

NEWS RELEASE

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603 West Park Street, Sheldon, Iowa 51201
Phone 712-324-5061 or toll free 1-800-352-4907, Ext. 105

Northwest Iowa Community College Marketing Department Wins National Paragon Awards

Northwest Iowa Community College's Marketing Department captured seven 2015 Paragon Awards from the National Council for Marketing & Public Relations (NCMPR) National Conference held in St. Louis, Missouri on March 13-15, 2016.

NCC won two Golds in the Postcard and Folder categories.

Two silvers in Flier Series and Novelty Advertising (Admissions Christmas card) categories.

Three bronze in Annual Report, Online Advertising and Wild Card (Thunder cutout card) categories.

NCMPR presented gold, silver, and bronze awards in fifty three categories at the Paragon Awards dinner and ceremony. Some two hundred thirty six colleges submitted a total of one thousand seven hundred seventy three entries to the contest.

Members of the Marketing Department include: Kristin Kollbaum, Director of Marketing & Communications, Marcus; Lori Richards, Graphic Designer, Sheldon; and Pamela Lien, Administrative Support, Sheldon.

NCMPR annually presents Paragon Awards to recognize outstanding achievement in communication at community and technical colleges. It's the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year community and technical colleges. More than 90 marketing and PR professionals from around the country donated their time to review and score this year's Paragon entries.

NCMPR supports the professional development of community college communicators, serving more than 1,700 members from more than 550 colleges across the United States and Canada. It is the only organization of its kind that exclusively represents marketing and public relations professionals at community and technical colleges and is one of the largest affiliates of the American Association of Community Colleges.

Kollbaum stated, "What is exciting is that we (NCC) are competing directly with very large schools from New York, Los Angeles and even schools in Canada. It's nice to know we are developing marketing materials and campaigns that can compete within that group of professionals."

Photo L-R: Lori Richards, Graphic Designer; Kristin Kollbaum, Director of Marketing and Communications

