

MASTER SERVICES AGREEMENT

AGREEMENT #C0004029

This Master Services Agreement (“MSA”) is made and entered into as of the date the last authorized signature is affixed hereto by Birdsall, Voss & Associates, Inc. (“Contractor”) and Virginia Commonwealth University, a corporation and an institution of higher education of the Commonwealth of Virginia, (“VCU”). Contractor and VCU are sometimes referred to as a “Party” and collectively as the “Parties.”

RECITALS

WHEREAS, Contractor provides various copywriting, art direction /graphic design and video production services; and

WHEREAS, VCU desires to use copywriting, art direction/graphic design and video production services on an as-needed and optional-use basis; and

WHEREAS, Contractor is willing to offer copywriting, art direction/graphic design and video production services to VCU in the manner described herein.

NOW, THEREFORE, in consideration of the mutual promises set forth herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. **CONTRACT DOCUMENTS.** The contract documents are integrated and shall consist of:

- a) Master Services Agreement
- b) Appendix II – Offeror Response Form
- c) RFP#: 171187234EC in its entirety (incorporated herein by reference)

All of the foregoing, together, form the “Contract”. Should a conflict arise among the foregoing, Master Services Agreement, Appendix II – Offeror Response Form, and RFP#: 171187234EC in its entirety, this MSA shall control.

2. **SERVICES.** Contractor shall provide to VCU Copywriting, Art Direction, Graphic Design and Video Production Services as set forth in “Conditions of Award” in Appendix II, and any statements of work or similar document later agreed upon between the Parties.

3. **ENTIRE AGREEMENT.** This Master Services Agreement (MSA), including Appendix II will serve as the complete MSA between Contractor and VCU. The contract between Contractor and VCU (the “Contract”) includes this MSA and statements of work (SOW) or other similar documents (collectively, the “contract documents”). In the event of a conflict among the contract documents, the order of precedence will be: this MSA first and then the SOW or other similar documents.

4. **TERM and RENEWAL OF CONTRACT.** The term of this MSA commences on the Effective Date and ends on August 31, 2025. This MSA will renew upon mutual agreement of authorized representatives for both parties, unless otherwise terminated, under the terms and conditions for two (2) additional two (2) year periods until August 31, 2029.

5. **EFFECTIVE DATE.** This MSA is binding on the date that the last authorized signature is affixed.

6. FEE. VCU shall pay Contractor a fee in accordance with Appendix II as agreed between the Parties. Unless set forth otherwise in Appendix II, all invoices shall be paid following receipt of a proper invoice, services rendered, or goods delivered, whichever is later pursuant to and in accordance with § 42-45 of the *Rules Governing Procurement of Goods, Services, Insurance and Construction by a Public Institution of Higher Education of the Commonwealth*.

7. DEPOSIT. VCU shall not be required to pay a security deposit.

8. TERMINATION. VCU may terminate this MSA with or without cause with sixty (60) days prior written notice to Contractor. VCU shall pay any outstanding fees due for Services performed up to the termination date. If Contractor breaches this MSA, in addition to any other rights or remedies, VCU may terminate this MSA without prior notice.

9. WORK MADE FOR HIRE. VCU is engaging the services of Contractor to provide Services as described herein for or on behalf of VCU. Contractor recognizes and agrees that all work and products that Contractor creates or develops within the scope of this MSA will be Work Made for Hire that belongs to VCU and will remain the property of VCU. VCU will exclusively own, solely and completely, any work, deliverable, process, product, idea, concept, or social media page – whether such may be protected by intellectual property laws or not – that Contractor creates, conceives or develops, in whole or in part, within the scope of this MSA. To the extent that Contractor's work for VCU may not be deemed a Work Made For Hire, Contractor hereby assigns all of its ownership, interest and intellectual property rights in such works completely and exclusively to VCU.

10. INSURANCE. Contractor certifies that it has and shall maintain the following insurance coverages for the term of this MSA and that all such insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

- a. COMMERCIAL GENERAL LIABILITY. \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. VCU must be named as an additional insured and so endorsed on the policy.
- b. PROFESSIONAL LIABILITY. \$1,000,000 per occurrence.
- c. AUTOMOBILE LIABILITY, where applicable. \$1,000,000 combined single limit.
- d. CYBER SECURITY LIABILITY, where applicable. \$5,000,000 per occurrence.

11. CONFIDENTIALITY. Contractor may obtain confidential and proprietary information from VCU during the performance of the services under this MSA. Such confidential and proprietary information may be disclosed in writing, orally or contained via any other media. "Confidential Information" is defined as any information designated as confidential by VCU, including but not limited to information about VCU personnel and students of VCU to the extent such information is not available to the public domain in accordance with the laws of the Commonwealth of Virginia and the Family and Education Records Privacy Act (FERPA).

Contractor agrees that all Confidential Information shall be held in the strictest confidence and shall not be used for purposes other than its business with VCU. Contractor agrees not to release, copy or discuss in any format any Confidential Information. Contractor shall disclose Confidential Information only to its officers, directors, or employees with a specific need to know who are held to the confidentiality standards of this MSA. Contractor shall not disclose, publish or otherwise

reveal any Confidential Information received from VCU to any other party whatsoever, except with the specific prior written authorization of VCU.

Upon the completion of the services and upon request of VCU, Contractor shall return all Confidential Information received in written format, including copies or reproductions of or other media containing Confidential Information within seven (7) calendar days of such request. At Contractor's option, any such documents or other media developed by Contractor containing Confidential Information may be destroyed by Contractor provided that Contractor provides VCU a written acknowledgement that all media containing Confidential Information has been destroyed by Contractor.

12. ADVERTISING. All advertising and promotion materials, whether print or electronic, that display a VCU trademark, logo, or otherwise refers to VCU must be reviewed and approved by VCU's Division of University Relations prior to use. VCU retains all rights, title and interest to its trademarks, logos and other intellectual property.

13. LIMITATION OF LIABILITY.

- a. THE TOTAL CUMULATIVE LIABILITY OF VCU, ITS OFFICERS, EMPLOYEES AND AGENTS IN CONNECTION WITH THIS MSA OR IN CONNECTION WITH ANY GOODS, SERVICES, ACTIONS OR OMISSIONS RELATING TO THIS MSA, SHALL NOT UNDER ANY CIRCUMSTANCE EXCEED PAYMENT OF THE MAXIMUM PURCHASE PRICE. REGARDLESS OF ANY PROVISION HEREIN, CONTRACTOR SHALL BE LIABLE FOR ALL PERSONAL INJURY AND PROPERTY DAMAGE RESULTING FROM CONTRACTOR, ITS AGENTS, OFFICERS, DIRECTORS, AND AFFILIATES NEGLIGENCE, GROSS NEGLIGENCE, OR WILLFUL MISCONDUCT.
- b. Contractor shall be liable for the actual damages caused by the negligence of itself, its officers, employees and agents in connection with this MSA or in connection with any goods, services, actions, or omissions relating to this MSA.

14. INDEMNITY. Contractor agrees to indemnify, defend, and hold harmless VCU, the Commonwealth of Virginia, and their officers, employees and agents from any claim, damage, liability, injury, expense or loss, including defense costs and attorneys' fees, arising from Contractor's negligence under this MSA. Accordingly, VCU shall promptly notify Contractor of any claim or action brought against VCU in connection with this MSA. Upon such notification, and at the request and direction of VCU and/or the Office of the Attorney General, Contractor will immediately defend any such claim or action pursuant to the provisions and requirements of § 2.2-514 of the *Code of Virginia (Virginia Code)*.

15. REGULATIONS. During the performance of this MSA, Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of Contractor. Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause. Contractor, in all solicitations or advertisements for employees placed by or on behalf of Contractor, will state that Contractor is an equal opportunity employer; and (2) Contractor agrees to (a) provide a drug-free workplace for Contractor's employees; (b) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (c) state in all

solicitations or advertisements for employees placed by or on behalf of Contractor that Contractor maintains a drug-free workplace; and (d) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

16. FORCE MAJEURE. Neither Party will be responsible for any losses resulting from delay or failure in performance resulting from any cause beyond either Party's reasonable control, including without limitation, war, strikes or labor disputes, civil disturbances, fires, natural disasters, pandemics, including if VCU, in its sole discretion, must close a campus location or take other restrictive actions due to concerns related to the COVID-19 pandemic or acts of God. If the delay or failure in the performance of the Party claiming Force Majeure continues for thirty (30) days or more, then the Party not claiming Force Majeure may terminate this MSA by written notice to the other Party without penalty. Any funds paid will be reimbursed pro rata based on Services not provided.

17. GOVERNING LAW AND FORUM. This MSA shall be construed, governed, and interpreted pursuant to the laws of the Commonwealth of Virginia without regard to choice of law principles. Contractor agrees that all disputes arising under this MSA will be brought before a court of competent jurisdiction located in Richmond, Virginia. VCU does not waive its right to jury trial.

18. SOVEREIGN IMMUNITY. VCU is an agency of the Commonwealth of Virginia and is afforded the protection of sovereign immunity under Virginia law. Any claims against VCU or the Commonwealth of Virginia are subject to the requirements established under Virginia law for bringing such claims against VCU or the Commonwealth of Virginia, including the Virginia Tort Claims Act (*Virginia Code* §§ 8.01-195.1 et seq.) and other applicable statutes relating to claims against the Commonwealth or its agencies. Notwithstanding any other provision, nothing in this MSA shall be deemed to be or construed as a waiver of VCU's or the Commonwealth of Virginia's sovereign immunity, or any other applicable requirements under Virginia law for bringing claims against VCU or the Commonwealth of Virginia.

19. ENTIRE AGREEMENT. This Master Services Agreement (MSA) and Appendix II will serve as the complete contract between Contractor and VCU. The contract between Contractor and VCU may include statements of work (SOW), a data protection addendum (DPA), or other similar documents as necessary. In the event of a conflict among the contract documents, the order of precedence will be: this MSA, Appendix II, if applicable, the DPA, SOW, and then the RFP.

20. MISCELLANEOUS. This MSA may be executed in any number of counterparts, each of which shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument. The relationship between VCU and Contractor created by this MSA is that of independent contractors. Nothing contained herein shall be construed as constituting any other relationship between VCU and Contractor. Contractor shall not assign this MSA to another party without the written consent of VCU. The conditions and covenants herein contained shall inure to the benefit of and are binding upon the parties hereto, their personal representatives, successors and permitted assigns. As a registered vendor in eVA and/or RealSource, Contractor is responsible for the security of its portal account, including restricting access to it, maintaining the confidentiality of login information, and taking any other actions necessary to protect the security of the Contractor's account. VCU will not be responsible for a third party's fraudulent collection of VCU payments due to the Contractor's failure to update or protect its account information.

20. NOTICES. All notices, requests, demands and other communications which are required or permitted to be given under this MSA shall be in writing and shall be deemed to have been duly given upon the delivery or receipt thereof, as the case may be, if delivered personally or sent by

registered or certified mail, return receipt requested, postage prepaid, to the respective Party hereto.

Contractor:

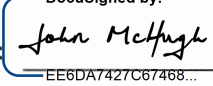
Birdsall, Voss & Associates, Inc.
Kris Best
250 W Coventry Ct, Suite 300
Milwaukee, WI 53217
kris.best@bvk.com

VCU:

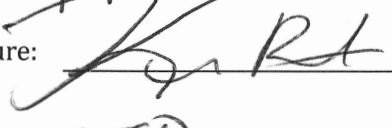
Virginia Commonwealth University
Procurement Services
912 W. Grace Street, 5th Fl
Richmond, VA 23284
procurement_services@vcu.edu

IN WITNESS WHEREOF, the Parties to this MSA by their duly authorized representatives have executed this MSA the day and year below.

Virginia Commonwealth University

Name: John McHugh
DocuSigned by:
Signature: 
EE6DA7427C67468...
Title: Director, Procurement Services
Date: 5/10/2024

Birdsall, Voss & Associates, Inc.

Name: Kris Best
Signature: 
Title: CFO
Date: 4 9 2024

DocuSigned by:
Kris Best
4DB1CA3ECCE346A...
5/10/2024



VCU Procurement Services

APPENDIX II

OFFEROR RESPONSE FORM

RFP 171187234EC – COPYWRITING, ART DIRECTION/GRAPHIC DESIGN AND VIDEO PRODUCTION SERVICES

1. General Information

- A. Contractor Name: Birdsall, Voss & Associates, Inc.
- B. Street Address: 250 W Coventry Ct, Suite 300
- C. City: Milwaukee
- D. State: WI
- E. Zip Code: 53217
- F. Phone Number: (414) 228-1990
- G. Email Address: vince.kalt@bvk.com
- H. Brief history of the firm:

BVK is a privately-held full-service advertising agency specializing in higher education, healthcare and tourism. BVK employs approximately 180 people and has been in business since 1984.

- I. Client Reference List: (Provide at least one business reference)

Reference Name: University of Louisville

Contact: Kim Butterweck

Address: 2301 S. Third St. University of Louisville
Grawemeyer Hall, Rm 202B Louisville, KY 40292

Phone #: 502.852.5310

E-mail address: kimberly.butterweck@louisville.edu

Description and date(s) and services provided: Brand positioning/planning, brand integration, media strategy, planning, buying, analytics, recruitment & advancement campaigns, creative strategy, development, and production

- J. Experience

Provide Curriculum vitae, Resumes or capabilities statement for all personnel that may be assigned to the University. Include relevant experience or certifications. You may attach additional pages.

Vince Kalt, Senior Vice President

Having worked in industries as varied as agriculture and financial services, higher education to automobile accessories, Vince has tackled a wide range of business challenges. Over the course of his career, Vince has worked to define and promote leading consumer brands such as Bayer, Volvo and Northwestern Mutual, and higher education brands such as the University of Utah, LSU, UMass, Clemson and DePaul, among others. In addition, Vince has a lifelong passion for learning. As a former teacher and current adjunct faculty member at Marquette University, Vince values the power of presenting information in engaging ways that meet the needs of diverse audiences.

Marin Kendall, Account Supervisor

Marin has a strong background within the higher education vertical. From annual media plan management and conversion campaigns to brand research and creative production, her passion for brand strategy and attention to detail shines through her management of cross-functional teams and ability to tackle any given project. Her client list includes Michigan State University, Clemson University, Stony Brook Medicine, University of Florida and University of California-Irvine.

Mark Gerardot, Creative Director

Mark has been honing his creative craft for nearly 30 years with deep experience in travel and tourism, healthcare, pharmaceutical, and of course, higher education. While currently residing in the Greater Los Angeles area, he has helped launch brands across the Caribbean, Europe and here in the US, working with organizations such as The Bahamas, Eli Lilly, Roche Diagnostics, US Rowing, Caribou Coffee, RackRoom Shoes, and IU Health (formerly Clarian Health). However, his love for higher education tops the list, helping to develop and direct innovative brand campaigns for Auburn University, Florida State University, The University of Georgia, The University of North Carolina Chapel Hill as well as TCU. Mark is a passionate and outspoken advocate for the health and welfare of animals, actively volunteering and fostering for the Southern California Golden Retriever Rescue

Seth Gordon, Creative Director

Strategic thinking and a careful ear help Seth capture the unique voice and spirit of each brand he works on. No matter the medium, he is committed to crafting pieces of communication that ring true with readers. His work has been recognized by Communication Arts, Creativity, the ADDYs, and has even been selected for inclusion in Smithsonian's Cooper-Hewitt National Design Triennial. Seth earned his undergraduate degree from the University of Illinois and was one of the early graduates from the prestigious Miami Ad School. Since joining BVK as a Senior Writer in 2008, he has worked for clients across a broad range of categories, including Michigan State University, The University of Utah, Washington State University and University of Florida.

Charity Ekpo, Associate Creative Director

Charity is a designer, illustrator and B-Horror movie enthusiast. She graduated from the Milwaukee Institute of Art and Design with a major in Communication Design and is an illustrator and designer on BVK's creative team. She also rocks a side hustle making and selling artwork that's packed with personality. As a champion for inclusive and intersectional feminism, her personal work encourages women to be unapologetic in revealing the most empowering version of themselves.

K. Other

Provide any other information the University should consider in evaluating the firm's proposal:

Dear Virginia Commonwealth University Evaluation Team:

We are thrilled to be considered as a partner for advertising copy writing, art direction, graphic design and video production services when your internal team needs additional resources.

The pre-conference meeting made it clear that you have gone to great lengths to establish a unique and resonant brand platform. BVK fully understands the importance of this work and knows how to develop creative materials that serve the strategic vision.

BVK has 35 years of experience marketing high-value, high-consideration experiences like higher education, healthcare and travel. We've specialized in higher education for twenty years and in that time, we have learned what sets us apart from our competition and we've learned what the most successful client-agency relationships have in common.

1. **A shared understanding of goals.** Not just WHAT you want to accomplish, but WHY. Because of our depth of knowledge in the higher education space, we understand how all the pieces need to work together to accomplish awareness and enrollment goals. We will apply that knowledge when helping you produce creative materials.

2. **A shared passion and motivation for success.** A significant contributor to our mutual success will be the relationship we build together. BVK's client relationships last three times longer than the industry average. We will work to earn your trust so we can collaboratively meet your organization's goals and be a good reflection on you—the people who are staking part of their professional reputation on us. We take that very seriously.

Thank you for taking time to review our response. We hope there is an opportunity for us to collaborate in the near future.

2. eVirginia (eVA) Registration Status

A. Is Contractor currently [eVA](#) registered and active: Yes No

3. Small, Women, and Minority Owned Business Information: (Complete A-E)

A. Small: Yes No

B. Minority-Owned: Yes No

C. Women-Owned: Yes No

D. Virginia DSBSD Certified: Yes No

E. Virginia [DSBSD](#) Certification #: Click or tap here to enter text.

4. Conditions of Award

Please check each box below confirming agreement with the conditions of award. Terms that contain a check box must be checked to confirm acceptance.

A. [RealSource](#) Registration

The Contractor agrees to maintain or become registered as a vendor within the VCU RealSource Vendor Registration network upon being invited to register.

B. Detailed Scope of Work

The Contractor will provide a detailed statement of work prior to any project, summarizing specific services, deliverables, delivery dates and cost – without additional terms or conditions requiring VCU signature. VCU has a signatory authority policy that allows only specified individuals to sign contracts.

C. Purchase Orders

The Contractor will accept a VCU issued Purchase Order as the commitment to start a project and will not start work on a project until a Purchase Order is received.

D. Invoicing

The Contractor agrees to invoice in accordance with the procedures outlined on the VCU Purchase Order.

E. Payment Method **(Check the box AND select an option from the dropdown)**

VCU is migrating away from processing payments via paper check and strongly encourages the use of our electronic payment options.

ACH - Paymode-X Basic (Net 35) and Early Payment Discount (EPD)

F. Early Payment Discount (EPD): **(Check the box AND select an option from the dropdown)**

N/A

G. Fees

The following pricing / fees will be charged for the Services. The fee structure includes rates charged for all personnel or service that may be provided to VCU.

See attached Birdsall, Voss & Associates, Inc. Standard Rate Card

VCU prefers fully loaded rates inclusive of travel and expenses. If travel and expenses must be charged separately, the Contractor must receive written approval from VCU before initiating travel to any VCU campus or location. For travel that is approved in writing by VCU, Contractor shall submit its reasonable out-of-pocket expenses to VCU. Travel expenses must be clearly documented in the form of receipts. VCU shall reimburse Contractor for its reasonable out-of-pocket expenses in accordance with, and limited by, the VCU Travel Guidelines & Procedures. VCU reserves the right to dispute the reasonableness of, and reject, any travel expense. Contractor shall adhere to VCU's current guidance for on-campus visits available at <https://together.vcu.edu/>

H. The Contractor shall be able to provide the goods and services as described in IV. Statement of Needs.

5. Proprietary or Confidential Information:

A. The Contractor's proposal contains proprietary or confidential information.: Yes No

B. If Contractor answered "Yes" above, provide additional details.

Click or tap here to enter text.

Note: See RFP, Section "Confidential / Proprietary Data and Information" for more information.

6. Acceptance

This document will be incorporated into the Master Services Agreement (MSA) between your Firm and the VCU. The contract between your Firm and VCU may include statements of work, a data protection addendum, or other similar documents as necessary. The MSA will have precedence over all other contract documents.

Contractor Name: **Birdsall, Voss & Associates, Inc.**

Authorized Officer/Signatory: Kris Best

Title: CFO

Authorized Officer/Signatory Email Address: kris.best@bvk.com

Date: 12/12/2023

Electronic Signature: By typing the name of the firm's authorized representative/signatory into the field above, the firm certifies that it is providing a binding "Electronic Signature" and further specifically validates that the individual affixing the Electronic Signature below is fully authorized to bind the firm with respect to the goods, services, pricing, terms and conditions listed herein. **No award will be made without a fully executed MSA.**

Birdsall, Voss & Associates, Inc. Standard Rate Card

	<u>Standard Bill Rate</u>		<u>Standard Bill Rate</u>
<u>Strategy & Research</u>		<u>Earned Media</u>	
Senior Vice President	\$350.00	Earned Media Director	\$250.00
Vice President	\$300.00	Account Director	\$200.00
Account Director	\$225.00	Account Supervisor	\$175.00
Senior Advisor	\$225.00	Senior Account Executive	\$150.00
Advisor	\$200.00	Account Executive	\$125.00
Senior Analyst	\$175.00	Assistant Account Executive	\$100.00
Insight Analyst	\$150.00		
<u>Account Services</u>		<u>Paid Media</u>	
Senior Vice President	\$350.00	Media Director	\$250.00
Vice President	\$300.00	Associate Media Director	\$200.00
Account Director	\$225.00	Sr. Media Strategist	\$175.00
Account Supervisor	\$175.00	Sr. Media Specialist	\$150.00
Senior Account Executive	\$150.00	Media Specialist	\$125.00
Account Executive	\$125.00	Traffic Manager	\$110.00
Assistant Account Executive	\$100.00	Asst. Media Specialist	\$100.00
<u>Creative</u>		<u>Marketing Performance Reporting & Analytics</u>	
Executive Creative Director	\$300.00	Data Science Director	\$250.00
Group Creative Director	\$275.00	Senior Data Scientist	\$225.00
Creative Director	\$250.00	Senior Digital Analyst	\$200.00
Associate Creative Director	\$225.00	Data Scientist	\$150.00
Senior Copywriter	\$175.00	Digital Analyst	\$150.00
Senior Art Director	\$175.00		
Copywriter	\$150.00	<u>Content Studio</u>	
Art Director	\$150.00	Content Studio Director	\$ 250.00
		Senior Designer	\$ 175.00
		Senior Content Creator	\$ 175.00
		Designer	\$ 150.00
		Content Creator	\$ 150.00
		Associate Designer	\$ 125.00
		Associate Content Creator	\$ 125.00
<u>Production</u>		<u>Digital Solutions</u>	
Executive Producer	\$ 250.00	Digital Studio Director	\$ 275.00
Edit Suite	\$ 250.00	Senior Developer	\$ 225.00
Senior Producer	\$ 175.00	Developer	\$ 200.00
Producer	\$ 150.00	Associate Developer	\$ 175.00
Associate Producer	\$ 125.00		

HIGHER EDUCATION AWARDS

AWARD	ORGANIZATION	CATEGORY/MEDIUM	CLIENT	TITLE
2022				
Gold	37th Annual Education Advertising Awards	Website Refresh	Clemson University	Clemson News Site
Gold	37th Annual Education Advertising Awards	Social Media Content	Clemson University	Clemson Instant Experience
Merit	37th Annual Education Advertising Awards	Social Media Content	College of Charleston	College of Charleston Social Ads
Gold	37th Annual Education Advertising Awards	Annual Report	DePaul University	Depaul University 2020 - 2021 Annual President's Report
Gold	37th Annual Education Advertising Awards	Digital Video Ad-Less than 2 minutes	Georgia State University - Robinson College of Business	Robinson College of Business Brandscape Video
Silver	37th Annual Education Advertising Awards	Electronic Advertising	Georgia State University - Robinson College of Business	Robinson College of Business Program Digital Ads
Gold	37th Annual Education Advertising Awards	Miscellaneous Interactive Media	Michigan State University	Admissions Virtual Tour
Gold	37th Annual Education Advertising Awards	Radio Advertising-Single	Michigan State University	Brand
Gold	37th Annual Education Advertising Awards	Television Advertising-Single	Michigan State University	Brand
Gold	37th Annual Education Advertising Awards	Television Advertising-Series	Michigan State University	Brand + Admissions
Gold	37th Annual Education Advertising Awards	Integrated Marketing Campaign	Michigan State University	Brand + Admissions
Gold	37th Annual Education Advertising Awards	Total Digital Marketing Program	Michigan State University	Admissions
Silver	37th Annual Education Advertising Awards	Outdoor	Michigan State University	Michigan State University - Outdoor - Brand
Silver	37th Annual Education Advertising Awards	Digital Video Ad-Less than 2 minutes	Michigan State University	Brand
Silver	37th Annual Education Advertising Awards	Radio Advertising-Single	Michigan State University	Admissions
Merit	37th Annual Education Advertising Awards	Television Advertising-Single	Michigan State University	Admissions
Gold	37th Annual Education Advertising Awards	Television Advertising-Single	Southern California University of Health Sciences	Go Beyond
Silver	37th Annual Education Advertising Awards	Digital Video Ad-Less than 2 minutes	Southern California University of Health Sciences	Go Beyond - Digital Video Ad-Less Than 2 minutes
Gold	37th Annual Education Advertising Awards	Digital Video Ad-More than 2 minutes	The University of Wisconsin - Stevens Point	Discover Your Purpose - Digital Video Ad-More than 2 minutes



AWARD	ORGANIZATION	CATEGORY/MEDIUM	CLIENT	TITLE
Silver	37th Annual Education Advertising Awards	Digital Video Ad-Less than 2 minutes	The University of Wisconsin - Stevens Point	Discover Your Purpose - Digital Video Ad-Less than 2 minutes
Gold	37th Annual Education Advertising Awards	Social Media Content	University of Florida Online	University of Florida Online Social Media Content
Gold	37th Annual Education Advertising Awards	Student Viewbook	University of Utah	University of Utah Student Viewbook
Gold	37th Annual Education Advertising Awards	Total Recruitment Package	University of Utah	University of Utah Total Recruitment Package
Bronze	37th Annual Education Advertising Awards	Brochure	University of Utah	University of Utah Prospective Student Brochure
Gold	10th Annual Education Digital Marketing Awards	Digital Special Video: Under 2 minutes	University of Florida	University of Florida Lunar Plants Video
Gold	10th Annual Education Digital Marketing Awards	Total Digital Marketing Program	Michigan State University	MSU FRIB Total Digital Marketing Program
Gold	10th Annual Education Digital Marketing Awards	Digital Video Ad	Michigan State University	MSU Brand Digital Video
Gold	10th Annual Education Digital Marketing Awards	Facebook	Michigan State University	MSU Facebook Brand Instant Experience
Gold	10th Annual Education Digital Marketing Awards	Web Banner Ad or Website Takeover	Michigan State University	MSU New York Times FRIB Web Banner
Silver	10th Annual Education Digital Marketing Awards	QR Code Content	Michigan State University	MSU Admissions CTV Spot with QR Code Overlay
Silver	10th Annual Education Digital Marketing Awards	Social Media Content-Campaign	Michigan State University	MSU Social Media Campaign Brand Videos
Bronze	10th Annual Education Digital Marketing Awards	Admissions Website or Microsite	Michigan State University	MSU Admissions Virtual Tour Website
Merit	10th Annual Education Digital Marketing Awards	Branded Content & Entertainment	Michigan State University	MSU Branded Content & Entertainment FRIB New York Times The Daily Ad
Merit	10th Annual Education Digital Marketing Awards	Digital Video Ad	Michigan State University	MSU FRIB Digital Video Ad
Gold	10th Annual Education Digital Marketing Awards	Institutional Website-Update/Refresh	St. Cloud State University	Admissions Website
Gold	10th Annual Education Digital Marketing Awards	QR Code Content	Texas Christian University	Lead On: Celebrating 150 Years of TCU Mural
Gold	10th Annual Education Digital Marketing Awards	Social Media Content Campaign	University of Louisville	UofL Here & Beyond Social Media Campaign
Silver	10th Annual Education Digital Marketing Awards	Digital Special Video - Under 2 Minutes	University of Louisville	UofL Here & Beyond Brand Campaign Anthem
Silver	10th Annual Education Digital Marketing Awards	Total Digital Marketing Program	University of Louisville	UofL Here & Beyond Total Digital Marketing Campaign
Silver	10th Annual Education Digital Marketing Awards	Microsite	University of Louisville	UofL Here & Beyond Campaign Landing Page
Merit	10th Annual Education Digital Marketing Awards	Digital Special Video - Over 2 Minutes	University of Louisville	UofL Here & Beyond Behind the Music Video
Silver	10th Annual Education Digital Marketing Awards	Facebook	Clemson University	Clemson University Brand Instant Experience
Bronze	10th Annual Education Digital Marketing Awards	Digital Advertising	Clemson University	Clemson University Brand Interscroller High Impact Units
Silver	10th Annual Education Digital Marketing Awards	Instagram	University of Utah	Instagram

AWARD	ORGANIZATION	CATEGORY/MEDIUM	CLIENT	TITLE
Silver	10th Annual Education Digital Marketing Awards	Admissions Website or Microsite	University of Utah	Admissions Website
Merit	10th Annual Education Digital Marketing Awards	Facebook	University of Utah	Facebook
Merit	10th Annual Education Digital Marketing Awards	Facebook	University of California, Irvine	Facebook
First Place	University Photographer's Association of America	Video	Texas Christian University	Lead On: Celebrating 150 Years of TCU
Merit	United Adworkers Ninety-Nine Show	Music and VO - Single	University of Louisville	Here & Beyond
2023				
Silver	Cuppie Awards - CUPRAP (College & University Public Relations and Associated Professionals)	Social Media Video - Short Form	University of Alaska	Empower Alaska
	Cuppie Awards - CUPRAP (College & University Public Relations and Associated Professionals)	Marketing/Advertising: Branding Campaign	University of Louisville	Here & Beyond
Silver	Cuppie Awards - CUPRAP (College & University Public Relations and Associated Professionals)	Marketing/Advertising: Branding Campaign	University of Louisville	Here & Beyond
	38th Annual Educational Advertising Awards	Microsite	University of Louisville	UofL Here & Beyond Campaign Landing Page
Gold & Best of Show	38th Annual Educational Advertising Awards	Out-of-Home	University of Louisville	UofL Here & Beyond Out-of-Home
Gold	38th Annual Educational Advertising Awards	Microsite	University of Louisville	UofL Here & Beyond Campaign Landing Page
Gold	38th Annual Educational Advertising Awards	Facebook Content	University of Louisville	UofL Here & Beyond Campaign Instant Experience
Gold	38th Annual Educational Advertising Awards	Digital Special Video - Under 2 Minutes	University of Louisville	UofL Here & Beyond Brand Campaign Anthem
Gold	38th Annual Educational Advertising Awards	Digital Special Video - Over 2 Minutes	University of Louisville	UofL Here & Beyond Behind the Music Video
Gold	38th Annual Educational Advertising Awards	Total Digital Marketing Program	University of Louisville	UofL Here & Beyond Digital Marketing Program
Silver	38th Annual Educational Advertising Awards	Integrated Marketing Campaign	University of Louisville	UofL Here & Beyond Integrated Marketing Campaign
Bronze	38th Annual Educational Advertising Awards	Television Advertising - Single	University of Louisville	UofL Here & Beyond :30 TV
Gold	38th Annual Educational Advertising Awards	Television Advertising - Single	TCU	Brand Anthem Spot
Merit	38th Annual Educational Advertising Awards	Outdoor	TCU	New York Alumni Mural
Gold	38th Annual Educational Advertising Awards	Facebook Content	University of California, Irvine	Facebook
Gold	38th Annual Educational Advertising Awards	Instagram Content	University of California, Irvine	Instagram



AWARD	ORGANIZATION	CATEGORY/MEDIUM	CLIENT	TITLE
Silver	38th Annual Educational Advertising Awards	Facebook Content	University of Utah	Facebook
Bronze	38th Annual Educational Advertising Awards	Instagram Content	University of Utah	Instagram
Bronze	38th Annual Educational Advertising Awards	Website Refresh	University of Utah	Admissions Website
Gold	38th Annual Educational Advertising Awards	Total Digital Marketing Program	Michigan State University	MSU FRIB Total Digital Marketing Program
Gold	38th Annual Educational Advertising Awards	Integrated Marketing Program	Michigan State University	MSU Brand + Impact Series Integrated Marketing Program
Gold	38th Annual Educational Advertising Awards	Radio Advertising-Single	Michigan State University	MSU Mobility Radio Advertising-Single
Bronze	38th Annual Educational Advertising Awards	Digital Video Ad-Less than 2 minutes	Michigan State University	MSU Mobility Digital Video Ad
Bronze	38th Annual Educational Advertising Awards	Total Digital Marketing Program	Michigan State University	MSU Total Digital Marketing Program
Merit	38th Annual Educational Advertising Awards	Digital Video Ad-Less than 2 minutes	Michigan State University	MSU Innovative Agriculture Digital Video Ad
Merit	38th Annual Educational Advertising Awards	Radio Advertising-Single	Michigan State University	MSU Innovative Agriculture Radio Advertising-Single
3rd Place	University Photographers' Association of America	Video/Cine	Texas Christian University	2022-23 Institutional Spot: Lead on 150 (TCU's TV Commercial + Recruitment Tool)
Gold & Best of Show	11th Annual Education Digital Marketing Awards	Total Digital Marketing Program	University of Alaska	Empower Alaska
Gold	11th Annual Education Digital Marketing Awards	Branded Content & Entertainment for Online/Interactive	Michigan State University	MSU Branded Content & Entertainment for Online/Interactive - Inside Higher Ed - Mobility
Gold	11th Annual Education Digital Marketing Awards	Total Digital Marketing Program	Michigan State University	MSU Total Digital Marketing Program - Mobility
Silver	11th Annual Education Digital Marketing Awards	Branded Content & Entertainment for Online/Interactive	Michigan State University	MSU Branded Content & Entertainment for Online/Interactive - Inside Higher Ed - Innovative Ag
Silver	11th Annual Education Digital Marketing Awards	Digital Video Ad	Michigan State University	MSU Digital Video Ad - Mobility
Silver	11th Annual Education Digital Marketing Awards	Social Media Content - Campaign	Michigan State University	MSU Social Media Content - Campaign - Mobility
Silver	11th Annual Education Digital Marketing Awards	Web Banner Ad or Website Takeover	Michigan State University	MSU Web Banner Ad or Website Takeover - Mobility
Bronze	11th Annual Education Digital Marketing Awards	Branded Content & Entertainment for Online/Interactive	Michigan State University	MSU Branded Content & Entertainment for Online/Interactive - New York Times - Innovative Ag
Bronze	11th Annual Education Digital Marketing Awards	Digital Video Ad	Michigan State University	MSU Digital Video Ad - Innovative Agriculture
Bronze	11th Annual Education Digital Marketing Awards	Web Banner Ad or Website Takeover	Michigan State University	MSU Web Banner Ad or Website Takeover - Inside Higher Ed - Mobility

AWARD	ORGANIZATION	CATEGORY/MEDIUM	CLIENT	TITLE
Merit	11th Annual Education Digital Marketing Awards	Total Digital Marketing Program	Michigan State University	MSU Total Digital Marketing Program - Innovative Ag
Gold	11th Annual Education Digital Marketing Awards	Digital Video Ad	University of Alaska	Empower Alaska
Gold	11th Annual Education Digital Marketing Awards	Microsite	University of Alaska	Empower Alaska
Gold	11th Annual Education Digital Marketing Awards	TikTok	University of Alaska	Empower Alaska
Gold	11th Annual Education Digital Marketing Awards	Digital Advertising	University of California, Irvine	2023 UCI Rankings Digital Campaign
Gold	11th Annual Education Digital Marketing Awards	Digital Video Ad	University of Florida	Always Forward (:60)
Silver	11th Annual Education Digital Marketing Awards	Digital Advertising	University of Florida	University of Florida: Our people. Our place. Our perspective.
Gold	11th Annual Education Digital Marketing Awards	Facebook	University of Louisville	Here & Beyond
Bronze	11th Annual Education Digital Marketing Awards	Social Media Content - Campaign	University of Louisville	Here & Beyond
Silver	11th Annual Education Digital Marketing Awards	Total Digital Marketing Program	University of Louisville	Here & Beyond
Gold	11th Annual Education Digital Marketing Awards	Social Media Content - Campaign	University of Utah	University of Utah 2023 Content
Gold	11th Annual Education Digital Marketing Awards	Streaming On Demand Content	University of Utah	University of Utah 2023 Content
Silver	11th Annual Education Digital Marketing Awards	Digital Special Video: Under 2 minutes	University of Utah	University of Utah 2023 Content
Silver	11th Annual Education Digital Marketing Awards	TikTok	University of Utah	University of Utah 2023 Content
Best of CASE (District IV) Awards	CASE (District IV) Awards	Marketing: Microsites	Texas Christian University	150th Anniversary Microsite
Best of CASE (District IV) Awards	CASE (District IV) Awards	Design: Environmental Graphics	Texas Christian University	150th Anniversary Environmental Graphics
Best of CASE (District IV) Awards	CASE (District IV) Awards	Videos: Promotional (Short)	Texas Christian University	Lead On, Joyfully: John Devereaux's Story
Best of CASE (District IV) Awards	CASE (District IV) Awards	Videos: Commercials	Texas Christian University	Lead On 150
Best of CASE (District IV) Awards	CASE (District IV) Awards	Marketing Initiatives (More than 25 Staff)	Texas Christian University	2022 Peer Campaign
Lone Star Emmy Award	National Academy of Television Arts & Sciences	Video	Texas Christian University	TCU Brand Anthem: Lead On 150