

Our marketing and public relations team continues to achieve recognition for developing communications that reflect the quality of our institution. This past year, our communications efforts were recognized in several ways. The College received a Gold Award for the best print advertising campaign and a Silver Award for best logo design in the 28th Annual Educational Advertising Awards, sponsored by the Higher Education Marketing Report. The Educational Advertising Awards is the largest educational advertising awards competition in the country and more than 3,000 entries were received from over 1,000 colleges, universities and secondary schools from all 50 states and several foreign countries. The winning print campaign features recent high school students from across Suffolk County who have chosen to start their college careers by attending Suffolk. The Silver Award for logo design was for the recent creation of the Suffolk Sharks athletics brand identity.

The College was also recognized with a Silver Paragon Award for the same print advertising campaign by the National Council for Marketing and Public Relations (NCMPR), an affiliate of the American Association of Community Colleges (AACC). NCMPR's Paragon Awards recognize outstanding achievement in communications at community colleges and is the only national competition of its kind that exclusively honors excellence among marketing and PR professionals at two-year colleges. This is the fourth Paragon award presented to the College's Office of Institutional Advancement in four years.

Finally, the College was recognized with a Telly Award for its "Suffolk Sweatshirts" TV campaign. The campaign is comprised of a continuum of three Suffolk TV commercials. The commercials feature recent high school students who have chosen to attend Suffolk; students who successfully have transferred to other recognized four-year institutions, and alumni who are now succeeding in their chosen careers. The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and web commercials, videos and films. The Telly Awards receives over 12,000 entries annually from all 50 states and many foreign countries.

The College launched a new print campaign in April to support awareness of our workforce training programs and our leadership position in working to fill skills gaps. I joined Larry Lieberman, CEO of Vision Quest Lighting, on the commercial shoot for the advertisement, where I had the opportunity to meet a Suffolk student hired by the company from our advanced manufacturing credit program.

Among the many internal and external publications that were developed this past year, the advancement team produced its fifth annual issue of *Career Focus*. This magazine highlights important academic programs, shares workforce trends and positions Suffolk as the premier source for information on community college education. The magazine has been well received by regional employers and County residents, allowing the College to share more detailed information about its academic and training programs. Aside from being developed as an interactive online publication, *Career Focus* is mailed to approximately 445,000 households in Suffolk County. This publication allows us to reach about 80% of all households in our region. In addition to mailing directly to homes, it is distributed to all the high schools, public libraries and BOCES facilities in Suffolk County. This year, the Career Focus landing