Concept, design, content, and effectiveness—these are the four key criteria judges consider when reviewing entries for ACUI’s annual Steal this idea contest that seeks the best marketing and promotional ideas. More than 350 entries were submitted to the 2020 competition, and judges awarded first place through honorable mention in 16 categories, ranging from T-shirts to posters to full promotional campaigns. The full slate of winning entries may be found on the following pages.
BROCHURE

PROFESSIONAL

FIRST PLACE
2019–2020 Fine Arts Series
University of North Texas
Steven Moehn, Taylor Smith

SECOND PLACE
Come OA With Us
University of West Florida
R.J. Lund, Shelley Hensler

THIRD PLACE
Student Legal Services
“We Know” Campaign
Indiana University-Bloomington
Faith Chadwick, Cheryl Paul

HONORABLE MENTION
Communications and Creative Services
University of North Carolina-Chapel Hill
Kevan Lewis, Dama Murry, Dree Guibera, Beth Monis, Keith Mize, Zoe Hambly, Carter Frye, Emma Barber, Vanessa MunozCuevaes, Audrey Walsh, Tiara Dorsett

STUDENT

FIRST PLACE
Learn the Basics
California State University-Los Angeles
Stacey Le

SECOND PLACE
Spring 2019 Visiting Artists
Sacramento State University
Matt Vlach

THIRD PLACE
Outdoor Adventures
California State University-Northridge
Amber Bijl

HONORABLE MENTION
CLASS Distinguished Faculty Award
University of Houston
Kerry Law

CALENDAR/SCHEDULE

PROFESSIONAL

FIRST PLACE
CAS Calendar
University of North Carolina-Charlotte
Kyahdric Moss

SECOND PLACE
2019 Monthly Calendar
Embry-Riddle Aeronautical University
Eric Watkins, Vipal Toang, Abinile Otero

THIRD PLACE
Latinx Heritage Month 2019
University of Maryland
Whitney Scheel, Valeria Morales

HONORABLE MENTION
UPC Fall 2019 Calendar
University of North Texas
Steve Moehn, Javier Ruiz Navarro, Stephanie Moreno

STUDENT

FIRST PLACE
Multiracial Heritage Month 2019
University of Maryland
Penelope Hutchins, Savannah Gaines

SECOND PLACE
I-Book Planner
University of Illinois
Edgar Madrigal

THIRD PLACE
LGBTQ History Month
University of Houston
Kim Wong, Hana Sasonko

HONORABLE MENTION
Spring 2019 U-Calendar
California State University-Los Angeles
Stacey Le, Rosana Jonczyk
CARD/INVITATION

PROFESSIONAL

FIRST PLACE
USU 45th Anniversary
California State University–Los Angeles
Robert Gonzales

SECOND PLACE
Jimmy Toor
Sacramento State University
Diana Lee

THIRD PLACE
Shuga Cain
Sacramento State University
Erii Umpug

HONORABLE MENTION
First National Bank
Colorado State University
Charlene Tiedemann

STUDENT

FIRST PLACE
Social Identity Exploration
California State University–Los Angeles
Valeri To

SECOND PLACE
DREAM Gala
University of Maryland
Hannah Shams

THIRD PLACE
USU Night Market
California State University–Northridge
Mia Smiljanich, Calvin Sam, Stephanie Tran

HONORABLE MENTION
Community Building & Celebration
California State University–Los Angeles
Alexis Onofre

DigiTAL CAMPAIGN

PROFESSIONAL

FIRST PLACE
UCI Now Digital Campaign
University of California–Irvine
Brian Petyo, Diana Schombert, Tommy Patierno,
Sarah Li, Soros Chokanorawong

SECOND PLACE
#BlossomAtSacState
Sacramento State University
Diana Lee

THIRD PLACE
Fireside Chat
University of Maryland
Whitney Schepf, Nathan Grime

STUDENT

FIRST PLACE
TerpZone Billiards League
University of Maryland
Drew Darden

SECOND PLACE
Light Up the Night – IMU Candle-Lighting Ceremony
Indiana University–Bloomington
Megan Wright

THIRD PLACE
Murder Mystery Dinner
Oklahoma State University
Dawson Hirt

HONORABLE MENTION
Lory Student Center Interactive Murals
Colorado State University
Diana Vega Basto, Oliver Shi,
Ethan Worker, Christopher Jewell
INTERIOR/WALL ART

PROFESSIONAL
FIRST PLACE
Hidden Hooisers
Indiana University-Bloomington
Damen Morris, Jen Chavarria
SECOND PLACE
Studio A Wall Decal
University of Maryland
Whitney Schepf, Tara Youngborg
THIRD PLACE
The New Heart of Campus
California State University-Northridge
James Matzen, Kyle Huooyvel, Michael Niles, Mia Lubliner
HONORABLE MENTION
UVM Davis Center Operations Window
University of Vermont
Cody Stifles

STUDENT
FIRST PLACE
The Kitchen Signage
James Madison University
Kelsey Waugh
SECOND PLACE
Student Centers Satellite
University of Houston
Nick Peterson, Hana Sasongko
THIRD PLACE
All Night Display Diorama
California State University-Fullerton
Yuet Tong Tsen
HONORABLE MENTION
Window Wars
The University of Texas-San Antonio
Imani Young

LOGO/BRAND IDENTITY

PROFESSIONAL
FIRST PLACE
Terps Interfaith Exchange
University of Maryland
Whitney Schepf, Denis McHugh, Cori Carfagno
SECOND PLACE
BNAACC 50th Anniversary
University of Illinois
Tawny Palumbo
THIRD PLACE
Homecoming
University of North Carolina-Charlotte
Kam King, Melissa Zimmeth, Isaac Cowles, Kyahdric Moss
HONORABLE MENTION
Social Justice Hub
University of Wisconsin-Madison
Vicki Keegan, Megan Breen

STUDENT
FIRST PLACE
Winter Week of Welcome
University of Vermont
Charlotte Coughlin
SECOND PLACE
U-SU
California State University-Los Angeles
Tony Villa
THIRD PLACE
Community Garden
San Jose State University
Ryan Stuart Martin
HONORABLE MENTION
IU Late Night
Indiana University-Bloomington
Jen Chavarria
PROFESSIONAL

FIRST PLACE
Student Affairs Communication Hiring
University of Colorado–Boulder
Nathan Schiro

SECOND PLACE
Rawkin’ Welcome Week (RWW)
Party Like A Rawkstar
University of North Carolina–Greensboro
Ashley M. Marshall

THIRD PLACE
VRC Alternative Break Poster
University of Colorado–Boulder
Nathan Schiro

HONORABLE MENTION
Coyote Creates
Sacramento State University
Erin Umpeg

STUDENT

FIRST PLACE
Noche de Loteria y Paletas
University of Nevada–Reno
Vanessa Torres

SECOND PLACE
Wellness Week
California State University–Los Angeles
Alyss Onofre

THIRD PLACE
8-Ball Doubles Tournament
University of California–San Diego
Jonathan Funes

HONORABLE MENTION
Fika Friday
University of California–San Diego
Lauren Fitzinder

PROMOTIONAL CAMPAIGN

FIRST PLACE
Lost & Found Campaign
University of North Texas
Steven Meehan, Tony Boykin-King, Sharon Mathew, Hope Alvarez

SECOND PLACE
WELcome Back
Sacramento State University
Diana Lee

THIRD PLACE
Black History Month 2019
University of Maryland
Charlene Prosser Castillo, Janal Raphael

HONORABLE MENTION
Outdoor Adventures Collaterals
California State University–San Marcos
Anthony Ferrer, Daisy Camacho, Rylee Yocum, Devon Venturino

STUDENT

FIRST PLACE
UVM Week of Welcome Branding
University of Vermont
Sara Jaye

SECOND PLACE
Immigrant Resilience
University of Maryland
Jose Sorto-Guevara

THIRD PLACE
CAB After Dark
University of West Florida
Brooke Lawrence, Ilan Berkstein, Shelley Henseler

HONORABLE MENTION
World Gratitude Day
University of Texas–Rio Grande Valley
Adalina Agueros
STUDENT
FIRST PLACE
Rise and Resist Students of Color Conference
California State University-Long Beach
Aman Dembe

SECOND PLACE
Shasta’s Chalkboard Menu
University of Houston
Christie Le

THIRD PLACE
Mini Union Backstore Window Banners
University of Illinois
Ralph Roether, Union student photographers

HONORABLE MENTION
Juneteenth Celebration Banner
The University of Texas-San Antonio
Niana Pallatt

PROMOTIONAL PRODUCT
PROFESSIONAL
FIRST PLACE
Graduate Student Life Lounge Keychain
University of Maryland
Whitney Schepf, Cori Carfagno, Karrin Thompson, Luanjiao Aggie Hu

SECOND PLACE
UNT Union 70th Anniversary Swag
University of North Texas
Steven Meehin, Sharon Mathew

THIRD PLACE
Cow Chair
University of Wisconsin-Madison
Alex Debronez, Meghan Roberts Wollack, Stephanie Webendorfer

HONORABLE MENTION
Disc Golf Coaster
University of West Florida
Shelley Hensler

STUDENT
FIRST PLACE
Student Union Mini Buttons
The University of Texas-San Antonio
Richard Tyler Martin

SECOND PLACE
LBJSC Sticker Sheet
Texas State University
Daniela Aguilera

THIRD PLACE
Game Day at the Union Beverage Holders
Oklahoma State University
Celeste Torres, Debbie Shotwell

HONORABLE MENTION
Adventure Journal
Colorado State University
Christopher Jewell
### SOCIAL MEDIA CAMPAIGN

#### PROFESSIONAL

**FIRST PLACE**
Student Group Spotlights
University of Minnesota-Twin Cities
Brittany Ottum, Maddy Pritzl, Garnette Kuznia

**SECOND PLACE**
Graduating Workshops
University of Maryland
Whitney Schepf, Debbie Mikutsky

**THIRD PLACE**
#200MUStories
Indiana University-Bloomington
Leah Gregory, Abbey Rainbridge, James McHaley

**HONORABLE MENTION**
Photobox
Colorado State University
Olivia Sutton, Nicholas Eppley

#### STUDENT

**FIRST PLACE**
Transfer & Off-Campus Student Appreciation Week 2019
University of Maryland
Hannah Shams

**SECOND PLACE**
Duck Hunt Challenge
The University of Texas-San Antonio
Christine Wong, Nicole Hernandez, Syra Knight, Niana Pialatt

**THIRD PLACE**
Roaring Into the '20s
Kansas State University
Bailey Current

**HONORABLE MENTION**
All Night Study
California State University-Fullerton
Lindsay Bockett, Sarah Adams, Valerie Cabrera, Natalie Moeller, Kaylei Grijalva, Zaynab Fayad, Angelica Gutierrez Chavez

#### T-SHIRT

**PROFESSIONAL**

**FIRST PLACE**
Freshman Class
University of North Carolina-Charlotte
Isaac Cowles, Shawn Ibarra

**SECOND PLACE**
Treasure Island Homecoming Theme
University of West Florida
Shelley Hensler

**THIRD PLACE**
CU GOLD Catalyst
University of Colorado-Boulder
Nathan Schiro

**HONORABLE MENTION**
Eat At the Union
University of Illinois
Ralph Roether

#### STUDENT

**FIRST PLACE**
Out In the Garden
California State University-Northridge
Jonathan Santos, Calvin Sam, Stephanie Tran

**SECOND PLACE**
Beach Clean Up
Associated Students Inc., California State University-Los Angeles
Anthony Castañeda

**THIRD PLACE**
Diverse Talks
California State University-Fullerton
Melina Ahmadzadeh

**HONORABLE MENTION**
Golden Eagle Orientation
California State University-Los Angeles
Tony Villa
VIDEO

PROFESSIONAL

FIRST PLACE
2019 Homecoming Theme Reveal
Texas Tech University
Jeremy Smith, Troy Pike, Bethany DeLuna

SECOND PLACE
Wisconsin Union Directorate "Experience"
University of Wisconsin–Madison
Tack Video, Brennan Bahr, Stephanie Webendorfer, Monica Slater

THIRD PLACE
Life Happens at the Union
Oklahoma State University
Coleton Gambill, Debbie Shotwell

HONORABLE MENTION
The Green Screen - "We're Back"
University of North Texas
Steven Meehin

STUDENT

FIRST PLACE
Bystander Intervention
Indiana University–Bloomington
Claire Soisson, Savanna Latto, Conner Franke

SECOND PLACE
Sol Fest Promo
California State University–Northridge
Jay Swen

THIRD PLACE
ASI Elections 2019
California State University–Fullerton
Melina Ahmadzadeh

HONORABLE MENTION
Star of the Month
Texas State University
Lucero Treviño