



2018

Awards of Excellence

COMMUNICATIONS AND MARKETING COMMISSION

July 9, 2018

Greetings College Marketing and Public Relations Professionals:

It's time to begin gathering your best work from the past year (Aug. 1, 2017 through July 31, 2018) for submission in the 2018 AFC Communications and Marketing Commission Awards of Excellence competition. Winners will be recognized at the 69th Association of Florida Colleges Annual Fall Conference set for November 7-9, 2018. The Annual Meeting and Convention will be held at the Wyndham Orlando International, in Orlando, FL. Each year the CMC looks forward to honoring outstanding achievement among Florida college marketing and public relations professionals. This year is no exception; we can't wait to see what you've created this past year. And of special note, we've added a new category (Microsite/Landing Page) and revised the process for electronic submission.

After you've selected the award categories you plan to enter, be sure to check out the entry and submission guidelines. All entries must be received by Monday, September 10, 2018 (no exceptions). Winners will be notified no later than Oct. 1, allowing award recipients to register for conference and hotel before posted deadlines.

Included in this packet are:

- General Entry and Awards Guidelines
- Submission Guidelines (including Instructions for NEW electronic submission form for select categories)
- Award Categories
- Entry Form
- Entry Form - Exemplary Practice/Overall Campaign

Please note the FTE criteria for each category. Two sets of awards are presented (FTE criteria: Less than 10,000 and more than 10,000) unless otherwise indicated. While the CMC encourages membership, individuals submitting entries are not required to be AFC members.

Colleges participating in the Exemplary Practice/Overall Campaign must submit a separate entry form signed by their president. The winning college is required to make a presentation at the fall convention in November.

I look forward to working with each of you and anticipate the competition to be an exciting event. Do not hesitate to contact me if you have any questions or concerns. PDF presentations of past winners can be found on the Communications and Marketing Commission web page at www.myafchome.org/myafccommunicationsandmarketing.

Sincerely,
Johnathan A. Cooks, CMC Chair-Elect
North Florida Community College (CooksJ@nfcc.edu)

AFC Communications and Marketing Commission 2018 Awards
General Entry and Award Guidelines

Please read and follow guidelines carefully. To be eligible for competition, entries must meet guidelines.

1. Membership in AFC (college, not individual) is required for participation in the competition.
2. Eligible entries must have been produced during the period of Aug. 1, 2017, through July 31, 2018. **Entries must be received by Monday, Sept. 10, 2018.**
3. A contestant may submit as many entries in each category as desired.
4. Cost is \$20 per entry. Please make payment for multiple entries with one check and submit with entries. Make checks payable to AFC Communications and Marketing Commission. No purchase orders will be accepted. Categories with less than two entries will not be judged. Refunds will be granted in the event of a non-judged category.
5. AFC CMC awards will be presented to the college listed on the entry form. In case of multiple creators or authors, additional certificates bearing the names of those individuals may be obtained for \$5 each.
6. Submissions will be judged on creativity, originality, relevance to category guidelines and effectiveness.

Submission Guidelines

1. Each entry must be properly labeled with a completed entry form. For your convenience, an electronic form has been provided.
2. **Print Submission:** Unless the category states "DO NOT MOUNT," mount all entries on heavy poster, mat or foam board with maximum ½-inch border. If more than one board is needed for campaign of multiple entries, the boards must be of equal size (hinged or fastened series is helpful). Please label the entries as "Series: 1 of 4, 2 of 4, etc." Items that are not mounted must be placed in a clear plastic envelope or sleeve.
3. **Electronic Submission:** (Includes audio and video). The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Uploaded files under 20mb and web links are acceptable, please fill in all required fields. Since this is an initial piloting of this process only select categories will utilize this form of electronic submission. Please print and mail electronic submission confirmation pages along with other entries.

4. When in doubt, place the items in a plastic sleeve with the entry information taped or stapled (not paper clipped) to the outside of the sleeve.
5. Entries not conforming to the guidelines above will be disqualified and the entry fee will not be refunded.
6. Entries will not be returned and may be retrieved after the Thursday evening banquet at the 69th Annual AFC Convention.

Checks should be made out to: AFC Communications and Marketing Commission.

SUBMIT ENTRIES AND PAYMENT TO:
NORTH FLORIDA COMMUNITY COLLEGE
Attn: Johnathan A. Cooks
325 NW Turner Davis Drive
Madison, FL 32340

AFC Communications and Marketing Commission 2018 Awards

Award Categories: *Two sets of awards will be presented (FTE criteria: Less than 10,000 and more than 10,000) unless otherwise indicated. No limit to the number of entries per category.*

1. **Advertising - Print:** Enter series (5 MAX) as one entry. Follow all standard and print submission guidelines.
2. **Advertising - Radio:** Enter series (5 MAX) as one entry. Submit as audio file(s) through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Uploaded files under 20mb and web links are acceptable, please fill in all required fields. (No FTE criteria.)
3. **Advertising - Television:** Enter series (5 MAX) as one entry. Submit as a video link through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Web links are acceptable, please fill in all required fields. (No FTE criteria.)
4. **Advertising - Outdoor:** Enter series (5 MAX) as one entry. Messages or notices of events that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc. Vehicle advertising is included. May include digital or animated movement or changing graphic. Follow standard submission guidelines. (No FTE criteria.)
5. **Advertising - Internet:** Enter series as one entry. If advertisement contains rotating message/images, print each scene so complete message/concept is presented. Follow print guidelines. (No FTE criteria.)
6. **Annual Report - College:** Do not mount. Follow all standard submission guidelines. (No FTE criteria.)
7. **Annual Report - Foundation:** Do not mount. Follow all standard submission guidelines. (No FTE criteria.)
8. **Article in a College-Produced Publication.** (No FTE criteria.)
9. **Article/Story Pitch Resulting in Publication:** Present in manuscript form with proof of publication. Submit all material in a plastic sleeve and follow labeling guidelines. (No FTE criteria.)
10. **Athletic Media Guide:** Do not mount. Follow all standard submission guidelines. (No FTE criteria.)

11. **"Best Bang for the Buck":** Most economical and efficient publication, promotional item or advertising effort. Include production/publication cost per exposure. Do not mount. Follow all standard submission guidelines.
12. **Brochure:** All sizes and colors accepted. Follow all standard submission guidelines. Brochures for art schools or performing/visual arts venues have a separate entry category.
13. **Brochure (The Arts):** All sizes and colors accepted. Follow all standard submission guidelines. This category includes art schools and performing/visual arts venues.
14. **Campaign:** Enter series as one entry. Entry must include a minimum of four of the following: Print, Radio, Television, Outdoor, Video, Internet, Social Media and/or Promotional Item. Submit campaign materials in a single notebook. Oversized or bulky items such as mugs, displays or large posters should be photographed and the photos placed in the notebook. Audio/video materials on CD or DVD may be included in the notebook; maximum length is 30 minutes. Items entered may be entered in other categories.
15. **Catalog: (Print)** Catalog defined as the official, annual college catalog. Do not mount. Follow all standard guidelines.
16. **Direct Mail Piece/Campaign:** The method of shipment (self-mailer indicia, envelope, etc.) must be evident and included with the entry. Follow all standard and print submission guidelines.
17. **Display/Presentation Board:** Photos of floor/table display may be mounted to foam board no larger than 30-by-40 inches to exhibit the college's recruiting boards/displays used at high school/college recruiting events.
18. **Faculty-Advised Student Publication:** Do not mount. Publication must be developed and produced by currently enrolled students with faculty supervision. Examples include newspaper, literary magazine and athletic guides. Follow all standard and print submission guidelines.
19. **Foundation Category - Fundraising Piece:** If submission includes multiple items, secure in plastic sleeve and follow appropriate print or electronic submission guidelines. (No FTE criteria.)
20. **Magazine:** Do not mount. Submit only one issue. Follow all standard and print submission guidelines.
21. **Newsletter: (Print)** Single- or multiple-page issues; published at least twice a year. Do not mount.

22. **Newsletter: (Digital)** Enter as series (5 MAX) or one entry. Submit as a file or link through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Uploaded files under 20mb and web links are acceptable, please fill in all required fields. (No FTE criteria.)
23. **Best Photography in a Published Piece:** Follow all standard print submission guidelines. (No FTE criteria.)
24. **Poster:** Follow all standard and print submission guidelines.
25. **Redesign:** A redesign of an existing printed piece. Please include before and after samples.
26. **Single sheet flier:** (color and/or black and white) Fliers should be no wider than 10 inches. No trifolds please. Follow all standard print submission guidelines.
27. **Social Media (paid):** Effective communication campaigns and programs including social media such as Facebook, YouTube and Twitter. Provide a brief description of the campaign as well as a screen shot. Please include the amount spent and the results.
28. **Social Media (unpaid):** Effective communication campaigns and programs including social media such as Facebook, YouTube and Twitter. Provide a brief description of the campaign as well as a screen shot.
29. **Specialty Advertising/Promotion Item:** Follow all standard submission guidelines. (No FTE criteria.)
30. **Student Handbook/Orientation Guide:** (Print) Handbook is defined as a tool for students, such as an orientation guide, date book, etc. Not a recruitment piece. Do not mount. Follow all standard guidelines.
31. **Trendsetter:** Must be considered "ahead of the curve" by use of cutting-edge technology or other trendsetting marketing or media usage. Print or electronic submission. Follow standard submission guidelines and appropriate print or electronic guidelines. (No FTE criteria.)
32. **Video/Digital Promotion:** Recruitment/image pieces apply. Maximum length is 30 minutes. Enter as series (5 MAX) or one entry. Submit as a video link through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Web links are acceptable, please fill in all required fields. (No FTE criteria.)

33. **Viewbook/Recruitment Piece:** Publication must be used primarily for student recruitment, not an orientation guide. Do not mount. Follow all standard and print submission guidelines.
34. **Website:** Submit as a link through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Please fill in all required fields. (No FTE criteria.) Websites for art schools or performing/visual arts venues have a separate entry category.
35. **Microsite/Landing Page:** Submit as a link through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Please fill in all required fields. Websites for art schools or performing/visual arts venues have a separate entry category.
36. **Website (The Arts):** Submit as a link through NEW electronic submission form. The NEW Electronic Form Submission can be found ONLINE at https://NFCC.formstack.com/forms/cmc_awards_2018. Please fill in all required fields. This category includes art schools and performing/visual arts venues.
37. **Exemplary Practice/Overall Campaign:** One \$500 award will be presented for the winning entry. (No FTE criteria.) The winner is required to make an exemplary practice presentation at the AFC Annual Convention. The separate entry form requires the college president's signature ensuring the winning college will be present to make its presentation. Presentation day and time is yet to be determined but will be open to all AFC members to attend. The Exemplary Practice presentation earns points in AFC's Outstanding Commission of the Year Award. Submit promotional materials in a single notebook. Oversized or bulky items such as mugs, displays or large posters should be photographed, and the photos placed in the notebook. Audio/video materials on CD or DVD may be included in the notebook; maximum length is 30 minutes. Items entered may be entered in other categories. Original items may be used for presentation purposes. Entries not conforming to the above guidelines will be disqualified.

Bonus: Although it is not an entry category, the awards competition also will award the Best in Show. The judges will select from winners of other categories. There are two awards: \$250 to a college with less than 10,000 FTE and \$250 to a college with more than 10,000 FTE.

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Size of College: ☐ Less than 10,000 FTE ☐ More than 10,000 FTE

Category: _____
Brief explanation of desired
objective: _____

College Name: _____

Contact Person: _____

Telephone: _____ Email: _____

Address: _____ City: _____ Zip: _____

CONTRIBUTORS

Creative Director: _____

Copywriter: _____

Graphic Designer: _____

Photographer: _____

Producer: _____

Other: _____

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COMMUNICATIONS AND MARKETING COMMISSION
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EXEMPLARY PRACTICE / OVERALL CAMPAIGN ENTRY FORM

Please note: The winning college of the Exemplary Practice/Overall Campaign must commit to a presentation at the AFC Fall Convention.

Brief explanation of objective: _____

College Name: _____

Contact Person: _____

Telephone: _____ Email: _____

Address: _____ City: _____ Zip: _____

CONTRIBUTORS

Creative Director: _____

Copywriter: _____

Graphic Designer: _____

Photographer: _____

Producer: _____

Other: _____

College President's Signature

(required):

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