



Northwest Iowa
Community College

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October 5, 2006

NEWS RELEASE

*May be published
when received.*

Northwest Iowa Community College Marketing Materials Take home a Gold and Three Bronze Awards!!

Northwest Iowa Community College's Marketing Department was awarded top honors at the annual District 5 NCMPR (National Council for Marketing and Public Relations) Conference held September 24-26 in Omaha, NE.

NCC's "Viewbook" won the first, or gold, in its category. 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.

NCC's radio commercials, Catalog, and Gender Equity Video all received a third, or Bronze, award in its category.

There are 28 categories in which to submit entries and there were over 250 entries in the competition; 84 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. Help with the Gender Equity Video was provided by Donna Ascherl, Coordinator of Secondary Programs, Granville.

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 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.