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## CF hosts 2016 AFC CMC Awards of Excellence contest;

*Winners to be recognized at 67th Annual Fall Convention*



**CF Marketing and Public Relations Director Lois Brauckmuller stands near one of the many tables filled with entries in one of the two rooms full of entries from the 28 colleges in Florida that have marketing departments which are eligible to compete. This photo captures less than half of space covered by entries in that room.**

**Story and Photo By Jeff M. Hardison © Sept. 17, 2016 @ 9:27 a.m.**

**Ocala** -- Twenty judges evaluated 215 entries in 34 different categories to determine ranking of communication and marketing products from among the 28 colleges that are part of the Association of Florida Colleges.

This was the second year for the College of Central Florida hosting the annual event, CF Marketing and Public Relations Director Lois Brauckmuller said. The first year was in 2012.

The judging and tallying of results took two days. Judges and number-crunchers were very busy on Thursday and Friday (Sept. 15 and 16) at the Ocala campus of CF. Judges completed a daunting task as they looked at each entry, thought about it on a scale of 1-10 in four points to consider: originality; creativity; relevance to category guidelines; and effectiveness.

As for effectiveness, this was determined by judges looking not only at the entry, but at what the stated purpose of the product was supposed to be, according to what the entrant noted on the form as they submitted their pieces for competition.

The 28 member colleges of the AFC are Broward College; College of Central Florida (CF); Chipola College; Daytona State College; Eastern Florida State College; Florida Keys Community College; Florida Gateway College; Florida State College at Jacksonville; Florida SouthWestern State College (yes it capitalizes the name like that); Gulf Coast State College; Hillsborough Community College; Indian River State College; Lake-Sumter State College; Miami Dade College; North Florida Community College; Northwest Florida State College; Palm Beach State College; Pasco-Hernando State College; Pensacola State College; Polk State College; St. Johns

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River State College; St. Petersburg College; Santa Fe College; Seminole State College of Florida; South Florida State College; State College of Florida, Manatee-Sarasota; Tallahassee Community College; and Valencia College.

Many of these colleges had other names when they were founded.

The colleges' degrees of competition were in some categories split by levels of full-time equivalent students (FTE) -- with the dividing point being more than 10,000 FTE students or fewer than 10,000 FTE students.

Winners in every category will be notified no later than Friday (Sept. 23), according to the six-page call for entries.

Winners are scheduled to be recognized at the 67th Annual Fall Convention of the Association of Florida Colleges from Nov. 2 through Nov. 4 at the Buena Vista Palace Hotel in Orlando.

There were print types of entries as well as website forms of entries.

Various types and formats of advertising; annual reports; brochures; catalogs; direct mail pieces; magazines; newsletters; social media; student handbooks; video promotion; websites for the colleges and departments and websites for the arts were among the 34 different areas where each college could compete if it chose.

The Exemplary Practice/Overall Campaign aspect of the competition includes a \$500 award for a winning entry, with no FTE divisions.

Although it is not an entry category, there are going to be two Best in Show awards of \$250 -- one for more than 10,000 FTE students and one for fewer than 10,000 FTE students.

Among the many things that the colleges marketed were the academic classes; how completing a set of studies can lead to greater odds of employment; amazing fine arts and performing artists' presentations, symphonies and stars' appearances, including Jay Leno and a plethora of other talented individuals.

Some of the artwork used to promote art shows was so phenomenal that it made those marketing items even more attractive to possible patrons of the arts.

With these marketing samples coming from colleges in every region of Florida, the diversity of offerings promoted for potential students reflects this state's extremely strong ability to draw high caliber students from all over the nation and from all over the globe.