



**Wharton County
Junior College**

NEWS RELEASE

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AS GOOD AS GOLD

WCJC Office of Marketing and Communications garners awards of excellence

WHARTON, TEXAS – From digital marketing campaigns to brochures to feature stories, the Wharton County Junior College Office of Marketing and Communications has received national acclaim for the quality of its work.

Since 2001, the department has garnered 28 awards for excellence from the National Council for Marketing and Public Relations (NCMPR), the Hermes Creative Awards, the MarCom Awards and the AVA Digital Awards. All three organizations recognize work in a range of marketing and communications areas including print, audio, film and new media.

Most recently, the department took home a pair of coveted Hermes Creative Awards for the documentary, *Generations*. The 2015 production, which marked the college's early years and ongoing impact through interviews with alumni, faculty and community leaders, earned both gold and platinum awards.

"It was no surprise to learn that we received an award for the *Generations* film," said Zina Carter, WCJC's director of marketing and communications. "(Internet Marketing Coordinator) Amanda Heard deserves credit for directing the project. When I saw the film for the first time, I knew it was special. It captures WCJC's impact on the community in a sincere and personal way. Ms. Heard's work is simply outstanding. In addition to Ms. Heard's work on the project, (WCJC biology instructor) John Dettling provided his videography skills and (Marketing and Communications Coordinator) Ben Sharp served as an assistant to the production."

WCJC President Betty McCrohan praised Carter and her staff for achieving such a high level of excellence.

"The recognition received by the Office of Marketing and Communications is proof of the dedication and skill of every member of the department," McCrohan said. "I could not be prouder of the job they are doing. The college's positive name recognition in the communities we serve and our steady increases in enrollment are to a large extent directly attributed to the professional and consistent work products produced by our marketing team."

Carter, who has been with WCJC for two decades, said her office fills a critical role as it handles all external communications for the college.

“Our marketing and communications outreach targets thousands of people in the college’s service area and we pride ourselves on the quality of the work we produce,” Carter said. “In many ways we serve as the face of the college to the community, and I believe my staff does an admirable job in sharing WCJC’s mission in the most articulate and creative manner.”

In addition to Heard and Sharp, Carter’s staff includes Cheryl Machicek, senior marketing and communications specialist; and Mary Koczanowski, marketing and communications specialist.

Carter oversees marketing campaigns and strategies, advertising, publications, media relations, publicity, internet marketing, presidential events, crisis communications, employee communications and foundation and alumni relations.

NCMPR is an organization that exclusively represents marketing and public relations professional at community and technical colleges. Hermes Creative Awards is an international competition for creative professionals involved in concept, writing and design of traditional materials and programs, and emerging technologies. MarCom Awards is an international competition for marketing and communications professionals and AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication.

Awards garnered by the WCJC Office of Marketing and Communications include:

- 2015 Hermes Creative Award (gold) – digital marketing campaign
- 2015 Hermes Creative Award (platinum) – documentary production
- 2014 MarCom Creative Award (platinum) – feature writing
- 2014 MarCom Creative Award (gold) – Facebook site
- 2014 MarCom Creative Award (gold) – annual report/educational institution
- 2014 MarCom Creative Award (gold) – news writing
- 2014 MarCom Creative Award (platinum) – digital marketing campaign
- 2013 AVA Award (gold) – video for web
- 2013 AVA Award (gold) – digital marketing campaign
- 2011 MarCom Creative Award (gold) – social media campaign
- 2011 MarCom Creative Award (gold) – web based training
- 2010 AVA Award (gold) – video production
- 2007 MarCom Creative Award (gold) – brochure, viewbook
- 2007 MarCom Creative Award (gold) – annual report/educational institution
- 2007 MarCom Creative Award (gold) – marketing brochure
- 2007 MarCom Creative Award (Honorable Mention) – marketing poster
- 2007 Regional NCMPR Medallion Award (silver) – brochure
- 2007 Regional NCMPR Medallion Award (gold) – annual report
- 2007 Regional NCMPR Medallion Award (gold) – student handbook
- 2006 Regional NCMPR Medallion Award (gold) – annual report
- 2006 Regional NCMPR Medallion Award (gold) – viewbook
- 2006 Regional NCMPR Medallion Award (gold) – student handbook
- 2003 National NCMPR Paragon Award (bronze) – video advertisement/PSA, series
- 2003 Regional NCMPR Medallion Award (bronze) – viewbook

- 2002 National NCMPR Paragon Award (bronze) – student handbook
- 2002 Regional NCMPR Medallion Award (bronze) – video advertisement/PSA, series
- 2001 Regional NCMPR Medallion Award (bronze) – class schedule
- 2001 Regional NCMPR Medallion Award (silver) – student handbook

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