



G R O S S M O N T
C O L L E G E

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GROSSMONT COLLEGE MARKETING EFFORTS
EARN A DOZEN AWARDS IN JURIED COMPETITION,
INCLUDING THREE NATIONAL GOLD AWARDS

El Cajon - Grossmont College recently celebrated a year's worth of marketing and promotional awards – 12 in all – received from state, regional and national associations for community college practitioners.

According to Interim President Dr. Dean Colli, “These awards are a result of competitions juried by professionals in the field of print and media communications. As such, they confirm our pride in our talented graphics production, printing, and marketing departments who work together to inform our community about Grossmont College. It is a special pleasure to acknowledge our fine staff who contributed to the winning pieces.”

Awards included three Gold Paragon Awards presented by the National Council for Marketing and Public Relations (NCMPR) for the college's online newsletter, *Campus Scene*; for a black and white poster titled “You're Not Allowed to Read This”; and for the direct mail postcard “Sweet” which illustrated the value of higher education.

The college also received four regional NCMPR Medallion awards as follows: First Place for Print Ad Series which illustrated the value of higher education; Second

Place awards for Brochure/Flyer, Postcard, and a third place award for a promotional bookmark entered in the 'Wildcard' category.

In statewide competition sponsored by the California Community College Public Relations Organization (CCPRO) Grossmont College garnered five awards: First Place for both online and print versions of the *Campus Scene* newsletter; first place for Direct Mail Postcard/Flyer for the "Sweet" mailer; second place for the poster; and third place for Print Advertisement.

Colli presented certificates to faculty and staff who contributed to the winning pieces: Kamala Balasubramanian, Michael Grant, John Dixon, Andrea Garzanelli, Jamie Gassert, Lynnette Wilson, Jason Williams, Joe Medina, Rosalind Scott, Martha Garcia and Susan Herney.

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