

NEWS

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SUFFOLK COUNTY COMMUNITY COLLEGE WINS NATIONAL RECOGNITION FOR ITS ADVERTISING

Selden, NY – Suffolk County Community College has been recognized with a Gold Paragon Award for the best community college print ad in North America by the National Council for Marketing and Public Relations (NCMPR).

NCMPR is an affiliate of the American Association of Community Colleges (AACC) and holds the Paragon Awards annually to recognize outstanding achievement in communications at community colleges and is the only national competition of its kind that exclusively honors excellence among marketing and PR professionals at two-year colleges.

Dr. Shaun L. McKay, President of Suffolk County Community College, noted, "We are so proud of the College's Office of Institutional Advancement, which comprises our marketing and public relations team. These talented individuals have an established track record of creating and executing award-winning marketing strategies that resonate with our community."

Suffolk's advertising campaign features students who attended the College and then successfully transferred to other recognized four-year institutions.

This year's competition included over 1,800 entries from more than 240 community colleges across the United States and Canada. More than 80 judges from around the country evaluated the submissions.

"We are pleased to receive this award and so very proud of our graduates," said Drew Fawcett, Associate Dean for Institutional Advancement. "Our advertising simply reflects the fact that an exceptional education doesn't have to be expensive." The campaign was created in-house by the College's Office of Institutional Advancement.

About Suffolk County Community College

Suffolk County Community College (SCCC) is the largest community college in the State University of New York (SUNY) system, enrolling approximately 26,000 students at its three campuses in Selden, Brentwood and Riverhead. SCCC offers the Associate in Arts (A.A.), Associate in Science (A.S.), and Associate in Applied Science (A.A.S.) degrees, as well as a variety of certificate programs. Offering affordable college tuition, a highly respected Honors program, extensive extracurricular activities, championship athletic teams, and numerous transfer programs, SCCC is a first-choice college for Long Island students. Visit us online at sunysuffolk.edu.