



Division	Category	Judging Criteria
Print Publications	Annual Report – Division A [Division A - Colleges with fewer than three full-time equivalent professionals working in marketing, public relations, advertising, and publications.]	Judged for attractiveness of cover, copywriting, use and quality of photos and graphics, effectiveness of message and theme, and overall impact.
Print Publications	Annual Report – Division B [Division B - Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising, and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.]	Judged for attractiveness of cover, copywriting, use and quality of photos and graphics, effectiveness of message and theme, and overall impact.
Print Publications	Brochure – Division A [Division A - Colleges with fewer than three full-time equivalent professionals working in marketing, public relations, advertising, and publications.]	Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and graphics, use of color and space, and overall impact.
Print Publications	Brochure – Division B [Division B - Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising, and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.]	Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and graphics, use of color and space, and overall impact.
Print Publications	Brochure Series – Division A [Division A - Colleges with fewer than three full-time equivalent professionals working in	Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and

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	marketing, public relations, advertising, and publications.]	graphics, use of color and space, and overall impact.
Print Publications	Brochure Series – Division B [Division B - Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising, and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.]	Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and graphics, use of color and space, and overall impact.
Print Publications	Catalog – Division A [Division A - Colleges with fewer than three full-time equivalent professionals working in marketing, public relations, advertising, and publications.]	Judged for attractiveness of cover, readability, use and quality of photos, logical placement and sequence of information, and overall impact. Only one entry per college.
Print Publications	Catalog – Division B [Division B - Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising, and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.]	Judged for attractiveness of cover, readability, use and quality of photos, logical placement and sequence of information, and overall impact. Only one entry per college.
Print Publications	Class Schedule – Division A [Division A - Colleges with fewer than three full-time equivalent professionals working in marketing, public relations, advertising, and publications.]	Judged for attractiveness of cover, readability, impact and clarity of marketing message, use and quality of photos, logical placement and sequence of information, and overall impact. Only one entry per college.
Print Publications	Class Schedule – Division B [Division B - Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising, and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.]	Judged for attractiveness of cover, readability, impact and clarity of marketing message, use and quality of photos, logical placement and sequence of information, and overall impact. Only one entry per college.
Print Publications	Commencement Program	Judged for attractiveness of cover, copywriting, impact and clarity of writing,

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		use and quality of photos and graphics, use of color and space, and overall impact.
Print Publications	Folder	Judged for attractiveness of cover, use and quality of photos and graphics, usability, and overall impact.
Print Publications	Newsletter	Must be four or fewer pages (internal or external audiences). Submit two consecutive issues. Judged for quality of writing, appeal of topics, appeal to target audience, use and quality of photos and graphics, and overall impact.
Print Publications	Magazine	Must be more than four pages. Judged for quality of writing, appeal of topics, appeal to target audience, use and quality of photos and graphics, and overall impact.
Print Publications	Sports Program	Judged for page layout and readability, identifying logo and masthead, use and quality of photos and illustrations, depth of research and background, writing quality, and overall impact. Only one entry per college.
Print Publications	Viewbook	Judged for attractiveness of cover, copywriting, impact and clarity of marketing message, use and quality of photos and graphics, use of color and space, and overall impact.
Public Relations/ Communications	Banner/Outdoor Media	May be billboard, banner, bus panel, or other form of large display advertising posted indoors or outdoors. Judged for message effectiveness through word choice, use and quality of photos and graphics, typography, readability, and overall impact. Submit 8x10 color print showing entry in use, such as on a highway billboard.
Public Relations/ Communications	Direct Mailer/Postcard/Flyer	Judged for appeal to target audience, copywriting, use and quality of photos and graphics, and overall impact.
Public Relations/ Communications	Feature Story	Judged for impact of lead, quality of writing, quality of reporting, depth of subject covered, and overall reader impact. Submit proof of publication.
Public Relations/ Communications	Media Success Story	What did you do, and what kind of response did you get? Judged for stated goals and objectives, planning and execution, strategies developed to meet

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		goals, amount and quality of coverage, public and social media response, and overall impact. Submit all relevant items.
Public Relations/ Communications	News Release	Judged for impact of lead, quality of writing, quality of reporting, reader appeal, depth of subject covered, and overall impact. Submit news release and proof of publication and/or corresponding URL.
Public Relations/ Communications	Note/Card/Invitation	Judged for appeal to target audience, copywriting, use and quality of photos and graphics, and overall impact.
Public Relations/ Communications	Poster	Judged for attention-grabbing quality, use and quality of photos and graphics, use of color and space, copywriting, compatibility of central message and imagery, and overall impact.
Public Relations/ Communications	Promotional Campaign	Entry should include the media mix used to promote a special event, course, program, or department. Judged for use and diversity of media, promotional materials, central message/theme carried throughout, and overall impact. Submit all relevant materials.
Public Relations/ Communications	Marketing Campaign	Every entry should include the media mix used to promote college enrollment or overall institutional branding. Judged for use and diversity of media, promotional materials, central message/theme carried throughout, and overall impact.
Electronic Media	College Promotional Video	Any subject or length. Judged for use and quality of video and audio, video editing, scripting, interest-holding ability, creativity, and overall impact.
Electronic Media	College Website	Judged for appearance, organization, comprehensive content, navigational ease, use of photos and graphics, responsiveness across a variety of mobile platforms, and overall impact.
Electronic Media	Electronic Collateral	Can include an electronic version of class schedule, catalog, viewbook, invitation, or special event. Judged for navigational ease, attractiveness of cover, readability, use and quality of photos, logical placement and sequence of information, interactive elements, and overall impact.

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Electronic Media	Online Newsletter	Judged for navigational ease, quality of writing, interactivity, creativity using online medium, appeal of topics, appeal to targeted audience, use and quality of photos and graphics, and overall impact. Submit two consecutive issues.
Electronic Media	Social Media Management	Include social media handle and URL, stated goals of the social media site, and how you increased followers during calendar year, promoted engagement, and/or other measures of success. Judged for use of photos and graphics, copywriting, comprehensive content, originality and creativity, effectiveness in conveying college or department message, and overall follower impact.
Electronic Media	Social Media Marketing	Every entry should include paid social media ads used for an advertising campaign. Judged on use of photos and graphics, copywriting, originality and creativity, effectiveness of messaging, and overall impact. Submit screenshots of ads included in campaign. Must explain purpose and outcome of campaign.
Advertising	Radio PSA or Ad	Ads must be no longer than 60 seconds. Judged for use and quality of narration, use and quality of music/sound effects, consistency of central message, copywriting/scripting, persuasion/call to action, and overall impact.
Advertising	TV PSA or Ad	Ads must be no longer than 60 seconds. Judged for use and quality of video and audio, use of photos/graphics/typography, video editing, scripting, consistency of action, and overall impact.
Advertising	Print Advertising	Judged for concept, attention-grabbing quality, use and quality of photos and/or graphics, copywriting, persuasion/call to action, visibility of college logo or name, and overall impact.
Advertising	Digital Advertising	Advertising collateral designed for electronic display. Judged for concept, attention-grabbing quality, use and quality of photos and/or graphics, copywriting, persuasion/call to action, visibility of college logo or name, and overall impact.

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Visual Arts	Charles Cropsey Photography Award	Photos may be black and white or color, with no software-based manipulation tools applied. Judged for storytelling quality, reader/viewer appeal, composition, contrast/color, and overall impact.
Visual Arts	Manipulated Photo	Photos may be black and white or color, in which manipulation tools were creatively used. Judged for storytelling quality, reader/viewer appeal, composition, contrast/color, and overall impact. Any logo design created for a program, event, anniversary, or department (not the college logo). Judged for concept, use of color and graphics, typography, readability and scaling ability, creativity, and overall impact. Logo designs must be accompanied by verification of use, such as a photo or screenshot.
Visual Arts	Logo Design	Any logo design created for a program, event, anniversary, or department (not the college logo). Judged for concept, use of color and graphics, typography, readability and scaling ability, creativity, and overall impact. Logo designs must be accompanied by verification of use, such as a photo or screenshot.
Miscellaneous	Before and After	This could be a brochure, college logo, or any other marketing project that you took from frumpy to fabulous. Judged on concept, execution, creativity, and improvement over original. Provide copies of original and new.
Miscellaneous	Bloopers of the Year	You did it. It was wrong. You can't hide any longer. Let us all share your pain! Judged on level of badness. No entry fee for this category.
Miscellaneous	Wild Card	Here's a category for those "hard-to-categorize" marketing and public relations projects, including promo items. Entries will be judged on concept, design, quality, effectiveness, and overall impact. If you are submitting a promotional item, provide a photo only; do not send the item.
Miscellaneous	Best Application of a Statewide Campaign	The Chancellor's Office has been developing materials and campaigns on a number of topics. How have you been

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		using these locally? This category will recognize the best local participation in a statewide campaign. Judged on integration of concept, execution, creativity, and overall impact.
Miscellaneous	Novelty Advertising	Advertising placed on items used for promotional purposes or outreach. Judged on creativity, integration with college brand, appeal to audience, and uniqueness.