



SCCC was recognized for producing the best community college print ads in North America.

Enhanced the Institution's Image. This past year was extremely active in regards to marketing, communications and public relations. We continued to manage the implementation of the new College website, as well as adding a very active institutional Facebook site with more than 5,000 "fans." A multi-platform "Office of the President" site was developed (http://www.sunysuffolk.edu/About/PresidentsOffice.asp), which includes dynamic content, sharing images and videos from events as they occur during the year. It also features SCCC's own YouTube channel, allowing widespread viewing of College TV commercials, videos and events. The Office has developed and posted a YouTube video entitled "Why Choose Suffolk." In the video, three alumni provide testimonials that discuss their Suffolk experience. You may use this link to view the video: http://www.youtube.com/watch?v=r4_AY2diCWA

This past March, the College was recognized with another first place Gold Paragon Award. The National Council for Marketing and Public Relations presents its annual Paragon Awards to recognize outstanding achievement in communications at community colleges. It is the only national competition of its kind that exclusively honors excellence among marketing and PR professionals at two-year institutions. This year, the competition included more than 1,800 entries from more than 240 community colleges across the United States and Canada and was judged by more than 80 professionals from across the nation. Suffolk's print ad submission was selected as the best in the country. This is the third Gold Paragon award presented to the College's Office of Institutional Advancement in three years.

The Advancement team also developed and produced a wide range of high-profile external publications. To promote the College's existing programs and to educate County residents about the College's training initiatives, we produced and distributed a fourth issue of *Career Focus*. This publication highlights programs offered at the College that enable students to secure employment immediately upon completion.



A new TV commercial showcased positve experiences from three alumni.