

## [Award-winning media highlight the best of Tulane](#)

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Communications and Marketing won an Award of Excellence, the highest honor bestowed by the Communicator Awards, for the university's website. (Photo by Ryan Rivet)

[Tulane University Communications and Marketing](#) and the [Office of Undergraduate Admission](#) received honors for a publication and videos produced in 2016.

Communications and Marketing won an Award of Excellence, the highest honor bestowed by the [Communicator Awards](#), for the university's website. The team also earned an Award of Merit from the [2016 EDU Digital Marketing Awards](#).

"The redesign is the culmination of a lot of hard work by my team and [mStoner](#). I am so thrilled that our beautiful website is getting the recognition that it deserves," said Rachel Hoormann, executive director of University Web Communications.

The summer 2016 issue of *Tulane Medicine* magazine received the bronze Higher Education Marketing Award from the [Educational Advertising Awards](#).

The Office of Undergraduate Admission was also recognized with Circle of Excellence awards for the first time by the [Council for Advancement and Support of Education \(CASE\)](#), which serves more than 3,600 universities worldwide.

The Undergraduate Admission staff received CASE's bronze award for "[I'm Feeling Tulane](#)," a music video featuring the Green Envy a cappella group belting out an original song to the tune of Justin Timberlake's "Can't Stop the Feeling!"

Owen Knight, senior admission counselor, said the video's goal was to showcase the campus to students who couldn't visit.

Knight worked with Morgan England, senior associate director for Tulane Undergraduate Admission, to compose the lyrics while capturing the essence of life at Tulane for the song.

"It's a traditional campus, but you're right in the middle of this very vibrant city. To be able to show that rather than tell that was a great opportunity," said England.

Undergraduate Admission also won a silver award for a short video called "[This is Jeff](#)," which granted viewers a look into the daily life of Jeff Schiffman, director of admission.

"It was really cool to frame what our office does and the culture of Tulane through the lens of Jeff," said England.

Knight and England believe their projects made an impression on prospective Tulane students, as the videos have been frequently mentioned in essays included in university admission applications.

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