CUPRAP is a voluntary organization of communications professionals from colleges, universities and independent schools dedicated to advancing the understanding of higher education and enhancing the professional development of its members. CUPRAP members work in public relations, media relations, marketing, publications, sports information, web and graphic design, social media and more. Members come from private and public colleges and universities, junior colleges, community colleges, independent schools, as well as other organizations involved in higher education. Founded in Pennsylvania in 1980 as one of the nation’s few statewide organizations, CUPRAP members now come from many states. Today, CUPRAP has 343 members from 100 institutions.
ADVERTISING – COMPLETE CAMPAIGN
Gold
• Penn College, The Penn Difference
Silver
• Drexel School of Education, Train Card Campaign
Bronze
• Seton Hill University, What is Up?
• St. Joseph’s University’s Haub School of Business, Haub Has It!

ADVERTISING – TV
Gold
• Northampton Community College, Where Are You Going?
• Seton Hill University, Seton Hill Campus Expansion
Silver
• Seton Hill University, What Is Up?

ADVERTISING – OUTDOOR
Silver
• Misericordia University, Watch Your Wallet! The Roast of Mike MacDowell
Bronze
• Penn State Lehigh Valley, Billboard Series

ELECTRONIC MEDIA – WEB SITE
Gold
• Mount St. Mary’s University, Mount Admissions web site
Bronze
• Maria College, Web redesign
• Drexel University’s Steinbright Career Development Center, www.drexel.edu/scdc
• Chatham University, MFA in Creative Writing Responsive

ELECTRONIC MEDIA – VIDEO
Silver
• Chatham University, Words Without Walls
• Swarthmore College, The Joys of Juggling

PRINT – COVERS
Gold
• Franklin and Marshall College, F&M College Prep Confronts Undermatching
• Franklin and Marshall College, Alumni Spotlight: Liz Watson
Bronze
• St. Joseph’s University, Considereing the Turtles: Survey at John Heinz National Wildlife Refuge

ELECTRONIC MEDIA – SOCIAL MEDIA
Gold
• Temple University, TU Gradshoes

ELECTRONIC MEDIA – OTHER EMERGING MEDIA
Silver
• Messiah College, Open house responsive schedule

PRINT – DEVELOPMENT
Gold
• Drexel University, Philanthropy Journal 2012
• Misericordia University, Presidential Packet: Watch Your Wallet
Silver
• Bucknell University, We Do: The Campaign for Bucknell University
• Swarthmore College, Chasing our Course: Report from the President

PRINT – BROCHURES
Gold
• Susquehanna University, Academic majors brochures
Silver
• University of the Sciences, Research brochure
• Albright College, Center for the Arts, The Arts at Albright, 2013-2014
• Chatham University, Bachelor of Science Sustainability
Bronze
• Gettysburg College, Capstone 2013

PRINT – MAGAZINE
Gold
• Bucknell University, Bucknell Magazine
• Dickinson College, Dickinson Magazine
Silver
• Albright College, Albright Reporter
• Drexel College of Arts & Sciences, Ask
• Susquehanna University, Susquehanna Currents
Bronze
• Slippery Rock University, The Rock
• St. Joseph’s University College of Arts and Sciences, Intellect

PRINT – NEWSLETTER
Bronze
• Albright College Fashion Department, Fashion Lion
• Rutgers University, Connect Newsletter

PRINT – POSTERS
Bronze
• Slippery Rock University, Earth Days 2013
• Slippery Rock University, Dance in India
• Slippery Rock University, Black History Month

PRINT – VIEWBOOKS
Silver
• Susquehanna University, 2013-14 Viewbook
• Duquesne University, Viewbook
Bronze
• Widener University, Widener Law Viewbook

PRINT – OTHER
Gold
• Duquesne University, School of Business Centennial Book
Silver
• Messiah College, Homecoming Package and Responsive Mobile Schedule
• Wilkes University, Presidential Installation Materials
Bronze
• Widener University, Wrap and installation

PUBLIC RELATIONS/MEDIA RELATIONS GENERAL NEWS STORY
Silver
• Misericordia University, Operation Smile
• Lebanon Valley College, From Amwelle to Nashville and Back Again
Bronze
• Monmouth University, Mac Shines in Superstorm
• Rowan University, Lass, Life, Healing, Hope.

PUBLIC RELATIONS/MEDIA RELATIONS CREATIVE HEADLINES
Gold
• Widener University, The Boss and the Bootleg
Silver
• Drexel University, The Man Who
Bronze
• Drexel University, When Life Gives You Grapes
• Drexel University, Hot-Dogging It
• Misericordia University, The Faces of Frustration
• Widener University, How Does Your Java Grow?

PUBLIC RELATIONS/MEDIA RELATIONS COMMUNITY RELATIONS PROJECT
Silver
• Chapman University, Orange County Register

PHOTOGRAPHY – NEWS OR FEATURE PHOTO
Gold
• Swarthmore College, Mr. Swarthmore
Silver
• Valley Forge Christian College, 74th Commencement
• Swarthmore College, Boat builder
• Drexel University’s Lebow College of Business, True life superhero
Bronze
• Temple University, Philadelphia’s City Hall
• Pennsylvania College of Technology, Wrestling

PHOTOGRAPHY – PHOTO ESSAY
• Temple University, Graduating student athletes