

ICTC Bright Spot

Indian Capital Technology Center

Muskogee

Sallisaw

Stilwell

Tahlequah

2011



Anesa Hooper (left), ICTC Marketing Coordinator; Roberta Scott (center), ICTC Public Information Officer, and Janett Ferrell (right), ICTC Graphic Designer, stand behind the display of the seven awards that ICTC and Ferrell received during the Oklahoma School Public Relations (OKSPRA) 2011 Awards Luncheon in Norman, OK.

ICTC Wins OKSPRA Awards

The Indian Capital Technology Center District Marketing Team received publication awards from the Oklahoma School Public Relations Association (OKSPRA) at its annual conference on April 21, 2011. ICTC competed in Division A, which included school districts with 10,000 or more students, Oklahoma Technology Centers, institutions of higher education, state agencies, and other non-profit organizations. In Division A there are two awards for each category, the Award of Excellence and the Award of Merit. The following seven awards were presented to Indian Capital Technology Center:

Awards of Excellence: Brochure/Pamphlet - Career Majors at-a-glance Brochure, One Time Publication - Back to School post card, Billboard/Advertisement - Radiologic Technology enrollment ad (newspaper), and Before and After Project - College Alliance Brochure.

Awards of Merit: Brochure/Pamphlet – Career Major Factsheet, Calendar/Schedule - Fall 2010 ACD Catalog, and Annual Report - FY2010 Annual Report.

Members of the ICTC Marketing Team are Anesa Hooper, Marketing Coordinator; Janett Ferrell, Graphic Designer and Roberta Scott, Public Information Officer.

All of the winning publications were designed by Janett Ferrell, who graduated from the University of Central Oklahoma with a Bachelor of Arts degree in Graphic Design in May of 1996. She started working for Indian Capital Technology Center in July of 1996 in the Business and Industry Services division as a Curriculum Development Specialist. She began doing graphic design and marketing full time in 2009 when the marketing team was formed.

The Oklahoma School Public Relations Association is an award-winning chapter of the National School Public Relations Association. Its mission is to serve, motivate and educate school administrators, school staff members and boards of education about the importance of school public relations.