

Canadian Association for University Continuing Education



Leaders of the Pack

Leadership & Advocacy in University Continuing Education

Program Innovation Advocacy Change Knowledge

May 27–30, 2012

Delta Bessborough Hotel Saskatoon, Saskatchewan



CAUCE Marketing Awards

INVITATION TO SUBMIT

The CAUCE Marketing Awards recognize excellence in the marketing of university continuing education in Canada. Presented in nine different categories, these awards recognize outstanding marketing efforts of CAUCE members and focus attention on the communication aspect of program planning and development.

The adjudication process evaluates entries not only for visual richness, graphic ingenuity, and excellent writing; but also examines the effectiveness of each entry as part of the overall strategy and its success in meeting its marketing objectives with measurable results. The awards consider such factors as effective use of resources, return on marketing investment, strategic impact on the market, and identifiable results as critical in the success of the marketing materials.

OBJECTIVES

The objectives of the CAUCE/AEPUC Marketing Awards are to:

- Encourage excellence in the marketing of university continuing education programs and services
- Recognize member institutions and individual subscriber members for outstanding marketing efforts
- Focus attention on the communication aspect of program planning and development
- Gain from the spirit of friendly competition inspired by the awards

TOP 10 REASONS TO ENTER

10. Receive recognition for work well done
9. Increase awareness of your program/institution
8. Champion successful marketing of university continuing education
7. Gain third party endorsement or validation of your marketing efforts
6. Remind your boss of why you were hired
5. Enhance your CV with a well-recognized award
4. Enjoy the learning and the fun of preparing your submissions
3. Build relationships with other academic institutions
2. Receive feedback from industry experts on your entry
1. Take advantage of your chance to share your best work!

LEARN FROM YOUR PEERS AND INDUSTRY EXPERTS

The Marketing Awards Committee acts as the judges and is comprised of volunteers from universities across the country. These judges are either in marketing and communications or in a program development role in their respective institutions. In our continued efforts to promote best marketing practices and high standards with the work that are selected, we have invited marketing and advertising industry experts who can complement the knowledge of the academic industry as part of the final selection process.

ELIGIBILITY

Applications are accepted from any member institution and individual subscriber of CAUCE. Submissions from subscriber members must be related to programs carried out in conjunction with a CAUCE member institution.

AWARDS PROCESS

There is one award for each category, but an award may not be presented in a category for which the committee deem the submissions do not merit an award.

Awards are made annually and consist of a citation.

Where entries involve a consortium of institutions, awards are granted to the institution designated as contact on the application form, with copies going to each participating institution.

Where entries are from subscriber members, awards are granted to the co-sponsoring CAUCE member institution, as well as the subscriber member.

CAUCE executive will notify the institutions that have submitted winning entries prior to the annual meeting and conference; they also notify the winning institution's president after the CAUCE conference.

A formal announcement and presentation will be made at the annual meeting and conference in Saskatoon, Saskatchewan, May 27 - 30, 2012.

Visit www.cauce-conference.ca for details.

CATEGORIES OF AWARDS

1. **Brochure** – print publications of 4 or more pages (excluding cover) promoting programs, courses, conferences, or other continuing education offerings or an overall unit. A brochure is bound so that it is read in booklet form, and may be saddle-stitched.
2. **Advertisement** –
PRINT: ads to promote a particular course, program, department or concept of continuing education placed in newspapers, magazines, periodical publications (include the name on the entry form); or transit/billboard advertising. High quality photocopies are acceptable. Large advertisements may be reduced (indicate percentage of original size on your entry).
BROADCAST: television or radio.
ONLINE: ads that use the internet for delivering marketing messages. Examples of online advertising include contextual ads on search engine results pages (i.e. Google, Yahoo, Bing), banner ads, rich media ads, interstitial ads (ads in between the current web page and destination web page), online classified advertising.
3. **Marketing Campaign** – This category is intended to recognize consistent, well-integrated marketing communication campaigns for a continuing education unit, program, or conference. Submissions must include a minimum of three executions from the following: consumer advertising, special/community events, public relations, employee motivation, signage, website, e-mail, and/or miscellaneous collateral (i.e.; t-shirts, buttons, pens, etc). Entries should focus on how these executions worked together in one synergistic campaign to accomplish the overall objectives.
4. **Website** – designed for a continuing education unit, a single program, or a thematic group of programs (i.e. all business programs or all computer-related programs). sites will be adjudicated online, please provide url.
5. **E-marketing** – e-mail marketing campaign, e-newsletters, podcasts
6. **Other Printed Marketing Materials/Collateral Materials** – pamphlet, flyer, postcard, media release/kit, newsletters, annual reports, feature article or letter, any ancillary material to support and reinforce a media advertising campaign such as sales kits, presentation charts, news releases, letters, trade show exhibits, point of purchase displays, or other marketing materials that do not conform to categories 1-5.
7. **Marketing on a Shoestring (low-budget/high-impact initiatives)** – Marketing doesn't have to cost a lot of money.

This category is intended to recognize innovative and inexpensive ways to promote your programs. Please include cost of this initiative.

8. **Social Media Marketing** – Strategies that use social media most effectively and creatively to reach target markets in order to build or maintain brand and market share, and/or facilitate conversations with the customer while attaining marketing objectives. Examples of entries are Blogs, Facebook, LinkedIn, Twitter or YouTube initiatives that your institution has implemented.
9. **Judges' Choice** – Judges will select a Best in Class award recipient from the winning entrants in all categories from all submissions. Entries considered for best results must include identifiable and measurable results. (Please do not submit entries for the Judges' Choice category.)

If you are unsure of which category would best suit your piece, please contact **Marilou Cruz** at m1cruz@ryerson.ca or **416.979.5000, ext. 4670**. *Judges reserve the right to reassign entries to the most appropriate category.*

CRITERIA FOR ADJUDICATION

The primary purpose of these awards is the encouragement of excellence and effectiveness in marketing. Awards represent the impartial judgment of volunteer judges who have experience working in marketing and communications within University Continuing Education departments. The volunteer judges are allowed to submit entries into the CAUCE Marketing Awards program however they must abstain from judging their own entry. At the judges' discretion, awards may not be granted in every category. Judging of the award entries is based on the following criteria (scoring is out of a total of 100 points):

1. **Strategic Planning (25):** The magnitude of the marketing challenge or situation, given the organization's circumstances (resources, size, staff, budget, region served) will be considered as well as the use of marketing research, needs-assessment, evaluation and other information-based tools in developing the plan. The planning must identify the goals, objectives, target market, tactics and evaluation techniques.
2. **Execution (25):** The creative concept, writing, graphics and overall presentation of each piece will be considered. All of these factors will be evaluated in the context of the purpose, content, and organization including consistency between design, purpose, and effectiveness of the marketing message.
3. **Innovation (25):** Originality, quality and uniqueness of the concept or the piece in relation to the marketing plan and the market will be considered.
4. **Effectiveness and Impact (25):** How well each piece accomplished the overall objectives of the marketing plan will be considered along with the success of the execution. Judges will evaluate the quality of the analysis of the initial situation/opportunity; the development of a strategic objective, including data-driven rationale for the chosen strategy or piece; the development and execution of marketing tactics supporting that objective; and statistical or anecdotal data-driven results.

Supporting material

Background documentation and context helps judges accurately assess the merits of an entry. If available, we suggest including marketing or communications plans or strategies, tracking reports, focus group results, media coverage/clippings, market research, or any other information that you deem helpful for judging your entry.

CRITERIA FOR SUBMITTING

No more than three entries per category are permitted, to a total of 10 entries per institution or subscriber member.

For marketing materials specific to a program, course, seminar or event, the program must have been operating and demonstrated results within the program year: March 1, 2011– February 28, 2012. *Materials which were not produced in this time period may be submitted, as long as the program has demonstrated results within the program year.*

Course materials are not eligible for entry into the marketing awards.

Only material related to continuing education may be submitted. Marketing materials created for units outside of continuing education will not be considered.

If the submission is a part of a series, please limit your entry to one selection from the series and attach others as supporting documentation (if desired).

If you have any questions about your submission, please feel free to contact **Marilou Cruz** at m1cruz@ryerson.ca or **416.979.5000, ext. 4670**.

APPLICATION REQUIREMENTS

Applications that do not meet all criteria, requirements, and deadlines will not be considered for an award. The application form must be fully completed with all the relevant information required.

- Applications must be made in accordance with the criteria for eligibility and the restrictions noted
- Applications, including both the form and materials, must arrive at the address indicated by the stated deadline
- A separate application form must be completed for each submission
- Eight (8) copies of the application form and material must be submitted for each submission

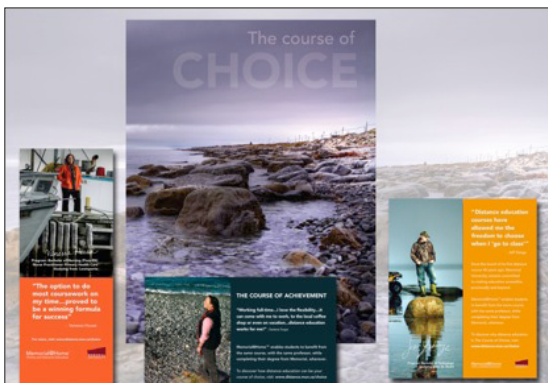
DEADLINE

All applications must be received no later than Monday, March 5, 2012
 Entries received after that date will be disqualified.

Please send eight (8) copies of this form and promotional materials to:

Marilou Cruz, Chair, CAUCE Marketing Awards Committee,
 Manager, Marketing and Communications
 The G. Raymond Chang School of Continuing Education
 350 Victoria Street, Toronto, ON M5B 2K3
 Telephone: 416.979.5000, ext. 4670 Fax: 416.979.5286 E-mail: m1cruz@ryerson.ca

CONGRATULATIONS TO THE 2011 CAUCE MARKETING AWARDS WINNERS



JUDGES' CHOICE, BEST IN CLASS, AND MARKETING CAMPAIGN
The Course of Choice,
 Distance Education, Learning and Teaching Support, Memorial University of Newfoundland



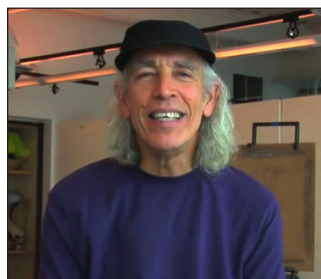
BROCHURE, Writing Centre Fall & Winter 2010/11 Brochure, The University of British Columbia Continuing Studies



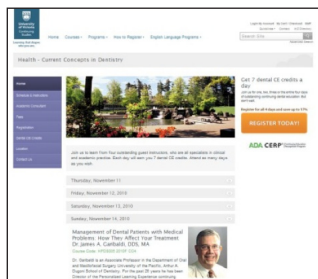
OTHER PRINTED MARKETING MATERIALS, Languages Winter 2011 Postcard, The University of British Columbia Continuing Studies



ADVERTISEMENT (PRINT), 2010 Fall Campaign, The G. Raymond Chang School of Continuing Education, Ryerson University



SOCIAL MEDIA MARKETING, Seeing is Believing, School of Extended Studies, NSCAD University



E-MARKETING, Current Concepts in Dentistry 2010 Email Marketing Campaign, Division of Continuing Studies, University of Victoria



WEBSITE, The Course of Choice, Memorial University of Newfoundland, Distance Education, Learning and Teaching Support



MARKETING ON A SHOESTRING, Invest in Yourself: Help Your Community, Continuing Studies, University of Western Ontario

For more information or to view last year's winning entries visit
<http://cauce-aepuc.ca/resources/awards-marketing.aspx>