

# NEWS RELEASE

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## **Awards Presented to Northwest Iowa Community College Marketing Department**

NCC's Marketing Department was awarded top honors at the annual District 5 National Council for Marketing and Public Relations, (NCMPR) Conference held October 2-4 in Kansas City, Kansas.

In total the team won eight awards. The awards are Gold (first place), Silver (second place) and Bronze (third place).

Gold: Online Advertising, Clay County Fair Booth, Postcard Series, Catalog, Novelty Advertising.

Silver: 50th Anniversary Celebration, Admissions Christmas Cards

Bronze: Fundraising Campaign

There are forty four categories in which to submit entries and there were over 240 entries in the competition; 132 gold, silver or bronze awards were presented. Entries submitted to the Medallion Awards are judged on design, copy and overall effectiveness.

Kristin Kollbaum, Director of Marketing & Communications, was also selected as the National Council for Marketing and Public Relations District 5 Communicator of the Year.

The Communicator of the Year Award honors a two-year college marketing professional who has demonstrated leadership and ability in college communications. It is awarded annually in each of NCMPR's seven districts, and district recipients automatically become a nominee for the national award, which is presented at the national conference. That means Kollbaum will be moved forward as District 5's representative to be considered for the national award.

Erin Edlund, NCMPR District 5 Director, said, "Through the selection process it is incredibly clear how respected Kollbaum is among our group of two-year community college marketing professionals."

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 (AACC).

District 5 is made up of: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, the Canadian province of Manitoba, Puerto Rico and Virgin Islands.

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

**Photo L-R: Pamela Lien, Kristin Kollbaum, Lori Richards**