

By: Price

H.R. No. 1688

R E S O L U T I O N

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

4 WHEREAS, Judged by a national panel of industry
5 professionals, the competition assesses the creativity, marketing
6 execution, and message effectiveness of marketing content from more
7 than 1,000 colleges, universities, and secondary schools from all
8 50 states, as well as several other countries; the event is the
9 largest and oldest educational advertising awards contest in the
10 nation, and this year, over 2,000 entries were submitted; and

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

21 WHEREAS, The outstanding performance by the talented members
22 of the Communications and Marketing Department at Amarillo College
23 is a tribute to their hard work and commitment to producing
24 high-quality content, and they may indeed reflect with pride on

1 their noteworthy achievements; now, therefore, be it

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

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