

2017-J4837

Senate Resolution No. 4837

BY: Senator JACOBS

CONGRATULATING Hilbert College upon the occasion
of its designation as recipient of a Merit Award by
Higher Education Marketing Report

WHEREAS, It is the custom of this Legislative Body to recognize and commend those exemplary institutions of higher education within the State of New York for their enduring commitment to the pursuit of academic excellence; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to congratulate Hilbert College upon the occasion of its designation as recipient of a Merit Award by Higher Education Marketing Report at its 33rd Annual Educational Advertising Awards; and

WHEREAS, Higher Education Marketing Report is a Publications Group that distributes marketing news and information across the United States, focusing in the fields of higher education and healthcare marketing; and

WHEREAS, The Educational Advertising Awards began more than three decades ago in an effort to recognize the field of educational marketing and advertising; and

WHEREAS, Marketing departments from around the country send in their campaigns to be reviewed and judged by a national panel of industry specialists, analyzing creativity, marketing execution and message impact; awards are given to those who present the best quality, creativity and effectiveness; and

WHEREAS, Hilbert College, located south of Buffalo in suburban Hamburg, New York, is a private four-year college founded in 1957, in the Catholic Franciscan tradition; with nearly 1,000 students, Hilbert is a dynamic Western New York college that offers career-focused majors, including one of the top criminal justice programs in the region, and more than 50 minors and concentrations; and

WHEREAS, Hilbert College has been awarded a Merit Award in the Special Video category for its "Hilbert College-See Different" video; the video was developed and produced entirely by the Office of Marketing and Communications at Hilbert; and

WHEREAS, It is the sense of this Legislative Body that when individuals and institutions of such noble aims and accomplishments are brought to our attention, they should be celebrated and recognized by all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to congratulate Hilbert College upon the occasion of its designation as recipient of a Merit Award by Higher Education Marketing Report; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Hilbert College.