

FOR IMMEDIATE RELEASE

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Ivy Tech Northeast Marketing and Communications takes home nine awards at regional marketing event

The Marketing and Communications office at Ivy Tech Community College Northeast received seven Medallion Awards, **including three golds**, at the National Council for Marketing & Public Relations (or NCMPR) District 3 Conference in Columbus, Ohio, this week.

In addition to the college's awards, listed in full below, assistant director **Aja Michael** was named the region's Rising Star, an award new this year that recognizes an up-and-coming communications professional at a two-year community or technical college who shows evidence of a promising future; executive director **Andrew Welch** was named Communicator of the Year, which recognizes a two-year college marketing, public relations, or communications professional who has demonstrated leadership in college communications and marketing.

"We have a small—but mighty—team of creative individuals that works toward a common goal each day," Welch said. "The dedication and mind power of our marketing and communications staff creates a space where it's easy to come to work, and you know what you're doing is making a difference in people's lives."

The five-person staff won medallions in the following areas:

- **Newsletter**, for *Inside Ivy Tech*, a quarterly college publication (gold medal)
- **Specialty advertising**, for a small table-top welded plane created to announce the dedication of the college's Aviation Center at Smith Field (gold medal)
- **Fundraising/annual/multi-year campaign**, for *A Reason to Taste*, the annual fundraiser put on in part by Hospitality Administration students (gold medal)
- **Radio Advertisement/PSA Series**, for the "50 reasons, 50 years" campaign that celebrated the college's 50th anniversary (silver medal)
- **Media success story**, for the media coverage the INSPIRE Academy event with the Kinetic King drew (silver medal)
- **Government relations or community relations project**, for the college's Celebrating our Faculty program, which recognizes successful faculty members at Ivy Tech Northeast (silver medal)
- **Feature article/general news story**, for an *Inside Ivy Tech* feature on Glenda Watkins, a former boxer who graduated from Ivy Tech Northeast's Construction Technology program (bronze medal)

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Ivy Tech Community College is the state's largest public postsecondary institution and the nation's largest singly accredited statewide community college system. Ivy Tech serves nearly 200,000 students annually and has campuses throughout Indiana. It functions as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

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Attached: PDF of release, headshots of Welch and Michael, two images from event

Photo captions:

IvyTechAwards1: Ivy Tech Community College Northeast assistant director of Marketing and Communications Aja Michael and executive director of Marketing and Communications Andrew Welch with their awards from the National Council for Marketing & Public Relations District 3 Conference. Michael received the Rising Star award, and Welch was named Communicator of the Year.

IvyTechAwards1: Michele Kersten-Hart, National Council for Marketing & Public Relations District 3 director, with Aja Michael, assistant director of Marketing and Communications at Ivy Tech Community College Northeast. Michael received the council's Rising Star award. Also pictured is Ivy Tech Northeast executive director of Marketing and Communications Andrew Welch.