



CAMP CASE

Fresh Air! Fresh Ideas!

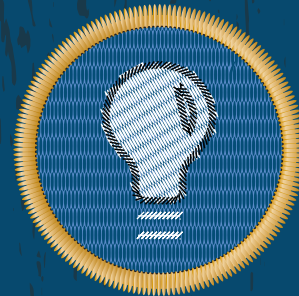
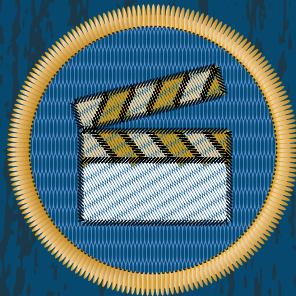
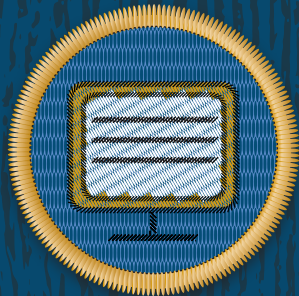
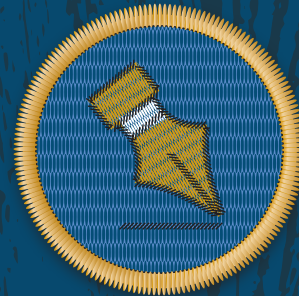
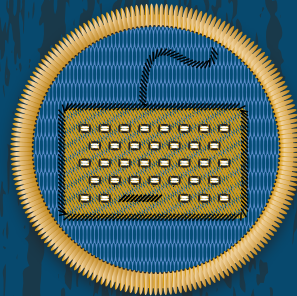
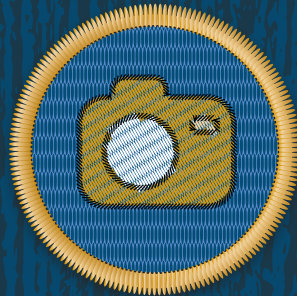
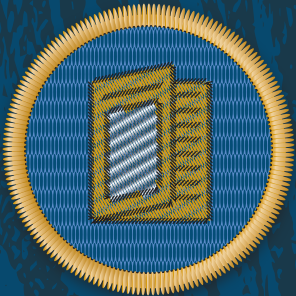
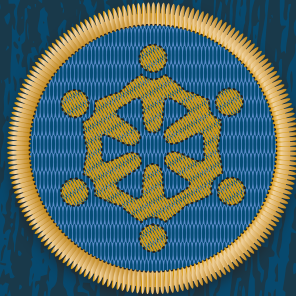
BEST OF CASE VIII AWARDS

2020 CASE VIII CONFERENCE

JANUARY 29-31 | SEATTLE, WA



District VIII



Congratulations

TO ALL RECIPIENTS OF THE 2020 BEST OF CASE VIII AWARDS

Thank you for joining us at the 2020 Best of CASE VIII Awards Luncheon to celebrate the past year's outstanding work in District VIII. We are proud to recognize the institutions and individuals who set the standards for excellence in our profession.

Almost 160 entries received recognition with a Grand Gold, Gold, Silver, Bronze, or Platinum District Finalist or Honorable Mention award. Your work showed outstanding collaboration, vision and impact.

Some changes were made this year to the Platinum category. CASE Platinum Awards recognize the best-of-the-best programs and practices in educational advancement globally. Entries are judged first

at the local level. Up to two finalists in each Platinum subcategory from each region and district then automatically advance to be judged by a global panel in a second round to determine which entries deserve the coveted Platinum Award.

We also added new categories this year to be more inclusive of the great work done by advancement services, alumni relations, annual giving, marketing and communications, and philanthropy teams.

Thank you to everyone who entered this year and to all of the volunteer judging coordinators and judges. Without you, our awards program would not be possible.

Pat Spanjer
Co-Chair, Best of CASE VIII Program

Brian Armstrong
Co-Chair, Best of CASE VIII Program

CASE8.ORG

CASE8.ORG/BESTCASE8

PLATINUM



BEST ARTICLE OF THE YEAR

DISTRICT FINALIST

Animal House, Oregon Quarterly

UNIVERSITY OF OREGON

Jason Stone, Matt Cooper

DISTRICT FINALIST

University Without Borders, Fall/Winter 2018*

UNIVERSITY OF CALGARY

Mike Fisher, Deb Cummings, Derek Heisler, Tom Magee

HONORABLE MENTION

J.H. Carroll Jr., We Remember You

UNIVERSITY OF PORTLAND

Eileen Bjorkman

HONORABLE MENTION

Degree of Honor*

WESTERN WASHINGTON UNIVERSITY

Ron C. Judd

BEST PRACTICES IN COMMUNICATIONS AND MARKETING

DISTRICT FINALIST

Telling UBC's Story Through Brand Journalism

THE UNIVERSITY OF BRITISH COLUMBIA

Matthew Ramsey, Thandi Fletcher, Peter Meiszner, Lianne Elias, Jessica Werb

DISTRICT FINALIST

UBC Blue & Gold Campaign for Students

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Juliana Fridman, Jen Bendl, Helen Nichols, Hillary Gosselin, Jeannie Scarfe, Andrea Bonnie, Marie Fe del Rosario, Suzanne Ostrow, Chris Knapman

HONORABLE MENTION

NAIT's Holiday Card – Tinsel Topple

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Lara Alameddine, Karen Vaganyan, Tracy Niven, Carl Knowler, Razanne Kamis, Liz Pittman, Ana Herrera

HONORABLE MENTION

Respect at NAIT

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Katie McLaughlin, Tracy Niven

HONORABLE MENTION

Tales of Transformation at Portland State*

PORTLAND STATE UNIVERSITY

Peter Simon, Brett Forman, Evan Kirkley, Paige Frank, Kurt Bedell, Julie Smith, Chris Broderick, Mark Waggoner

HONORABLE MENTION

"Yes, It's Possible" Campaign

UNIVERSITY OF WASHINGTON AND WASHINGTON STATE UNIVERSITY

University Marketing & Communications, University of Washington/University Marketing and Communications, Washington State University

BEST PRACTICES IN DIGITAL COMMUNICATIONS

DISTRICT FINALIST

NAIT's Holiday Card – Tinsel Topple

NORTHERN ALBERTA INSTITUTE OF
TECHNOLOGY

*Lara Alameddine, Karen Vaganyan, Tracy
Niven, Carl Knowler, Razanne Kamis, Liz
Pittman, Ana Herrera*

DISTRICT FINALIST

University of Alberta Homepage Daily Feature

UNIVERSITY OF ALBERTA

*Shane Riczu, Jay Runham, Marysia Wojick,
Dean Vigoren, Tervor Horbachewsky, Sean
Townsend, Lea Rouhiainen, Michell Hagen,
Matt McCreary, Breanna Mroczek, Huiwen
Ji, Victoria Mach, Hallie Brodie*

HONORABLE MENTION

“Engineering Out Loud” Podcast*

OREGON STATE UNIVERSITY

*Jens Odegaard, Rachel Robertson, Steve
Frandzel, Keith Hautala, Owen Perry,
Johanna Carson, Gale Sumida, Molly Aton,
Jack Forkey*

BEST PRACTICES IN FUNDRAISING

DISTRICT FINALIST

UBC Blue & Gold Campaign for Students

THE UNIVERSITY OF BRITISH COLUMBIA

*Richard Fisher, Juliana Fridman, Jen Bendl,
Helen Nichols, Hillary Gosselin, Jeannie
Scarfe, Andrea Bonnie, Marie Fe del Rosario,
Suzanne Ostrow, Chris Knapman*

DISTRICT FINALIST

Vandal Giving Day 2019: 8-Bit Joe Vandal*

UNIVERSITY OF IDAHO

*Eric Billings, Johanna Blickenstaff, Jamie
Wagner, Holli Sampson, Marie Duncan,
Katie Dahlinger, Josh Nishimoto, Michael
Gotch, Jess Clark, Sam Dunlap, Chloe
Rambo, Abby Oliver, Tessa Schaecher, Ann
Barrington, Shane Snyder, Krista Gregory,
Megan Edwards, Scott Riener, Michael
Boren, Kara Billington, Will Knecht, John
Barnhart, Melynda McNamara, Stuart
Hierschbiel, Eric Wilkerson*

EXCELLENCE IN PHOTOGRAPHY

DISTRICT FINALIST

Taehoon Kim's Capilano University Portfolio*

CAPILANO UNIVERSITY

Taehoon Kim

DISTRICT FINALIST

Fueled by Floods

UNIVERSITY OF WASHINGTON

Mark Stone

HONORABLE MENTION

D-I Media Treatment for D-III Athletes

GEORGE FOX UNIVERSITY

Chris Low

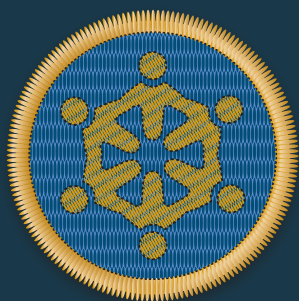
HONORABLE MENTION

Portfolio of Work

GONZAGA UNIVERSITY

Zack Berlat

ALUMNI, STUDENT, DONOR & COMMUNITY ENGAGEMENT



ALUMNI PUBLICATIONS

GOLD

Arts&Science Magazine

UNIVERSITY OF SASKATCHEWAN
Shannon Boklaschuk, Christopher Putnam

SILVER

Alumni Welcome Booklet

UNIVERSITY OF LETHBRIDGE
Karissa Hartley, Taryn Tamayose, Lyndsay Montana

BRONZE

Dividend Magazine, 2019

WASHINGTON STATE UNIVERSITY
Sue McMurray, Sarah Druffel, Eric Hollenbeck, Becky Kramer, Jeff Pilcher, Shane Jackson, Scott Swanger

VIEWBOOKS AND PROSPECTIVE STUDENT PUBLICATIONS

GOLD

University of Portland Junior Viewbook

UNIVERSITY OF PORTLAND
UP Staff Contributors: Rachel Barry-Arquit, Elizabeth Gilmore, Amy Shelly, Pat McDonald, Jason McDonald, Tanya Wangsmo; Agency: Ologie

SILVER

2020–2021 Capilano University Viewbook*

CAPILANO UNIVERSITY
Gillian Damborg, Chelsea Kelso, Rommel Cabanal, Shannon Colin, Taehoon Kim

BRONZE

2019-20 University of Lethbridge Viewbook

UNIVERSITY OF LETHBRIDGE
Kari Sackney, Alesha Farfus-Shukaliak, Stephenie Karsten, Jeremy Franchuk, Cianna Lyon, Taryn Tamayose, Natasha Buis Deering, Tanya Jacobson-Gundlock
Photographers: Leslie Ohene-Adjei, Rob Olson, Arden Shibley, Austin Knibb

ADVERTISING FOR STUDENT RECRUITING

GOLD

EWU Targeted Program Recruitment Campaign

EASTERN WASHINGTON UNIVERSITY
Lance Kissler, Jens Larson, Meg Lybbert, Sam Buzby, Chapter&Verse (Agency Partner)

MARKETING CAMPAIGNS

GOLD

“Yes, It’s Possible” Campaign

UNIVERSITY OF WASHINGTON AND
WASHINGTON STATE UNIVERSITY
University Marketing & Communications, University of Washington/University Marketing and Communications, Washington State University

SILVER

UW Alumni Association Class of 2019 Grad Membership Campaign

UNIVERSITY OF WASHINGTON
ALUMNI ASSOCIATION
Taylor White, Kerry MacDonald, Michele Locatelli, Greg Flanders, Erica Seibert

BRONZE

EWU’s 2018 FCS National Championship Run – Community Marketing Campaign

EASTERN WASHINGTON UNIVERSITY
Lance Kissler, Sam Buzby, Dave Meany, Eric Galey, Meg Lybbert, Ryan Gaard

BRANDING AND IMAGE DEVELOPMENT/IDENTITY PROGRAMS AND PROJECTS

GOLD

College of New Caledonia Rebranding Project

COLLEGE OF NEW CALEDONIA

Camila Sanchez, Crystal Gelsinger, Taren Johnson, Lakeysa O'Neill

SILVER

Make Waves.

WESTERN WASHINGTON UNIVERSITY

Donna Gibbs, Kessa Volland, Derek Bryson, Suzanne Blais, Faith Haney, Rhys Logan

BRONZE

The Eastern Edge

EASTERN OREGON UNIVERSITY

Mitchell + Palmer, Karyl Kramer, Tim Seydel



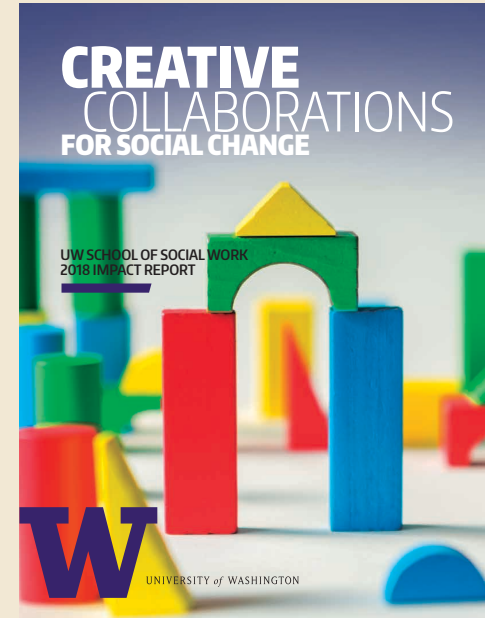
GOLD

Alumni Publications

Arts&Science Magazine

UNIVERSITY OF SASKATCHEWAN

Shannon Boklaschuk, Christopher Putnam



GOLD

Annual, Semiannual or Biennial Reports

Creative Collaborations for Social Change:

UW School of Social Work 2018 Impact Report

UNIVERSITY OF WASHINGTON

Edwina S. Uehara, Bruce Betz, Joan van den Berg, Mel Curtis, Ina Chang, Rita Cipalla



GOLD

Direct Mail Advertising for Fundraising

"No Limits" Integrated Marketing Campaign

OREGON HEALTH & SCIENCE UNIVERSITY FOUNDATION

Jennifer Amie, Sarah Jenks, Heather McLendon, Shirley Skidmore, Lionel Coleman, Lisa McMahan, Fritz Liedtke, John Plymale, Scott Sparling, Angelika Neumann



GOLD

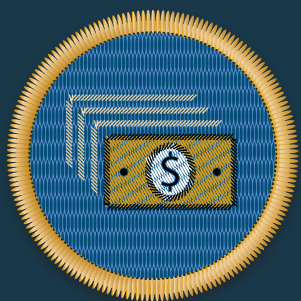
Branding and Image Development/Identity Programs and Projects

College of New Caledonia Rebranding Project

COLLEGE OF NEW CALEDONIA

Camila Sanchez, Crystal Gelsinger, Taren Johnson, Lakeysa O'Neill

FUNDRAISING, SPECIAL EVENT & OTHER COMMUNICATIONS



ANNUAL, SEMIANNUAL OR BIENNIAL REPORTS

GOLD

Creative Collaborations for Social Change: UW School of Social Work 2018 Impact Report

UNIVERSITY OF WASHINGTON
Edwina S. Uehara, Bruce Betz, Joan van den Berg, Mel Curtis, Ina Chang, Rita Cipalla

SILVER

The Edge of Achievement: 2019 UVic Annual Review*

UNIVERSITY OF VICTORIA
Marc Christensen, Greg Miller, Louise Major

SILVER

Include, Invent, Inspire: Annual Report to Our Community, 2017–18

UNIVERSITY PREP
Catherine Blundell, Mary Beth Lambert, Katharine Durkee, Toby Cattolico, Vani Limaye, Anne Bryant

DIRECT MAIL AND ADVERTISING FOR FUNDRAISING

GOLD

“No Limits” Integrated Marketing Campaign

OREGON HEALTH & SCIENCE
UNIVERSITY FOUNDATION
Jennifer Amie, Sarah Jenks, Heather McLendon, Shirley Skidmore, Lionel Coleman, Lisa McMahan, Fritz Liedtke, John Plymale, Scott Sparling, Angelika Neumann

SILVER

More Than You Can Imagine: Planned Giving Communications

UNIVERSITY OF WASHINGTON
Ann Wolken, Delia Ward, Teresa Koepfel, Mary Susan Wilson, Gloria Chien, Steve Campbell, Jennifer Hazelbrook, Randy Mann

SPECIAL EVENT, INVITATIONS AND COLLATERAL MATERIALS

GOLD

Art of Giving Gala — Pure Imagination

THE EVERGREEN STATE COLLEGE
Correan Barker, Alyssa Parker, Brian Mathis

GOLD

University of Calgary Stampede Parade Float

UNIVERSITY OF CALGARY
Rich Farr, Vishu Mahajan, Amy Mykes

SILVER

Admitted Student Day Program

THE COLLEGE OF IDAHO
Hannah Matsen, Anne Whitwood, Brian Bava, Joe Hughes, Adam Eschbach, Will Hoenike

BRONZE

Oregon Stater Awards Invite and Program, Oregon State University

OREGON STATE UNIVERSITY
Brad Canfield, Amy Charron, Long Lam, Laura Shields

BRONZE

Celebrating 50 Years of Graduates: Capilano University’s 50th Anniversary Convocation Program

CAPILANO UNIVERSITY
Chelsea Kelso, Tae Hoon Kim, Lara Chibuk, Gillian Damborg, Julie Vanderyagt

DIVERSITY PROGRAMS

GOLD

UO Dreamers — A Multichannel Marketing Approach*

UNIVERSITY OF OREGON

Erica Cross, Rob Dow

LOW BUDGET PUBLICATIONS

GOLD

Welcome to a New Partnership Experience with SAIT

SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Susan Mainella, Colleen Lavender, Michelle Atkinson, Allan Rabie, Josh Alexander

SILVER

Arts&Science Magazine

UNIVERSITY OF SASKATCHEWAN

Shannon Boklaschuk, Christopher Putnam

OTHER SPECIAL PURPOSE PUBLICATIONS

GOLD

I Want to be a Doctor! A Day at Medical School*

PACIFIC NORTHWEST UNIVERSITY OF HEALTH SCIENCES

Cassidy Brown, Paul Bubliski, Kandy Caballero, Adam Dahir

SILVER

Lethbridge College's Leadership and Transformation Plan 2018-21*

LETHBRIDGE COLLEGE

Dr. Paula Burns, Bonnie Farries, Sandra Dufresne, Brian Freeman, Dana Woodward, Rob Olson, Leeanne Conrad, Lisa Kozleski



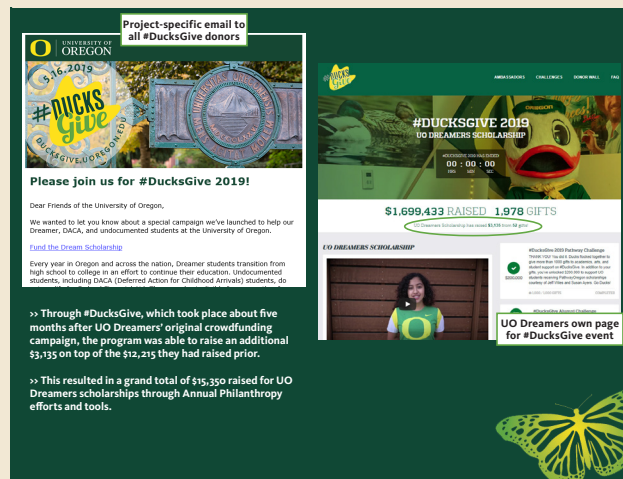
GOLD

Special Event, Invitations and Collateral Materials

Art of Giving Gala — Pure Imagination

THE EVERGREEN STATE COLLEGE

Correan Barker, Alyssa Parker, Brian Mathis



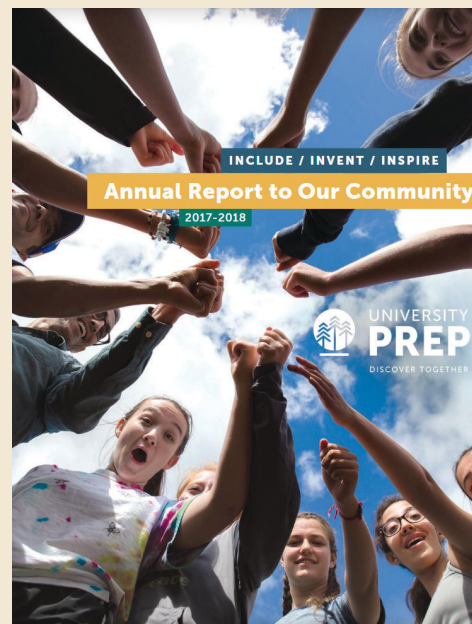
GOLD

Diversity Programs

UO Dreamers — A Multichannel Marketing Approach*

UNIVERSITY OF OREGON

Erica Cross, Rob Dow



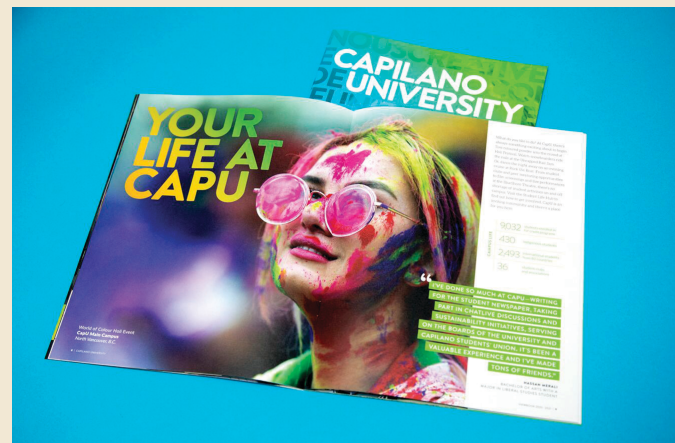
SILVER

Annual, Semiannual or Biennial Report

Include, Invent, Inspire: Annual Report to Our Community, 2017-18

UNIVERSITY PREP

Catherine Blundell, Mary Beth Lambert, Katharine Durkee, Toby Cattolico, Vani Limaye, Anne Bryant



SILVER

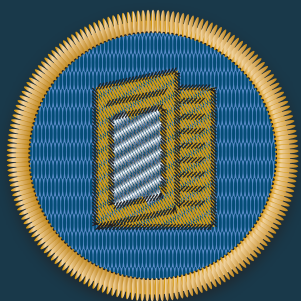
Viewbooks and Prospective Student Publications

2020-2021 Capilano University Viewbook*

CAPILANO UNIVERSITY

Gillian Damborg, Chelsea Kelso, Rommel Cabanal, Shannon Colin, Taehoon Kim

MAGAZINE



PRINT GENERAL INTEREST MAGAZINES

CIRCULATION 75,000 OR GREATER

GOLD

Window Magazine

WESTERN WASHINGTON UNIVERSITY
Mary Gallagher, Chris Baker, Rhys Logan

PRINT GENERAL INTEREST MAGAZINES

CIRCULATION 30,000-74,999

SILVER

Mount Royal University Summit Magazine, Spring/Summer 2019

MOUNT ROYAL UNIVERSITY
Michelle Bodnar, Michal Waissmann, Deb Abramson, Dave McLean, Andrea Ranson, Leslie Blondahl, Astri Do Rego, Mike Poon, Christina Riches, Chao Zhang

BRONZE

Gonzaga Magazine

GONZAGA UNIVERSITY
Kate Vanskike, Zack Berlat, Dale Goodwin, Reanne Hoblin, Tracy Martin, Henry Ortega

PRINT GENERAL INTEREST MAGAZINES

CIRCULATION UNDER 30,000

GOLD

Wider Horizons — Winter 2019 and Spring 2019 issues*

LETHBRIDGE COLLEGE
Sandra Dufresne, Lisa Kozleski, Dana Woodward, Rob Olson, Paul Kingsmith, Dawn Sugimoto, members of Lethbridge College Marketing and Web Services, and Alumni teams

SILVER

Portland Magazine, Winter 2019*

UNIVERSITY OF PORTLAND
Jessica Murphy Moo, Darsey Landoe, Zehno, Marcus Covert, Adam Guggenheim

MAGAZINE SPECIAL ISSUES

SILVER

George Fox Journal: Stand Tall Special Edition

GEORGE FOX UNIVERSITY
Jeremy Lloyd, Darryl Brown, Chris Low, Sean Patterson

BRONZE

Special Issues: Undergraduate Research, Autumn 2018

UNIVERSITY OF OREGON
Matt Cooper

INDIVIDUAL PHOTOGRAPHS

GOLD

Medieval Women and the Lack of a Voice in Literature

UNIVERSITY OF WASHINGTON
dennis wise

SILVER

NAIT Ambassador Jordan*

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Leigh Kovesy

BRONZE

Ironworker

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Blaise van Malsen

SERIES OF RELATED PHOTOGRAPHS

GOLD

Setting the Pace

UNIVERSITY OF WASHINGTON
Mark Stone

SILVER

UW Bothell Microfabrication Cleanroom

UNIVERSITY OF WASHINGTON
Mark Stone

BRONZE

Bee Sensor

UNIVERSITY OF WASHINGTON
Mark Stone

INDIVIDUAL ILLUSTRATIONS/ PHOTO-ILLUSTRATIONS

GOLD

No One Dies Alone*

UNIVERSITY OF WASHINGTON
Kary Lee, Ann Wolken

SILVER

Super Intern: Oregon Quarterly, Summer 2018

UNIVERSITY OF OREGON
Lauren Amaro, Kaitlyn McCafferty

BRONZE

POV: Lost in Translation. Fall/Winter 2018*

UNIVERSITY OF CALGARY
Kelly Sutherland, Thomas Magee, Graeme Lauber, Deb Cummings

SERIES OF RELATED ILLUSTRATIONS/PHOTO- ILLUSTRATIONS

GOLD

How to Walk and Talk Like a Local; Fall/Winter 2018

UNIVERSITY OF CALGARY
Thomas Magee, Christina Milloy, Deb Cummings, Andrea Lee Morrow

SILVER

How Do We Protect the Most Vulnerable?*

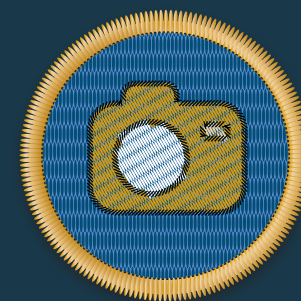
UNIVERSITY OF CALGARY
Jasu Hu, Christina Milloy, Mike Fisher, Deb Cummings

BRONZE

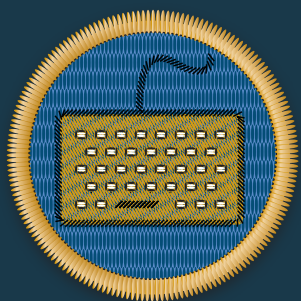
5G will Change the World

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Andy Oviatt

PHOTOGRAPHY & ILLUSTRATION



VISUAL DESIGN



MULTI-PAGE PRINT DESIGN

GOLD

Life Force

PORTLAND STATE UNIVERSITY
FOUNDATION

Danielle Watson

GOLD

"The How-To Issue," New Trail Magazine, Winter 2018

UNIVERSITY OF ALBERTA

Marcey Andrews, Lisa Cook

SILVER

Academics: How You'll Learn

THE EVERGREEN STATE COLLEGE

*Alyssa Parker, Heather Qualters, Tricia
Bateman, Shauna Bittle, Susan Bustetter*

BRONZE

NAIT Viewbook 2020–2021*

NORTHERN ALBERTA INSTITUTE OF
TECHNOLOGY

*Ruth Grenville, Tracy Niven, Monique
Flavell, Blaise van Malsen, Leigh Kovesy*

BRONZE

Impact 2019*

OREGON STATE UNIVERSITY

*Lauren Bowen, Steve Clark, Amy Charron,
Gary Dulude, Annie Heck, Heather Miller,
Melody Oldfield, Laura Shields*

BRONZE

LINK: The Analogue Issue, Spring 2019

SOUTHERN ALBERTA INSTITUTE OF
TECHNOLOGY

*Brian Bowman, Alison O'Connor, Nancy
Cope, Richard Maruk,Carolynn Van de
Vyvere, Ashley Naud*

SINGLE-PAGE PRINT DESIGN

BRONZE

Greener Guide to Olympia

THE EVERGREEN STATE COLLEGE

Darrel Pruettc

COVER DESIGN

GOLD

"The How-To Issue," New Trail Magazine, Winter 2018

UNIVERSITY OF ALBERTA

Marcey Andrews, Angela Southern

SILVER

Wider Horizons Winter 2019 — Covers

LETHBRIDGE COLLEGE

*Sandra Dufresne, Lisa Kozleski, Dana
Woodward, Rob Olson*

BRONZE

Making Our Mark; Fall/Winter 2018

UNIVERSITY OF CALGARY

*Thomas Magee, Deb Cummings, German
Rodriguez*

POSTERS OR OTHER SPECIALTY PIECES

GOLD

"It's ok to not be ok" Mental Health Campaign

NORTHERN ALBERTA INSTITUTE OF
TECHNOLOGY

*Andy Oviatt, Melissa MacIver, Blaise
van Malsen*

BRONZE

Geoduck Summer Poster Series

THE EVERGREEN STATE COLLEGE

Alyssa Parker, Tricia Bateman

SFU Brand Poster

SIMON FRASER UNIVERSITY

Carrie Goodrich

DESIGN IMPROVEMENT (PRINT OR IDENTITY)

SILVER

UW Law Self-guided Tour

UNIVERSITY OF WASHINGTON

Greg Olsen

* Programs that have earned an Opportunity and Inclusion (O&I) endorsement

PRINT DESIGN: SERIES OF RELATED PUBLICATIONS

GOLD

UP Admissions Rebranding Campaign: Wonder

UNIVERSITY OF PORTLAND
*Rachel Barry-Arquit, Elizabeth Gilmore,
Amy Shelly, Patricia McDonald, Tanya
Wangsmo, Jason McDonald, Kris Travis*

SILVER

2020 SFU Recruitment Suite

SIMON FRASER UNIVERSITY
*Carrie Goodrich, Lisa Pearlman, Dale
Northey*

BRONZE

Montana State University Recruitment Package

MONTANA STATE UNIVERSITY
*Ron Lambert, Hillary-Anne Crosby, Kelly
Gorham, Adrian Sánchez-González*

ENVIRONMENTAL GRAPHIC DESIGN

GOLD

Campus Pageantry

UNIVERSITY OF CALGARY
*Brooke Bentham, Jean-Paul Berube, Vishu
Mahajan*

SILVER

UP Wonder Transit Design

UNIVERSITY OF PORTLAND
Rachel Barry-Arquit, Pat McDonald

BRONZE

Branding the U of I Campus — Bravely and Boldly

UNIVERSITY OF IDAHO
*Colleen Lee, Maria Ortega, Stephanie Fox,
Stoltz Marketing Group, Emily Mowrer,
Amy Calabretta, Johanna Blickenstaff,
University of Idaho ITS, University of Idaho
Facilities, Selah Hartwell, Will Knecht, Peter
Roise, Stuart Hierschbiel, Jeremy Barron,
John Barnhart, Ryan Watson, Ray Pankopf*

2020 BEST OF CASE VIII JUDGING COORDINATORS

Alumni, Student, Donor and Community Engagement

Erika Holter
Alumni Relations Officer
Mount Royal University

Fundraising, Special Event & Other Communications

Vanessa Ferreira
Executive Director, Strategic Events and
Communications
University of Calgary

Magazine

Jonathan Marmor
Director of Publications
University of Washington

Visual Design

Jessica Billings
Director of Development
Washington State University

Photography & Illustration

Lauren Wilcox
Senior Director of Development
University of Oregon

Writing

Lisa Kozleski
Senior Writer and Editor
Lethbridge College

Electronic and Digital Media

Cynthia Strawson
Associate Director, Development
University of Alberta

Video and Multimedia

Barney Ellis-Perry
Senior VP and PAL
GG+A

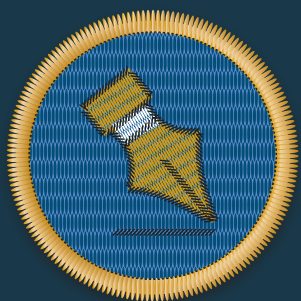
Advancement Practices and Initiatives

Jason Roesler
Director of Prospect Research and
Management
Washington State University

CASE Platinum Awards

Nate Peters
Director of Development, Annual Giving
Saint Martin's University

WRITING



EDITORIAL SHORTS (PRINT OR WEB, LESS THAN 1,000 WORDS)

GOLD

"About the Cold"
New Trail, Winter 2018
UNIVERSITY OF ALBERTA
Mifi Purvis

SILVER

Mind and Body, Spring/Summer 2019,
UCalgary Alumni Magazine*
UNIVERSITY OF CALGARY
*Clem Martini, Deb Cummings, Theo
Wilting, Oliver Martini, Steve Chin*

SILVER

Here Goes
UNIVERSITY OF PORTLAND
Jessica Murphy Moo

PUBLIC RELATIONS WRITING

GOLD

**This Scientist's Pain will be Future
Cancer Patients' Gain**
THE UNIVERSITY OF BRITISH
COLUMBIA
*Erik Rolfsen, Sachi Wickramasinghe, Paul
Joseph, Peter Meiszner*

SCRIPTWRITING/ SPEECHWRITING

SILVER

**The University FOR Washington:
Telling Our Story**
UNIVERSITY OF WASHINGTON
Ana Mari Cauce, Genevieve Haas

FEATURE WRITING

GOLD

**"What a Journey — One Athlete's
Mental Health Story"**
THE UNIVERSITY OF NORTHERN
BRITISH COLUMBIA
Rich Abney

GOLD

The Great American Barrier
UNIVERSITY OF WASHINGTON
Julie Davidow

GOLD

Spark of Inspiration
NORTHERN ALBERTA INSTITUTE OF
TECHNOLOGY
Scott Messenger

GOLD

**Was John Lennon's "Imagine"
Inspired by an Alberta Cree
Grandmother?**
UNIVERSITY OF ALBERTA
Geoff McMaster

GOLD

**Abolished: How UW Research Helped
End Washington's Death Penalty**
UNIVERSITY OF WASHINGTON
Hannelore Sudermann

GOLD

**"How to Catch Fire," New Trail,
Spring 2019***
UNIVERSITY OF ALBERTA
Therese Kehler

SILVER

**Why a Blanket Exercise Made Me
Disappointed, Uncomfortable and
Angry***
NORTHERN ALBERTA INSTITUTE OF
TECHNOLOGY
Scott Messenger

SILVER

Behind the Wall
UNIVERSITY OF WASHINGTON
John Blomster, Greg Olsen

BRONZE

**How Do We Protect the Most
Vulnerable?, UCalgary Alumni
Magazine, Spring/Summer 2019***
UNIVERSITY OF CALGARY
*Mike Fisher, Deb Cummings, Christina
Milloy, Jasu Hu*

BRONZE

Truth and Doubt
UNIVERSITY OF SASKATCHEWAN
Christopher Putnam

WRITING FOR THE WEB

GOLD

"Thesis (redux)"

UNIVERSITY OF ALBERTA

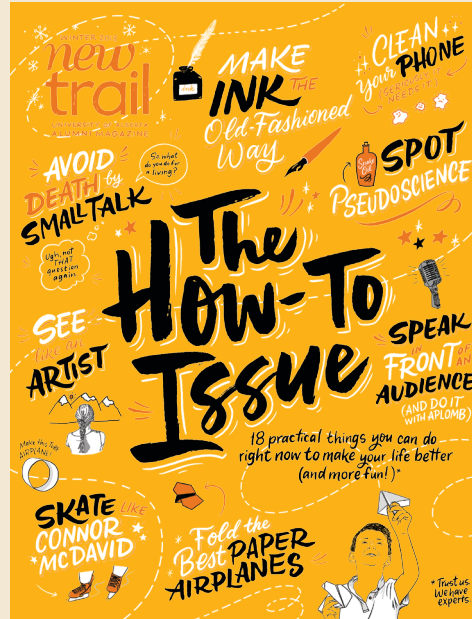
Mifi Purvis, Matt Schneider, Therese Kehler,
Lewis Kelly, Helen Metella, Anna Marie
Sewell, Lesley Young

SILVER

PATOS: a Multimedia Approach to Supporting the UO Latinx Community*

UNIVERSITY OF OREGON

tova stabin, Lesli Larson, Melissa Foley,
Charlie Litchfield, Jasmine Jackson, Karla
Perez-Young, Emily Pearson

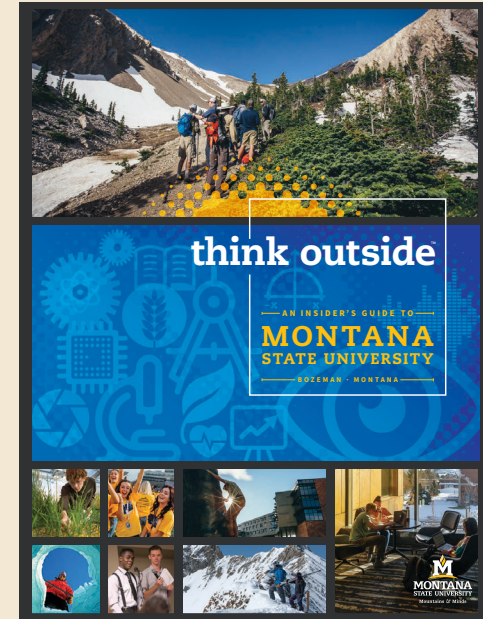


GOLD

Multi-Page Print Design

"The How-To Issue," New Trail Magazine,
Winter 2018

UNIVERSITY OF ALBERTA
Marcey Andrews, Lisa Cook



BRONZE

Print Design: Series of Related Publications

Montana State University Recruitment Package
MONTANA STATE UNIVERSITY

Ron Lambert, Hillary-Anne Crosby, Kelly Gorham, Adrian Sánchez-González



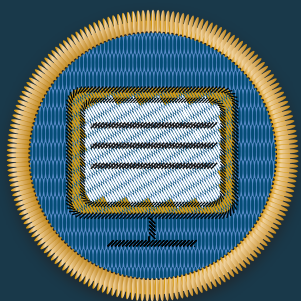
GOLD

Multi-Page Print Design

Life Force

PORTLAND STATE UNIVERSITY FOUNDATION
Danielle Watson

ELECTRONIC & DIGITAL MEDIA



OVERALL WEBSITE

GOLD

Boise State Institutional Web Redesign and Infrastructure Project — Entire Site*

BOISE STATE UNIVERSITY
Teri Williams, Rachael Kelly, Office of Communications and Marketing, Office of Information Technology, Modern Tribe

SILVER

College of New Caledonia Website Overhaul

COLLEGE OF NEW CALEDONIA
Lakeysa O'Neill, Taren Johnson, Krysia Primus

BRONZE

Western Washington University Website

WESTERN WASHINGTON UNIVERSITY
Wayne Bakker, Max Bronsema, Carly Gerard, David Engebretson Jr., Stephanie Mason, Nigel Packer, Alex Waltrip

SUB-SITE: ALUMNI, FUNDRAISING, STUDENT RECRUITMENT OR OTHER ADVANCEMENT-RELATED SITE

GOLD

Sea Lessons*

UNIVERSITY OF WASHINGTON
University Marketing & Communications

SILVER

Fueled by Floods: a Story of Interdisciplinary Collaboration at UW

UNIVERSITY OF WASHINGTON
Molly M. McCarthy, Mark Stone, Brooke Fisher, Drew Collins, Zoe Vartanian, Freya Paterson, Joe Eastham, Jeff Hendrickson, Heather Hoeksema, Jack Martin, Jeff Hodson, Jacob Kelly

BRONZE

Setting the Pace

UNIVERSITY OF WASHINGTON
University Marketing & Communications

BRONZE

Caring for Every Child

UNIVERSITY OF WASHINGTON
University Marketing and Communications

ELECTRONIC BLOGS, NEWSLETTERS AND MAGAZINES — ALL AUDIENCES

GOLD

techlifetoday.ca — Learn Something New Every Day

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Bryan Alary, Marta Gold, Sherri Krastel, Scott Messenger, Liz Pittman

SILVER

Advance: Healthy Animals, Healthy People, Healthy Planet

WASHINGTON STATE UNIVERSITY
Marcia Gossard, Eric Limburg, Erik Solveson, Nicole Wood, Clint Young

BRONZE

New Trail Digital*

UNIVERSITY OF ALBERTA
Marcey Andrews, Stephanie Bailey, Lisa Cook, Melissa Fabrizio, Mifi Purvis, Matthew Schneider, Karen Sherlock, Joyce Yu

BEST USES OF SOCIAL MEDIA (SOCIAL MEDIA, APPS, ETC.)

GOLD

Changing Lives Week: #20ofMany*

UNIVERSITY OF ALBERTA
Robert Moyles, Lynn Hruczkowski, Mary Lou Releeder, Lindsay Sylvester, Shari Pisa, Christie Hutchinson, Joyce Yu, Ryan Whitefield, Amie Filkow, Matt Rea, Niall McKenna, Stephanie Bailey, Desiree Noga

SILVER

Why I Love WOU Video Contest

WESTERN OREGON UNIVERSITY
Lisa Catto, Kent St. Clair

BRONZE

Supporting Student Mental Health Through Social Media

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Liz Pittman

ADVERTISING SPOTS AND PUBLIC SERVICE ANNOUNCEMENTS

GOLD

Honoring James Okubo*

WESTERN WASHINGTON UNIVERSITY
Suzanne Blais, Faith Haney

SILVER

CNC Road Safety Campaign

COLLEGE OF NEW CALEDONIA
Tasha Peterson

BRONZE

EWU President's Valentine's Day Greeting

EASTERN WASHINGTON UNIVERSITY
Eric Galey, Ryan Gaard

MARKETING & BRANDING VIDEO

GOLD

uLethbridge SHINE Video Series

UNIVERSITY OF LETHBRIDGE
*Alesha Farfus-Shukaliak, Leslie Ohene-
Adjei, Joel Varjassy, Tanya Jacobson-
Gundlock, Airau Marketing, University of
Lethbridge Strategic Communications*

SILVER

Tales of Transformation*

PORTLAND STATE UNIVERSITY
*Aleena Watson, Hannah Tomeo, Jimmy
Pierce, Peter Simon, Spencer Rutledge,
Evan Kirkley, Seleste Astronomo, Kenny
Katz, Bruce Bradbury, Brett Forman, Paige
Parker, Mark Waggoner*

BRONZE

Truly Seen*

UNIVERSITY OF WASHINGTON
*Stefanie Starkovich, Delia Ward, Ann
Wolken, Stephanie Perry, Dan McComb*

STUDENT RECRUITMENT VIDEOS

GOLD

Augmented Reality Sandbox

OREGON STATE UNIVERSITY-
CASCADES
*Blair Garland, David Baker, Daniel
Cespedes*

SILVER

Team Together — On the Road with the Yotes

THE COLLEGE OF IDAHO
Adam Eschbach

BRONZE

OSU — Cascades Student Life Video

OREGON STATE UNIVERSITY-
CASCADES
Blair Garland, Darryl Lai, Rachel Dudley

FUNDRAISING OR ALUMNI RELATIONS VIDEOS

GOLD

Let Knowledge Serve: The Campaign For PSU

PORTLAND STATE UNIVERSITY
FOUNDATION
*Cate Soulages, Rebecca Olson, Margo
Wagner, Johanna Lounsbury, Sally Jones,
Danielle Watson, Aaron Secrist, Teresa
Vrvilo, Rob Finch, Megan Clark, Whitney
Bradshaw, Jesse Crowell*

SILVER

A Better Future is Unfolding Because of You*

UNIVERSITY OF ALBERTA
*Niall McKenna, Ryan Whitefield, Amie
Filkow*

BRONZE

Alumni UBC VR Video

THE UNIVERSITY OF BRITISH
COLUMBIA
*Juliana Fridman, Steve Kennedy, Chris
Spencer, UBC Studios, YDreams*

MULTIMEDIA FOR SPECIAL EVENTS

GOLD

Alumni UBC VR Video

THE UNIVERSITY OF BRITISH
COLUMBIA
*Juliana Fridman, Steve Kennedy, Chris
Spencer, UBC Studios, YDreams*

SILVER

First Gen: Changing The Possible*

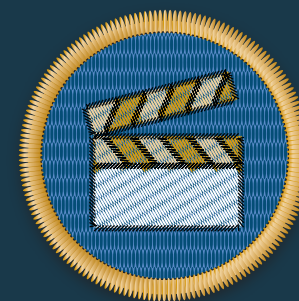
UNIVERSITY OF PORTLAND
*Anna Lageson-Kerns, Adam Guggenheim,
Rachel Barry-Arquit, Amy Shelly, Connie
Ozyjowski*

BRONZE

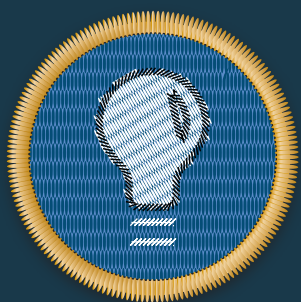
A Girl with Many Dreams

CAPILANO UNIVERSITY
Taehoon Kim

VIDEO & MULTIMEDIA



ADVANCEMENT PRACTICES AND INITIATIVES



SPECIAL EVENTS

GOLD

Capilano University's 50th Anniversary: Celebrate the Experience

CAPILANO UNIVERSITY
Irene Chanin, Kari Wharton, Scott Blythe, Julie Vanderyagt, Victoria Miles, Tanya Bovenlander Vogt, Louise Allison, Joel Cardinal, Stasa Andric

GOLD

19th Annual Simon Benson Awards Dinner: Let Knowledge Serve Campaign Launch

PORTLAND STATE UNIVERSITY FOUNDATION
Cate Soulages, Sally Jones, Margo Wagner, Teresa Vrvilo, Danielle Watson, Aaron Secrist, Rebecca Olson, Johanna Lounsbury

SILVER

Defying the Odds: 2019 Inspiring Leadership Forum 10th Anniversary

UNIVERSITY OF REGINA
Dr. Vianne Timmons, Lisa Mitchell, Erin Limacher, Yvone Broqueza, Katherine Cormack, Luanne Drake, Hyder Kazmi, Jacqueline Onagi, Breandan Spruyt, Catherine White

SILVER

University of Calgary Presidential Installation

UNIVERSITY OF CALGARY
University Relations, Office of the Registrar

SILVER

The Quest to End Cancer Event Series

UNIVERSITY OF WASHINGTON
Teresa Koeppel, Delia Ward, Stefanie Starkovich, Stephanie Perry, Ann Wolken, Kary Lee Eleanor, Licata, Emily Feicht, Robin Ellis, Brittany Irwin, Olena Nyzhnykevych, David Chow, Christine Chan Anderson, Tyrone Jimmison, Maggie Keelan

SILVER

Discovery Day: A Community Festival

OREGON STATE UNIVERSITY-CASCADES
Christine Coffin, Nathan Moses, Blair Garland, Sara Freedman, Jon Vlasak

SILVER

Energize Campaign; Community Report Donor Breakfast 2018

UNIVERSITY OF CALGARY
Vanessa Ferreira, Elisha Coonan, Lois Epp, Christa-Lee Sowerby, Hong Truong

SILVER

One Night in Old Hollywood — A Gala

LINN-BENTON COMMUNITY COLLEGE
Jennifer Boehmer, Andrew Wynings, John McArdle, Nicole Ballinger, M'Liss Runyon, Joe Sherlock, Lori Fluge-Bruner, Billy Biondi, Linnea Everts

BRONZE

President Cannon's Farewell to the Community

UNIVERSITY OF CALGARY
Vanessa Ferreira, Andrea Morris, Caitlin Lamont, Lois Epp, Christa-Lee Sowerby, Nina Milloy

DONOR RELATIONS, RECOGNITION, STEWARDSHIP

GOLD

Life Force*

PORTLAND STATE UNIVERSITY FOUNDATION
Danielle Watson, Teresa Vrvilo, Sarah Gambill, Cate Soulages

IMPACT REPORTS

SILVER

Lethbridge College Report to our Community 2018-19*

LETHBRIDGE COLLEGE
Dr. Paula Burns, Joyanne Mitchell, Lisa Kozleski, Gregory Thiessen, Paul Kingsmith, Dawn Sugimoto, Rob Olson

GIVING DAYS/ FUNDRAISING EVENTS

GOLD

UCalgary Giving Day 2019

UNIVERSITY OF CALGARY
Hanan Arsany, Stuart Barnard, Steve Chin, Christina Milloy, Michael Sclafani, Shayenne Selleck, Julien Sicard, Shaunda Walsh

SILVER

Dam Proud Day

OREGON STATE UNIVERSITY FOUNDATION
Tyrell Warren-Burnett, Jill Cassidy

SILVER

PSU Day of Giving — November 28, 2018

PORTLAND STATE UNIVERSITY
FOUNDATION

*Sara Case, Hannah Holstein, Ariana
Montoya, Rebecca Olson, Aaron Secrist*

SILVER

Small College, Big Impact.

THE COLLEGE OF IDAHO

*Lauren Schilli, Jack Cafferty, Heidi Jewell,
Barry Fujishin, Marty Holly, Robert Madden,
Rebecca Wihite*

SILVER

Vandal Giving Day 2019:

8-Bit Joe Vandal*

UNIVERSITY OF IDAHO

*Eric Billings, Johanna Blickenstaff, Jamie
Wagner, Holli Sampson, Marie Duncan,
Katie Dahlinger, Josh Nishimoto, Mike
Gotch, Jess Clark, Sam Dunlap, Chloe
Rambo, Abby Oliver, Tessa Schaecher, Ann
Barrington, Shane Snyder, Krista Gregory,
Megan Edwards, Scott Riener, Michael
Boren, Kara Billington, Will Knecht, John
Barnhart, Melynda McNamara, Stuart
Hierschbiel, Eric Wilkerson*

CROSS-CAMPUS/ DISCIPLINE PARTNERSHIPS

GOLD

Perfect Synergy: Alumni, Donors, Students, and Employers in Silicon Valley*

SIMON FRASER UNIVERSITY

*Lisa Jung, Crystal Lynch, Christopher Duffin,
Harriet Chicoine, Erika Wah, Heesu Joo,
Jordan Greschner, Christine Grange, John
Grant, Kasra Jamshidi*

SILVER

Integrated Water Management — Making a Splash

SOUTHERN ALBERTA INSTITUTE OF
TECHNOLOGY

*Susan Mainella, Chris Gerritsen, Cyla Panin,
Anthony Johnson, Jill Purdy, Rozlynn Wick,
Lisa Weatherby, Ben Ryland, Lucy Landry,
Pablo Pina*

BRONZE

Fraser Academy's Sports Pad Redesign

FRASER ACADEMY

*Paulina Lam, Gladys Tedesco, Lucy Jun,
Anthony Holloway, Fraser Academy's
2018/19 Grade 6 Class, Neil Johnston, Tasso
Kanavos, Jessica Gibbson, Kudzai Mundove,
Maureen Steltman*

BRONZE

Dam Proud Day

OREGON STATE UNIVERSITY
FOUNDATION

Tyrell Warren-Burnett, Jill Cassidy

ADVANCEMENT TRAINING AND ONBOARDING

BRONZE

Racial Equity Programming Assessment*

UNIVERSITY OF WASHINGTON

*Misty Shock Rule; UW Alumni & Student
Engagement Racial Equity Committee*

ALUMNI, STUDENT, DONOR AND COMMUNITY ENGAGEMENT PROGRAMS

GOLD

Idea Exchange Series

UNIVERSITY OF CALGARY

*Vanessa Ferreira, Andrea Morris, Lois Epp,
Hong Truong, Christa-Lee Sowerby, Caitlin
Lamont, Thomas Magee, Nicola Wheldrake*

SILVER

Night at the Knights

LINN-BENTON COMMUNITY COLLEGE

*Jennifer Boehmer, Andrew Wynings, Linnea
Everts, Joe Sherlock, M'Liss Runyon, Lori
Fluge-Brunker, Billy Biondi*

BRONZE

University of Portland Love on The Bluff Campaign*

UNIVERSITY OF PORTLAND

*Roya Ghorbani-Elizeh, Petra Khan, Frances
Pimentel, Amy Shelly*

ALUMNI/CONSTITUENT RELATIONS

GOLD

Buy a Student Breakfast

UNIVERSITY OF LETHBRIDGE

*Lyndsay Montina, Karissa Hartley, Taryn
Tamayose, Melissa Wiebe*

SILVER

Idea Exchange Series

UNIVERSITY OF CALGARY

*Vanessa Ferreira, Andrea Morris, Lois Epp,
Hong Truong, Christa-Lee Sowerby, Caitlin
Lamont, Thomas Magee, Nicola Wheldrake*

2020 BEST OF CASE VIII JUDGES

Alumni, Student, Donor and Community Engagement

Mehgan Cabrera
Alumni Relations Manager
Royal Roads University

Greg Hatch
Brand Strategist and Founder
True Market

Bryce McKenzie
Account Director,
Client Strategy
Edelman

Lyndsay Montina
Manager of Alumni Relations
University of Lethbridge

Karla Schultz
Senior Marketing Manager
Mattamy Homes

Fundraising, Special Event & Other Communications

Melinda Church
Senior VP and Managing Director
GG+A

Vincent Duckworth
Partner and Chief Marketing Officer
ViTreo Group Inc.

Jessica Wilkinson
Managing Director and Senior
Consultant
Criterium Group

Magazine

Jim Caple
Freelance Writer

Anil Kapahi
Freelance Photographer

Stacy Kendall
Former Chief Creative Officer
Gray Magazine

Visual Design

Eric Billings
Director of Annual Giving
University of Idaho

Spencer Farrin
Assistant Director for Direct
Marketing
Washington State University

Kathy Foss
Marketing and Communications
Manager
University of Idaho

Alison Harper
Director of Annual Funds
Missouri State University

Eric Hart
Writer, Creative Strategy
Ruffalo Noel Levitz

Michael Rohling
Associate Director, Annual
Programs
Georgia State University

Sylvia Vandever
Director of Operations
Ruffalo Noel Levitz

Photography & Illustration

Andra Brichacek
Director of Communications,
School of Journalism and
Communication
University of Oregon

Anthony Flott
Director of Communications, UNO
Alumni Engagement
University of Nebraska Foundation

Kate Martin
Fundraising Consultant
Red Bird Consulting

Whitney Smith
Assistant Dean for Messaging and
Outreach
University of Florida Law

Writing

Katie Chalmers-Brooks
Editor & Writing Lead
University of Manitoba

Nicole Endres
Managing Editor
University of Minnesota
Foundation

Amie Filkow
Communications Strategist
University of Alberta

Billy Liggett
Director of News & Publications
Campbell University

Electronic and Digital Media

Brian Anderson
Manager, Web Development
Adswerve

Jason Buzzell
Lead, IT Accessibility
University of Nebraska

Kiann McNeill
CEO and Founder
Amplio Coaches

Video and Multimedia

Jessica Grace Arnaldo
Marketing & Communications
Coordinator
University of California Irvine
Alumni Association

Terry Cockerline
Director, Alumni Relations
University of Victoria Alumni
Association

Mark Kemball
Director, Alumni Relations
Oregon Health & Science University
& Doernbecher Foundations

Sarah Temple
Principle
Temple Group Strategy

Advancement Practices and Initiatives

Ana Burton
Events Coordinator
Washington State University

Lauren Coleman
Lead Analyst, Prospect
Development
University of Arizona

Katherine DeForest
Assistant Dean for Development
Boston University

Taylor Eylar
Data Manager, Alumni Relations
Washington State University

Drew Krewer
Associate Director, Prospect
Management
University of Arizona

Heather Kispert Hagerty
Assistant Dean for Development
MIT

Skye Hildebrand
Assistant Director, Prospect
Research
MIT

Elizabeth Hilpiper
Associate Director of Development
Creighton University

Susie Schwartz
Associate Director, Prospect
Research
University of Arizona

Sarah Temple
Principle
Temple Group Strategy

CASE Platinum Awards

Lisa Eisenmann
Owner/Graphic Designer
Ironseele, LLC

Shannon Glenn
Special Events & Alumni
Engagement Manager
South Puget Sound Community
College

Talia Hastie
Trustee (Board of Trustees)
Northwest University