

**Title of Entry:** WSU Sesquicentennial Timeline

**Category and Title:** 29 – Excellence in Print Advertising

**Institution:** Winona State University

**Contact Information:** Brett Ayers  
P.O. Box 5838  
Winona, MN 55987  
507.457.2826  
bayers@winona.edu

### **Description of Entry:**

This is a large-scale timeline commemorating significant events in the 150-year history of Winona State University. The 60-foot long by 10-foot high timeline is displayed in Phelps Hall, one of the oldest buildings on the Winona State campus and original location of the former normal school's model teaching school. A version of the timeline will also be displayed at the Minnesota State Fair in September 2008.

The timeline is organized into four periods representing Winona State's transition from normal school to university. Significant events reflect the university's legacies of academic innovation, cultural leadership, and community involvement. Milestones charting enrollment or the emergence of important institutions put the timeline events into perspective.

The display was designed so that it could be developed into brochures, smaller panels that can be presented in other areas around campus, event banners, and a multimedia presentation that will provide deeper information about timeline events and Winona State history.

### **Goals and Objectives:**

The objectives for the Winona State sesquicentennial timeline were:

1. Increase awareness of the university's core values, history, and significant events during its sesquicentennial celebration
2. Produce a dramatic, large-scale print piece that could serve as a centerpiece for numerous sesquicentennial events

3. Celebrate the place of Phelps Hall, which is one of the institution's oldest buildings and site of its model school, with a prominent display piece
4. Create a sense of pride and connection among Winona State University faculty, staff, students, alumni, partners, supporters, and friends

### **How the Project Fits into Institutional Goals:**

The timeline was a core piece in the university's sesquicentennial celebration. It highlights and reinforces the institution's mission, core values, history, and traditions.

### **Audiences:**

Target audiences were identified as follows:

1. Primary audiences – faculty and staff, current and prospective students, alumni and friends, benefactors, community partners, and visitors to the WSU campus
2. Secondary audiences – general public, particularly visitors to the Minnesota State Fair in September, 2008

### **Staff Involved:**

Beth Halleck, Sesquicentennial Coordinator, Winona State University  
Project concept, project coordination, creative concepts

Brett Ayers, Marketing and Advertising Director, Winona State University  
Creative concepts, research, copywriting

Angela Kronebusch, Graphic Arts Specialist, Winona State University  
Creative concepts, graphic design, project management

### **Project Budget:**

The total budget was \$3,000, including creative concepts, research, copywriting, graphic design, production, and installation of the timeline.

### **Challenges Faced:**

Because the timeline was produced in conjunction with other media related to the university's sesquicentennial celebration, there were few research or design challenges. However, there were significant challenges in working with a large group of stakeholders to define, design, and identify content for the project.

**Measures of Effectiveness:**

The timeline has been featured as a centerpiece at many sesquicentennial events, and anecdotal response has been highly positive. In addition, the institution is in the planning stages of adapting the timeline to other media, such as a multimedia presentation.