Concept, design, content, and effectiveness—these are the four key criteria judges consider when reviewing entries for ACUI’s annual association-wide Steal This Idea contest that seeks the best marketing and promotional ideas. Nearly 300 entries were submitted to the 2019 competition, and judges awarded first place through honorable mention in 15 categories, ranging from t-shirts to posters to full promotional campaigns. The full slate of winning entries may be found on the following pages.

Best in Show was awarded to Charlene Prosser, University of Maryland, for the Black History Month 2018 promotional campaign, which highlighted four powerful voices in the black community through a series of posters, t-shirts, digital imagery, lapel pins, and more. The judges noted the campaign’s excellent use of consistent illustration and color palette that allowed the “Reclaiming Our Voices” theme to resonate across a variety of media and messages.
BEST IN SHOW

Black History Month
University of Maryland
Charlene Prosser
1. **FIRST PLACE**
   - Illini Union Student Union
   - University of Illinois
   - Stephanie Swift, Erik Riha

2. **SECOND PLACE**
   - Commuter Pocket Guide
   - University of California–San Diego
   - Lauren Filzenger, Armando Abundis, Kia Neri, Bessie Yang

3. **THIRD PLACE**
   - Fine Arts Series 115th Season
   - University of North Texas
   - Steven Meehin, Caroline Hailson

4. **HONORABLE MENTION**
   - Michigan Union Development
   - University of Michigan
   - Toni Voss, Laura Vernon, Laura Seagram

5. **FIRST PLACE**
   - Spring 2018 Visiting Artists
   - California State University–Sacramento
   - Tynan Collins

6. **SECOND PLACE**
   - Lory Student Center Milestones
   - Colorado State University
   - Shreenal Patel

7. **THIRD PLACE**
   - UndocuTerp
   - University of Maryland
   - Hannah Shams, Mallory O’Conor

8. **HONORABLE MENTION**
   - Cougars in Recovery Brochure
   - University of Houston
   - Nick Peterson
CALENDARS/SCHEDULES

**FIRST PLACE**
SAB Spring 2018  
Texas Tech University  
Katie Downing, Autumn Arthur

**SECOND PLACE**
CAB Spring 2019 Schedule  
University of West Florida  
R.J. Lund, Shelley Henseler

**THIRD PLACE**
Terrace After Dark Schedule  
University of Wisconsin–Madison  
Stephanie Webendorfer, Megan Breene, Allyson Casey, Kelly O’Loughlin

**HONORABLE MENTION**
Spartan Fest 2018  
University of North Carolina–Greensboro  
Ashley Hill

**STUDENT**

**FIRST PLACE**
Pride Month 2018  
University of Maryland  
Hannah Shams

**SECOND PLACE**
Non-Traditional Student Organization Semester  
Oklahoma State University  
Celeste Torres

**THIRD PLACE**
ASI Events–Fall 2018  
California State University–Fulerton  
Melina Ahmadzadeh

**HONORABLE MENTION**
Fall 2018 Visiting Artists  
California State University–Sacramento  
Ilona Panych

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**SPRING 2019 EVENTS**

**OPEN MIC NIGHT**  
**GREAT HALL**  
**JAN. 17 | 7-9 P.M.**

**BATTLE OF THE SEXES**  
**AUDITORIUM**  
**JAN. 31 | 7-9 P.M.**

**CASINO NIGHT**  
**AUDITORIUM**  
**JAN. 24 | 7-10 P.M.**

**DATES AND SKATES**  
**CONFERENCE CENTER**  
**FEB. 12 | 7-10 P.M.**

**CANVAS AND COFFEE**  
**AUDITORIUM**  
**FEB. 7 | 7-9 P.M.**

**SILENT LIBRARY**  
**AUDITORIUM**  
**FEB. 21 | 7-9 P.M.**

**STRESS LESS FOR SUCCESS**  
**GREAT HALL**  
**FEB. 28 | 11 A.M.-1 P.M.**

**SALSA NIGHT**  
**AUDITORIUM**  
**APRIL 4 | 7-9 P.M.**

**CAB AFTER DARK**  
**PARKING LOT H**  
**APRIL 12 | 7-10 P.M.**

**IT’S THE FINALS COUNTDOWN**  
**GREAT HALL**  
**APRIL 25 | 11 A.M.-1 P.M.**

**GAME NIGHT**  
**ARGO GALLEY**  
**MARCH 5 | 7-9 P.M.**

**NIGHT GLOW YOGA**  
**AUDITORIUM**  
**MARCH 21 | 7-9 P.M.**

**LIP SYNC BATTLE**  
**AUDITORIUM**  
**MARCH 28 | 7-10 P.M.**

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If aspects of our programs hinder your full participation, reasonable accommodations can be arranged based on documented needs. You must first register with Student Accessibility Resources: sar@uwf.edu or 850.474.2387.
CARDS/INVITATIONS

PROFESSIONAL

1. FIRST PLACE
   More Than Just Scribbles
   California State University–Sacramento
   Diana Lee

2. SECOND PLACE
   Carlitos Medrano
   California State University–Sacramento
   Kenji Enos

3. THIRD PLACE
   University Book Center Faculty/Staff Appreciation Day Mailer
   University of Maryland
   Whitney Schepf

4. HONORABLE MENTION
   ASI Special Thanks
   California State University–Los Angeles
   Gus Salazar

STUDENT

5. FIRST PLACE
   Friends of Women’s Studies Invitations
   University of Houston
   Julia Ong

6. SECOND PLACE
   First Friday – Triton Avengers Glove Game Card
   University of California–San Diego
   Lucy Xu, Armando Abundis

7. THIRD PLACE
   The Blend at the VRC
   California State University–Northridge
   Kat Hawley, Calvin Sam, Isa Hernandez

8. HONORABLE MENTION
   Rowan SUP MVV Card
   Rowan University
   Christina Conte
DIGITAL CAMPAIGNS

**FIRST PLACE**
Healthy Campus Week
Oklahoma State University
Brandon Havens, Rachel Metzger

**SECOND PLACE**
Transfer 2 Terp Student Profiles
University of Maryland
Charlene Prosser

**THIRD PLACE**
Graduate Student Life
Craft Nights
University of Maryland
Hannah Shams

**HONORABLE MENTION**
Student Union Activities Board
Video Campaign
Oklahoma State University
Coleton Gambill, Kailey Bookout

WEBSITES

**FIRST PLACE**
Pick One! Website
University of Wisconsin–Stout
Noah Delagardelle, Katherine Bosworth

**SECOND PLACE**
90th Anniversary Microsite
University of Wisconsin–Madison
Stephanie Webendorfer, Allyson Casey, Kelly O’Loughlin

**THIRD PLACE**
USU Annual Report
Optimizing the Student Experience
California State University–Northridge
Steven Wein, James Matzen, Kyle Hufnagel, Michael Niles, Jenny Soto

**HONORABLE MENTION**
ASI Website
California State University–Fullerton
Scott Martin
<table>
<thead>
<tr>
<th>Award</th>
<th>Design Description</th>
<th>Institution</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Place</strong></td>
<td>Gopher Journey Escalator Surround</td>
<td>University of Minnesota–Twin Cities</td>
<td>Brittany Ottum, Jody Mahaffey</td>
</tr>
<tr>
<td><strong>Second Place</strong></td>
<td>Ruth Merrill Center Decals</td>
<td>University of Rochester</td>
<td>Jennelle Hart</td>
</tr>
<tr>
<td><strong>Third Place</strong></td>
<td>IMU Stair Decals</td>
<td>Indiana University–Bloomington</td>
<td>Damen Morris, Mara Dahlgren</td>
</tr>
<tr>
<td><strong>Honorable Mention</strong></td>
<td>Student Union Elevator Door Wrap</td>
<td>Oklahoma State University</td>
<td>Debbie Shotwell, Shane Lansdown</td>
</tr>
<tr>
<td><strong>First Place</strong></td>
<td>Elevator Decals</td>
<td>University of Wisconsin–Whitewater</td>
<td>Jessica Richards</td>
</tr>
<tr>
<td><strong>Second Place</strong></td>
<td>Davis Center’s Lake Champlain Biotope</td>
<td>University of Vermont</td>
<td>David Bernier</td>
</tr>
<tr>
<td><strong>Third Place</strong></td>
<td>You Belong Right Here Selfie Wall</td>
<td>California State University–Northridge</td>
<td>Juli Shih, Jenny Soto</td>
</tr>
<tr>
<td><strong>Honorable Mention</strong></td>
<td>Wellness Center Classroom Decals</td>
<td>University of Houston</td>
<td>Kenny Law, Jessy Gilbert</td>
</tr>
</tbody>
</table>
LOGOS/BRAND IDENTITY

PROFESSIONAL

FIRST PLACE
Union Board Rebrand
Baylor University
Jordy Dickey, Rebecca Kaiser,
Tanner Freeman

SECOND PLACE
Associated Students, Inc.
California State University—
Los Angeles
Gus Salazar

THIRD PLACE
Saffron
University of Wisconsin—
Madison
Megan Breene, Lauren Ziegler,
Meghan Roberts

HONORABLE MENTION
Jitters Cafe
University of Illinois
Ralph Roether

STUDENT

FIRST PLACE
20th Anniversary Pride
Colorado State University
Shreenal Patel

SECOND PLACE
Homecoming – 90s Theme
Texas State University
Nicole Basta, Lucero Treviño,
Fatima Rubio

THIRD PLACE
Strides to Zero
University of Houston
Jessy Gilbert

HONORABLE MENTION
Earth Week
University of Vermont
Jacob Rist
1. **FIRST PLACE**
   Argo Arrival Outdoor Walkway Decals
   University of West Florida
   Melissa Puckett, Gina Alford Dickerson

2. **SECOND PLACE**
   Game Day at the Union Backdrop
   Oklahoma State University
   Kailey Bookout

3. **THIRD PLACE**
   Illini Union Bookstore Summer Registration Folder
   University of Illinois
   Erik Riha

4. **HONORABLE MENTION**
   Terrace Pop-Up Shop
   University of Wisconsin–Madison
   Megan Breene, Alix DeBroux, Allyson Casey, Meghan Roberts Wollack

5. **FIRST PLACE**
   Latinx Graduation
   University of Maryland
   Nursena Acar

6. **SECOND PLACE**
   Student Union Folder
   University of Texas–San Antonio
   Richard Tyler Martin

7. **THIRD PLACE**
   SCCA Game Room Air Hockey Table
   Rowan University
   Samantha DiVirgilio

8. **HONORABLE MENTION**
   I Hate Valentine’s Day
   University of Texas–Rio Grande Valley
   Adelina Agueros
MULTI-PAGE PUBLICATIONS

PROFESSIONAL

FIRST PLACE
Wisconsin Union Experience Booklet
University of Wisconsin–Madison
Stephanie Webendorfer, Alix DeBroux, Jacob Hahn

SECOND PLACE
Center for Student Involvement Year End Report
University of Colorado–Boulder
Nathan Schiro, Hana Kieger, Erin Dewese

THIRD PLACE
STAMP Annual Report
University of Maryland
Charlene Prosser, Sophie Tullier

HONORABLE MENTION
Illini Union Sales Booklet
University of Illinois
Stephanie Swift, Erik Riha

STUDENT

FIRST PLACE
Celebrations Catering Menu
Oklahoma State University
Celeste Torres

SECOND PLACE
Panhellenic Booklet 2018
University of Houston
Kevin Marroquin

THIRD PLACE
Student Union Newsletter
University of Texas–San Antonio
Richard Tyler Martin,
Nicole Hernandez,
Yi-Ting Chung

HONORABLE MENTION
Origins IdeasLab Assessment Report
University of Maryland–Baltimore County
Jazmine Johnson, Stephen Freeland, Sarah Hansen
POSTERS

PROFESSIONAL

1 FIRST PLACE
César Chávez Celebration Month
University of California–San Diego
Lauren Filzenger, Armando Abundis

2 SECOND PLACE
North By North Texas
University of North Texas
Steven Meehin, Abby Caron

3 THIRD PLACE
The Color Wild
California State University–Sacramento
Erin Umipeg

4 HONORABLE MENTION
Fright Week
University of Vermont
Cody Silfies

STUDENT

5 FIRST PLACE
Gabby Riviera
California State University–Sacramento
Diego Gutierrez

6 SECOND PLACE
FallFest – Ft. Dr. Dog
University of Vermont
Nicole Raccuia

7 THIRD PLACE
Feast of Nations
University of Minnesota–Twin Cities
Anne Judd, Garnette Kuznia, Brendan Buhler

8 HONORABLE MENTION
Natural Hair Night
University of Wisconsin–Stout
Megan Luedke, Abby Straub
# Promotional Campaigns

## Professional

**First Place**
Black History Month
University of Maryland
Charlene Prosser

**Second Place**
Leadership & Community
Service-Learning Identity
University of Maryland
Charlene Prosser

**Third Place**
A Place to be You
University of Wisconsin–Madison
Brennan Bahr, Brennah Kentz, Megan Breene, Alix DeBroux

**Honorable Mention**
Argo Arrival Campaign
University of West Florida
T.J. Grier, Melissa Puckett, Shelley Henseler, Sarah Coven, Victoria Foster

## Student

**First Place**
Week of Welcome Branding
University of Vermont
Addison Zinner

**Second Place**
ASI Election 2018
California State University–Los Angeles
Anthony Castañeda

**Third Place**
ASI Elections 2018 Marketing
California State University–Long Beach
Garrin Yabuta

**Honorable Mention**
Springfest
University of Vermont
David Bernier
PROMOTIONAL PRODUCTS

PROFESSIONAL

1 FIRST PLACE
Homecoming Scarf
University of Maryland
Charlene Prosser

2 SECOND PLACE
Theater Season Promotion
University of Wisconsin–Madison
Kayla Nelson, Angela Nair

3 THIRD PLACE
UNT Union Sticker Sheets
University of North Texas
Steven Meehin, Abby Caro, Caroline Hailson, Emma Pattison

4 HONORABLE MENTION
Fully Woolly Promo Sticker
California State University–Fullerton
Mike Greenlee

STUDENT

5 FIRST PLACE
UndocuTerp Enamel Pin
University of Maryland
Mallory O’Conor, Nursena Acar

6 SECOND PLACE
Lory Student Center Brand Stickers
Colorado State University
Christopher Jewell, Madi Gould

7 THIRD PLACE
U Are So Much S’more
California State University–Northridge
Rubaie Jaffer, Jenny Soto

8 HONORABLE MENTION
Student Union Sticker
University of Texas–San Antonio
Daniela Sosa
SIGNS/BANNERS

PROFESSIONAL

FIRST PLACE
Pride and Traditions
Texas State University
Sarah Bagwell, Lucero Treviño

SECOND PLACE
Don Friesen
California State University–Sacramento
Erin Umipeg

THIRD PLACE
Veterans “Welcome Home”
University of Maryland
Charlene Prosser

HONORABLE MENTION
Welcome Back
University of Minnesota–Twin Cities
Brittany Ottum, Jody Mahaffey

STUDENT

FIRST PLACE
Coco
California State University–Sacramento
Andrew Le

SECOND PLACE
Fifty30 Venue Product Signage
Colorado State University
Evan Olea

THIRD PLACE
CWU SURC Environmental
Central Washington University
Hannah Brooks

HONORABLE MENTION
WUD Director Recruitment
University of Wisconsin–Madison
Courtney Medick, Alix DeBroux
VIDEOS/ANIMATIONS

PROFESSIONAL

FIRST PLACE
Logo Animation Video
University of Wisconsin–Madison
Kelly O’Loughin, Susan Dibbell, Monica Slater

SECOND PLACE
Marketing Form Video Tutorial
California State University–Fullerton
Art Serna, Luke Rooney, Anjelica Torres

THIRD PLACE
Comic Con
Oklahoma State University
Coleton Gambill

HONORABLE MENTION
Celebrating 90 Years 1928–2018
University of Wisconsin–Madison
Monica Slater, Susan Dibbell

STUDENT

FIRST PLACE
Voter Registration 2018
California State University–Long Beach
Christopher Rosa

SECOND PLACE
Student Union and Activities Promo
Central Washington University
Julian Smart

THIRD PLACE
USU Board of Directors Elections
California State University–Northridge
Mifiel Valdes, Kyle Hufnagel, Isa Hernandez

HONORABLE MENTION
Homecoming Promo
California State University–Long Beach
Abby Victor, Matt Carney, Logan Cross, Christopher Rosa