



HILLSDALE COLLEGE

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Hillsdale College Marketing Department Wins CASE Circle of Excellence Award

HILLSDALE, Mich. — The Marketing Department at Hillsdale College received a Gold Circle of Excellence Award in Design – Specialty Pieces from the Council for Advancement and Support of Education for its online learning DVD box sets. The annual competition received more than 4,500 entries from institutions in 28 countries.

Each year the CASE Circle of Excellence Awards celebrate the creative and innovative ways members advance their institutions. This year, CASE received a record number of submissions. Entries were recognized with a Grand Gold, Gold, Silver, or Bronze Circle of Excellence award. Hillsdale College was one of 173 participants to receive a “Gold” level award.

“We were thrilled to receive this affirmation of our work,” said Creative Director Bryan Springer. “The DVD box sets represent some of our most creative work and also extend the Hillsdale brand to a national audience. To receive recognition from our peers in higher education is a great honor.”

In the specialty pieces category, winners were selected based on overall concept and creativity, design, layout, use of resources, user experience, and technical execution. Judges described the online learning DVD covers as a “surprisingly retro and effective mechanism” for its audience and as “beautiful and very appropriate” with a “gorgeous design for each piece.”

View the full list of award recipients [here](#).

For a high-resolution copy of the Hillsdale College clocktower logo, click [here](#).

About Hillsdale College

Hillsdale College is an independent, nonsectarian, Christian liberal arts college located in southern Michigan. Founded in 1844, the College has built a national reputation through its classical liberal arts core curriculum and its principled refusal to accept federal or state taxpayer subsidies, even indirectly in the form of student grants or loans. It also conducts an outreach effort promoting civil and religious liberty, including a free monthly speech digest, *Imprimis*, with a circulation of more than 6.3 million. For more information, visit hillsdale.edu.

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