

CASE KY

AWARD DIVISIONS & CATEGORIES

<p>I. TOTAL PROGRAMS</p> <ol style="list-style-type: none">1. Institutional Relations Program2. Media Relations Program3. Public Affairs Program4. Internal Communications Program5. Publications Programs6. Graphic Identity Program7. Total Educational Fundraising Program8. Overall Alumni Relations Program9. Overall Advancement Services Operation <p>II. SPECIFIC PROJECTS</p> <ol style="list-style-type: none">10. Institutional Relations Project11. Communications Crisis Management Plan12. Media Relations Project13. Advancement Services Project14. Educational Fundraising Project15. Special Event16. Constituency Organization Program	<p>III. PRINTED PUBLICATIONS</p> <ol style="list-style-type: none">17. Student Recruitment18. Direct Mail19. Paid Advertisement20. Paid Advertisement Series21. Institutional Publication22. Annual Report I23. Annual Report II24. Annual Report III25. Fundraising26. Low Budget Publication <p>IV. TABLOIDS & NEWSLETTERS</p> <ol style="list-style-type: none">27. External Tabloid and Newsletter28. Internal Tabloid and Newsletter29. Tabloid and Newsletter Publishing Improvement <p>V. MAGAZINES</p> <ol style="list-style-type: none">30. Alumni Magazine I31. Alumni Magazine II32. Alumni Magazine III33. Other Magazine34. Magazine Publishing Improvement <p>VI. NEWS & FEATURE WRITING</p> <ol style="list-style-type: none">35. Excellence in Feature Writing36. General News or Feature Story/Series37. Speech Writing	<p>VII. VISUAL DESIGN</p> <ol style="list-style-type: none">38. Illustration39. Improvement in Design40. Design for Print <p>VIII. PHOTOGRAPHY & PHOTO ESSAY SERIES</p> <ol style="list-style-type: none">41. Photography42. Photo Essay and Series <p>IX. AUDIOVISUAL COMMUNICATION</p> <ol style="list-style-type: none">43. Television44. Film and Videotape45. Slide and Multimedia Program46. Radio Program, Podcast, and Announcement <p>X. WORLD WIDE WEB & ELECTRONIC COMMUNICATION</p> <ol style="list-style-type: none">47. World Wide Web Home Page Design and Implementation48. Overall Website Design and Implementation49. Electronic Newsletter, Blog, and Tabloid50. CD-ROM, DVD, Flash Publication and Other Electronic Communication51. Social Media52. Social Media Integration
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Mail two copies of all entries to:

***Tracy Dunn
Transylvania University
300 North Broadway
Lexington, KY 40508***

(Must be received by November 15, 2011)

2011 CASE Kentucky AWARDS Deadline: November 15

Division: _____

Category: _____

Institution: _____

Title of Entry: _____

Name and Title of Person Submitting
Entry: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

E-mail Address: _____

Department to be recognized: _____

Names and Titles of Individuals to be recognized: _____

Award winners will receive a letter of recognition addressed to the president/CEO of the institution for them to forward
President/CEO of Institution: _____

Address: _____

City, State, Zip: _____

Award certificates list "level of award, entry title, institution, date" and signature of CASE-KY President.
Winners may order additional certificates for \$15 each.

Payment information: A separate entry form must be completed for each entry. Entries must be clearly marked "**CASE-KY Awards**", submitted with \$25 fee.

Tracy Dunn
Assistant Director of Alumni Programs
Transylvania University
300 North Broadway
Lexington, KY 40508

You may pay by credit card:

Name (as it appears on card) _____

Credit Card Number _____

Expiration Date _____ MC or Visa (circle one)

Total: _____ Signature: _____

Eligibility Criteria and General Requirements

- All entry materials or programs must have been produced or executed between November 1, 2010 and October 31, 2011.
- All entries must be accompanied by a downloaded entry form. Each **must be received by the Awards Chair by November 15, 2011**.
- All entries must adhere to guidelines specified for the division and category entered.
- *All entries must be in a 3-ring binder. Two copies of each entry.*
- All entry fees must be paid no later than **November 15, 2011** by filling out the payment form, and sending to Tracy Dunn, Awards Program Chair. If Accounts Payable at your institution might delay the payment, please notify Tracy at tdunn@transy.edu. Please mail or fax payment to Tracy Dunn by **November 15, 2011**. Fax Number 859.281.3548.

I. TOTAL PROGRAMS

The Total Programs division seeks to recognize excellence in the development and management of institutional advancement programs. They place emphasis on planning, execution, and evaluation of results.

Requirements for all program entries (Categories 1-9):

For each category, the entry must be submitted in a three-ring or clip binder and include a copy of the awards entry form.

An entry summary (at a minimum Objectives, Method, Staff Resources, Budget, Results) should be submitted.

In addition to summary materials, please include appropriate supplementary materials (brochures, press kits, clippings, case statements, audiovisuals, etc).

Supplementary materials should be included in the binder whenever appropriate. Please also read the general requirements for all entries (near the top of this document) before making your submission.

Overall Communications Programs

1. [Institutional Relations Program](#)
2. [Media Relations Program](#)
3. [Public Affairs Program](#)
4. [Internal Communications Program](#)
5. [Publications Programs](#)
6. [Graphic Identity Program](#)

Advancement Services, Alumni Relations and Fundraising Programs

7. [Total Educational Fundraising Program](#)
8. [Overall Alumni Relations Program](#)
9. [Overall Advancement Services Operation](#)

This category's entry should include information about a comprehensive Advancement Services Operation. This will include, but not be limited to, prospect research, donor relations/customer services, training for advancement staff, information management and technology, and other programs.

II. SPECIFIC PROJECTS

The Specific Projects division recognizes excellence in projects designed to support a specific program, event, or institutional priority.

Requirements for all program entries (Categories 10-16):

For each category, the entry must be submitted in a three-ring or clip binder and include a copy of the awards entry form. Please also read the general requirements for all entries (near the top of this document) before making your submission.

Communications Projects

For Categories 10,11, and 12 supporting materials may include collateral materials, program plans, pitch letters, news releases, tip sheets, media usage reports, news clippings, survey documentation, etc. Supporting materials are to be included in the binder when appropriate. Do not include video or audiotapes, but describe them in your results.

[10. Institutional Relations Projects](#) (Single or on-going project designed to introduce or support a specific program, event, or institutional priority.)

[11. Communications Crisis Management Plan](#)

This category is designed for institutions to share best practices and to showcase a variety of plans from many institutions to benefit all CASE III institutions. Entries should be plans that are currently in place and have been updated or created in the last 12 months. This category is not designed to judge a specific event or crisis. Rather it is designed to recognize good plans that have used experiences of other institutions, non-educational resources, and other information to create a new crisis management plan or improve an existing one. It may be appropriate to give some examples of how a crisis management plan has been implemented; however, a plan that has never been implemented or put into use in response to a significant event is just as likely to receive an award as one that has been put to the test.

[12. Media Relations Project](#)

Single or ongoing project designed to initiate, maintain or enhance media coverage of a specific program, event, or institutional effort.

Advancement Services, Alumni and Fund-Raising Projects

[13. Advancement Services Project](#)

Entries should include information about a specific program or project that helps create a more productive advancement services effort and overall advancement program. Advancement services will include, but is not limited to, prospect research, donor relations/customer services, training for advancement staff, information management and technology, and other programs.

[14. Educational Fundraising Project](#)

Single or ongoing project designed to introduce or support a specific fund-raising program, event, or institutional priority. Examples include, but are not limited to, reunion giving, faculty/staff giving, membership campaigns and phonathon efforts.

[15. Special Event](#)

Single or ongoing event designed to introduce or support a specific alumni program, event, or institutional priority. Examples include, but are not limited to, homecoming, reunion and special

events. Include any supporting materials, when appropriate, such as printed materials, survey documentation and other items prepared specifically for the program. Do not include video or audiotapes, but describe them in your narrative.

16. Constituency Organization Program

Includes, but not limited to, clubs programs, chapter programs, and reunions of special interest groups. Entries will be judged based on the impact on the institution and the alumni. Include any supporting materials, when appropriate, such as sample by-laws relating to the program, survey documentation and other items prepared specifically for the program.

III. PRINTED PUBLICATIONS

Requirements for all publications entries (Categories 17-26):

Awards will recognize excellence and originality in the publishing of institutional material for a variety of purposes.

Judges will evaluate the technical quality of the publication, writing, effectiveness, and design. Please read the general requirements for all entries (near the top of this document) before making your submission.

For each category, the entry must be submitted in a three-ring or clip binder and include a copy of the awards entry form. Please also read the general requirements for all entries (near the top of this document) before making your submission.

17. Student Recruitment

Includes viewbooks, undergraduate and graduate materials, and continuing education materials. A series counts as one entry (i.e., item). (CDs should be entered in Category 50.)

18. Direct Mail

Includes invitations, brochures, and flyers.

19. Paid Advertisement

Must be a single ad. See Audiovisual Communications for audio and video advertisements.

20. Paid Advertisement Series

Specifically ads that are in series. A series counts as one entry. See Audiovisual Communications for audio and video advertisements.

21. Institutional Publication

Includes calendars, maps, visitors guides, posters, and other materials not specifically produced for student recruitment or fund-raising purposes.

22. Annual Report I

For institutions with a fall 2010 enrollment under 5,000. Separate Colleges within a University should use enrollment from within their specific college.

23. Annual Report II

For institutions with a fall 2010 enrollment of 5,000 but less than 10,000. Separate Colleges within a University should use enrollment from within their specific college.

24. Annual Report III

For institutions with a fall 2010 enrollment of 10,000 or greater. Separate Colleges within a University should use enrollment from within their specific college.

25. Fundraising

Fundraising publications, case statements, booklets, and brochures. Includes individual pieces or a series aimed at specified development objectives. A series counts as one entry.

26. Low Budget Publication

Got an effective publication you've pulled off with very little money? Includes publications designed and written in-house. Entries will be judged on the effective presentation of information, design creativity, production creativity, effective and creative use of available resources, and overall effectiveness. Entry summary should include why the entry should be considered a low-budget publication; this explanation will be a primary factor in judging criteria.

IV. TABLOIDS & NEWSLETTERS

Judges will consider publishing objectives and how well entrant succeeded in meeting them, and will evaluate the quality and originality of content, editing, writing, design, photography, and printing. Please read the general requirements for all entries (near the top of this document) before making your submission.

27. External Tabloid and Newsletter

Includes all sizes of publications for an external audience, including alumni tabloids.

28. Internal Tabloid and Newsletter

Includes all size publications for an internal audience.

29. Tabloid and Newsletter Publishing Improvement

Focuses on overall improvement of tabloid or newsletter (i.e., writing, design, photography, and/or art). Indicate whether mission/purpose of publication changed and how improvements in other areas reflected that change. Submit up to three issues from both previous year and current year, depending on publication cycle (i.e., two issues of quarterly or bimonthly, three issues of monthly or weekly). Tabloids may be targeted at internal or external audience.

V. MAGAZINES

This section recognizes all-around excellence in magazines sent to external audiences. Judges will consider content, writing, editing, design, photography, and printing and will review the budget and use of resources. In addition to a downloaded entry form, each entry must be accompanied by a statement of no more than two double-spaced typewritten pages, outlining the budget, objectives, unit cost, personnel resources, and results. For Category 33, also submit a summary of no more than two double-spaced, typewritten pages describing audience, objectives, and results, if measured. Clippings or media usage reports should be included to support results. Submit up to three issues. Whenever appropriate, entries should be submitted in a three-ring binder.

30. Alumni Magazine I

Audiences should be predominantly alumni. For institutions with a fall 2010 enrollment under 5,000. Separate Colleges within a University should use enrollment from within their specific college.

31. Alumni Magazine II

Audiences should be predominantly alumni. For institutions with a fall 2010 enrollment of 5,000

but less than 10,000. Separate Colleges within a University should use enrollment from within their specific college.

32. Alumni Magazine III

Audiences should be predominantly alumni. For institutions with a fall 2010 enrollment of 10,000 or greater. Separate Colleges within a University should use enrollment from within their specific college.

33. Other Magazine

Audience is predominantly non-alumni, i.e., research, special audience, or special purpose.

34. Magazine Publishing Improvement

Submit up to three issues each from 2010 and 2011 (if quarterly). If published less than four times per year, submit representative sample of issues designed to show improvement. Include objectives for improvement in statement.

VI. NEWS & FEATURE WRITING

This division recognizes excellence in staff-written material for use in the news and public information programs, or appearing in magazines, tabloids, and newsletters. Judges will evaluate writing quality and style as it relates to content. In the case of stories intended for use by external media, judges will also consider results. Each article, news release, or series constitutes one entry.

35. Excellence in Feature Writing

Submit staff-written articles that appeared in magazines, tabloids, and newsletters.

36. General News or Feature Story/Series

Submit staff-written materials designed for use by external media.

37. Speech Writing

This category recognizes excellence in staff-written speeches for presentation to a variety of audiences. Judges will evaluate writing quality and style as it relates to content. Each speech will constitute one entry. Clippings, etc. from media coverage of the speech may also be included to provide additional information about the impact of the speech.

VII. VISUAL DESIGN

Awards recognize imaginative, original approaches and professional execution. Submit a downloaded entry form with each entry. All entries 8.5-by-11 or smaller should be submitted in a three-ring or clip binder.

38. Illustration

Single entries only. Submit slides or prints, but not original art, and include tear sheets (convert to PDF) showing use.

39. Improvement in Design

Submit samples from both previous year and current year: one issue (for each year) of brochure, calendar or other annual publication; two issues (each) of quarterly/bimonthly publication; three issues (each) of monthly/weekly publication.

40. Design for Print

Individual publication design, including posters, brochures, logotypes, and other materials produced for special purposes. Annual Reports should be submitted in the appropriate Annual Reports Category.

VIII. PHOTOGRAPHY & PHOTO ESSAY SERIES

Awards recognize imaginative, original approaches and professional execution. Submit a downloaded entry form with each entry. Photographs should be submitted as mounted prints; include tear sheets or information regarding use.

41. Photography

Color and/or black and white photographs printed in publications or periodicals should be submitted as individual entries. Includes hard news, sports, research, student, faculty and classroom photos.

42. Photo Essay and Series

Entries in this category should consist of a single photo story or a series of photographs produced for a special project or event.

X. AUDIOVISUAL COMMUNICATION

Judges will look for technical quality and appropriate and creative use of the medium as it relates to stated objectives. Each entry must include a downloaded entry form. Also submit a statement not more than two double-spaced typewritten pages describing objectives, audience, budget, staff resources, and results.

43. Television

Advertisements and PSAs - individual or series - each 60 seconds or less. Submit via URL link to video (Ex: posted on institution website or YouTube).

44. Film and Videotape

Documentaries, special event projects, recruitment, orientation, and training programs. More than 60 seconds, any audience, any purpose. Submit via URL link to video (Ex: posted on institution website or YouTube).

45. Slide and Multimedia Program

Single- or multiple-projector PowerPoint, vee-jay efforts, mixed media, or CD presentations for any institutional purpose. Submit via URL link to video (Ex: posted on institution website or YouTube).

46. Radio Program, Podcast, and Announcement

Paid, PSA, or series, any length. Submit via URL link to video (Ex: posted on institution website or YouTube).

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION

This division recognizes overall excellence of design and implementation in web pages and other electronic communications. Payments to enter this category still must be mailed in, paid by check or credit card.

Please send the entry form and a statement of not more than 800 words. This should describe the objectives, implementation strategy, and any plans for the future; and a budget statement identifying use of resources, including a complete budget outline and staffing (where materials

and time were donated, quote approximate costs for these services). For category 47 & 48, include the URL of your web site with your statement. For category 49, send up to three issues in the series. For category 50, send the piece(s) comprising the electronic communications. Please include site-traffic statistics if applicable.

[47. World Wide Web Home Page Design and Implementation](#)

The initial page only of a site will be judged for graphic design, features, utility, and how well the page fulfills stated objectives.

[48. Overall Website Design and Implementation](#)

How the entire web site represents your institution and fulfills its stated goals for design and functionality.

[49. Electronic Newsletter, Blog, and Tabloid](#)

This category is restricted to publications designed solely for electronic distribution. Please include information on target audience, number of people receiving the publication, and evaluation of its effectiveness. Publications designed for print, and distributed electronically should be entered in the appropriate publications category.

[50. CD-ROM, DVD, Flash Publication and Other Electronic Communication](#)

This category is restricted to publications designed for distribution by CD-Rom or through other electronic means not previously indicated. Please include a copy of the CD-Rom publication/electronic communication and a written summary of no more than two pages providing information on the target audience, number of people receiving the publication, objectives, rationale for using a CD-Rom/electronic communication for delivery of information, and an evaluation of the publication's effectiveness. Publications designed primarily for distribution by print (but which also include a CD-Rom component) should be entered in the appropriate print category.

[51. Social Media](#)

This category is for general social media entries such as a networking page like Facebook, LinkedIn, Twitter, Ning, In-House sites or others. Entries will be judged on the use and function of a social media platform as well as the overall appearance, content, functionality and suitability for target audience(s). Submit by URL and/or PDFs.

[52. Social Media Integration](#)

Entries in this category should display creative uses of social media such as integration into communications pieces, fundraising campaigns, or event promotions. It may also include the use of smart phone applications used to enhance a new or existing initiative. Submit by URL and/or PDFs.

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