



Northwest Iowa
Community College

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NEWS RELEASE

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Northwest Iowa Community College Marketing Department Wins a Silver Award

NCC's Marketing Department was awarded top honors at the annual District 5 National Council for Marketing and Public Relations, NCMPR, Conference held September 25-28 in Kansas City, MO.

NCC won second place, or silver, in the category of Viewbook. The Viewbook is a publication that is a part of the Enrollment Management inquiry to application flow process. The Viewbook is the first piece of information that a prospective student receives after they indicate interest in NCC.

There are 29 categories in which to submit entries and there were over 240 entries in the competition; 87 gold, silver or bronze awards were presented. Entries submitted to the Medallion Awards are judged on design, copy and overall effectiveness.

Members of the Marketing Department include Kristin Kollbaum, Director of Marketing/Alumni, Marcus; Lori Richards, Graphic Designer, Sheldon; and Sheila Van Engen, Administrative Support, Little Rock.

The National Council for Marketing & Public Relations (NCMPR) is the only organization of its kind that exclusively represents marketing and PR professionals at community, technical and junior colleges.

Kollbaum stated, "What is exciting is that we (NCC) are competing directly with very large schools from St. Louis, Kansas City and Minneapolis. It's nice to know we are developing marketing materials and campaigns that can compete within that group of professionals."

District 5 is made up of urban and rural community colleges in Iowa, Nebraska, Kansas, Missouri, Minnesota, North Dakota, South Dakota and Manitoba, Canada.