

PRESS RELEASE

Office of Marketing and Communications



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Sarah Herman named National Communicator of the Year

New Orleans, La. (April 14, 2025) – **Sarah Herman**, Arizona Western College Director of Content Strategy and Development was recently announced as the 2025 National Communicator of the Year from the National Council for Marketing and Public Relations (NCMPR).

The Communicator of the Year award recognizes those who display leadership and excellence in college communications. After being named the NCMPR District 6 Communicator of the Year in November 2024, Herman moved forward as one of seven finalists from across the country to compete for the national title.

"We are absolutely thrilled that Sarah has been honored with the National Communicator of the Year award," said AWC President **Dr. Daniel Corr**. "This well-deserved recognition highlights her exceptional work and its value both to our institution and community. Though much of her work is behind the scenes, it does not go unnoticed. We couldn't be more proud to have such an inspiring leader on our team!"

Herman has devoted over a decade to AWC, working in various capacities from residence life to recruitment on her journey to the Marketing & Communications department. A graduate of the NCMPR Leadership Institute, she has spearheaded and contributed to multiple institutional campaigns, including the We Are Western enrollment campaign, which won a silver award in the District 6 conference, and the launch of AWC's new mascot, Mateo the Matador.

"Being named National Communicator of the Year is an incredible honor, but it's also a reminder of what's possible when storytelling meets purpose," Herman reflected. "At its best, higher ed marketing is about more than enrollment—it's about belonging, representation, and helping people envision a future for themselves."

While Herman joins two previous District 6 Communicator of the Year recipients from AWC, she is the first to win the national distinction.

Awards were announced March 26-28 at the [NCMPR](#) 2025 National Conference in New Orleans, LA.

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About NCMPR:

The [National Council for Marketing & Public Relations](#) provides professional growth for those working in marketing and communication at community and technical colleges. With a focus on learning, networking and advocacy, NCMPR helps members become better at their jobs and supports two-year colleges in their mission to promote student success. NCMPR has more than 1,600 members from nearly 600 colleges across the United States and Canada.