

CASE KENTUCKY AWARDS 2007 - ENTRY FORM & INFORMATION

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Deadline: November 5, 2007

Division: _____

Category: _____

Institution: _____

Title of Entry: _____

Name of Person Submitting Entry: _____

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.

You may pay online by accessing the CASE-KY website at caseky.org and click on awards. A separate entry form must be completed for each entry. Entries must be clearly marked "**CASE-KY Awards**", submitted with \$25 fee. One copy sent to Amy Miller and one copy sent to the appropriate judging coordinator.

Amy Miller
Assistant Director
Alumni Relations & Annual Giving
Western Kentucky University
1906 College Heights Blvd. #31016
Bowling Green, KY 42101-1016

You may pay by credit card on-line or fill in this form:

Name (as it appears on card)

Credit Card Number

Expiration Date

MC, Visa, Disc, or AmEx (circle one)

Total: _____

Eligibility Criteria

All entry materials or programs must have been produced or executed between November 1, 2006 and October 31, 2007.

All entries must be accompanied by a downloaded entry form. Each must be received by the appropriate **Judging Coordinator** by November 5, 2007.

All entries must adhere to guidelines listed under "Preparing and Submitting Your Entry" and as specified for the division and category entered.

All entry fees must be paid no later than November 5, 2007. These can be paid on-line using a credit card. They also can be mailed along with a downloaded and completed payment form, and submitted to the Awards Program Chair, to arrive no later than November 5, 2007. If Accounts Payable at your institution might delay the payment, please notify the Awards Chair. DO NOT send the payment form to the Judging Coordinator. This will delay posting of your fee payment. You may pay on-line, but must complete the transaction no later than November 5, 2007.

Preparing and Submitting Your Entry

Refer to each division and category for required documentation to accompany your entry. You must submit two entries. One to be sent to the appropriate judging coordinator and one to Amy Miller (address below), for display at the conference. We will display only those that are winners.

Almost all entries should be submitted in a standard binder (obviously a website can't be placed in a binder). A binder may be made of plastic, paper or similar material and may hold its contents by clip, three rings, or other similar binding. This will serve to keep your entry together as one unit throughout the judging, display, and archival processes.

Printed materials and photographs too large for standard binders can be packaged or mounted to prevent damage. These cannot be presented, however, in any way other than as received or viewed by the targeted audience. In other words, no show packaging or presentation is permitted. The entry must stand on its own merits.

All entries must be submitted, with a downloaded entry form. Note that the address of each Judging Coordinator includes a building address to be used if entries are sent via UPS or Express Mail. Please review these carefully to ensure that your entry is sent to the appropriate address.

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Unless paying on-line please send entry fees and payment form to:

Amy Miller
Assistant Director of Alumni Relations and Annual Giving
Western Kentucky University
1906 College Heights Blvd. #31016
Bowling Green, KY 42101-1016
270-745-4395
amy.miller@wku.edu

Judging & Notification of the Winners

Qualified professionals from education and the private sector will judge all categories. Each Judging Coordinator will act as a host for the judges and as entry coordinator for that category or division.

In each category judges will have the option of awarding one Grand Award and up to two Awards of Excellence and three Special Merit Awards. Winners will be notified by letter from Amy Miller before the conference, although the Grand Award Winner will be identified at the Awards Banquet at the CASE-KY conference in December.

Award certificates suitable for framing will be available for winners at the 2007 CASE-KY Conference. The names of the winners will also be published in an official Awards Listing and distributed at the conference.

If you have suggestions for refinements or new categories to be considered for future awards programs, or if you would like serve as a volunteer for the Awards program at the conference please let Amy Miller know.

Deadline

Remember, the deadline for entry and payment is **November 5, 2007**. Failure to meet either the entry or the payment deadline could result in disqualification

Return of Entries

Entry materials will not be returned after judging. Winning entries will be available for pickup at the CASE-KY Conference in December.

Additional Questions?

Contact:
Amy Miller
Assistant Director of Alumni Relations and Annual Giving
Western Kentucky University
1906 College Heights Blvd. #31016
Bowling Green, KY 42101-1016
270-745-4395
amy.miller@wku.edu

I. TOTAL PROGRAMS

1. Institutional Relations Programs
2. Media Relations Programs
3. Public Affairs Programs
4. Internal Communications Programs
5. Publications Programs
6. Graphic Identity Programs
7. Total Educational Fund-Raising Programs
8. Overall Alumni Relations Programs
9. Overall Advancement Services Operations

II. SPECIFIC PROJECTS

10. Institutional Relations Projects
11. Media Relations Projects
12. Educational Fund-Raising Projects
13. Special Events
14. Constituency Organizations Programs

III. PRINTED PUBLICATIONS

15. Student Recruitment
16. Direct Mail
17. Paid Advertisements
18. Paid Advertisement Series
19. Institutional Publications
20. Annual Reports I
21. Annual Reports II
22. Fund-Raising
23. Low Budget Publications

IV. TABLOIDS AND NEWSLETTERS

24. External Tabloids and Newsletters
25. Internal Tabloids and Newsletters
26. Tabloid and Newsletter Publishing Improvement

V. MAGAZINES

27. Alumni Magazines I
28. Alumni Magazines II
29. Other Magazines
30. Magazine Publishing Improvement

VI. NEWS AND FEATURE WRITING

- 31. Excellence in Feature Writing
- 32. General News or Feature Story/Series
- 33. Speech Writing

VII. VISUAL DESIGN

- 34. Illustrations
- 35. Improvement in Design
- 36. Design for Print

VIII. PHOTOGRAPHY AND PHOTO ESSAY SERIES

- 37. Photography
- 38. Photo Essay and Series

IX. AUDIOVISUAL COMMUNICATIONS

- 39. Television
- 40. Films and Videotapes
- 41. Slide and Multimedia Programs
- 42. Radio Programs and Announcements

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION

- 43. World Wide Web Home Page Design and Implementation
- 44. Overall Web Site Design and Implementation
- 45. Electronic Newsletters and Tabloids
- 46. CD-ROM and other Electronic Communications

I. TOTAL PROGRAMS

Total Programs categories seek 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 downloaded entry form; a typed summary of up to four pages describing the program, including objectives, implementation, budget, staff resources, and results. 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.

- 1. Institutional Relations Programs**
- 2. Media Relations Programs**
- 3. Public Affairs Programs**
- 4. Internal Communications Programs**
- 5. Publications Programs**
- 6. Graphic Identity Programs**
- 7. Total Educational Fund-Raising Programs**
- 8. Overall Alumni Relations Programs**
- 9. Overall Advancement Services Operations**

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.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 1-9 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Molly A. Bodnar
Associate Director, Annual Giving Programs

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Office of University Development
University of Michigan
3003 S. State Street, Suite 8000
Ann Arbor, MI 48109
office (734) 647-6054
mabodnar@umich.edu

II. SPECIFIC PROJECTS

This division recognizes excellence in projects designed to support a specific program, event, or institutional priority. Each entry must be submitted in a three-ring or clip binder and include a statement of not more than two double-spaced typewritten pages describing the objectives, implementation strategy, budget, staff resources, and results.

For Categories 10 and 11, 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. Media Relations Projects

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

12. Educational Fund-Raising Projects

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.

13. Special Events

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.

In addition to the two double-spaced typewritten pages described above, please include any supporting materials such as printed materials, survey documentation and other items prepared specifically for the program.

Supporting materials are to be included in the binder when appropriate. Do not include video or audiotapes, but describe them in your narrative.

14. Constituency Organizations Programs

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. In addition to the two double-spaced typewritten pages described above, please include any supporting materials including sample by-laws relating to the program, survey documentation and other items prepared specifically for the program. Supporting materials are to be included in the binder when appropriate.

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You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 10-14 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Molly A. Bodnar
Associate Director, Annual Giving Programs
Office of University Development
University of Michigan
3003 S. State Street, Suite 8000
Ann Arbor, MI 48109

office (734) 647-6054
mabodnar@umich.edu

III. PRINTED PUBLICATIONS

Awards will recognize excellence and originality in the publishing of institutional material for a variety of purposes. In addition to the downloaded entry form, please submit each entry in a three-ring or clip binder and include a statement of not more than two double-spaced, typewritten pages describing the objectives, creative concept, budget, unit cost, personnel resources, and results. Judges will evaluate the technical quality of the publication, writing, effectiveness, and design.

15. Student Recruitment

Includes viewbooks, undergraduate and graduate materials, and continuing education materials. A series counts as one entry. (CDs should be entered in Category 46.)

16. Direct Mail

Includes invitations, brochures and flyers

17. Paid Advertisements

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

18. Paid Advertisement Series

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

19. Institutional Publications

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

20. Annual Reports I

Annual reports designed by internal staff

21. Annual Reports II

Annual reports designed by non-staff agencies or design firms.

22. Fund-Raising

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

23. Low Budget Publications

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. Four-color publications will not be considered. Written explanation should include why the entry should be considered a low-budget publication.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 15-23 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Rita M. Weighill
Associate Vice President for Communication
Park University
8700 N.W. River Park Dr.
Parkville, MO 64152

816-584-6211
rita.weighill@park.edu

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. When appropriate, entries should be submitted in a three-ring binder along with a downloaded entry form, three consecutive issues of the publication, and a statement of no more than two double-spaced typewritten pages describing objectives, budget, unit cost, staff resources, and results. For entries too large to fit in a standard binder, please submit three consecutive issues in conjunction with all supporting materials in the binder.

24. External Tabloids and Newsletters

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

25. Internal Tabloids and Newsletters

Includes all size publications for an internal audience.

26. 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.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 14-26 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Michael Tullier, APR
Auburn University—College of Education
Director of External Relations
3084 Haley Center
Auburn, AL 36849

334-844-1324
tullimj@auburn.edu

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. Submit up to three issues. Whenever appropriate, entries should be submitted in a three-ring binder.

27. Alumni Magazines I

Audiences should be predominantly alumni. For institutions with a Fall 2005 enrollment under 5,000. Separate Colleges within a University should use the University's Fall 2005 enrollment figure.

28. Alumni Magazines II

Audiences should be predominantly alumni. For institutions with a Fall 2005 enrollment of 5,000 or greater. Separate Colleges within a University should use the University's Fall 2005 enrollment figure.

29. Other Magazines

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

30. Magazine Publishing Improvement

Submit up to three issues each from 2005 and 2006 (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.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 27-30 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Michael Tullier, APR
Auburn University—College of Education
Director of External Relations
3084 Haley Center
Auburn, AL 36849

334-844-1324
tullimj@auburn.edu

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. Enclose a downloaded entry form for each of the categories. For Category 32, 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.

31. Excellence in Feature Writing

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

32. General News or Feature Story/Series

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

33. 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. Enclose a downloaded entry form for each entry with a copy of the speech. Also submit a summary of no more than two double-spaced typewritten pages describing the occasion for which the speech was prepared, information about the speaker, the audience, objectives, and results. Clippings, etc. from media coverage of the speech may also be included to provide additional information about the impact of the speech.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 31-33 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Karl Miller
Assistant Dean of Development
The University of Texas at Austin
College of Education
1 University Station D5000
Austin, TX 78712
512-471-8178
Karl.miller@mail.utexas.edu

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.

34. Illustrations

Single entries only. Submit 35mm slides or prints (not larger than 8-by-10 inches), but not original art, and include tear sheets showing use.

35. 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.

36. 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.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 34-36 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Erin Raley
Government and Public Policy—FotF
8125 Summerset Dr. Apt. C
Colorado Springs, CO 80920

Erin.Raley@fotf.org

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.

37. Photography

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

38. 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.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 37-38 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Erin Raley
Government and Public Policy—FotF
8125 Summerset Dr. Apt. C
Colorado Springs, CO 80920

Erin.Raley@fotf.org

IX. AUDIOVISUAL COMMUNICATIONS

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.

39. Television

Advertisements and PSAs - individual or series - each 60 seconds or less. Submit on VHS tape or DVD.

40. Films and Videotapes

Documentaries, special event projects, recruitment, orientation, and training programs. More than 60 seconds, any audience, any purpose. Submit on VHS tape or DVD.

41. Slide and Multimedia Programs

Single- or multiple-projector slide, mixed media, or CD presentations for any institutional purpose. Submit on VHS tape or CD.

42. Radio Programs and Announcements

Paid, PSA, or series, any length. Submit on audiocassette or CD

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

Mail all entries in Categories 39-42 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Erin Raley
Government and Public Policy—FotF
8125 Summerset Dr. Apt. C
Colorado Springs, CO 80920

Erin.Raley@fotf.org

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION

This category recognizes overall excellence of design and implementation in web pages and other electronic communications. Payments to enter this category still must be mailed in by check or paid online; however, actual entry will be handled strictly by e-mail (see address below), except in the case of category 46.

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 44, include the URL of your web site with your statement. For category 45, send up to three issues in the series. For category 46, send the piece(s) comprising the electronic communications. Please include site-traffic statistics if applicable.

43. 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.

44. Overall Web Site Design and Implementation

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

45. Electronic Newsletters and Tabloids

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 categories 24, 25, or 26.

46. CD-ROM Publications and Other Electronic Communications

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.

You must submit two entries. One to be sent to Amy Miller (see Preparing and Submitting your entry) for display at the conference and one to the appropriate Judging Coordinator.

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Mail all entries in Categories 43-46 to arrive on or before Monday, November 5, 2007, to the Judging Coordinator below:

Karl Miller
Assistant Dean of Development
The University of Texas at Austin
College of Education
1 University Station D5000
Austin, TX 78712

512-471-8178
Karl.miller@mail.utexas.edu