



Northwest Iowa
Community College

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NEWS RELEASE

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Northwest Iowa Community College Marketing Department Wins Four Awards

NCC's Marketing Department was awarded top honors at the annual National Council for Marketing & Public Relations (NCMPR) National Conference in San Francisco March 11-14.

NCC received second, or silver, in the Annual Report category and third in the categories of Viewbook, Successful Recruitment Campaign and Special Event (grand opening of the Lifelong Learning and Recreation Center).

There are forty four categories in which to submit entries and there were over eighteen hundred entries in the competition from two hundred and seventy five colleges. Entries submitted to the Paragon 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 Pamela Lien, Administrative Support, Sheldon.

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 New York, Los Angeles and even schools in other countries like Canada and the Bahamas. It's nice to know we are developing marketing materials and campaigns that can compete within that group of professionals."