

2014



Communications Contest Award Winners

Web Site

Distinguished	Bloomfield Hills	Shira Good, Director of Communications	Your One Stop Shop
Commendable	Center for Ed. Networking (MARESA) Plainwell Community Schools Kent ISD	Jason Bibbings, Coord., Web & Tech Services Bonnie Pflugst, Marketing Assistant Allison Kaufman, Communications & Marketing Coord.	Camp Tuhsmehta Web Site Plainwell Schools Web Site School News Network Web Site

Publication Print

Distinguished	Muskegon Area CTC West Bloomfield Kent ISD	Stephanie Hoekenga, Student Outreach Specialist Pamela Zajac, Public Relations Consultant Katie McClintic, Community & Marketing Coordinator	MACTC 2013/N. Main Brochure District Overview Brochure The Tech Center Brochure
Commendable	Birmingham Public Plainwell Community Schools Berkley School District Lake Orion Community Schools Lake Orion Community Schools Char-Em ISD Muskegon Area CTC Monroe County ISD Muskegon Area CTC Birmingham Public Schools Wayne-Westland Community Schools	Marion Vassallo, Compositor Bonnie Pflugst, Marketing Assistant Jessica Stilger, Communications Supervisor Joe St. Henry, Marketing & Comm. Affairs Sp. Joe St. Henry, Marketing & Comm. Affairs Sp. Dianne Litzenburger, Director of Comm. Services Stephanie Hoekenga, Student Outreach Specialist Crysti Esper, Graphic Design & Communications Spec. Stephanie Hoekenga, Student Outreach Specialist Marion Vassallo, Compositor Stephanie Fleischer, Graphics Technician	Preschool Programs Brochures School Matters Berkley Schools Marketing Brochure Breathing Fire into Learning Learning Options High School Char-Em ISD Celebrating 50 Years Summer Fun Brochure 2014 Preparing Students Beyond the Classroom Individual Program Sheets In Focus Connections Newsletter

Electronic Publication

Distinguished	Muskegon Area ISD Birmingham Public Schools L'Anse Creuse Public Schools	Kristin Tank, Public Information Officer Anne Cron, Marketing & Advertising Facilitator Kelly Allen, Director of Public Relations & Comm.	News from the Board Scanner District News
Commendable	New Haven Community Schools	Keith Wunderlich, Superintendent	Customer Service Talking Points

Writing

Distinguished	Center for Ed. Networking (MARESA)	Kaitlin Shawgo, Multimedia Writer/Editor	Link Peer to Peer @ Saginaw H.S
Commendable	L'Anse Creuse Public Schools Otsego Public Schools	Kelly Allen, Director of PR & Communications Holly McCaw, Director of Communications	Just the Facts Starr Power

2014



Communications Contest Award Winners

Campaign

Distinguished

Muskegon Area ISD
Ottawa Area ISD
Ottawa Area ISD
Ingham ISD

Kristin Tank, Public Information Officer
Michelle Ready, Marketing Team
Michelle Ready, Marketing Team
Stacy Adado and Micki O'Neil,
Marketing Team
Julie Ferguson, Comm., Design & Editing
Michelle Ready, Marketing Team

Technology4Students Campaign
Careerline Tech Center Rebranding
Success & My Child Campaign

CACC Marketing Outreach Plan
Campaign Promoting Public Ed
Ottawa Schools Doing More Together
Partnership

Commendable

Birmingham Public Schools
Ottawa Area ISD

Anne Cron, Marketing and Advertising Facilitator
Michelle Ready, Marketing Team

Peeps
OAISD Future PREP Program

Video

Distinguished

Ingham ISD
Berrien RESA
Berrien RESA
Char-Em ISD

Sam Warriar, Videographer
Karen Heath, Supervisor of Communications
Karen Heath, Supervisor of Communications
Randy Calcaterra, Videographer

Heartwood Tigers ROAR!
We are Berrien RESA
Berrien RESA Welcomes You!
Manufacturing in Northern MI

Commendable

Ingham ISD
Ingham ISD
Muskegon Area ISD
West Bloomfield Schools
West Bloomfield Schools

Sam Warriar, Videographer
Sam Warriar, Videographer
Richard Witham, Communications Project Specialist
Pamela Zajac, Public Relations Consultant
Pamela Zajac, Public Relations Consultant

Multi-tiered System of Support (Waverly)
Career Center Misconceptions
Video
A Closer Look (A Parent's View)
A Closer Look

Social Media

Distinguished

Otsego Public Schools

Holly McCaw, Director of Communications

Otsego FB

Commendable

Bloomfield Hills

Shira Good, Director of Communications

"first engage, then inform" Twitter

Photography

Distinguished

Bloomfield Hills Schools
Bloomfield Hills Schools
Birmingham Public Schools
Birmingham Public Schools

Lauren MacLeod, Communications Coordinator
Lauren MacLeod, Communications Coordinator
Marion Vassallo, Composer
Marion Vassallo, Composer

You're a Winner
The Faces of DHH (Deaf & Hard of Hearing)
Playground Secrets
Slides

Commendable

Bloomfield Hills Schools

Lauren MacLeod, Communications Coordinator

Fun at the Farm

Electronic/Interactive

Commendable

Novi Community Schools

Dr. Steve Matthews

Dr. Steve Matthews Blog:
The Superintendent's Chair