

2019 AWARDS OF EXCELLENCE

AFC COMMUNICATIONS AND MARKETING COMMISSION

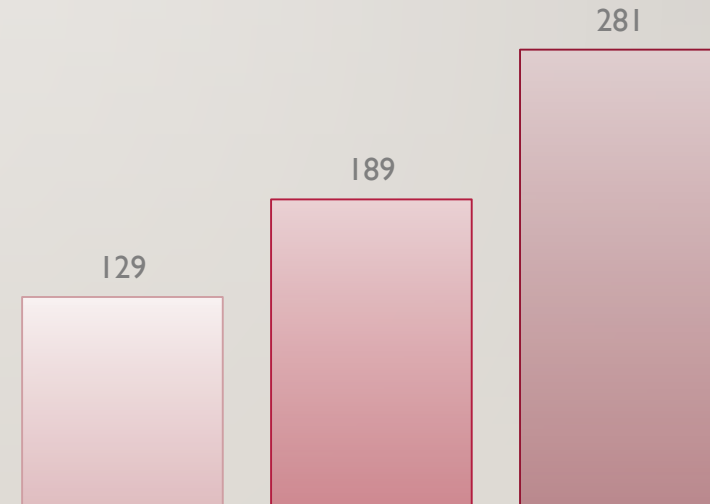


COMPETITION RECAP

- 25 of 28 state colleges participated (89%)
- 281 total entries
 - Average 11 entries per college (\$220)
 - Minimum 2 entries (\$40)
 - Maximum 24 entries (\$480)
- \$5,620 raised
 - 18 paid by check
 - 6 paid by credit card
 - 1 by direct deposit

Entries per Year

2017 2018 2019



COMPETITION RECAP (CONTINUED)

- Most Entered Categories – all FTE
 - Video/Digital Promotion (23)
 - Brochure (17)
 - Viewbook/Recruitment Piece (15)
 - Social Media/Unpaid (14)
- Least Entered Categories – all FTE
 - Catalog/Print, Website/Arts (0 each)
 - Display/Presentation Board (1)
 - Athletic Media Guide, Faculty-Advised Student Publication, Newsletter/Print/Digital (2 each)
 - Article in a College-Produced Publication, Brochure/Arts (3 each)

COMPETITION RECAP (CONTINUED)

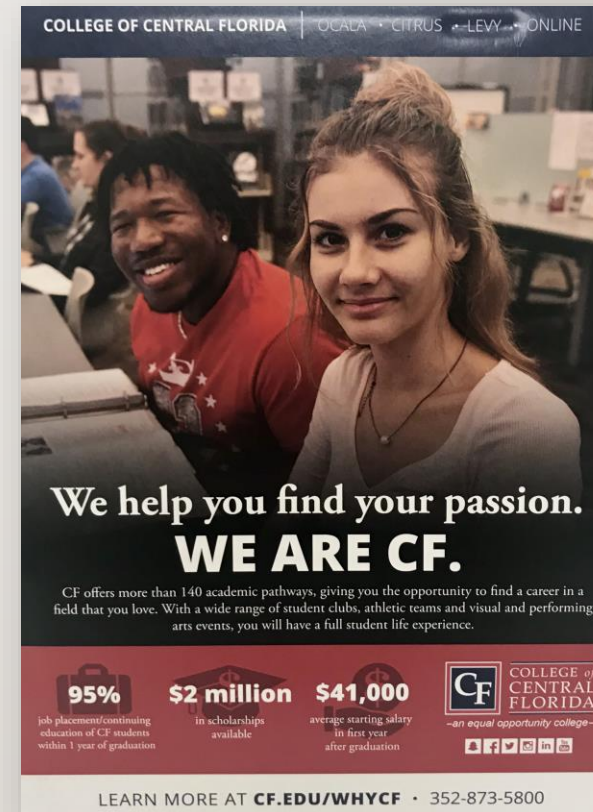
- Judges (9)
 - **Barry Marsh**, Addy Chair, American Advertising Federation Treasure Coast
 - **Chance Morrow**, Marketing Director, United Way of Indian River County
 - **Chris Puorro**, Station Manager, WQCS 88.9 FM Radio
 - **Erick Gill**, Director of Communications, St. Lucie County
 - **Gail Goldy**, Business Development, iCare Community (AAF Treasure Coast)
 - **Kelly Rogers**, Visuals Editor, Treasure Coast Newspapers
 - **Kim Capen**, Publisher, Gulf Stream Media Group
 - **Mitch Kloorfain**, Director of Marketing, Boys & Girls Clubs of St. Lucie County
 - **Shyanne Helms**, Communications Manager, City of Fort Pierce

*And the
Winners are...*



ADVERTISING – PRINT (UNDER 10,000 FTE)

- 1st Place – College of Central Florida



COLLEGE OF CENTRAL FLORIDA | OCALA • CITRUS • LEVY • ONLINE

**We help you find your passion.
WE ARE CF.**

CF offers more than 140 academic pathways, giving you the opportunity to find a career in a field that you love. With a wide range of student clubs, athletic teams and visual and performing arts events, you will have a full student life experience.

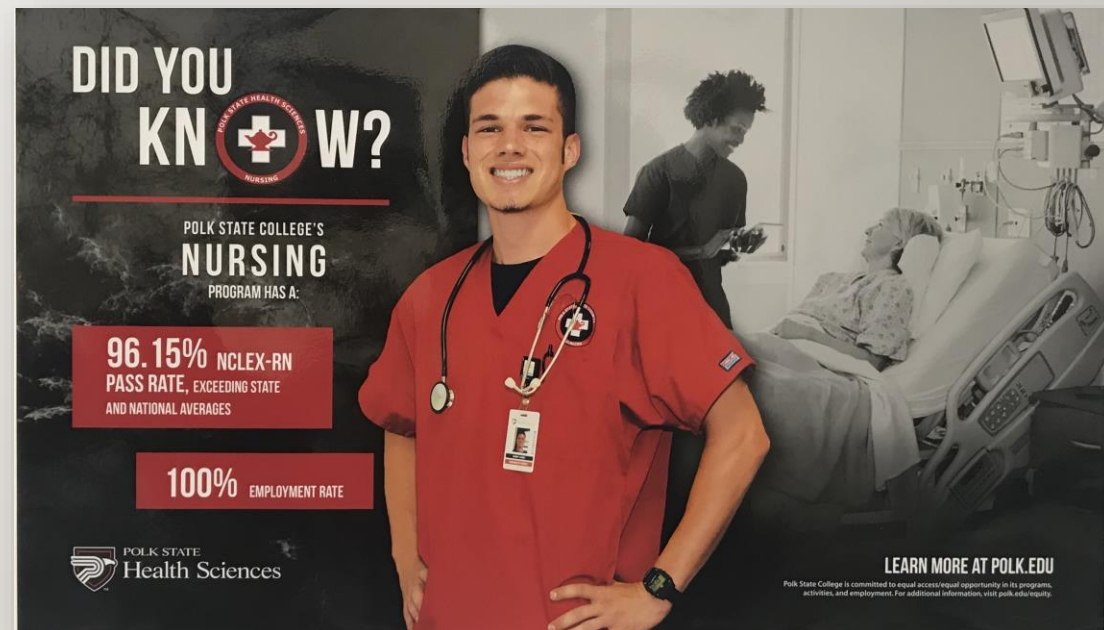
95% job placement/continuing education of CF students within 1 year of graduation	\$2 million in scholarships available	\$41,000 average starting salary in first year after graduation
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CF COLLEGE of CENTRAL FLORIDA
—an equal opportunity college—
Facebook Twitter LinkedIn YouTube

LEARN MORE AT CF.EDU/WHYCF • 352-873-5800

ADVERTISING – PRINT (UNDER 10,000 FTE)

- 2nd Place – Polk State College



ADVERTISING – PRINT (UNDER 10,000 FTE)

- 3rd Place – Polk State College



ADVERTISING – PRINT (OVER 10,000 FTE)

- 1st Place – St. Petersburg College



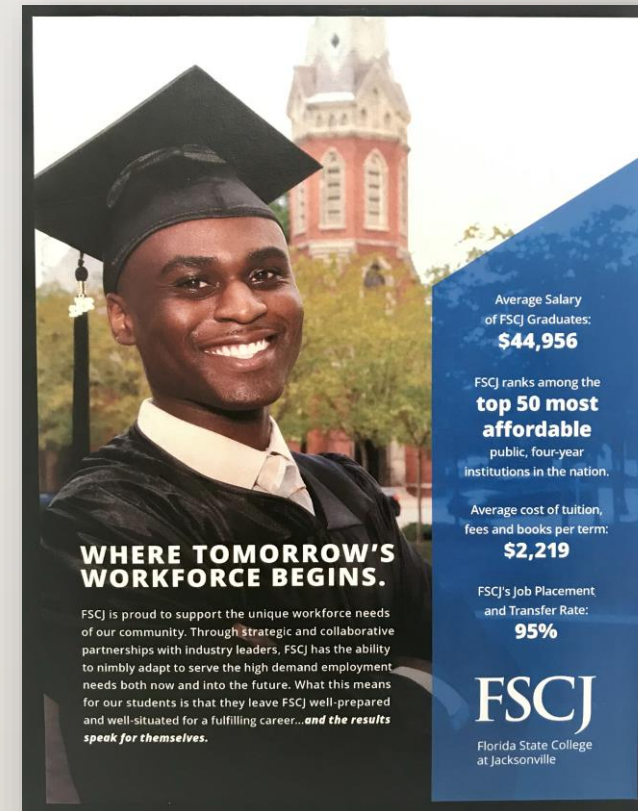
ADVERTISING – PRINT (OVER 10,000 FTE)

- 2nd Place – St. Petersburg College



ADVERTISING – PRINT (OVER 10,000 FTE)

- 3rd Place – Florida State College at Jacksonville



**WHERE TOMORROW'S
WORKFORCE BEGINS.**

FSCJ is proud to support the unique workforce needs of our community. Through strategic and collaborative partnerships with industry leaders, FSCJ has the ability to nimbly adapt to serve the high demand employment needs both now and into the future. What this means for our students is that they leave FSCJ well-prepared and well-situated for a fulfilling career...*and the results speak for themselves.*

Average Salary of FSCJ Graduates:
\$44,956

FSCJ ranks among the
top 50 most affordable
public, four-year
institutions in the nation.

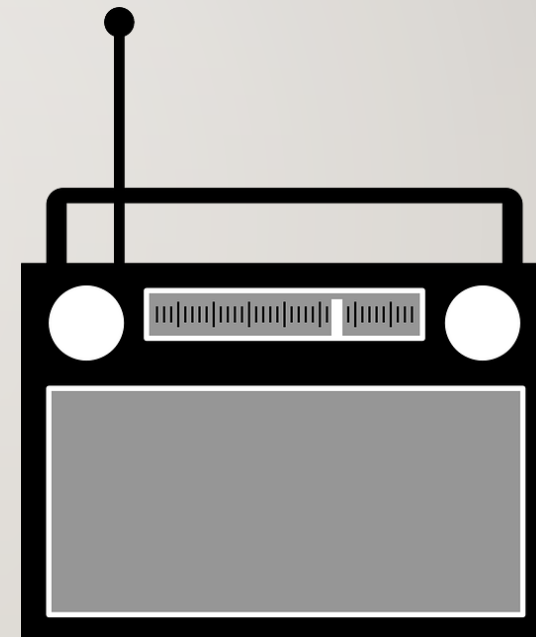
Average cost of tuition,
fees and books per term:
\$2,219

FSCJ's Job Placement
and Transfer Rate:
95%

FSCJ
Florida State College
at Jacksonville

ADVERTISING – RADIO

- 1st Place – Seminole State College
 - [Listen to 1 of 3](#)
 - [Listen to 2 of 3](#)
 - [Listen to 3 of 3](#)
- 2nd Place – Pasco-Hernando State College
 - [Listen to 1 of 2](#)
 - [Listen to 2 of 2](#)
- 3rd Place – Gulf Coast State College
 - [Listen here](#)

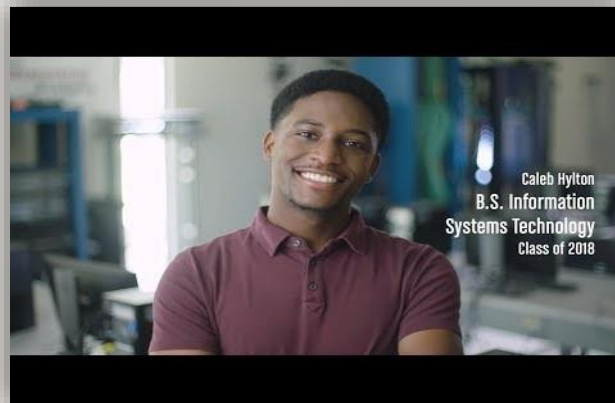


ADVERTISING – TELEVISION

- 1st Place – Seminole State College



[Click Here](#)



[Click Here](#)



[Click Here](#)

ADVERTISING – TELEVISION

- 2nd Place – Miami Dade College



[Click Here](#)

ADVERTISING – TELEVISION

- 3rd Place – Gulf Coast State College



[Click Here](#)

ADVERTISING – OUTDOOR

- 1st Place – Santa Fe College



ADVERTISING – OUTDOOR

- 2nd Place – Seminole State College



ADVERTISING – OUTDOOR

- 3rd Place – Daytona State College



ADVERTISING – INTERNET

- 1st Place – Seminole State College



ADVERTISING – INTERNET

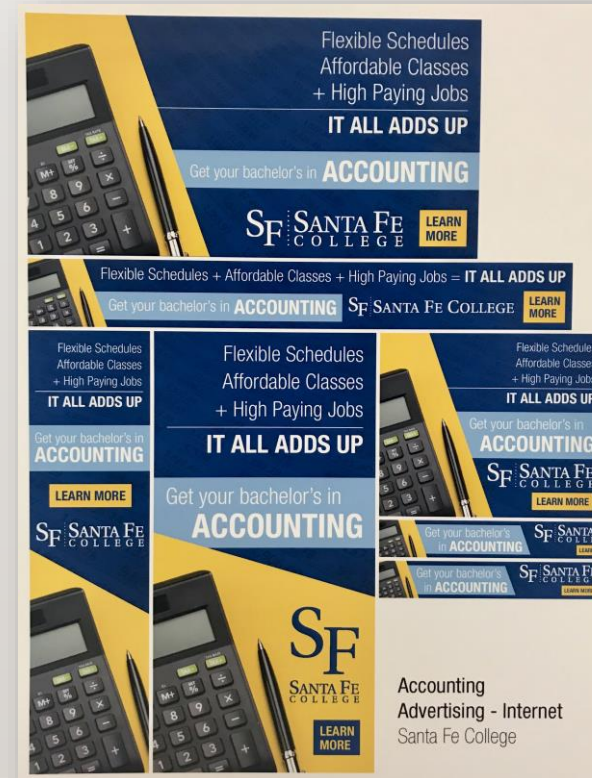
- 2nd Place – Santa Fe College



Industrial Biotechnology
Advertising - Internet
Santa Fe College

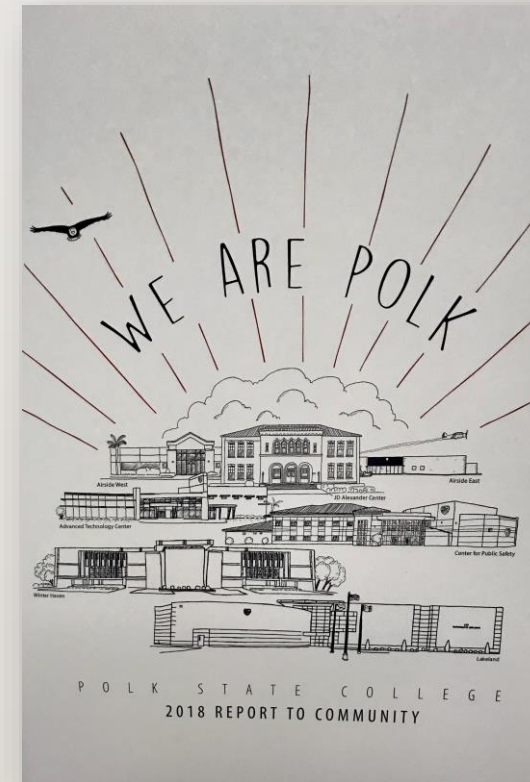
ADVERTISING – INTERNET

- 3rd Place – Santa Fe College



ANNUAL REPORT – COLLEGE

- 1st Place – Polk State College



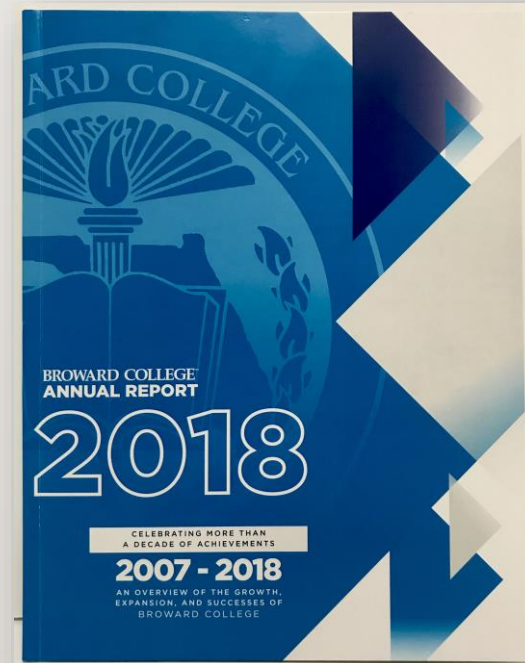
ANNUAL REPORT – COLLEGE

- 2nd Place – College of Central Florida



ANNUAL REPORT – COLLEGE

- 3rd Place – Broward College



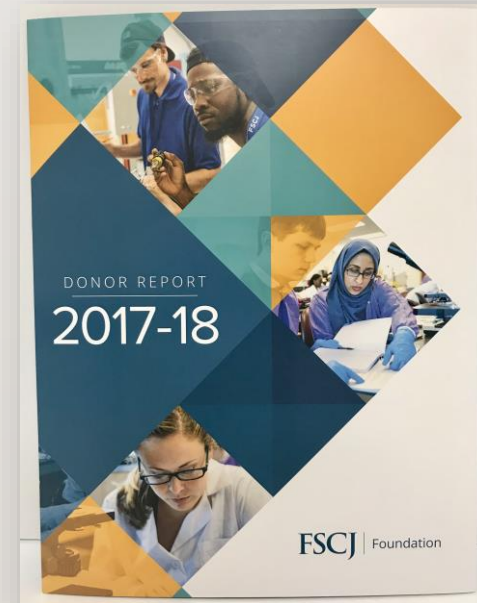
ANNUAL REPORT – FOUNDATION

- 1st Place – Tallahassee Community College



ANNUAL REPORT – FOUNDATION

- 2nd Place – Florida State College at Jacksonville



ANNUAL REPORT – FOUNDATION

- 3rd Place – Indian River State College



ARTICLE IN A COLLEGE-PRODUCED PUBLICATION

- 1st Place – South Florida State College



ARTICLE IN A COLLEGE-PRODUCED PUBLICATION

- 2nd Place – Palm Beach State College



ARTICLE IN A COLLEGE-PRODUCED PUBLICATION

- 3rd Place – South Florida State College



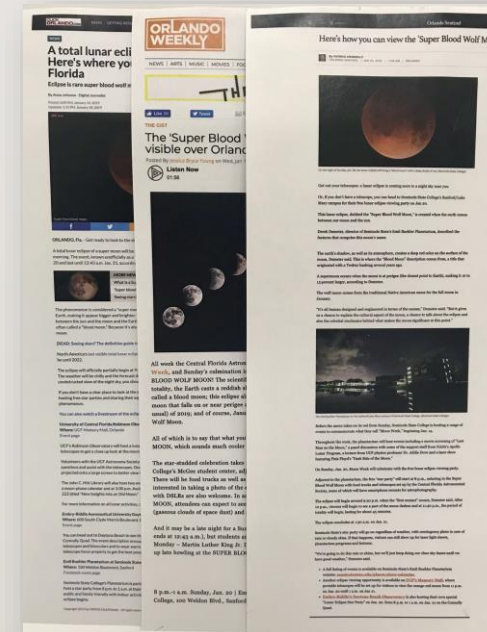
ARTICLE/PITCH RESULTING IN PUBLICATION

- 1st Place – Tallahassee Community College



ARTICLE/PITCH RESULTING IN PUBLICATION

- **2nd Place – Seminole State College**



- **3rd Place – Florida SouthWestern State College**



ATHLETIC MEDIA GUIDE

- 1st Place – St. Johns River State College



ATHLETIC MEDIA GUIDE

- 2nd Place – Florida State College at Jacksonville



BEST BANG FOR THE BUCK (UNDER 10,000 FTE)

- 1st Place – South Florida State College



BEST BANG FOR THE BUCK (UNDER 10,000 FTE)

- 2nd Place – Northwest Florida State College



BEST BANG FOR THE BUCK (UNDER 10,000 FTE)

- **3rd Place – St. Johns River State College**



BEST BANG FOR THE BUCK (OVER 10,000 FTE)

- 1st Place – Miami Dade College



BEST BANG FOR THE BUCK (OVER 10,000 FTE)

- 2nd Place – Florida State College at Jacksonville



[Click Here](#)



[Click Here](#)

BROCHURE (UNDER 10,000 FTE)

- 1st Place – College of Central Florida



BROCHURE (UNDER 10,000 FTE)

- 2nd Place – Pasco-Hernando State College



BROCHURE (UNDER 10,000 FTE)

- 3rd Place – Polk State College



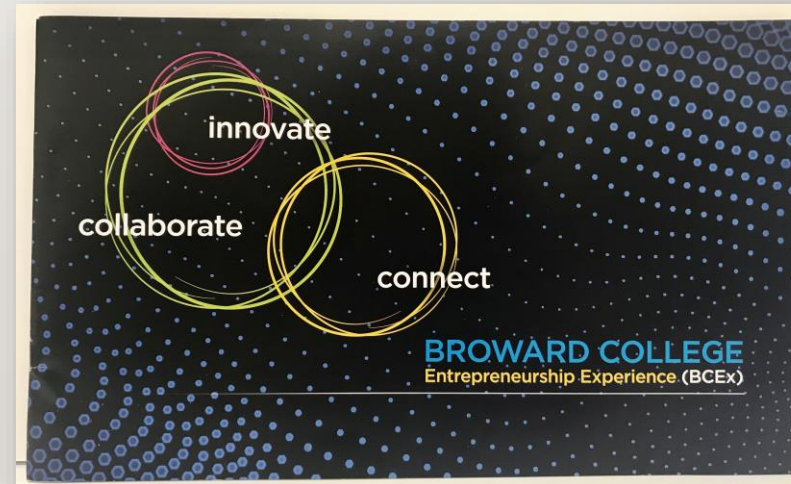
BROCHURE (OVER 10,000 FTE)

- 1st Place – Miami Dade College



BROCHURE (OVER 10,000 FTE)

- 2nd Place – Broward College



BROCHURE (OVER 10,000 FTE)

- 3rd Place – St. Petersburg College



BROCHURE – THE ARTS

- 1st Place – Broward College



BROCHURE – THE ARTS

- 2nd Place – Pasco-Hernando State College



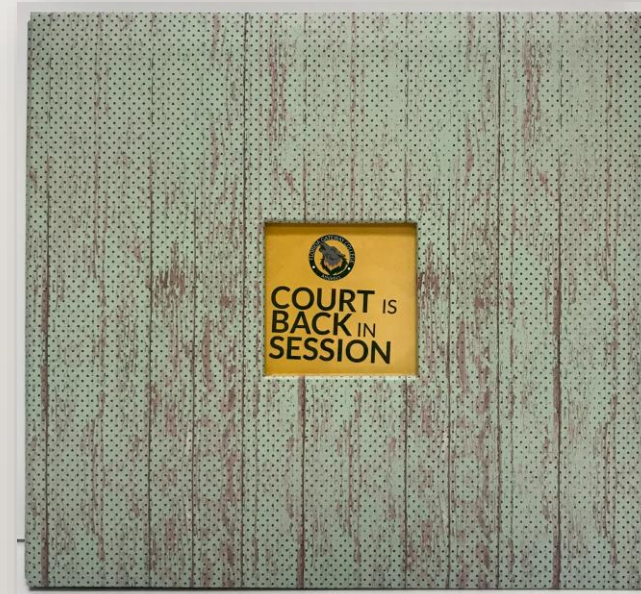
BROCHURE – THE ARTS

- 3rd Place – Polk State College



CAMPAIGN (UNDER 10,000 FTE)

- 1st Place – Florida Gateway College



CAMPAIGN (UNDER 10,000 FTE)

- 2nd Place – State College of Florida, Manatee-Sarasota



CAMPAIGN (UNDER 10,000 FTE)

- 3rd Place – Pensacola State College



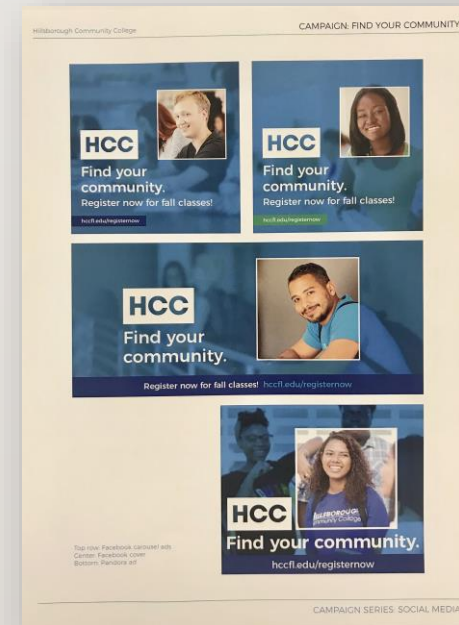
CAMPAIGN (OVER 10,000 FTE)

- 1st Place – Miami Dade College



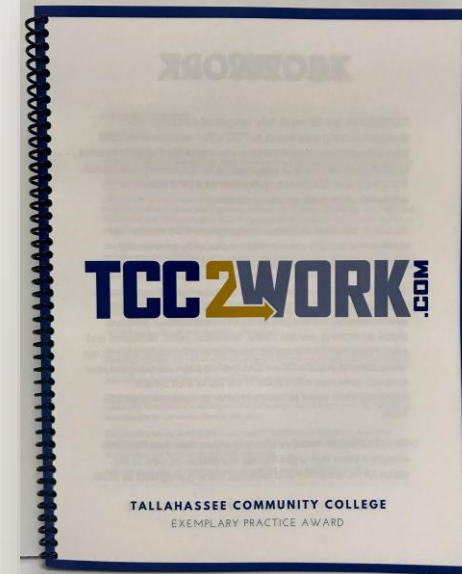
CAMPAIGN (OVER 10,000 FTE)

- 2nd Place – Hillsborough Community College



CAMPAIGN (OVER 10,000 FTE)

- 3rd Place – Tallahassee Community College



DIRECT MAIL PIECE/CAMPAIGN

- 1st Place – Pensacola State College



DIRECT MAIL PIECE/CAMPAIGN

- 2nd Place – St. Johns River State College



DIRECT MAIL PIECE/CAMPAIGN

- 3rd Place – Pensacola State College



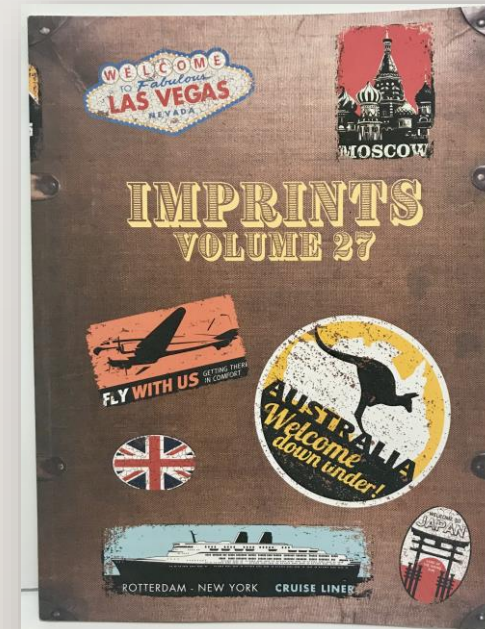
DISPLAY/PRESENTATION BOARD

- Daytona State College (too few entries to judge)



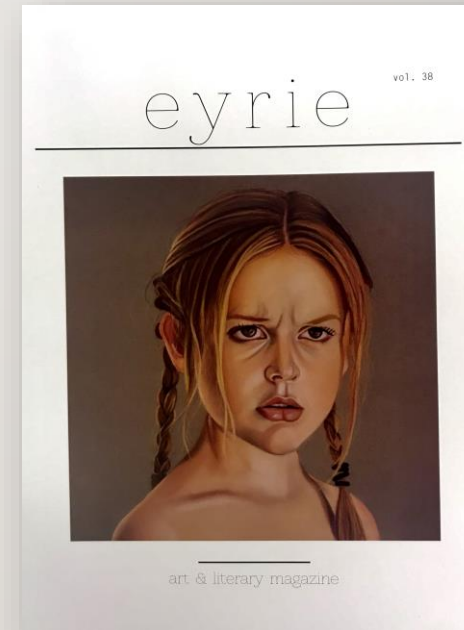
FACULTY-ADVISED STUDENT PUBLICATION

- 1st Place – College of Central Florida



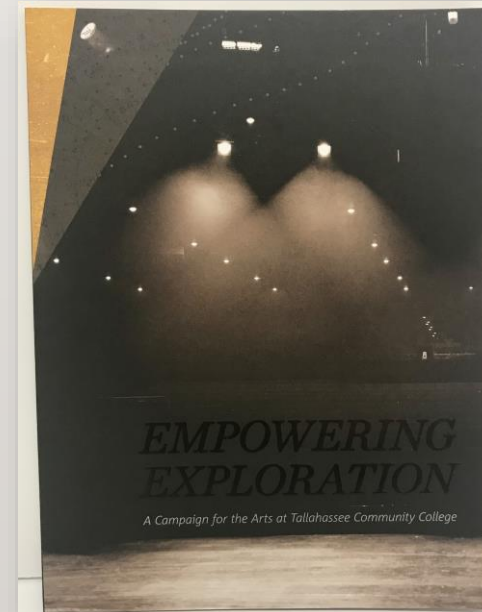
FACULTY-ADVISED STUDENT PUBLICATION

- 2nd Place – Tallahassee Community College



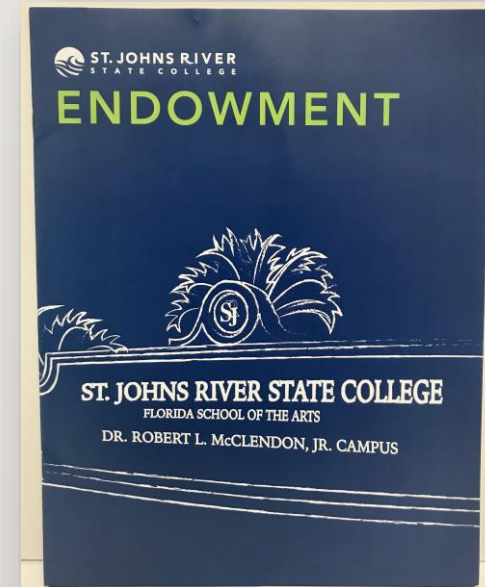
FOUNDATION – FUNDRAISING PIECE

- 1st Place – Tallahassee Community College



FOUNDATION – FUNDRAISING PIECE

- 2nd Place – St. Johns River State College



FOUNDATION – FUNDRAISING PIECE

- 3rd Place – Santa Fe College



MAGAZINE (UNDER 10,000 FTE)

- 1st Place – Pasco-Hernando State College



MAGAZINE (UNDER 10,000 FTE)

- 2nd Place – College of Central Florida



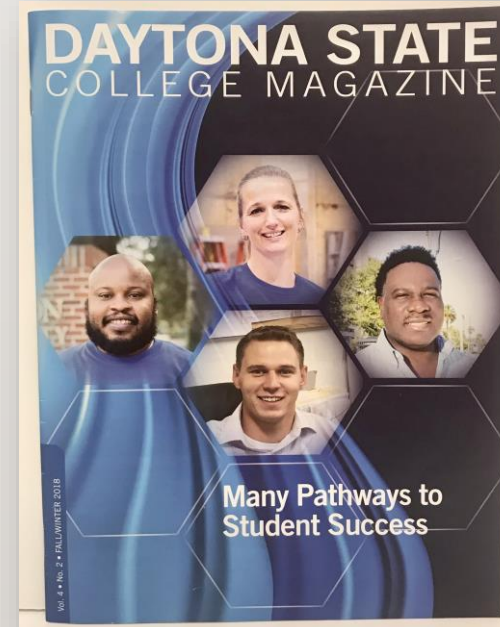
MAGAZINE (UNDER 10,000 FTE)

- 3rd Place – State College of Florida, Manatee-Sarasota



MAGAZINE (OVER 10,000 FTE)

- 1st Place – Daytona State College



MAGAZINE (OVER 10,000 FTE)

- 2nd Place – Daytona State College



MAGAZINE (OVER 10,000 FTE)

- 3rd Place – St. Petersburg College



NEWSLETTER – PRINT

- 1st Place – Eastern Florida State College



NEWSLETTER – PRINT

- 2nd Place – Northwest Florida State College



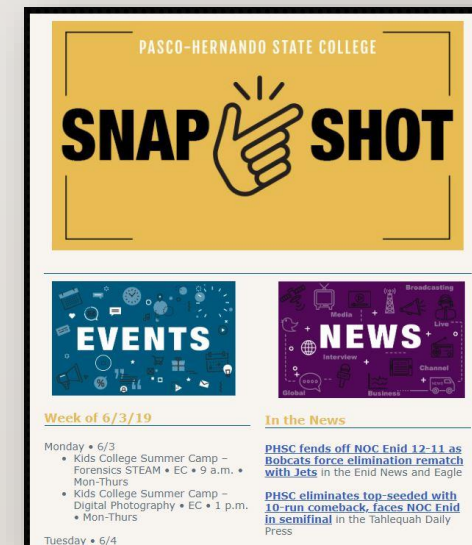
NEWSLETTER – DIGITAL

- 1st Place – Florida State College at Jacksonville



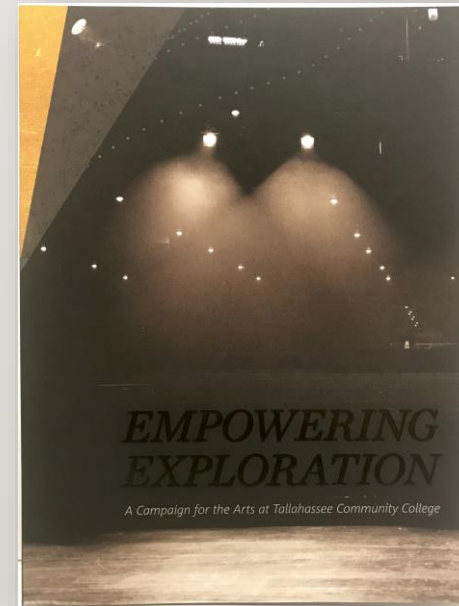
NEWSLETTER – DIGITAL

- 2nd Place – Pasco-Hernando State College



BEST PHOTOGRAPHY IN A PUBLISHED PIECE

- 1st Place – Tallahassee Community College



BEST PHOTOGRAPHY IN A PUBLISHED PIECE

- 2nd Place – Santa Fe College



BEST PHOTOGRAPHY IN A PUBLISHED PIECE

- 3rd Place – Santa Fe College



POSTER (UNDER 10,000 FTE)

- 1st Place – College of Central Florida



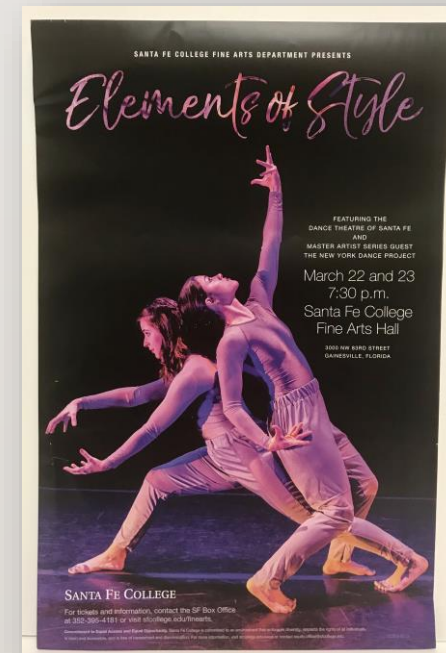
POSTER (UNDER 10,000 FTE)

- 2nd Place – State College of Florida, Manatee-Sarasota



POSTER (OVER 10,000 FTE)

- 1st Place – Santa Fe College



POSTER (OVER 10,000 FTE)

- 2nd Place – Indian River State College



POSTER (OVER 10,000 FTE)

- 3rd Place – Santa Fe College



REDESIGN (UNDER 10,000 FTE)

- 1st Place – Northwest Florida State College



REDESIGN (UNDER 10,000 FTE)

- 2nd Place – St. Johns River State College



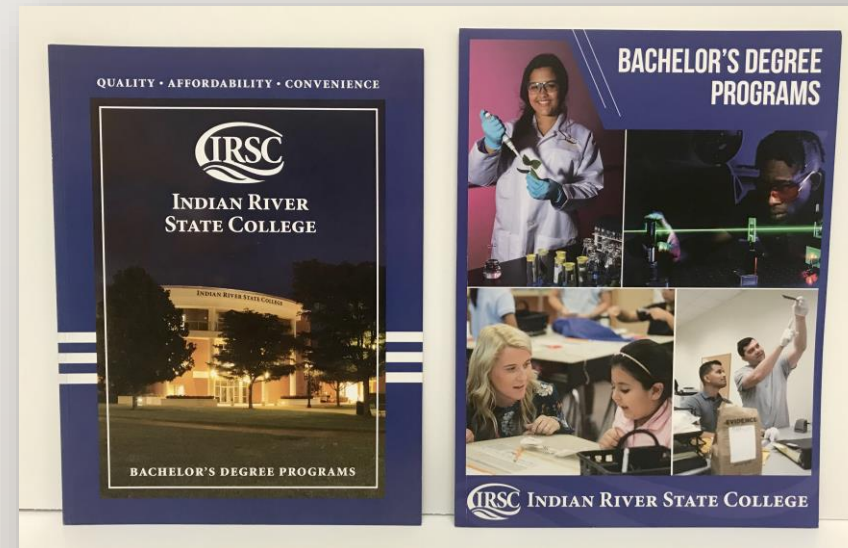
REDESIGN (UNDER 10,000 FTE)

- 3rd Place – Pasco-Hernando State College



REDESIGN (OVER 10,000 FTE)

- 1st Place – Indian River State College



REDESIGN (OVER 10,000 FTE)

- 2nd Place – Florida State College at Jacksonville



REDESIGN (OVER 10,000 FTE)

- 3rd Place – Eastern Florida State College



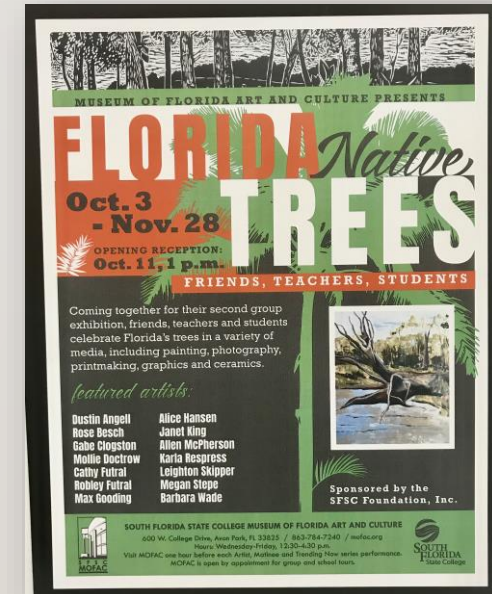
SINGLE SHEET FLIER (UNDER 10,000 FTE)

- 1st Place – Pensacola State College



SINGLE SHEET FLIER (UNDER 10,000 FTE)

- 2nd Place (tie)
 - College of Central Florida
 - South Florida State College



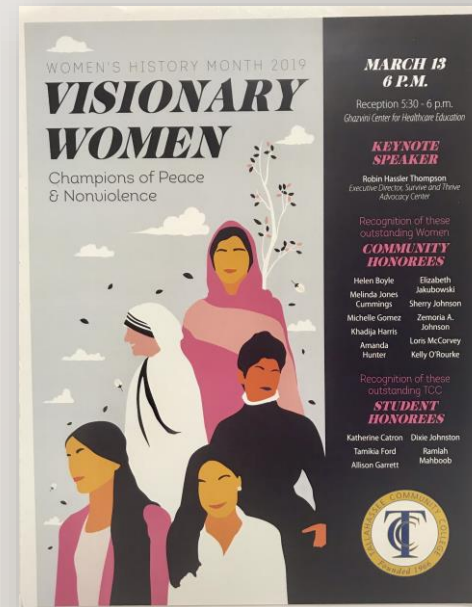
SINGLE SHEET FLIER (UNDER 10,000 FTE)

- 3rd Place – State College of Florida, Manatee-Sarasota



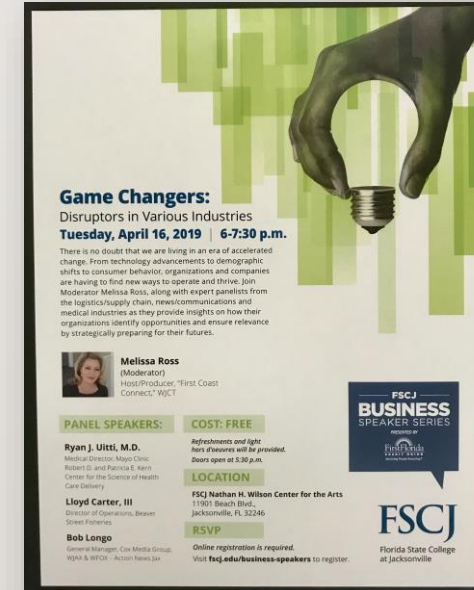
SINGLE SHEET FLIER (OVER 10,000 FTE)

- 1st Place – Tallahassee Community College



SINGLE SHEET FLIER (OVER 10,000 FTE)

- 2nd Place – Florida State College at Jacksonville



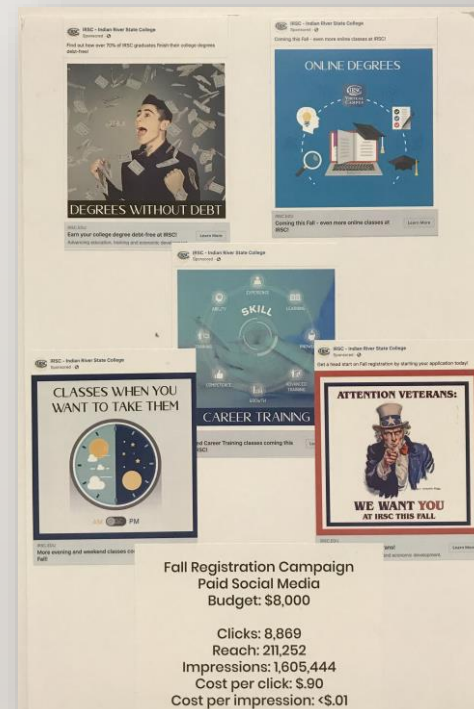
SINGLE SHEET FLIER (OVER 10,000 FTE)

- 3rd Place – Florida State College at Jacksonville



SOCIAL MEDIA – PAID

- 1st Place – Indian River State College



SOCIAL MEDIA – PAID

- 2nd Place – Seminole State College



SOCIAL MEDIA – PAID

- 3rd Place – North Florida College

Facebook

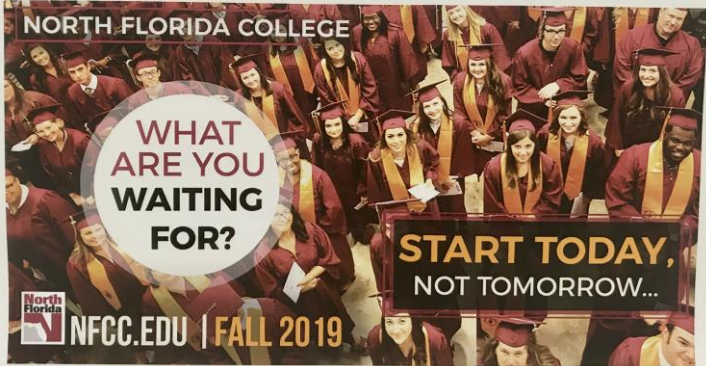
RESULTS: 187 Link Clicks | UNIQUE: 186 Link Clicks
WEBSITE LEADS: 4
LANDING PAGE VIEWS: 68
REACH: 45,351
IMPRESSIONS: 158,866
CPU:\$2.93 | Amount Spent: \$548.03

NORTH FLORIDA COLLEGE

WHAT ARE YOU WAITING FOR?

START TODAY, NOT TOMORROW...

NFCC.EDU | FALL 2019



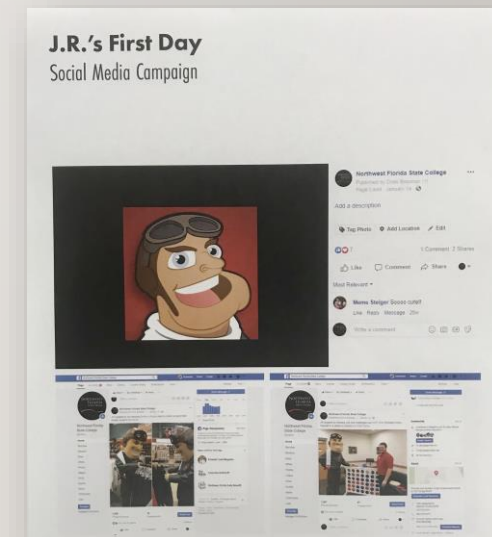
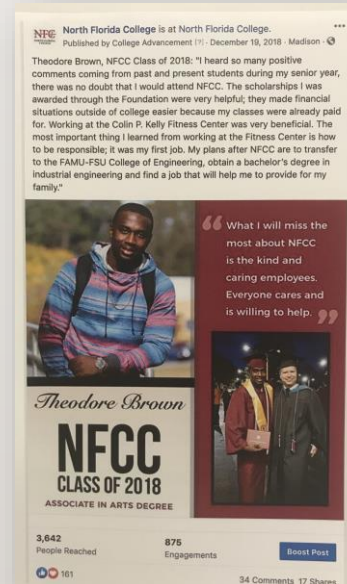
SOCIAL MEDIA – UNPAID (UNDER 10,000 FTE)

- 1st Place – St. Johns River State College



SOCIAL MEDIA – UNPAID (UNDER 10,000 FTE)

- 2nd Place (tie)
 - North Florida College
 - Northwest Florida State College



SOCIAL MEDIA – UNPAID (UNDER 10,000 FTE)

- 3rd Place – North Florida College



SOCIAL MEDIA – UNPAID (OVER 10,000 FTE)

- 1st Place – Tallahassee Community College



SOCIAL MEDIA – UNPAID (OVER 10,000 FTE)

- 2nd Place – Seminole State College



SOCIAL MEDIA – UNPAID (OVER 10,000 FTE)

- 3rd Place – Seminole State College



SPECIALTY ADVERTISING/PROMOTION ITEM

- 1st Place – Miami Dade College



SPECIALTY ADVERTISING/PROMOTION ITEM

- 2nd Place – Santa Fe College



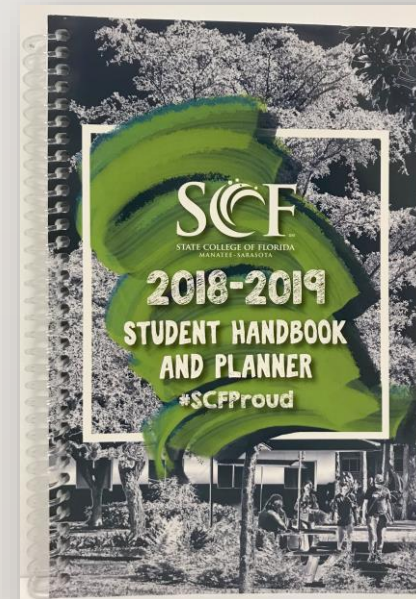
SPECIALTY ADVERTISING/PROMOTION ITEM

- 3rd Place – St. Johns River State College



STUDENT HANDBOOK/GUIDE (UNDER 10,000 FTE)

- 1st Place – State College of Florida, Manatee-Sarasota



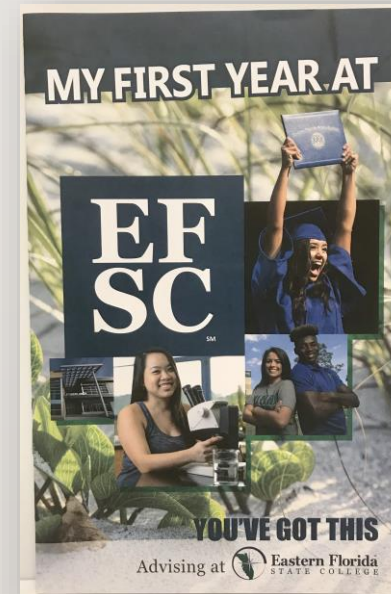
STUDENT HANDBOOK/GUIDE (UNDER 10,000 FTE)

- 2nd Place – Polk State College



STUDENT HANDBOOK/GUIDE (OVER 10,000 FTE)

- 1st Place – Eastern Florida State College



STUDENT HANDBOOK/GUIDE (OVER 10,000 FTE)

- 2nd Place – Daytona State College



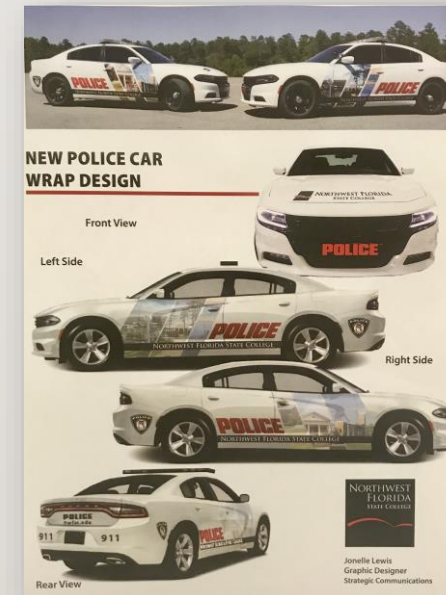
TRENDSETTER

- 1st Place – Tallahassee Community College



TRENDSETTER

- 2nd Place – Northwest Florida State College



TRENDSETTER

- 3rd Place – St. Johns River State College

Oops! Sorry, I lost the entry (after judging, thankfully).

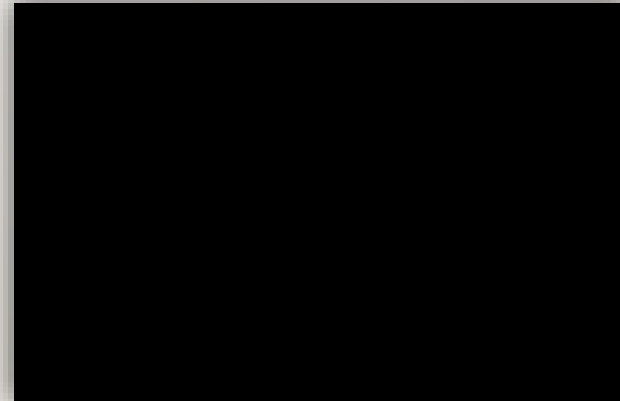


VIDEO/DIGITAL PROMOTION

- 1st Place (tie)
 - Gulf Coast State College
 - Palm Beach State College



[Click Here](#)



[Click Here](#)

VIDEO/DIGITAL PROMOTION

- 2nd Place – Santa Fe College (tie)



[Click Here](#)



[Click Here](#)

VIDEO/DIGITAL PROMOTION

- 3rd Place (tie)
 - College of Central Florida
 - Florida State College at Jacksonville



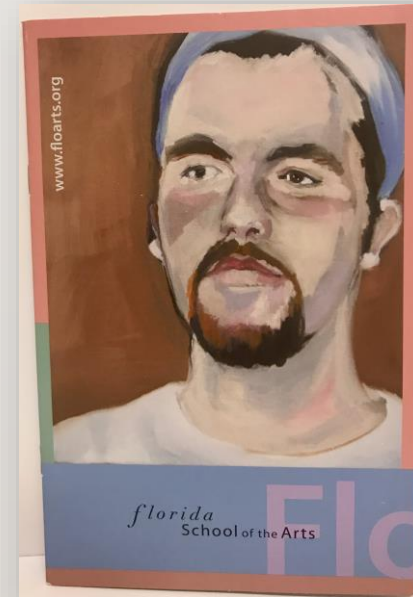
[Click Here](#)



[Click Here](#)

VIEWBOOK/RECRUITMENT PIECE (UNDER 10,000 FTE)

- 1st Place – St. Johns River State College



VIEWBOOK/RECRUITMENT PIECE (UNDER 10,000 FTE)

- 2nd Place – Florida Gateway College



VIEWBOOK/RECRUITMENT PIECE (UNDER 10,000 FTE)

- 3rd Place – College of Central Florida



VIEWBOOK/RECRUITMENT PIECE (OVER 10,000 FTE)

- 1st Place – Indian River State College



VIEWBOOK/RECRUITMENT PIECE (OVER 10,000 FTE)

- 2nd Place – Florida SouthWestern State College



VIEWBOOK/RECRUITMENT PIECE (OVER 10,000 FTE)

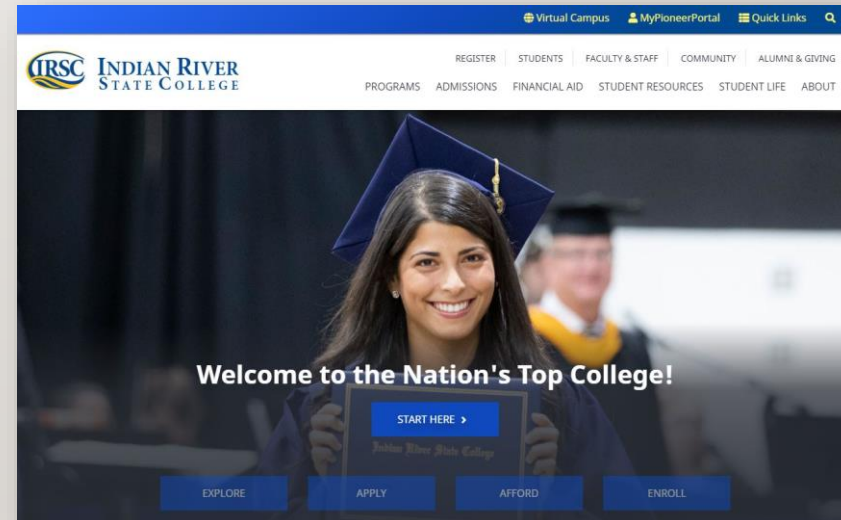
- 3rd Place (tie)
 - Daytona State College
 - Tallahassee Community College



WEBSITE

- 1st Place – Indian River State College

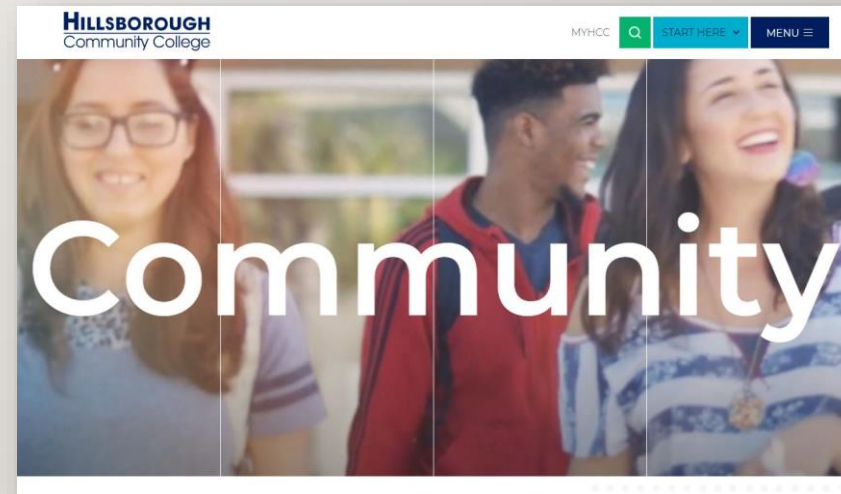
www.irsc.edu



WEBSITE

- 2nd Place – Hillsborough Community College

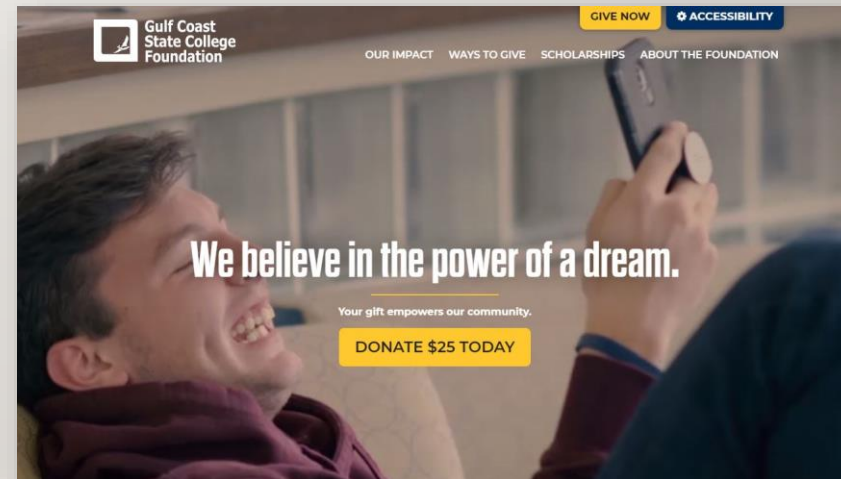
www.hccfl.edu



WEBSITE

- 3rd Place – Gulf Coast State College

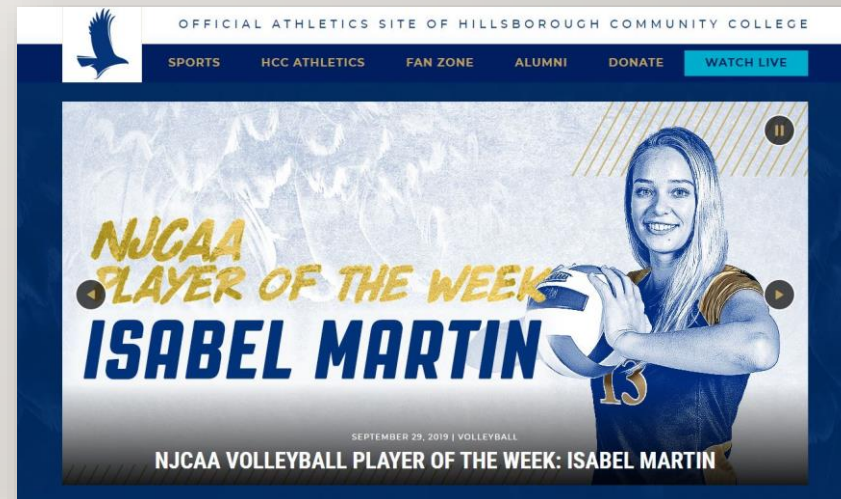
www.gcscfoundation.org



MICROSITE/LANDING PAGE

- 1st Place – Hillsborough Community College

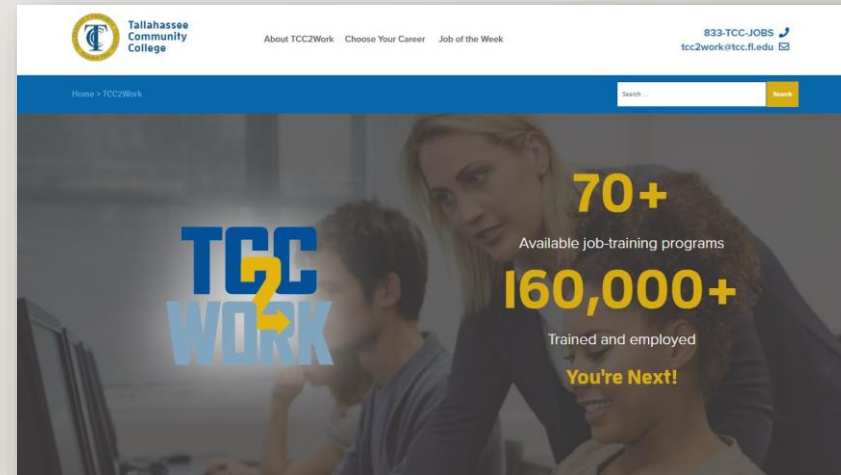
www.hcchawks.com



MICROSITE/LANDING PAGE

- 2nd Place – Tallahassee Community College

www.tcc2work.com



MICROSITE/LANDING PAGE

- 3rd Place – St. Petersburg College

now.spc.edu/finish



BEST IN SHOW (UNDER 10,000 FTE)

- St. Johns River State College – Redesign
\$250 cash prize!



BEST IN SHOW (OVER 10,000 FTE)

- Gulf Coast State College – Video/Digital Promotion
\$250 cash prize!



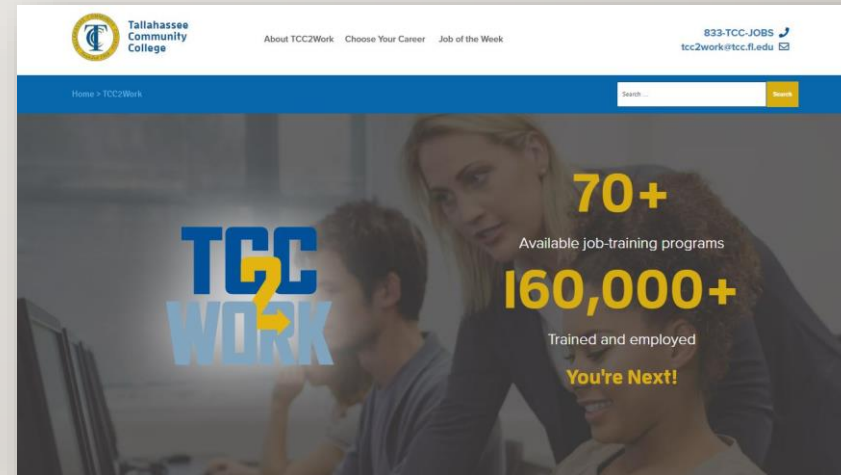
[Click Here](#)

EXEMPLARY PRACTICE

- Tallahassee Community College

\$500 cash prize!

www.tcc2work.com



CLOSING

- View all entries in the Edinburgh Ballroom (stage)
- Take your entries home
- Contact Kelly Hogan with questions, comments, concerns
 - kmhogan@irsc.edu, 772-462-7270