

St. Olaf Magazine

Category: 6b. Best Alumni/Institution Magazine, 3,000 to 9,999 FTE

Contact:

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Editorial Profile

St. Olaf Magazine reflects the overall mission of St. Olaf College, celebrating the message that life is more than livelihood, incorporating a global perspective and dedicated to the development of the whole person in mind, body and spirit.

The purpose of *St. Olaf Magazine*, the college's primary communication tool, is to strengthen connections between the college and its constituency (alumni, parents, students, faculty, staff, donors and friends), building pride and loyalty. St. Olaf College enrolls 3,040 students. Nearly 42,000 alumni receive the magazine. *St. Olaf Magazine* is published three times a year (September, January, May), averages 52 pages per issue and has an annual budget of \$216,000 or \$72,000 per issue. It has no dedicated full-time staff.

Objectives

- To be an outstanding source of communication.
- To build pride and loyalty among alumni.
- To introduce the college to prospective students and their parents.
- To showcase the achievements of alumni, students and faculty.
- To convey the mission of the college in stories that entertain, educate and inspire.

Staffing

St. Olaf Magazine has no full-time staff—the editor, Carole Leigh Engblom, devotes 75 percent of her time to the magazine. A freelance art director, who is an alumnus, is responsible for the design and layout the magazine. Each issue employs professional freelance photographers, writers and a copy editor/proofreader. Whenever possible, the editor also employs student writers who are interested in pursuing careers in writing or editing (St. Olaf College does not offer a journalism major).

Audience

In addition to alumni and parents of current students, *St. Olaf Magazine* readers include faculty, emeriti, staff, current and prospective students, donors and friends of St. Olaf College. The magazine is also sent to the presidents and provosts of national colleges and universities in addition to international colleges and universities with whom the college has long-standing partnerships.

Circulation, length, frequency, budget and resources

With a circulation of 42,000, *St. Olaf Magazine* is published three times a year (January, May and September), averages 52 pages per issue and has an annual budget of \$216,000 or \$72,000 per issue. Most of the budget is dedicated to printing costs. The editor writes as much as possible to defray writing expenses, and photography costs are sometimes shared with academic or administrative departments (such as Admissions or Alumni & Parent Relations) who can use the pictures after the images have been published in *St. Olaf Magazine*.

Results

In a recent reader survey, 100 percent of those surveyed stated they read some portion of *St. Olaf Magazine* and alumni evaluative comments were overwhelmingly positive. In 2004, 2005, 2006 and 2007, *St. Olaf Magazine* was recognized by the Minnesota Magazine Publications Association (MMPA) for excellence, most recently (November 2007) scooping up six awards at the 11th annual MMPA “Excellence Awards” in Minneapolis, including gold awards for overall excellence, best design, best feature article and best use of visuals/photography.