



Eastern-in-the-News



EASTERN NAMED GOLD AWARD WINNER AT NATIONAL MARKETING CONFERENCE

San Francisco, CA — April 11 — A local community college took home the gold at a national convention of marketing and public relations professionals in San Francisco last month. On March 13, The National Council for Marketing and Public Relations (NCMPR) awarded Eastern West Virginia Community and Technical College the “Gold Paragon Award” for “outstanding achievement in community and technical college communications” in the Folder Category.

Eastern won the top, national ranking for a folder created to highlight the college’s Workforce Education programs and activities. The cover shows several pairs of hands of people from different walks of life and workforce stations, all reaching out and clasping each other in a unifying team handshake. Their hands extend into a drawn, central cube, with the word “T-H-I-N-K” printed— outside the box — in graphics.

“Workforce education is a key part of Eastern’s mission,” said Eastern President Charles “Chuck” Terrell, “and this national recognition from NCMPR provides positive evidence that the college’s marketing strategies reflect creativity and quality. This is one example of how an effective branding campaign can make a difference.”



Eastern Named Gold Award Winner At National Marketing Conference: On behalf of Eastern WV Community and Technical College, Jessica Lamb received a Gold Paragon trophy and framed certificate of recognition March 13 from The National Council for Marketing and Public Relations (NCMPR) at a national conference in San Francisco.

Eastern’s Workforce trainings offer “meaningful opportunities to individuals, professionals, businesses, and community leaders throughout our six-county district,”

emphasized Jessica Lamb, Eastern's Public Relations and Marketing Specialist, and project leader for the Workforce branding initiative, who accepted the award on behalf of the college.

"And that's gratifying, because as a public college, one of our basic purposes is to stimulate and contribute to the strengthening, expansion and growth of our local workforce and economy," she said.

Reflects Community

The competition judges described the Eastern project as "professional," "of high quality," "efficient," and "skilled."

"Fittingly enough, those characteristics exactly describe the individuals who complete one or more of our Workforce training programs," Lamb noted.

"And the fact that numerous judges from all across the nation discovered and distinguished those characteristics in our project, without ever having had the opportunity to meet the wonderful people who live and work in the Potomac Highlands," she pointed out, "confirms that in our work and service, we genuinely represent and reflect our community."

On the personal side, Lamb said she felt "humbled and honored" to be recognized by experts on a national level for the college's efforts. This year, nearly 80 Paragon judges across the United States critiqued some 1,800 project entries submitted by 276 colleges.

"Winning the Gold in our category is an enormous honor," Lamb acknowledged, "and honestly, I feel that we've met an exceptional challenge and come away with roses."

Talent and Artistry

An Eastern colleague echoed those sentiments. "Remember: this competition included entries from colleges all across the nation — most of them many, many times larger than Eastern," noted Daniel Silver, Eastern's staff writer, "who have much bigger budgets and significantly more staff and resources at their disposal.

"So I believe this award reflects not only Jessica's wonderful talent and artistry that sparkles in the Gold Paragon prize-winning handiwork, but also the dedication and can-do spirit of our whole staff giving their all and working together.

"Frankly, sometimes we discover that our sister colleges are taking their cue from us, and copying our approaches and ideas. But hey!" Silver affirmed. "Everyone knows that imitation is just the sincerest form of flattery and praise. So thank you!"

"Eastern is fortunate to have talented professionals like Jessica Lamb on our staff," said Eastern President Terrell.

As an annual prize that recognizes outstanding achievement in community and technical college communications, the Paragon Awards enjoy high national prestige. The NCMPR, one of the largest affiliates of the American Association of Community Colleges (AACC), includes more than 1,500 members from nearly 600 colleges across the United States, Canada and other countries.

For more information about Eastern's financial aid opportunities, programs of study, workforce training and community education, call toll free: 877-982-2322; or check the College's website: "www.eastern.wvnet.edu".

Serving the residents of Grant, Hampshire, Hardy, Mineral, Pendleton and Tucker counties, Eastern West Virginia Community and Technical College, fully accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, is a comprehensive and equal opportunity community and technical college bringing the resources and assets of Education That Works to the families, communities and employers of the Potomac Highlands.