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By:  Price H.R. No. 1688

R E S O L U T I O N

WHEREAS, The Communications and Marketing Department at Amarillo College received a number of accolades at the 36th Annual Educational Advertising Awards; and

WHEREAS, Judged by a national panel of industry professionals, the competition assesses the creativity, marketing execution, and message effectiveness of marketing content from more than 1,000 colleges, universities, and secondary schools from all 50 states, as well as several other countries; the event is the largest and oldest educational advertising awards contest in the nation, and this year, over 2,000 entries were submitted; and

WHEREAS, Amarillo College was named Best of Show in the social media content category for its 2019-2020 digital marketing program, which also received a gold award; in addition, the institution captured gold awards in the COVID marketing campaign, logo/letterhead design, publication internal, and special promotional categories, and it won gold and silver in the publications external category and gold and bronze in the integrated marketing campaign category; the college further distinguished itself by earning gold, silver, and bronze awards in the installations category; and

WHEREAS, The outstanding performance by the talented members of the Communications and Marketing Department at Amarillo College is a tribute to their hard work and commitment to producing high-quality content, and they may indeed reflect with pride on their noteworthy achievements; now, therefore, be it

RESOLVED, That the House of Representatives of the 87th Texas Legislature hereby congratulate the Amarillo College Communications and Marketing Department on its exemplary performance at the 36th Annual Educational Advertising Awards and extend to all those who contributed to these outstanding projects sincere best wishes for continued success; and, be it further

RESOLVED, That an official copy of this resolution be prepared for the department as an expression of high regard by the Texas House of Representatives.