NWACC Team Receives Social Marketing Award

*iGive Campaign Wins Silver Paragon from National Organization*

BENTONVILLE, Ark. (March 18, 2013) – The National Council for Marketing and Public Relations presented NorthWest Arkansas Community College with a silver award for a social marketing initiative that promoted the college’s internal giving campaign.

The honor was presented during the March 12 awards dinner at the National Council’s annual conference in Chicago. The National Council for Marketing and Public Relations is the only organization of its kind that represents marketing and PR professionals at community and technical colleges. This year nearly 80 judges from around the country reviewed close to 1,700 entries in the annual Paragon competition, which recognizes excellence in communications exclusively among two-year colleges.

The social marketing entry reflected the PR and marketing team’s work in promoting an annual campaign encouraging faculty, staff and students to give to the NorthWest Arkansas Community College Foundation.

Chris Holtman, PR and social media specialist, prepared the entry and coordinated the campaign that also included work from Rob Hanlon, director of marketing; Steven R. Hinds, executive director of public relations and marketing; Tara Berry, graphic designer; and Debbie Miller, communications specialist. Jasmine Pope, NWACC’s development coordinator, led the iGive campaign, which involved volunteers from throughout the College community.

Fox Valley Technical College in Wisconsin received the gold Paragon award in social marketing, and Delaware Technical Community College received the bronze award.

“I am very proud of our Public Relations and Marketing team,” said Steven R. Hinds, executive director of public relations and marketing. “Being selected by our peers from around the country for this award is truly an honor.”
Jim Hall, NWACC’s executive director of community and governmental relations, also was honored at the conference as the Communicator of the Year from District 4, which includes Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming. Miller was recognized as the recipient of a professional development scholarship to help defray conference expenses.

NorthWest Arkansas Community College is a smart choice for students wanting to pursue quality higher education. As an accredited institution through The Higher Learning Commission of the North Central Association, NWACC is a public two-year institution that serves and strengthens its surrounding communities in Benton and Washington counties by helping our students maximize their potential and exceed expectations. With state-of-the-art facilities, NWACC provides excellent academic instruction and workforce training needed to succeed, offering personalized attention from highly respected faculty, staff, and administrators. For more information, visit www.nwacc.edu.