

**FOLSOM LAKE COLLEGE
REVOLVING FUND ACCOUNT**

10 College Parkway • Folsom, CA 95630
P: (916) 608-6549

CHECK NO. **FL- 01611**

GENFD: NOT TO EXCEED \$500
VENDOR NO. 0000003279
LOCATION 09

CBFUND: NOT TO EXCEED \$1,000
VENDOR NO. 0000000001

DATE 1/20/2015

TO CCPRO
Cuesta College Marketing & Communications Bldg. 8100
PO BOX 8106
SAN LUIS OBISPO, CA 93403-8106

REQUISITIONED BY
F3151 HART / KIRKLIN

GENFD	4500	11	FL.VA.PISO	67100	00000	2016	041A	105.00
BUS UNIT	ACCOUNT	FUND	DEPARTMENT (ORG)	PROGRAM	CLASS	BY	PROJECT/GRANT	AMOUNT

BUS UNIT	ACCOUNT	FUND	DEPARTMENT (ORG)	PROGRAM	CLASS	BY	PROJECT/GRANT	AMOUNT

QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	EST. TOTAL AMOUNT
3.00	EA	ENTRY FEES FOR 2016 CCPRO AWARDS CATEGORIES: 1) ANNUAL REPORT 2) CATALOG 3) DIRECT MAILER/POSTCARD/FLYER	35.000	105.00

RECEIVED BY: _____
DATE: _____

**FOLSOM LAKE COLLEGE
REVOLVING FUND ACCOUNT**

10 College Parkway • Folsom, CA 95630
(916) 608-6549

**BANK OF AMERICA
GOVERNMENT BANKING**

CHECK No. **FL-01611**

January 20, 2015

DATE: _____ 11-35
1210

Pay to the order of:

CCPRO *****

105.00

\$

ONE HUNDRED - FIVE AND 00/100 *****

DOLLARS

THIS CHECK VOID 6 MONTHS
FROM DATE DRAWN

NON-NEGOTIABLE



LIMITED PURCHASE ORDER

(Not to Exceed \$200.00)

VENDOR NAME AND ADDRESS: **2016 JAN -8 A 8 11**
CCPRO
 c/o Lauren Milbourne, Cuesta College
 P.O. Box 8106
 San Luis Obispo, CA 93403-8106

DELIVERY INSTRUCTIONS: Deliver to Address Below
 Will Call
 (Check one)
Kristy Hart
 10 College Parkway
 Folsom, CA 95630

ITEM	DESCRIPTION GIVE COMPLETE DESCRIPTION, INCLUDING CAT. NO. & SIZES	ORDERED			UNIT PRICE	TOTAL
		QUANTITY	UNIT	STOCK NO.		
1	Regular Entry Fee for	3			35.00	105.00
2	2016 CCPRO Awards					
3	Categories:					
4	1) Annual Report					
5	2) Catalog					
6	3) Direct Mailer/Postcard/ Flyer					
7						
8						
9	*Prepayment required					
10	by Mon., Jan. 25, 2016					

REVL F201611 1/19/16

Purchases Charged to Categorical Programs, Grants or Special Projects
 This purchased is in compliance with the requirements of:

Program Name		SUB-TOTAL	105.00
For grants/special projects		SALES TAX	0
Program Director/Coord. Signature	Project/Grant Number	TOTAL (Not to Exceed \$200.00)	105.00
Program Goal/Objective Number/Explanation			

VENDOR: Reference P.O. number on all invoices and packing slips. Total invoice may not exceed \$200.00 including tax and shipping costs. Mail invoices in duplicate to: Los Rios Community College District, Accounting Department, 1919 Spanos Court, Sacramento, CA 95825.

I/WE hereby certify the items/services listed above are to be obtained in accordance with District Regulation 8323, Section 4, Conflict of Interest, and all other applicable district, state, and federal policies, rules, regulations, and laws.

REQUESTED BY: **Kristy L. Hart** TYPED/PRINT DATE: **1/7/16**

REQUESTED BY: **Kristy L. Hart** SIGNATURE DATE: **1/7/16**

Received by _____ Date _____

GENFD 4500 11 F2 VA PISO

Bus. Unit	Account	Fund	Org	Amount
67100	0000	2016	041A	\$ 105.00

APPROVED: _____ DEAN OR OTHER AUTHORIZED SIGNATURE DATE: _____

APPROVED: **Kathleen Fubler** VICE PRESIDENT, ADMINISTRATION DATE: **1/7/16**

Bus. Unit	Account	Fund	Org	Amount
				\$

WHO CAN ENTER

Any California community college or district.

WHAT TO ENTER

All entries must have been published, aired, or printed and used for the first time from January 1 to December 31, 2015. All entries must meet the criteria and follow specifications established for the individual category entered, as described in this brochure. Entries not meeting the requirements or failing to comply with submission instructions will be disqualified, and the entry fee will not be refunded. The same entry may not be submitted in more than one category, unless that entry is also part of a Media Success Story and/or a Promotional or Advertising Campaign. Mount all photos and posters for submission. All entries are to be submitted in the name of the college or district. All entries become the property of CCPRO. Please read the category descriptions carefully.

HOW TO ENTER

Send completed entries and forms to:
2016 CCPRO AWARDS

Lauren Milbourne
Marketing & Communications Department, Bldg. 8100
Cuesta College, PO Box 8106, San Luis Obispo, CA 93403-8106

ENTRY FEES

Early bird: \$30 per member entry; \$60 for non-members.
Must be received by 3 p.m. Jan. 18, 2016.

Regular: \$35 per member entry; \$65 for non-members.
Must be received by 3 p.m. Feb. 1, 2016.

To verify your CCPRO membership status contact
Aya Abelon at aabelon@cerritos.edu or visit
www.ccprocalifornia.org/membership/MemberDirectory.html

ENTRY DEADLINE

All entries must be received by Monday, February 2, 2016 at 5 p.m.

JUDGING

Judging will take place in February by professionals in category-related fields. Judging will be based on a point system. Judges will use the category guidelines published in this brochure for determining points awarded to each entry. Based on the results of the judging, the PRO Awards Committee will make awards for first, second, and third place for each category as appropriate. If the judges feel no entry in a given category merits an award, none will be given.

ANNOUNCEMENTS OF WINNERS

Winners will be announced and awards will be presented at the PRO Awards banquet held in conjunction with the 2016 CCPRO Conference at the Doubletree by Hilton Sonoma on April 13-15, 2016. Advanced notice of awards will be sent to individual colleges by email.

CCPRO AWARDS QUESTIONS

Contact: Lauren Milbourne, *Media Relations Coordinator*
Cuesta College
805-546-3108 • Lauren_milbourne@cuesta.edu

CCPRO CONFERENCE QUESTIONS

Contact: Laura Gropen • lgropen@palomar.edu



COMMUNITY COLLEGE PUBLIC RELATIONS ORGANIZATION

Uncorking the Story of Success

It's been an exciting year for California community colleges. Submit your best ad, press release, invitation, communication and more for the 2016 PRO Awards. Early-bird submission begins December 7. The deadline for early-bird submissions is January 18 by 3:00 p.m. Final entries are due on February 1 by 3:00 p.m.

Creative Window: All entries must have been published, aired, or printed and used for the first time between January 1 and December 31, 2015.

PRINT PUBLICATIONS

Annual Report — Judged for attractiveness of cover, copywriting, use and quality of photos and graphics, quality of printing, effectiveness of message and theme, overall impact. Submit three copies.

Brochure, Divisions A & B — Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and graphics, use of color and space, quality of printing, overall impact.

Catalog — Judged for attractiveness of cover, readability, use and quality of photos, logical placement and sequence of information, overall impact. Submit three copies.

Class Schedule, Divisions A & B — Judged for attractiveness of cover, readability, impact and clarity of marketing message, use and quality of photos, logical placement and sequence of information, overall impact. Can be entered only once. Submit three copies.

Commencement Program — Judged for attractiveness of cover, copywriting, impact and clarity of writing, use and quality of photos and graphics, use of color and space, quality of printing, overall impact. Submit three copies.

Folder — Judged for attractiveness of cover, use and quality of photos and graphics, overall impact and usability.

Newsletter — Internal or external print. Judged for quality of writing, appeal of topics, appeal to target audience, use and quality of photos and graphics, overall impact. Can be entered only once. Submit three copies of two consecutive issues.

Sports Media Guide — Judged for page layout and readability, identifying logo and masthead, use and quality of photos and illustrations, depth of research and background, overall writing quality, overall impact.

Viewbook/Student Recruitment Book — Judged for attractiveness of cover, copywriting, impact and clarity of marketing message, use and quality of photos and graphics, use of color and space, quality of printing, overall impact. Submit three copies.

ADVERTISING/PUBLIC RELATIONS/ COMMUNICATIONS

Banner/Outdoor Media — May be billboard, banner, bus panel or other form of large display advertising posted indoors or outdoors. Judged for message effectiveness through word choice, color, graphics and typography, visual impact and readability. Submit 8 x 10 color print mounted on posterboard (if border is used, it may not be wider than one half inch). Print must show entry in use, such as on a highway billboard.

Direct Mailer/Postcard/Flyer — Judged for appeal to target audience, copywriting, use and quality of photos and graphics, overall impact.

Feature Story — Judged for impact of lead, quality of writing, quality of reporting, reader appeal for impact, depth of subject covered. Submit proof of publication.

Media Success Story — What did you do, and what kind of response did you get? This category recognizes the special events, programs, projects or recognitions that occurred at your college in 2015. Judged for stated goals and objectives, strategies developed to meet goals, amount and quality of coverage, overall impact. Submit all items in a binder.

News Release — Judged for impact of lead, quality of writing, quality of reporting, reader appeal, depth of subject covered. Submit news release and proof of publication and/or corresponding URL.

Note/Card/Invitation — Judged for appeal to target audience, copywriting, use and quality of photos and graphics, overall impact.

Poster — Judged for attention-grabbing quality, use and quality of photos and graphics, use of color and space, copywriting, compatibility of central message and imagery, overall impact. Posters must be mounted.

Print Advertising — Judged for concept, attention-grabbing quality, use and quality of photos and/or graphics, copywriting, persuasion/call to action, visibility of college logo or name, overall impact.



Promotional/Advertising Campaign — Entry should include variety of elements used to promote a special event, course, program, department, annual college theme, overall institutional branding, logo, or design. Judged for use and diversity of media, promotional materials, central message/theme carried throughout, overall impact.

Performing Arts Promotional/Ad Campaign — Promotional/ad campaign that specifically promotes a performing arts event. Judged on diversity of media, promotional materials, central message/theme, photos, overall impact.

ELECTRONIC MEDIA

(E) College Promotional Video (any subject or length) — Judged for use and quality of video, video editing, and audio; also for scripting, interest-holding ability, creativity, overall impact. Submit on labeled CD.

(E) College Web Page — Pages/sites judged for appearance, organization, comprehensive content, navigational ease. Must include printout of college home page and its corresponding URL address. Printouts will be used for reference only.

(E) Electronic Collateral — Can include electronic version of class schedule, catalog, viewbook, invitation or special event. Judged for navigational ease, attractiveness of “cover,” readability, use and quality of photos, logical placement and sequence of information, overall impact. Must include printout of electronic collateral and corresponding URL address. Printouts will be used for reference only. May also be submitted on CD.

(E) Online Newsletter — Judged for navigational ease, quality of writing, interactivity, creativity using online medium, appeal of topics, appeal to targeted audience, use and quality of photos and graphics, overall impact. Must include printout of online newsletter and corresponding URL address. Printouts will be used for reference only. Submit two consecutive issues. Entries cannot be PDF pages of printed newsletter posted online.

(E) Social Media Marketing — Judged for appearance, organization, comprehensive content, ease of use, originality, effectiveness. May include marketing campaigns utilizing social networks, blogs and other Internet-based media and services. Must explain purpose and outcome of campaign. Submit corresponding URL address.

(E) = Denotes entry to be submitted electronically unless otherwise noted. Include URL on the entry form and also send URL to ccpro@palomar.edu. Ensure the link you provide is in operation through April 30, 2016.

ADVERTISING

Radio PSA or Ad (not longer than 60 seconds) — Judged for use and quality of narration, use and quality of music/sound effects, consistency of central message, use of audio, copywriting, persuasion/call to action, overall impact. Submit on labeled CD.

TV PSA or Ad (not longer than 60 seconds) — Judged for use and quality of video, video editing, and audio; also for consistency of central message and imagery, copywriting, persuasion/call to action, overall impact. Submit on labeled CD.

VISUAL ARTS

Charles Cropsey Photography Award (B&W or color) — Judged for storytelling quality, reader/viewer appeal, composition, contrast/color, overall impact. Photo must be mounted.

Logo Design — Any logo design created for a program, event, anniversary or department (not the college logo). Logo designs must be accompanied by verification of use. For multiple items, submit a separate 8 X 10 photo of each item. Do not send items such as tee shirts, mugs, water bottles, etc.

MISCELLANEOUS

Before and After — This could be a brochure, college logo, or any other marketing project that you took from frumpy to fabulous. Submit three copies of entry along with explanation of project and its results.

Blooper of the Year — You did it. It was wrong. You can't hide any longer. Let us all share your pain! No entry fee for this category.

Wild Card — Here's a category for those “hard-to categorize” marketing and public relations projects, including promo items. Entries will be judged on concept, design, quality, effectiveness, overall impact. If you are submitting a promotional item, provide an 8 X 10 photo only, do not send the item.

CATEGORY DIVISIONS

In order to be fair to colleges with limited resources, the Brochure and Class Schedule categories will be judged in two divisions:

Division A — Colleges with fewer than three full-time equivalent professionals working in marketing, public relations, advertising and publications.

Division B — Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.

