



**AFC Communications  
and Marketing Commission 2015  
Awards**

*Category 1*

# Advertising - Print

**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**Polk State College**  
*Low Tuition Ad*

Advertising - Print

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**Pasco-Hernando State  
College**

***Higher Education is Within Reach***

Advertising - Print



1<sup>st</sup> Place

Less Than 10,000 FTE

South Florida State  
College

*Promote Fundraiser Performance*  
*“That 60s Show”*

Advertising - Print

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**

***Ad in Local Relocation Guide***

Advertising - Print

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**

***Enrollment in Logistics &  
Automotive Programs***

Advertising - Print

*Category 2*

# Advertising - Radio

2<sup>nd</sup> Place

Pasco-Hernando State  
College

*General Promotion and  
Recruitment*

Advertising - Radio

1<sup>st</sup> Place

Florida State College at  
Jacksonville  
*Summer Enrollment Campaign*

Advertising - Radio

*Category 3*

# Advertising - Television

3<sup>rd</sup> Place

**Broward College**  
*Broward College Commercial*

Advertising - Television



2<sup>nd</sup> Place

North Florida  
Community College  
*Promote NFCC Health  
Information*

Advertising - Television

1<sup>st</sup> Place

Florida Gateway College  
38 (*Spotlight Students and  
Alumni*)

Advertising - Television

*Category 4*

# Advertising - Outdoor

3<sup>rd</sup> Place

Florida State College at  
Jacksonville  
*Bus Wraps*

2<sup>nd</sup> Place

North Florida  
Community College  
*Billboard*

1<sup>st</sup> Place

Lake-Sumter State  
College  
*Lake Express Bus Wraps*

*Category 5*

# Advertising – Internet

3<sup>rd</sup> Place

Florida State College at  
Jacksonville

*Increase College Wide Enrollment*



2<sup>nd</sup> Place

Gulf Coast State College  
*Cooperative Education Web  
Banners*

1<sup>st</sup> Place

Gulf Coast State College  
*Citizen Science Lectures*

*Category 6*

# Annual Report – College

3<sup>rd</sup> Place

**Polk State College**  
*Community Report on  
Achievements and Activities*

2<sup>nd</sup> Place

Pensacola State College  
*President's Report*

1<sup>st</sup> Place

Pasco-Hernando State  
College  
*Calendar*

*Category 7*

# Annual Report – Foundation

3<sup>rd</sup> Place

College of Central  
Florida

*Foundation Annual Report*



2<sup>nd</sup> Place

Gulf Coast State College  
*Annual Report 2014*

1<sup>st</sup> Place

Northwest Florida State  
College

*Accomplishments and Financial  
Performance*

*Category 8*

# Article in a College – Produced Publication

3<sup>rd</sup> Place

Daytona State College  
*Reaching Goals*

2<sup>nd</sup> Place

Florida SouthWestern  
State College  
*Evolution of FSW*

1<sup>st</sup> Place

Palm Beach State  
College  
*Heart's Desire*

*Category 9*

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

3<sup>rd</sup> Place

Lake-Sumter State  
College  
*Nursing Grad*

Article / Story Pitch Resulting in  
Publication



2<sup>nd</sup> Place

Seminole State College  
of Florida  
*STEM*

Article / Story Pitch Resulting in  
Publication

1<sup>st</sup> Place

Gulf Coast State College  
*Millaway Institute*

Article / Story Pitch Resulting in  
Publication

*Category 10*

# Athletic Media Guide

3<sup>rd</sup> Place

St. Johns River State  
College  
*Media Guides*

Athletic Media Guide

2<sup>nd</sup> Place

State College of Florida  
*Volleyball*

1<sup>st</sup> Place

Florida State College at  
Jacksonville  
*Volleyball Showcase/Recruitment*

*Category 11*

**“Best Bang for the  
Buck”**

2<sup>nd</sup> Place

More Than 10,000 FTE

# Florida State College at Jacksonville

*Advertisement for 2015  
Commencement*

“Best Bang for the Buck”



1<sup>st</sup> Place

More Than 10,000 FTE

Florida SouthWestern  
State College  
*RSVPs for New Event*

“Best Bang for the Buck”

# 1<sup>st</sup> Place

Less Than 10,000 FTE

## College of Central Florida - Appleton Museum

*Promotion of Membership Drive*

“Best Bang for the Buck”

*Category 12*

# Brochure

3<sup>rd</sup> Place

Less Than 10,000 FTE

Pasco-Hernando State  
College  
*Art and Culture Week*

Brochure

2<sup>nd</sup> Place

Less Than 10,000 FTE

# Northwest Florida State College

*Admissions Information About  
Collegiate High School*

Brochure

1<sup>st</sup> Place

Less Than 10,000 FTE

Florida Keys Community  
College  
*ECO Adventures*

Brochure

**3<sup>rd</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**  
*Outdoor Education Center*

Brochure

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Broward College**  
**North Campus**  
***Writing Spring 2015***

Brochure



**1<sup>st</sup> Place**

More Than 10,000 FTE

**Palm Beach State  
College**  
*Fast Facts*

Brochure

*Category 13*

# Brochure (Arts)

3<sup>rd</sup> Place

Less Than 10,000 FTE

Pensacola State College  
*Solicitation Piece for Performing  
Arts*

Brochure (Arts)

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**Northwest Florida State  
College**

***2015-16 Broadway and Artist  
Series***

Brochure (Arts)

1<sup>st</sup> Place

Less Than 10,000 FTE

Pensacola State College  
*PSC Brochure*

Brochure (Arts)

3<sup>rd</sup> Place

More Than 10,000 FTE

State College of Florida  
*Art of The Wedding Costume*

Brochure (Arts)

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Broward College**  
*Bailey Hall*

Brochure (Arts)

1<sup>st</sup> Place

More Than 10,000 FTE

State College of Florida  
*Square Roots: A Quilted  
Manifesto*

Brochure (Arts)



*Category 15*

# **Direct Mail Piece/Campaign**

**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**St. Johns River State  
College**  
*Fold Out Postcard*

Direct Mail Piece/Campaign

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**Northwest State College**  
*Season Tickets*

Direct Mail Piece/Campaign

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**Pensacola State College**  
*Save The Date*

Direct Mail Piece/Campaign

3<sup>rd</sup> Place

More Than 10,000 FTE

Florida SouthWestern  
State College  
*Open House*

Direct Mail Piece/Campaign

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Palm Beach State  
College  
*Direct Mail***

Direct Mail Piece/Campaign

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**  
*Open House Invitation*

Direct Mail Piece/Campaign

*Category 16*

# **Display / Presentation Board**



**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**South Florida State  
College**  
*Table Top Display*

Display / Presentation Board

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**College of Central  
Florida**  
*Health Display*

Display / Presentation Board

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**College of Central  
Florida**  
*Display Board*

Display / Presentation Board

2<sup>nd</sup> Place

More Than 10,000 FTE

Florida SouthWestern  
State College  
*Sign*

Display / Presentation Board

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**

***Display/Presentation Board***

Display / Presentation Board

*Category 17*

# **Faculty - Advised Student Publication**

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**Gulf Coast State College**  
***General-Use Presentation Folder***

Faculty - Advised Student Publication

1<sup>st</sup> Place

More Than 10,000 FTE

# Daytona State College

## *Legislative Piece*

Faculty - Advised Student Publication



*Category 18*

# Foundation Category – Fundraising Piece

3<sup>rd</sup> Place

Florida Keys Community  
College  
*Island Giving*

Foundation Category – Fundraising  
Piece

2<sup>nd</sup> Place

Pensacola State College  
*Faculty and Staff*

Foundation Category – Fundraising  
Piece

1<sup>st</sup> Place

Pensacola State College  
*PSC Visual Arts*

Foundation Category – Fundraising  
Piece

*Category 19*

# Magazine

3<sup>rd</sup> Place

Less Than 10,000 FTE

College of Central  
Florida  
*Connection*

Magazine

2<sup>nd</sup> Place

Less Than 10,000 FTE

Pasco-Hernando State  
College

*A Degree of Programs*

Magazine

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**Gulf Coast State College**  
*The Clipper*

Magazine



**3<sup>rd</sup> Place**

More Than 10,000 FTE

**Daytona State College**  
*Experience a Medical Leader*

Magazine

2<sup>nd</sup> Place

More Than 10,000 FTE

Palm Beach State  
College

*A Legacy of Leadership*

Magazine

1<sup>st</sup> Place

More Than 10,000 FTE

Florida SouthWestern  
State College  
*Aspects of College*

Magazine

*Category 20*

# Newsletter (Print)

**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**Northwest Florida State  
College**  
*Seasonal Newsletter*

Newsletter (Print)

2<sup>nd</sup> Place

Less Than 10,000 FTE

College of Central  
Florida- Appleton  
Museum of Arts  
*Newsletter*

Newsletter (Print)

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**College of Central  
Florida**

***Alumni and Retirees***

Newsletter (Print)

*Category 21*

# **Newsletter (Electronic)**



**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**Northwest Florida State  
College**  
*Quarterly Newsletter*

Newsletter (Electronic)

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**South Florida State  
College**

***Daily Newsletter to Staff***

Newsletter (Electronic)

2<sup>nd</sup> Place

More Than 10,000 FTE

Florida State College of  
Jacksonville  
*E-Newsletter*

Newsletter (Electronic)

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Broward College**  
*President's Update*

Newsletter (Electronic)

*Category 22*

# Best Photography in a Published Piece

3<sup>rd</sup> Place

North Florida  
Community College  
*Graduation*

Best Photography in a Published  
Piece

2<sup>nd</sup> Place

Northwest Florida State  
College  
*Senior Pictures*

Best Photography in a Published  
Piece

1<sup>st</sup> Place

Daytona State College  
*Alumni Markers*

Best Photography in a Published  
Piece



*Category 23*

**Poster**

3<sup>rd</sup> Place

Less Than 10,000 FTE

Pensacola State College  
*Dance Workshop*

Poster

2<sup>nd</sup> Place

Less Than 10,000 FTE

North Florida  
Community College  
*Popovich/Artistic Play Series*

Poster

1<sup>st</sup> Place

Less Than 10,000 FTE

Gulf Coast State College  
*Get a Jump Start*

Poster

**3<sup>rd</sup> Place**

More Than 10,000 FTE

**State College of Florida**  
*Promote Tennis Team*

Poster

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Indian River State  
College**

***What is Your Superpower?***

Poster

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Broward College**  
**North Campus**  
***Writes of Spring***

Poster

*Category 24*

# Redesign



1<sup>st</sup> Place

Less Than 10,000 FTE

College of Central  
Florida  
*Athletic Media Guide*

Redesign

*Category 25*

# Single Sheet Flyer

**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**College of Central  
Florida**

***Keep Your Seat***

Single Sheet Flyer

2<sup>nd</sup> Place

Less Than 10,000 FTE

South Florida State  
College  
*Alumni Art Exhibition*

Single Sheet Flyer

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**Northwest Florida State  
College**  
*Welding Technology*

Single Sheet Flyer

3<sup>rd</sup> Place

More Than 10,000 FTE

# State College of Florida

## *Areas of Interest*

Single Sheet Flyer

2<sup>nd</sup> Place

More Than 10,000 FTE

Florida State College at  
Jacksonville  
*The Edison Effect*

Single Sheet Flyer

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**  
*Veterans Career Expo*

Single Sheet Flyer



*Category 26*

# Social Media

**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**Gulf Coast State College**  
*Academic Advising on the Go*

Social Media

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**Gulf Coast State College**  
*Social Media*

Social Media

# 1<sup>st</sup> Place

Less Than 10,000 FTE

## North Florida Community College *Five Reasons to Choose NFCC*

Social Media

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**  
*Commencement 2015*

Social Media

**1<sup>st</sup> Place**

More Than 10,000 FTE

# **Florida State College at Jacksonville**

***Support College Summer  
Enrollment***

Social Media

*Category 27*

# **Specialty Advertising / Promotion Item**

3<sup>rd</sup> Place

Florida State College at  
Jacksonville  
*Banner at Airport*

Specialty Advertising / Promotion  
Item



2<sup>nd</sup> Place

Pensacola State College  
*Beach Towel*

Specialty Advertising / Promotion  
Item

1<sup>st</sup> Place

**Polk State College**  
*Bumper Sticker to Promote Arts*

Specialty Advertising / Promotion  
Item

*Category 28*

# **Student Handbook / Orientation Guide (Print)**

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**Lake-Sumter State  
College**

***Catalog and Student Handbook***

Student Handbook / Orientation Guide  
(Print)

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**Pasco-Hernando State  
College**  
*Planner and Guide*

Student Handbook / Orientation Guide  
(Print)

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Daytona State College**  
*Helping You Stay Connected*  
*Handbook*

Student Handbook / Orientation Guide  
(Print)

*Category 29*

# Trendsetter

3<sup>rd</sup> Place

Florida Keys Community  
College  
*Success Calendar*



2<sup>nd</sup> Place

Santa Fe College  
*Tower Folder*

1<sup>st</sup> Place

Broward College North  
Campus

*What's Next Video Recruitment  
Series*

Trendsetter

*Category 30*

# **Video / Electronic Promotion**

**3<sup>rd</sup> Place**

Less Than 10,000 FTE

**Lake-Sumter State  
College**  
*Fundraising Drive*

Video / Electronic Promotion

**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**North Florida  
Community College  
*Instructors and Programs  
Launches Futures***

Video / Electronic Promotion

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**College of Central  
Florida**

***60-Second Video Testimonial***

Video / Electronic Promotion

**3<sup>rd</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**  
*50 Years Celebration*

Video / Electronic Promotion

2<sup>nd</sup> Place

More Than 10,000 FTE

Santa Fe College  
*Awareness of Police Academy*

Video / Electronic Promotion



**1<sup>st</sup> Place**

More Than 10,000 FTE

**Broward College**  
*I Heart BC*

Video / Electronic Promotion

*Category 31*

# **View Book / Recruitment Piece**

3<sup>rd</sup> Place

Less Than 10,000 FTE

North Florida  
Community College  
*Changes Lives NFCC Does That*

[View Book / Recruitment Piece](#)

2<sup>nd</sup> Place

Less Than 10,000 FTE

St. Johns State College  
*Welcome to Your Creative Feature*

[View Book / Recruitment Piece](#)

1<sup>st</sup> Place

Less Than 10,000 FTE

# Northwest Florida State College

*Recruitment for Individualized  
Programs*

**2<sup>nd</sup> Place**

More Than 10,000 FTE

**Broward College**  
*Career Goals*

[View Book / Recruitment Piece](#)

# 1<sup>st</sup> Place

More Than 10,000 FTE

# Daytona State College

*The Pathway to Your Future*

[View Book / Recruitment Piece](#)

*Category 32*

**Website**



**2<sup>nd</sup> Place**

Less Than 10,000 FTE

**College of Central  
Florida**

***Marketing Focus Website***

Website

**1<sup>st</sup> Place**

Less Than 10,000 FTE

**Florida Keys Community  
College**  
*New Website*

Website

**3<sup>rd</sup> Place**

More Than 10,000 FTE

**Santa Fe College**  
**Zoo**

Website

2<sup>nd</sup> Place

More Than 10,000 FTE

Daytona State College  
*The Pathway to Your Future*

Website

**1<sup>st</sup> Place**

More Than 10,000 FTE

**Florida State College at  
Jacksonville**  
*Increase Awareness*

Website

*Category 34*

# Exemplary Practice / Overall Campaign

3<sup>rd</sup> Place

# Gulf Coast State College

## *Jumpstart*

Exemplary Practice / Overall  
Campaign

2<sup>nd</sup> Place

Florida SouthWestern  
State College  
*Early Registration and 1 Year  
Celebration*

Exemplary Practice / Overall  
Campaign



1<sup>st</sup> Place

Gulf Coast State College  
*Stay Here/Study Here*

Exemplary Practice / Overall  
Campaign

# Best In Show

Less Than 10,000 FTE

## Pensacola State College

*PSC Brochure*

*Brochure - Arts*

# Best In Show

More Than 10,000 FTE

## Broward College

*I Heart BC*

*(Video/Electronic Promotion)*