

Marcom wins multiple awards at SUNYCUAD

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Silvia Briga, Ciara Cable, Heather Kithcart and Loren Leonard of the Office of Marketing and Communications were honored at the annual SUNYCUAD conference held in Rochester this past June. The theme of the conference was “The Power of Play” and encouraged creative thinking and exploration. The SUNY Chancellor Nancy Zimpher delivered the keynote address.

SUNYCUAD or the State University of New York Council of University Advancement is made up of professionals from a wide gamut of specialties, from publications and web design to alumni relations, marketing and development from colleges and universities throughout SUNY. Each year the council has a panel of judges review submitted work and determine awards in a variety of categories. SUNY Broome received awards in the following:

- Judges Citation – Photography (Best Photo) – Know Your Odds, Mathematics of Gaming Course – Silvia Briga
- Judges Citation – Advertising (Individual Advertising) – Event Management Brochure – Ciara Cable
- Best of Category – Visual Design in Print (Logos) – Roll the Bones Logo – Ciara Cable
- Best of Category – Visual Design in Print (Specialty Pieces) – Casino Vespa Gaming Chips – Ciara Cable
- Judges Citation – Electronic Communications and Interactive Media (Video) – Play Games, Learn Math at SUNY Broome – Heather Kithcart
- Best of Category – Internal Communications (Digital Mediums) – SUNY Broome Today and The Campus Buzz – Loren Leonard
- Judges Citation – Websites (Microsite) – SUNY Broome Online Orientation – Loren Leonard

“SUNYCUAD provides us with a chance to see how we stack up against professionals statewide in content creation, message delivery and the design of marketing materials. Often projects within the department come and go so quickly and in such volume that we don’t always get an opportunity to celebrate a good idea or a particularly strong design,” said SUNY Broome Communications and Marketing Officer Jesse Wells. “I’m very proud of the team for all their hard work and creativity.”



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