

2022

CUPPIE AWARDS

COVID-19

COMMUNICATIONS PLAN

GOLD
Drexel University
Dragons Taking Care of Dragons: A Communications Plan Dedicated to Keeping the Drexel University Community Safe

SILVER
Susquehanna University
Susquehanna University Covid Communications 2021

PRINT

GOLD
Bucknell University
The COVID Pivot

SILVER
Muhlenberg College
The Silent Second Pandemic

BRONZE
Gettysburg College
Changing Spaces

HONORABLE MENTION
Muhlenberg College
Writing the Pandemic Playbook

SOCIAL MEDIA

GOLD
Seton Hill University
Seton Hill Looks Forward

SILVER
Susquehanna University
A Strong Case to be Vaccinated

Thiel College
Make it to May

VIDEO

GOLD
Shippensburg University
Live from Luhrs

SILVER
Bucknell University
Because of You Bucknell: Employee Appreciation Video

BRONZE
Shippensburg University
Vaccination & Open House Video Campaigns

HONORABLE MENTION
Susquehanna University
Music Made it Happen

WILD CARD

GOLD
Gettysburg College
Special Orange Stoles of Gratitude

SILVER
Hood College
Hood Proud Article

BRONZE
Hood College
Spring '21 Magazine Cover

Gettysburg College
Commencement Address & Charge for the Class of 2021

DIGITAL MEDIA

AUDIO (RADIO/PODCAST)

GOLD
Gettysburg College
Being Your Authentic Self with Carson Kressley '91

SILVER
Montgomery County Community College
Montco on the Move Podcast

BRONZE
Philadelphia College of Osteopathic Medicine
PCOM Perspectives Podcast

E-NEWSLETTERS

GOLD
Eastern University
Palmer Seminary News & Notes

SILVER
Widener University
Widener Insider

St. Joseph's Prep
Sacred Journeys: The 2021 President's Report

BRONZE
Kutztown University Foundation
Maroon & Gold Newsletter – December 2021

HONORABLE MENTION
Manor College
ManorNow Email Newsletter

INTERACTIVE MEDIA

GOLD
Bucknell University
Bucknell University Media Booklet: Leading the Conversation

SILVER
Bucknell University
Bucknell University: Freeman College of Management Founding Donors Interactive Experience

BRONZE
Salus University
Becoming a Healthcare Provider is Hard

LONG-FORM WEB VIDEO

GOLD
Rowan University
Rowan engineering alumni fly drone swarms around the world.

SILVER
Rider University
Rider University – Newcombe Video

BRONZE
Bloomsburg University
Professional U – Brandon Gill '21

Honorable Mention
Susquehanna University
Susquehanna Remembers Sept. 11, 2001

SHORT-FORM WEB VIDEO

GOLD
Montgomery County Community College
Mustang Mentality

SILVER
Pennsylvania College of Technology
Pathways

BRONZE
Drexel University
Moving Forward Together: A Message of Hope for the Drexel Community

HONORABLE MENTION
Eastern University
Greatest Adversary

SOCIAL MEDIA CAMPAIGN

GOLD
Moore College of Art
Meet Your Maior

Aloysius Butler & Clark
University of Delaware College of Arts & Sciences – Social Media

SILVER
Kutztown University Foundation
Go, Bears, Go!

Bronze
Aloysius Butler & Clark
Delaware Technical Community College TikTok Assets

HONORABLE MENTION
Manor College
#ManorStrong Day of Giving 2021

SOCIAL MEDIA VIDEO SHORT FORM

GOLD
Bucks County Community College
Don't Talk to Me

SILVER
Eastern University
"Flex" Magazine Release Video

BRONZE
Swarthmore College
TikTok Housing Video

Honorable Mention
Eastern University
"Forward" Magazine Release Video

STANDALONE POST

GOLD
Bucknell University
Bucknell University Dorm Room TikTok

SILVER
Eastern University
2021 President's Christmas Card Video

BRONZE
Susquehanna University
Waiting for Spring semester to start like...

HONORABLE MENTION
Edinboro University of Pennsylvania
Winter at Edinboro

WEBSITE – REDESIGN/REFRESH

GOLD
St. Lawrence University
St. Lawrence University Website Redesign

Edinboro University of Pennsylvania
Edinboro.edu

SILVER
Kutztown University Foundation
Together, We're Golden: The Campaign for Kutztown University

Shippensburg University
150th Anniversary Celebration Website

BRONZE
Ursinus College
Ursinus College News Hub/Digital Ursinus Magazine

HONORABLE MENTION
Wilkes University
Wilkes University Website Redesign

WEBSITE FEATURE

GOLD
Muhlenberg College
Behind the Music

SILVER
Drexel University
Dragon Discoveries Website

Pennsylvania College of Art & Design
2021 Senior Show

BRONZE
Ursinus College
Starting the College Search

HONORABLE MENTION
Ursinus College
Two Peas in a Podcast

MARKETING/ADVERTISING

BRANDING CAMPAIGN

GOLD
Drexel University
Drexel University: Ambition Can't Wait Awareness Campaign

SILVER
Pennsylvania College of Art & Design
Rebranding an Art & Design College

BRONZE
Aloysius Butler & Clark
Williamson College of the Trades – Branding Campaign

Rowan University
Rowan University – Unstoppable

HONORABLE MENTION
Philadelphia College of Osteopathic Medicine
PCOM Brand Awareness Campaign

DIGITAL ADVERTISING

GOLD
Duquesne University
Duquesne University Fall Image Campaign 2021

SILVER
Philadelphia College of Osteopathic Medicine
PCOM Brand Awareness Digital Ads

BRONZE
Philadelphia College of Osteopathic Medicine
PCOM Brand Awareness OTT

HONORABLE MENTION
Eastern University
Scholarship Facebook Ads

OUTDOOR

GOLD
Eastern University
We

SILVER
Saint Elizabeth University
Saint Elizabeth University Open House

BRONZE
Juniata College
Hard to Say: Easy to Love.

HONORABLE MENTION
Philadelphia College of Osteopathic Medicine
PCOM Brand Awareness Campaign

PRINT

GOLD
Widener University
Widener University 2021-222 Admit Box

SILVER
Aloysius Butler & Clark
Williamson College of the Trades – Brand Print

OUTREACH

ADMISSIONS VIEWBOOKS

GOLD
Pennsylvania College of Art & Design
PCA&D Viewbook

SILVER
Swarthmore College
Swarthmore Viewbook

BRONZE
Bucknell University
Bucknell University 2021 Viewbook

HONORABLE MENTION
Duquesne University
Make Your Connections – Duquesne University Viewbook

ADVANCEMENT COMMUNICATIONS

GOLD
Moore College of Art & Design
Moore College of Art & Design 2021 Visionary Woman Awards Video

SILVER
Swarthmore College
Thanksgiving Greeting Card and Recipe for Leadership Donors

BRONZE
The POGIL Project
Ripple Effects: Transforming education one classroom at a time

HONORABLE MENTION
Villanova University School of Business
Moran Center for Global Leadership Annual Review 2020-2021

ATHLETIC COMMUNICATIONS

GOLD
Eastern University
Football Announcements

CAPITAL CAMPAIGN

GOLD
Eastern University
Wonder and Beauty Capital Campaign

SILVER
Ursinus College
Promises Kept Campaign Impact Video & Booklet

BRONZE
St. Lawrence University
Campaign Impact Report – St. Lawrence University

HONORABLE MENTION
Moore College of Art & Design
ImagineMoore Campaign Celebration Videos

COVERS

GOLD
Eastern University
"Flex" Magazine Cover

SILVER
Swarthmore College
Bulletin Spring 2021 Cover and Bulletin, Fall 21 Cover

BRONZE
Rider University
Rider University – Spring 2021 Magazine Cover

Honorable Mention
Eastern University
Majors Book Cover

MAGAZINES – AGENCY

GOLD
Edinboro University of Pennsylvania
The Boro Fall 2021: The Catalysts

SILVER
Juniata College
BELIEVE: The Campaign for Juniata College – Impact Report

BRONZE
Edinboro University of Pennsylvania
The Boro Spring 2021: The Transformers

MAGAZINES – IN-HOUSE

GOLD
Eastern University
Eastern Magazine, Fall 2021: Flex

SILVER
St. Lawrence University
St. Lawrence Magazine

BRONZE
Rider University
Rider University – Fall 2021 Magazine

Honorable Mention
Grove City College
the GeDUNK – March 2021 (Meanwhile...)

PHOTOGRAPHY

FEATURE PHOTO

GOLD
Swarthmore College
New Construction

SILVER
Swarthmore College
Move in Day

Swarthmore College
A Window to Peace

BRONZE
Eastern University
Mental Growth & Flexibility

Eastern University
Modern Flex

Honorable Mention
Eastern University
Graceful Flex

NEWS/EVENT/SPORTS PHOTO

GOLD
Swarthmore College
Soccer Leap

SILVER
Swarthmore College
First Collection

Rider University
Rider University – Sports track photo

BRONZE
Swarthmore College
Proud Goodbye

HONORABLE MENTION
Shippensburg University
Fire Art

Bloomsburg University
Liftoff

PRINT

BROCHURES

GOLD
Gettysburg College
First-Year Seminar Brochure

SILVER
Albright College
Center for the Arts Season Brochure

BRONZE
Villanova University
Become Boundless

HONORABLE MENTION
Pennsylvania College of Art & Design
Acceptance Interactive Mailer

POSTCARDS

GOLD
Manor College
Spotlight Series

SILVER
Eastern University
Eastern Core Values Postcards

BRONZE
Saint Elizabeth University
Saint Elizabeth University Social Mobility Post Cards

POSTERS

GOLD
Pennsylvania College of Art & Design
Prospective Student Poster

SILVER
Widener University
Widener Student Life's Recreational "Nook Wallpaper" — We're. All. Widener.

PUBLIC RELATIONS AND COMMUNICATIONS

PUBLIC RELATIONS CAMPAIGN

GOLD
Arcadia University
Arcadia University Women's Ice Hockey Coach Kelsey Koelzer

SILVER
Bucknell University
Branding Admissions Innovation: The Bucknell Virtual Experience

BRONZE
Widener University
Promoting Widener University in the Chester Community

SPECIAL EVENTS/VIRTUAL EVENTS

GOLD
Drexel University
Commencement from the Couch: Drexel University's 2021 Virtual Commencement Event

SILVER
St. Joseph's Prep
Meet Mr. Marinacci

BRONZE
Swarthmore College
Virtual Commencement 2021

Manor College
Virtual Gala 2021

Rowan University
A first for New Jersey: Rowan to establish School of Veterinary Medicine

HONORABLE MENTION
Aloysius Butler & Clark
University of the Sciences – 200th Anniversary Videos

Swarthmore College
Virtual Reunion Celebration

Saint Elizabeth University
Communications Plan – Gary B. Crosby, Ph.D. Inauguration

BLOG WRITING

GOLD

Drexel University

Could an 80-year-Old Drug Cure Alzheimer's Disease?

SILVER

Pennsylvania College of Art & Design
Peacocks Leveling Up: Introducing PCA&D's Esports Team

Drexel University

Q+A: Could Baseball Be Headed for Its First Labor Stoppage Since the Season-Ending Strike of 1994?

BRONZE

Drexel University

Remote Employees Benefit from Shared Responsibility, But Leaders Resist Empowering Virtual Teams

Honorable Mention

Eastern University

Tips for Success as a Student Athlete

LONG-FORM STORY

GOLD

Muhlenberg College

Representation Matters

SILVER

Swarthmore College

Winging it

Gettysburg College

Walking the Talk

BRONZE

Muhlenberg College

Behind the Music

Honorable Mention

Ursinus College

(un)Finished Business from Ursinus Magazine, Fall 2021 Edition

Swarthmore College

In Deep

Gettysburg College

The Ring that Brings People Together

Widener University

Widener University – A 200-Year Legacy: Names and Philosophies Change, But the Core of Widener Remains Steadfast

SHORT-FORM STORY

GOLD

Widener University

10 Things that Made 2021 a Year to Remember

SILVER

The Lawrenceville School

Clued In

BRONZE

Widener University

Widener University – Up, Up, and Away: Business Students Launch Careers... Literally

Duquesne University

"Reflections on the Pandemic" Student-Written Piece

Eastern University

Moving Forward When You Feel Stuck in Your Career

Juniata College

Critical Thinking Skills Vital for Alum on Pandemic's Frontline

Pennsylvania College of Art & Design

PCA&D's Unveiling Of Art Heals, with Artist in Residence Jennifer Quigley, Set for June First Friday

HONORABLE MENTION

Swarthmore College

Honors Program Adapts and Thrives in Virtual Environment

Widener University

Before He Was Mr. President, He Was Professor Biden to His Widener Law Students

Muhlenberg College

Growing Careers

GOLD

Rider University

Rider University – Fall 2021 Magazine Illustration

SILVER

Susquehanna University

Benny Emojis for Digital and Print

BRONZE

Eastern University

The Adventures of Beaker: Race Day Comic

HONORABLE MENTION

Widener University

Widener University 2021-2022 Admit Box

Montgomery County Community College

A Walk Down Memory Lane – History of the College

CUPPIE COMMITTEE

- Brian Kirschner, Senior Director, Communications and Public Relations, Middle States Commission on Higher Education (Chair)
- Tracy Jackson, Director of Marketing, Duquesne University
- Bridget Goldhahn, Communications Director, CPRE, University of Pennsylvania Graduate School of Education
- Elizabeth Hanson, Executive Director, CUPRAP, Marketing Consultant, E. Hanson Unlimited

JUDGES

COVID-19

COMMUNICATIONS PLAN: AKCG –

Public Relations Counselors, led by: Chris Lukach, Chief Executive Officer

PRINT: Karen Kelly, Director of

Communications, OU Gallogly College of Engineering

SOCIAL MEDIA: Katlin Swisher,

Strategist, Campus Sonar, Rebecca Stapley, Senior Strategist, Campus Sonar

VIDEO: Renee Cree, Director of

Communications, NBOME; Rebecca Stapley, Senior Strategist, Campus Sonar

WILD CARD: Aloysius Butler &

Clark Team, led by: Steve Merino, Chief Creative Officer, and Alexandra Parkowski, Account Supervisor

Digital Media

AUDIO (RADIO/PODCAST): Craig

Layne, Assistant Director of Media Relations, Dickinson College

E-NEWSLETTERS & INTERACTIVE

MEDIA:

Neil Harner, Founder and CEO, Inverse Paradox

LONG-FORM AND SHORT-FORM

WEB VIDEO:

Stephanie Shirley, Strategic Communications Specialist, Bennis Public Relations (Short-Form only)
Alan Janesch, Principal, Alan Janesch Communications; Jenna Pizzi, Senior Communications Associate, JP Morgan Chase & Co.

SOCIAL MEDIA CAMPAIGN, STANDALONE POST, WEBSITE

FEATURE: Rebecca Stapley, Senior

Strategist, Campus Sonar; Katlin Swisher, Strategist, Campus Sonar

SOCIAL MEDIA VIDEO – SHORT-FORM:

Renee Cree, Director of Communications, NBOME; Rebecca Stapley, Senior Strategist, Campus Sonar

WEBSITE REDESIGN/REFRESH:

Neil Harner, Founder and CEO, Inverse Paradox

Marketing/Advertising

BRANDING CAMPAIGN: AKCG –

Public Relations Counselors, led by: Chris Lukach, Chief Executive Officer

DIGITAL ADVERTISING,

OUTDOOR, PRINT: Craig Layne,

Assistant Director of Media Relations, Dickinson College

Outreach

ADMISSIONS VIEWBOOKS:

Christine Baksi, Director, Media Relations, Dickinson College; Craig Layne, Assistant Director of Media Relations, Dickinson College

ADVANCEMENT

COMMUNICATIONS: Karen Kelly,

Director of Communications, OU; Gallogly College of Engineering

ATHLETIC COMMUNICATIONS:

Rebecca Stapley, Senior Strategist, Campus Sonar; Renee Cree, Director of Communications, NBOME

CAPITAL CAMPAIGN: AKCG –

Public Relations Counselors, led by: Chris Lukach, Chief Executive Officer

COVERS: Karen Kelly, Director

of Communications, OU Gallogly College of Engineering

MAGAZINES – AGENCY AND IN-HOUSE:

Mike Bruckner, Former Vice President, Muhlenberg College; Renee Cree, Director of Communications, NBOME

Photography

NEWS/EVENT/SPORTS PHOTOS

AND FEATURE PHOTOS:

Dan Z. Johnson, Dan Z. Johnson Photography, Melissa Kelly, Melissa Kelly Photography

Print

BROCHURES: Christine Baksi,

Director, Media Relations, Dickinson College; Craig Layne, Assistant Director of Media Relations, Dickinson College

POSTCARDS: Karen Kelly, Director of

Communications, OU Gallogly College of Engineering

POSTERS: Renee Cree, Director of

Communications, NBOME

Public Relations and Communications

PUBLIC RELATIONS CAMPAIGNS

AND SPECIAL/VIRTUAL EVENTS:

AKCG – Public Relations Counselors, led by: Chris Lukach, Chief Executive Officer

Writing

BLOG WRITING AND SHORT-FORM

STORIES:

Kevin Kaufman, Director of Communications, Cheltenham School District

LONG-FORM STORIES: Barbara J.

Marshall, Barbara Marshall Ink

Wild Card

Aloysius Butler & Clark Team, led by: Steve Merino, Chief Creative Officer, and Alexandra Parkowski, Account Supervisor