA Green Week poster  
GOLD - Issues and Crisis Management: Hale Library Fire Recovery  
GOLD - Institutional Relations Publications: Research Publications: Seek magazine  
GOLD - Digital Communications: Best Uses of Social Media: Career Services Facebook live videos  
GOLD - Websites: Individual Sub-Websites: Music, Theatre and Dance website  
GOLD - Design: Periodicals: Summer 2018 K-Stater magazine  
GOLD - Magazine Publishing Improvement: K-Stater magazine, winter 2017  
GOLD - Excellence in News Writing: General News Writing: K-Stater magazine: We want you!, fall '17; Alumni Excellence, winter '17; Miracle in Manhattan, winter '17; From the ashes, spring '18; Preparing security, spring '18  
GOLD - Magazines: Special Issues: K-Stater magazine, summer 2018 - research issue  
GOLD - Innovative Uses of Technology: Alumni Relations: K-State Tumbler Giveaway  
GOLD - Alumni Relations: "A Spot I Love Full Well" – K-State Alumni Center Stained Glass Mural unveiling

GOLD - Design: Invitations: KSU Foundation: Evening of Gratitude Invitation  
SILVER - Design: Invitations: KSU Foundation: Innovation & Inspiration Campaign Event Invitations  
SILVER - Alumni Relations Programs: Regular Alumni Programs: K-State Alumni Excellence Award and Wall of Distinction  
SILVER - Digital Communications: Best Uses of Social Media: E-Newsletter Cartoon Ad  
SILVER - Special Events: Single-Day: KSU unite  
SILVER - Digital Communications: Best Uses of Social Media: Admitted Student Instagram Livestream  
SILVER - Innovative Uses of Technology: Public Relations and Marketing: Targeted Admissions Landing Pages  
BRONZE - Fundraising Video: Long Video: KSU Foundation: Hale Library  
BRONZE - Fundraising Video: Short Video: KSU Foundation: Transformational Investments – College of Engineering  
BRONZE - Fundraising Video: Short Video: KSU Foundation: KSU College of Architecture, Planning and Design: Scholarship Banquet, Thank You Video  
BRONZE - Fundraising Video: Short Video: KSU Foundation: Harold and Olympia Lonsinger: A Gift to K-State  
BRONZE - Fundraising Video: Short Video: KSU Foundation: Gratitude for the Berney family  
BRONZE - PSAs and Commercial Spots: KSU Foundation: 2018 KSU Foundation Brand Spot  
BRONZE - Digital Communications: Best Uses of Social Media: KSU Foundation: #KStateKind Random Acts of Kindness Engagement Initiative  
BRONZE - Student Recruitment Publications: Viewbooks and Prospectuses: APDesign Large Viewbook and Mini Viewbook  
BRONZE - Marketing: Visual Identity Systems: KS-Sci Mood Board  
BRONZE - Websites: Individual Sub-Websites: Influence Tomorrow  
BRONZE - Marketing: Advertising: K-State Olathe School Counseling Digital Marketing Campaign

BRONZE - Excellence in News Writing: General News Writing: Kansas State University Olathe General News Writing  
BRONZE - Design: Editorial Design: Coming Full Circle Layout  
BRONZE - Design: Editorial Design: From the Ashes layout, Spring 2018 K-Stater magazine  
BRONZE - Special Events: Multi-Day: K-State Fight Song 90th Anniversary  
BRONZE - Design: Multi-Page Publications/Folders: KSU Foundation: Valentine's Day Card

## **Mary Institute and Saint Louis Country Day School**

SILVER - Websites: Complete Institutional Websites: MICDS Website

## **Metropolitan State University of Denver**

GRAND GOLD - Public Relations and Community Relations Projects: The Rundown with President Davidson video series  
SILVER - Internal Audience Publications: Digital: Early Bird – MSU Denver's digital employee-engagement newsletter  
SILVER - Excellence in News Writing: General News Writing: RED digital newsroom writing  
SILVER - Websites: Individual Sub-Websites: RED Digital Newsroom  
BRONZE - Special Events: Multi-Day: Inauguration of President Janine Davidson, Ph.D.  
BRONZE - External Audience Tabloids and Newsletters: Print: Roadrunner Development Report – Transforming Lives

## **Missouri State University**

GOLD - Design: Covers: 2017 College of Arts and Letters Magazine Cover  
GOLD - Design: Editorial Design: Missouri State Magazine January 2018 Issue - "Building a Destination Campus" editorial  
GOLD - Design: Multi-Page Publications/Folders: 2017 College of Arts and Letters Magazine  
SILVER - Institutional Relations Publications: Research Publications: 2018 Mind's Eye  
SILVER - Student Recruitment Publications: Individual Publications: Presidential Scholarship Application Invitation

BRONZE - Institutional Relations  
Publications: President's Reports  
and Annual Reports: 2017 Missouri  
State University Foundation  
Annual Report

### **Missouri University of Science & Technology**

GRAND GOLD - Special Events:  
Multi-Day: A Milestone in the Mile  
High City: Order of the Golden  
Shillelagh 40th Anniversary and  
Solar Decathlon Celebration  
GOLD - Design: Editorial Design:  
Fall/Winter 2017 Missouri S&T  
Magazine, "Out of this World"  
GOLD - Websites: Complete  
Institutional Websites: College of  
Engineering and Computing  
GOLD - Communications and  
Marketing: Missouri S&T  
department newsletter program  
SILVER - Marketing: Visual Identity  
Systems: Missouri S&T Athletic  
Identity System  
SILVER - Fundraising Programs:  
Donor Relations and Stewardship:  
Postmark Gratitude: Missouri S&T's  
Scholarship Thank You Initiative  
SILVER - External Audience  
Tabloids and Newsletters: Print:  
Shillelagh Newsletters: Fall-Winter  
(November) 2017 and Summer  
(June) 2018  
SILVER - Design: Single-Page  
Publications: Order of the Golden  
Shillelagh (OGS) Timeline  
SILVER - Individual Fundraising  
Publications: Miner Alumni  
Association Holiday Mailer: The  
heart of campus is you  
SILVER - General Information  
Videos: Long Video: First female St.  
Pat = Sainte Patricia?  
BRONZE - Design: Covers: re:search  
- an inside look at innovation and  
discovery at Missouri S&T  
BRONZE - Design: Illustrations:  
Steve Corn Research - Using Big  
Data to Reduce Childbirth Risks  
BRONZE - Institutional Relations  
Publications: Research  
Publications: re:search - an inside  
look at innovation and discovery at  
Missouri S&T  
BRONZE - External Audience  
Tabloids and Newsletters: Digital:  
Dean's Newsletter College of  
Arts, Sciences, and Business  
Missouri University of Science and  
Technology

### **Mount Mercy University**

SILVER - Marketing: Advertising:  
Mount Mercy University Online  
Programs "Made by Mercy"  
Campaign

### **Nebraska Methodist College**

GOLD - Design: Invitations: Sharing  
Our Stories Homecoming Reunion  
Invitation  
GOLD - External Audience Tabloids  
and Newsletters: Print: The  
Graduate  
SILVER - Design: Specialty Pieces:  
Sweet Memories Chocolate Bar  
BRONZE - Individual Fundraising  
Publications: Alumni Annual  
Appeal Letter 2017

### **Northwestern College**

SILVER - Student Recruitment  
Publications: Individual  
Publications: College Fair Piece: A  
Whole Education for Your Whole  
Life  
SILVER - Student Recruitment  
Publications: Publications  
Packages: Northwestern College  
Recruitment Package  
SILVER - Websites: Individual Sub-  
Websites: RaiderNationWorks  
BRONZE - Recruitment Videos:  
Short Videos: Raider Nation: Feel It

### **Saint Louis University**

GRAND GOLD - Marketing:  
Advertising: 200-Years-In-One  
Challenge Campaign  
GOLD - Digital Communications:  
Best Uses of Social Media: On This  
Day in SLU History  
GOLD - Design: Invitations: SLU  
Bicentennial Events Save the Date  
GOLD - Design: Invitations: Night  
at the Shakespeare Festival of St.  
Louis Invitation and envelope  
GOLD - Design: Specialty Pieces:  
SLU Bicentennial Birthday Hat and  
200 Year Glasses  
GOLD - Recruitment Videos: Short  
Videos: Be a Billiken Video Ads  
GOLD - Student Recruitment  
Publications: Individual  
Publications: Saint Louis  
University Lookbook  
GOLD - Student Recruitment  
Publications: Viewbooks and  
Prospectuses: You@SLU, Saint  
Louis University's Digital  
Viewbook  
GOLD - Communications and  
Marketing: 200-Years-In-One  
Bicentennial Challenge

GOLD - Alumni Relations Programs:  
Student Alumni Initiatives:  
Students Helping Students  
Scholarship: The scholarship that  
enhanced morale and philanthropy  
education at Saint Louis University  
GOLD - Fundraising Publications:  
Case Statements/General  
Cultivation Publications: 200 Years,  
200 Reasons to Support SLU  
GOLD - Fundraising Publications  
Packages: Christmas in July  
SILVER - Innovative Uses of  
Technology: Fundraising: You and  
SLU: A Great Pair  
SILVER - Media Relations Programs  
and Projects: Hotel Influenza  
SILVER - Public Relations and  
Community Relations Projects: SLU  
Bicentennial Community Outreach  
Video Series  
SILVER - Design: Multi-Page  
Publications/Folders: SLU  
Christmas Card from the President  
SILVER - Design: Periodicals:  
Universitas, Summer 2018 Issue  
SILVER - Design: Periodicals:  
Universitas, Winter 2018 Issue  
SILVER - Design: Calendars:  
2018 Saint Louis University  
Bicentennial Calendar  
BRONZE - Design: Editorial Design:  
Cover Story  
BRONZE - Innovative Uses of  
Technology: Public Relations and  
Marketing: You@SLU, Saint Louis  
University's digital viewbook

### **Truman State University**

GOLD - Alumni Relations Programs:  
Regular Alumni Programs: TruCare  
GOLD - Alumni Relations Programs:  
Volunteer Engagement and Senior  
Leadership Involvement: Alumni  
Leadership Development Program  
SILVER - Special Events: Multi-Day:  
Bulldog B.I.T.E. Pitch Competition  
(March/April 2018)  
SILVER - Fundraising Programs:  
Annual/Regular Giving Programs:  
Truman State University FY18  
Annual Fund - Celebrating the  
Past, Pursuing the Future

### **University of Colorado at Boulder**

GRAND GOLD - Design: Periodicals:  
Amicus Fall 2018  
GOLD - Design: Calendars:  
University of Colorado Family  
Calendar  
GOLD - Annual Magazines: CMCI  
Now, Fall '17  
SILVER - Alumni Relations  
Programs: New Program Initiatives:  
Leeds Business Insights (LBI)

BRONZE - Design: Multi-Page Publications/Folders: Admissions On Campus Handout  
BRONZE - Design: Periodicals: Voices Magazine  
BRONZE - Alumni Relations Programs: Student Alumni Initiatives: Welcome Buffalo Tags

#### **University of Colorado at Colorado Springs**

GOLD - PSAs and Commercial Spots: UCCS fuels SUCCESS Commercial  
BRONZE - Student Recruitment Publications: Viewbooks and Prospectuses: UCCS Viewbook 2018

#### **University of Iowa**

GOLD - Digital Communications: Best Uses of Social Media: University of Iowa Tippie College of Business Instagram Story Summer Takeover Campaign

#### **University of Kansas**

GRAND GOLD - Fundraising Programs: Donor Relations and Stewardship: Jayhawk Faithful-Consecutive Giving Program  
GOLD - Special Events: Multi-Day: William Allen White 150th Birth Year Celebration  
GOLD - Marketing: Institution-Wide Branding Programs: Our Chant Rises: The University of Kansas 2017 Rebranding  
GOLD - Design: Editorial Design: 2018 Chancellor's Report  
GOLD - General Information Videos: Long Video: "KU Wind and Jazz Ensembles Perform at the Kennedy Center"  
GOLD - General Information Videos: Short Video: KU Engineers Develop Device to Foster Teen's Music Dreams  
GOLD - Institutional Relations Publications: Research Publications: Beyond the Bench, The University of Kansas Cancer Center Annual Research Report  
GOLD - Student Recruitment Publications: Publications Packages: 2018 KU Orientation Campaign  
GOLD - Special Constituency Magazines: KU Giving – Spring 2018  
GOLD - Special Events: Single-Day: KU Visual Art Day  
GOLD - Alumni Relations Programs: New Program Initiatives: KU Cares Month of Service

GOLD - Design: Invitations: 2017 Chancellors Club Gala  
GOLD - Design: Multi-Page Publications/Folders: New Possibilities – KU Endowment's 2017 Annual Report  
GOLD - Design: Periodicals: KU Giving – Fall 2017  
GOLD - Design: Single-Page Publications: 2017 Thank You mailing  
GOLD - Digital Communications: Best Uses of Social Media: #OneDayOneKU  
SILVER - Marketing: Department or Unit Branding Programs: "Home on the Hill," KU Homecoming 2018  
SILVER - Design: Invitations: KU Endowment 2017 Holiday Card  
SILVER - Design: Multi-Page Publications/Folders: Cancer Center brochure  
SILVER - Digital Communications: Best Uses of Social Media: #BenchToBedside: A Facebook Live Series  
SILVER - Websites: Complete Institutional Websites: KU.edu: The University of Kansas Website  
SILVER - Innovative Uses of Technology: Public Relations and Marketing: KU College Cool Class listicles  
SILVER - Alumni Relations Programs: Student Alumni Initiatives: Mocktails & Mingle Series  
BRONZE - Design: Calendars: FY18 Winter Mail appeal  
BRONZE - Design: Multi-Page Publications/Folders: KU Endowment donor thank you folder  
BRONZE - Design: Single-Page Publications: 2018 Valentine's Day  
BRONZE - Design: Covers: "Miracle on Ice," Kansas Alumni, issue 1, 2018  
BRONZE - Design: Covers: "Speak Up, Speak Out," Kansas Alumni magazine, issue 2, 2018  
BRONZE - Design: Illustrations: "Degree in 3," Kansas Alumni, Issue 5 2018

#### **University of Missouri - St. Louis**

GOLD - Design: Specialty Pieces: Ecological conservation and impact – from UMSL to the wider world  
GOLD - Excellence in News Writing: General News Writing: The power of perseverance: Stories of success and triumph among UMSL's nontraditional student population

SILVER - PSAs and Commercial Spots: From college to career: Success stories from UMSL's colleges of business, nursing, education and arts and sciences  
BRONZE - Marketing: Department or Unit Branding Programs: I Chose UMSL: Successful young alumni and a new design bring fresh energy to a popular, established campaign  
BRONZE - Design: Specialty Pieces: 100,000 graduates (and a new design) to celebrate: A commencement program to remember

#### **University of Nebraska – Lincoln**

GOLD - Diversity Programs: Alumni Programs: DREAMBIG Academy  
SILVER - Digital Communications: Best Uses of Social Media: Open for Business: Howard L. Hawks Hall

#### **University of Nebraska Foundation**

GOLD - Design: Invitations: Baxter Arena 3-year anniversary event invite

#### **University of North Dakota Alumni Association & Foundation**

SILVER - Design: Periodicals: UND Alumni Review Spring 2018  
SILVER - Fundraising Publications: Case Statements/General Cultivation Publications: Empower Leaders: A case for a new University of North Dakota College of Business & Public Administration building  
SILVER - College and University General Interest Magazines: University of North Dakota Alumni Review Magazine  
SILVER - General Information Videos: Short Video: AirCorps Aviation  
SILVER - Magazine Publishing Improvement: UND Alumni Review magazine

#### **University of Northern Colorado Foundation, Inc**

GRAND GOLD - Innovative Uses of Technology: Public Relations and Marketing: Bear in Mind podcast at the University of Northern Colorado  
BRONZE - General Information Videos: Short Video: UNC President Andy Feinstein Road Show  
SILVER - Student Recruitment Publications: Viewbooks and Prospectuses: UNC Undergraduate Viewbook