

UWO wins AMA higher education marketer of the year award

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<http://www.uwosh.edu/today/15496/uw-oshkosh-wins-ama-higher-education-marketer-of-the-year-award/>

The University of Wisconsin Oshkosh's Integrated Marketing and Communications team was recently awarded the inaugural American Marketing Association Higher Education Team Award for its leadership and achievements in higher education marketing.

"This award is an honor and a wonderful affirmation from highly-regarded peers that supporting a team of skilled graphic artists, journalists and marketers to collaboratively promote and share stories of student, alumni, faculty and staff innovation and success is a key to growing our University in challenging times," UW Oshkosh Chancellor Richard Wells said.

<httpv://youtu.be/0PXpkclzl24>

UW Oshkosh's recognition comes after years of hard work, collaboration and transformation, said Jamie Ceman, Assistant Director of Multichannel Marketing and Web at UW Oshkosh, who accepted the award on behalf of UW Oshkosh at a recent conference in Chicago.

"I'm accepting this award on behalf of the IMC office at UWO, a team that had to truly reinvent themselves, but this award really belongs to the whole campus," Ceman told an audience of nearly 1,000 people at the AMA Higher 2011 AMA Symposium for the Marketing of Higher Education conference in Chicago on Nov. 8. "The work we've done has been successful because of the campus-wide commitment to transforming our communications."

The University's IMC focus began in 2005 when the institution realized that a unified effort would strengthen and realign its identity and image while re-engaging alumni, impacting student recruitment and faculty and staff retention and improving donor relations.

UW Oshkosh's IMC was designed to lead the charge, while also providing creative and strategic support to the four colleges and various departments and programs throughout the University. Maintaining the integrity of the UW Oshkosh brand through a marketing strategy that is linked with the University's mission, vision and priorities across all channels and audiences also falls to the IMC team.

"This award is a testament to the strong collaboration between the Integrated Marketing and Communications team and our scholars to effectively share faculty and staff stories of success with the world and promote the diverse academic leadership and programs that continue to draw record numbers of students to our University," UW Oshkosh Provost and Vice Chancellor for Academic Affairs Lane Earns said.

The American Marketing Association, which is the largest marketing association in North America, received more than 80 nominations for the individual and team Higher Education Marketer of the Year

Awards. The nominees were ranked by a panel of judges on the following criteria: vision and leadership, strategy and results.

“Our integrated strategy provides UW Oshkosh with opportunities to strengthen and best communicate the distinctiveness and relevance of the institution and its role in delivering a quality, accessible and affordable education,” said Art Rathjen, UW Oshkosh Foundation president, who also oversees IMC.

Learn more:

- [Integrated Marketing and Communications](#)