



District III

**2020 Awards Entry**

**EDITORIAL DESIGN**

(ADDITIONAL INFORMATION)

WOMEN OF CAMPBELL

CAMPBELL MAGAZINE



**CAMPBELL**  
UNIVERSITY

# CASE III AWARDS

## CATEGORY: EDITORIAL DESIGN

### ENTRY: WOMEN OF CAMPBELL

CAMPBELL UNIVERSITY

**F**or our Fall 2019 edition of Campbell Magazine, we wanted to pay tribute to the women who shaped the University over its 133-year history. We decided that a fun way to do this would be to honor a woman representing each of the 14 decades. We went with illustrations of each woman — each piece of art depicting the style of that era and a prop representing their contribution to Campbell University, and each illustration accompanied by a one-page story on each woman.

#### ILLUSTRATIONS

The original idea for our “Women of Campbell” cover story was to find photos of each woman — not a difficult task for the most recent decades, but a nearly impossible task for the early decades (a few photos exist of all of them, but not all of the photos were of the best quality ... many were simply yearbook photos). We decided to instead go with an illustrator who could work from the photos we had and represent each woman equally — each illustration containing not only their likeness, but their style from that era and a “prop” symbolizing their contribution.

It was important that the illustrator was two things — a woman and local. We also considered Campbell students, but we fell in love with the style of artist Amanda Dockery from nearby Fuquay-Varina. Amanda had four months to complete the 14 illustrations — working from old photos and keeping in constant communication with writers Kate Stoneburner and Billy Liggett the entire time.

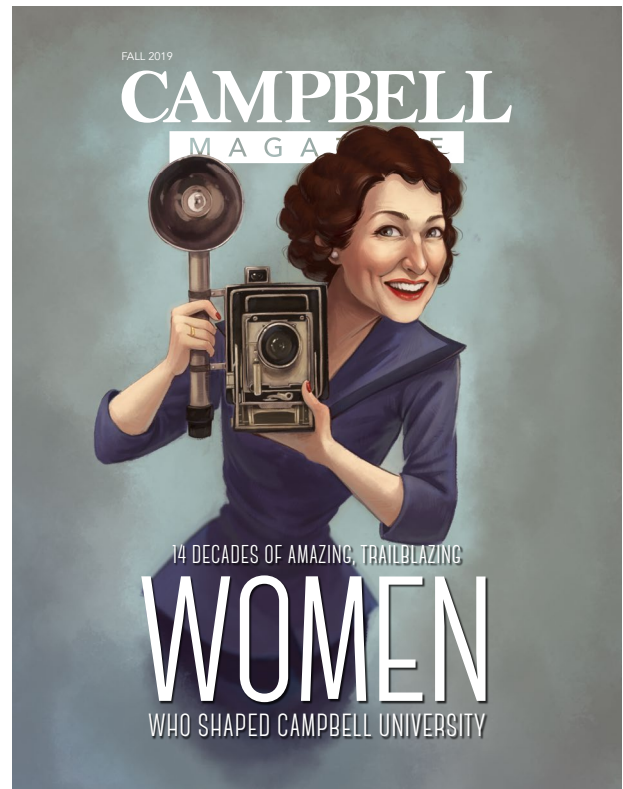
#### STORIES

Each one-page story focused on each woman’s biggest contribution(s) to Campbell University. Stories were split between Liggett and Stoneburner.

#### DESIGN

We went with full-page illustrations, because we felt each illustration was strong — even though it turned the feature into a 30-page feature. Reducing the size of any illustration would have taken away from the impact. We chose a vintage font to match the style of the art and the fact that the majority of the women featured were from 1960 and before.

All 14 illustrations were included in full page glory when the magazine was released and were used gratuitously in our social media promotion of the story. We also produced two videos explaining the story idea and the execution of the videos. We originally considered using about half of the illustrations as full-page designs and the other seven as half-page ... but we loved them all so much, we gave them equal billing. The result was a 30-page spread that



was extremely well received by the Campbell community.

#### RESOURCES

We hired a local illustrator, Amanda Dockery for the project, which took approximately four months for her to complete. She was paid \$4,500 for the 14 illustrations.

Writers Kate Stoneburner and Billy Liggett worked closely with the illustrator, approving rough drafts and suggesting props for each woman represented. Stoneburner and Liggett wrote the pieces. Liggett designed the entire feature.

#### DISTINCTIVE

The scope of the project was ambitious, and I think we pulled it off nicely (considering we have a two-person magazine staff and a hired illustrator). Campbell University has also been “late to the game” in honoring the women who’ve built this school — all presidents and vice presidents up to now have been men (white men), and just in the past two years has Campbell brought on “associate vice presidents” who are women.

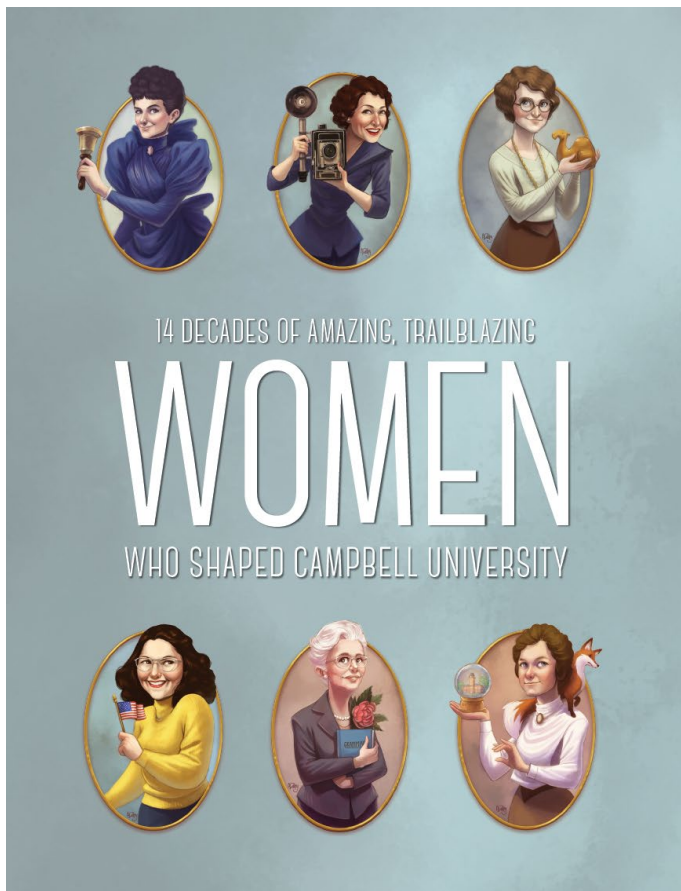
**SIDE-BY-SIDE**



**SIDE-BY-SIDE**



## MAGAZINE SPREADS (EXAMPLES)



1980s

# WANDA WATKINS

COACH, MENTOR AND FRIEND FOR GENERATIONS OF ATHLETES

**G**rowing up, Wanda Watkins had the best driveway basketball court in the neighborhood — complete with a regulation goal and outdoor lighting — and everybody in the neighborhood would come over to her house to play late into the night. These were some of Watkins' best childhood memories. Basketball was her first love.

The state added 5-on-5, full court girls basketball when Watkins was in eighth grade, and she went on to become a star at South Johnston High School, which won the state title during her time there. She was offered a full scholarship to play for Coach Robert "Peanut" Doak at North Carolina State University, but Watkins wanted something N.C. State didn't offer at the time — a degree in physical education. Campbell University did. And the rest is history.

Watkins became Campbell's first scholarship female athlete and played for Coach Betty Jo Clary. She was team captain of not only the basketball team, but the softball team as well. She was named Campbell's Outstanding Female Athlete after the 1978-79 season. She became a graduate assistant for Clary after graduation, and in 1981 when Clary decided to quit coaching to become a full-time teacher, Watkins had a crazy idea.

She asked Athletics Director Wendell Carr if he would consider a recent graduate in her early 20s with no coaching experience to take over the team. Even crazier, Carr said yes.

Over the next 35 years, Watkins would become the one constant of Fighting Camels athletics. As a coach, she posted 549 wins, 10 appearances in conference championship games and the program's lone trip to the NCAA Tournament. She is now Campbell's associate director of athletics and senior woman administrator. Watkins was inducted into the Campbell Athletics Hall of Fame in 2017 and the Big South Hall of Fame in 2019.

Her coaching philosophy: "I found that once people know how much you care, they will do anything for you. That goes back to my parents. They were great teachers of the game of life. And they stood by me. Even when I made mistakes, I still know they loved me and supported me. I want the same thing for the kids. I'll never replace their mothers, but they are like daughters to me."

## MAGAZINE SPREADS (EXAMPLES)



2000s

# MELISSA ESSARY

VISIONARY WHO GUIDED LAW SCHOOL MOVE TO DOWNTOWN RALEIGH

**W**hen Melissa Essary first arrived in Buies Creek as dean of Campbell University's Norman A. Wiggins School of Law in 2006, she was met with her first dilemma.

The school's home in Buies Creek could no longer keep up with enrollment, and priority renovations were sorely needed for Kivett Hall, which housed a large portion of the school. There was no better time to consider a move that proved to be quite controversial at the time.

A move to Downtown Raleigh.

The Texas native — who left her role as law professor at Baylor University to become Campbell Law's first female dean — went to work immediately, leading a task force that studied the feasibility and sense in such a move. The recommendation to move made to the Board of Trustees was unanimous, and very soon, a building was found. It was just a block and a half from the capitol building and within walking distances of several courtrooms and law firms.

When the move was announced, applications to the law school rose by 40 percent in a year where other schools saw steady declines. Despite criticism from a vocal group who didn't want to see their alma mater leave the town where it all began, Essary moved ahead. In the end, cooler heads prevailed. Essary guided Campbell Law through the most important year since its inception and remained as dean until 2012 before stepping down to return to her first love — teaching.

The move to Raleigh has been nothing short of "transformational," says current dean and Essary's successor, J. High Leonard. "I always say Dean Essary was brilliant to move the law school here," he says. "There's a vibrancy to what we can offer students now that no other law school in the state and few in the country can."

"Her leadership and vision throughout the process was remarkable," adds Vice President for Advancement Britt Davis. "She was the architect for this remarkably easy and successful transition."

Essary has remained in a leadership role since stepping down as dean — she's on numerous Raleigh-based and statewide committees and boards, and she's been recognized by several organizations, especially those that focus on women in leadership and law.

MAGAZINE CAMPBELL.EDU CAMPBELL MAGAZINE 49

1910s

# GLADYS STRICKLAND

TRUSTED CREEK PEBBLES ADVISOR AND MASCOT NAMESAKE

**S**he was among a trio of professors who joined the newly named Campbell Junior College in the 1920s — author J. Winston Pearce once wrote, "[Their] work and influence were so great that thousands of students would find it forever impossible to think of the school without thinking of them."

But Gladys Strickland's relationship with the school started much earlier as a Buies Creek Academy student from 1914-1920. She returned home and joined the staff in 1925 after earning her degree from Meredith College and taught French, English and journalism for 28 years until her marriage and subsequent retirement from higher education in 1953.

Sporting her signature spectacles and Marcel wave bobbed hairstyle, Strickland was said to be a hard taskmaster in the classroom, but she brought to her teaching a charm, enthusiasm and deep belief in the value of education that was contagious with her students and fellow faculty members. She knew her students as individuals — understood their strengths and weaknesses and dug deep to bring out their potential.

It was written that "sacrifice" was her hobby; her students her first love.

Nowhere was her guidance and dedication more evident than with her journalism students who ran the *Creek Pebbles* newspaper during her tenure. For a small, private school tucked away in rural North Carolina, *Creek Pebbles* was a beacon of solid, balanced journalism that served as the running journal of an era of considerable growth and important history for the school.

Many of her students went on to successful careers in communications, and many credit her with their success.

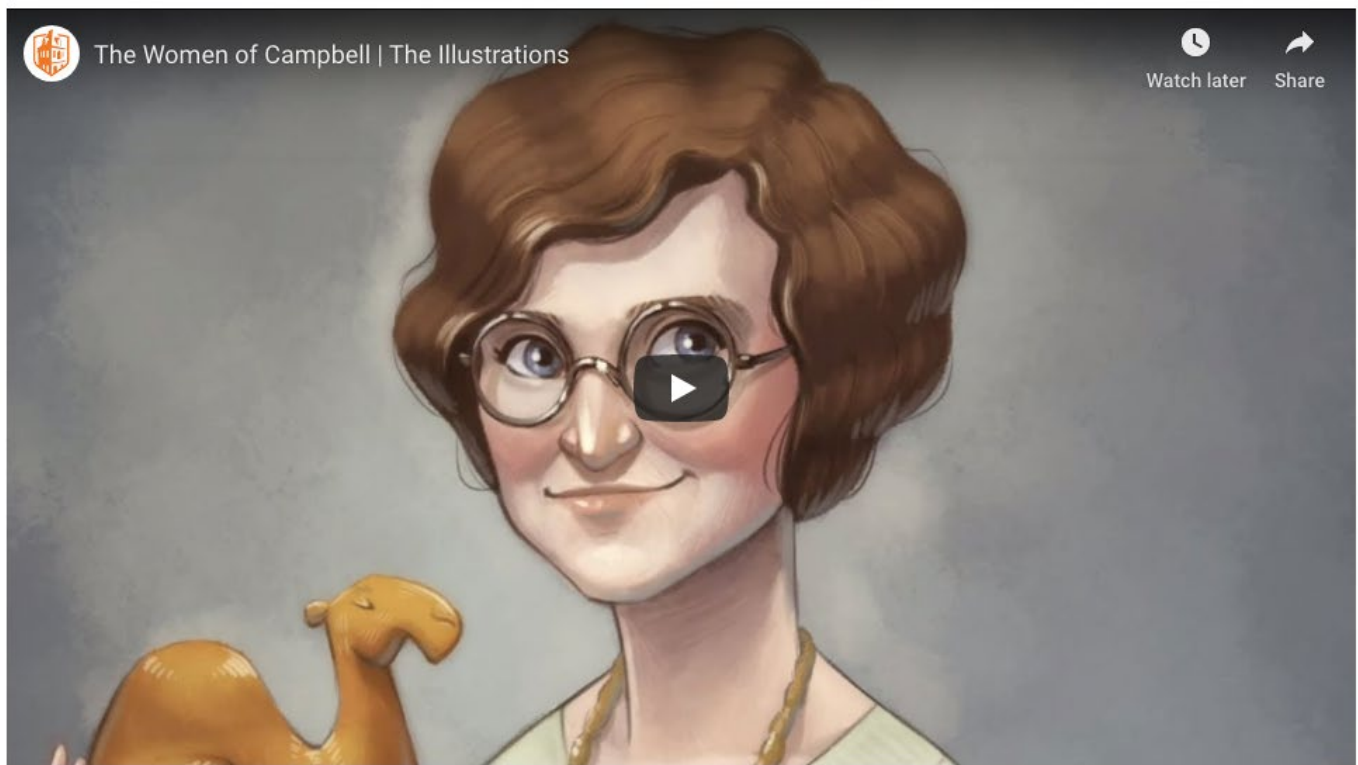
She became Gladys Satterwhite with her marriage in 1953 and moved to Oxford, North Carolina, where she taught high school until her "official" retirement several years later. Over the next 42 years, until her death in 1995, she remained close to Campbell. Her impact was so great and her name so memorable, the school named its short-lived female camel mascot Gladys in the late 1980s. Gladys the mascot made her triumphant return in 2019 — further continuing the legacy of the woman who made her mark on Campbell University over a century earlier.



## VIDEOS



[https://www.youtube.com/watch?v=9ty\\_laOqg2w](https://www.youtube.com/watch?v=9ty_laOqg2w)



<https://www.youtube.com/watch?v=OsuaOkmMfVs>

## The Stories

14 women representing 14 decades of Campbell University history



### 1890s | Cornelia Campbell

From student to leader, the true Campbell matriarch

[Read Her Story](#) →



### 1900s | Virginia Kivett

Her sacrifice meant the Academy would live on

[Read Her Story](#) →



### 1910s | Gladys Strickland

Trusted Creek Pebbles advisor and mascot namesake

[Read Her Story](#) →



### 1920s | Mabel Powell

Underdog with a contagious passion for grammar

[Read Her Story](#) →



### 1930s | Bernadette Woodlief Hoyle

Acclaimed biographer brought early Campbell history to life

[Read Her Story](#) →



### 1940s | Dorothea Stewart-Gilbert

Do-it-all fixture on campus and keeper of school history

[Read Her Story](#) →



### 1950s | Diamond Matthews

Steady right hand for three Campbell presidents

[Read Her Story](#) →



### 1960s | Patricia Conway

Trailblazer who returned to finish her Campbell story

[Read Her Story](#) →



### 1970s | Millie Wiggins

Worked well beyond the traditional role of first lady

[Read Her Story](#) →



### 2010s | Faithe Beam

Minister, counselor, friend, leader and uniter

[Read Her Story](#) →



### 1980s | Wanda Watkins

Coach, mentor and friend for generations of athletes

[Read Her Story](#) →



### 1990s | Borrée Kwok

Led Campbell library system into the digital age

[Read Her Story](#) →



### 2000s | Melissa Essary

Visionary who guided law school move to downtown Raleigh

[Read Her Story](#) →



### 2020s | Jenna Carpenter

Founding dean a national voice for women in STEM education

[Read Her Story](#) →



# SOCIAL MEDIA



14 women. 14 stories. 14 portraits.  
 The Fall 2019 edition of @CampbellUMag goes decade by decade to honor the women who shaped Campbell University into what it is today.  
[#WomenofCampbell](#)



The Women of Campbell University | Magazine | Campbell University  
[magazine.campbell.edu](http://magazine.campbell.edu)

10:28 AM · Oct 21, 2019 · CoSchedule

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8 Retweets 50 Likes

You Retweeted  
 Dr. Paula Parker, CMPC @womensmgt · Oct 21, 2019  
 If you know @CUWandaWatkins & @GoCamels read this awesome feature from @CampbellUMag. And while you're at it read about all the #WomenofCampbell! So awesome our sport mgmt students & student-athletes get to work with an icon! 📷💗📷#womeninsport

Campbell Magazine @CampbellUMag · Oct 20, 2019  
 14 women. 14 stories. 14 portraits.  
 The Fall 2019 edition of @CampbellUMag goes decade by decade to honor the women who shaped Campbell University into what it is today.  
[#WomenofCampbell magazine.campbell.edu/articles/the-w...](http://WomenofCampbell.magazine.campbell.edu/articles/the-w...)

Campbell University  
 December 18, 2019  
 A trailblazer in the late 1960s, Patricia Oates Conway was one of the first three black students to attend Campbell College. She would return to the University nearly 50 years later to earn her bachelor's degree — closing an important chapter in Campbell's history.  
[#WomenofCampbell](#)



BLOGS.CAMPBELL.EDU  
 1960s | Patricia Conway | Blogs | Campbell University  
 Trailblazer who returned to finish her Campbell story Patricia Oates

2,815 People Reached 135 Engagements  
 Boost Post  
 31 2 Comments 3 Shares

#WomenofCampbell 15w

**SWIPE UP**  
 for the full video and to see more illustrations!

See More >

Campbell Magazine @CampbellUMag · Oct 14, 2019  
 We absolutely can't wait to share this magazine with you (in just 7 days!)  
[@campbelledu @CampbellAlumni](#)



3 14 42

Campbell Magazine @CampbellUMag · Oct 26, 2019  
 Bernadette Woodlief Hoyle — the renowned North Carolina author who was responsible for penning much of Campbell University's early history — was a favorite of artist Amanda Dockery for our @CampbellUMag piece. #womenofcampbell [blogs.campbell.edu/1930s-bernadet...](http://blogs.campbell.edu/1930s-bernadet...)



3

# SOCIAL MEDIA

Campbell Magazine Retweeted

**Abigail G Lind** @abgrace · Nov 10, 2019



I love this celebration of "amazing, trailblazing women" of @campbelledu ! Thank you @CampbellUMag 🙌❤️💪

2 retweets, 8 likes

Campbell Magazine Retweeted

**Campbell University** @campbelledu · Nov 4, 2019

In her four years in Buies Creek, Jenna Carpenter has taken a new program and built it into one of the most inclusive and nationally recognized engineering schools in the country. Read her Campbell story here. [bit.ly/WomenofCampbell](https://bit.ly/WomenofCampbell)



4 retweets, 26 likes

**Campbell Magazine** @CampbellUMag · Nov 4, 2019

Jenna Carpenter represents the future in our #WomenofCampbell feature — the first graduating class from the School of Engineering walks the stage next spring. Read more [blogs.campbell.edu/2020s-jenna-ca...](https://blogs.campbell.edu/2020s-jenna-ca...)



1 retweet, 3 retweets, 18 likes

Campbell Magazine Retweeted

**Campbell University** @campbelledu · Nov 3, 2019

With a radiant smile concordant with her name, Faithe Beam has been encouraging students to lead purposeful lives full of meaningful service for more than 10 years as campus minister. Read her Campbell story. [bit.ly/WomenofCampbell](https://bit.ly/WomenofCampbell)



10 retweets, 42 likes

**Campbell Magazine** @CampbellUMag · Nov 3, 2019

The secret to capturing Faithe Beam was her smile, according to artist Amanda Dockery. Read her #WomenofCampbell feature here [blogs.campbell.edu/2010s-faithe-b...](https://blogs.campbell.edu/2010s-faithe-b...)



1 retweet, 15 likes

**Campbell Magazine** @CampbellUMag · Nov 2, 2019

Former @CampbellLawNow Dean Melissa Essary played a leading role in moving the law school to Downtown Raleigh. She holds the balance of justice in her hand in artist Amanda Dockery's #WomenofCampbell illustration. [blogs.campbell.edu/2000s-melissa-...](https://blogs.campbell.edu/2000s-melissa-...)




1 retweet, 4 retweets, 22 likes

You Retweeted

**Jenna Carpenter** @jennapcarp · Oct 20, 2019

So incredibly honored to be one of these fourteen women. Can't wait to see what trails the women and men in our inaugural Campbell Engineering class blaze after their graduation in May! @campbelledu @Campbell\_Engr

**Campbell Magazine** @CampbellUMag · Oct 20, 2019

14 women. 14 stories. 14 portraits. The Fall 2019 edition of @CampbellUMag goes decade by decade to honor the women who shaped Campbell University into what it is today. #WomenofCampbell [magazine.campbell.edu/articles/the-w...](https://magazine.campbell.edu/articles/the-w...)

2 retweets, 36 likes