

University of Dayton Discovery

2008 Pride of CASE V Awards Program
Category No. 30 Best Annual Report

Submitted by:

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Staff involved: Thomas M. Columbus, editor; Frank Pauer, art director; Pamela Gregg, Linda Robertson, Cilla Bosnak Shindell, Deborah McCarty Smith, writers.

General Description of the Entry

The *University of Dayton Discovery* is a report on the University's integration of discovery, development and technology commercialization.

Goals and Objectives

The primary objective of the *University of Dayton Discovery* is to demonstrate to sponsors, clients and other stakeholders the breadth and depth, unusual for a university this size, of the University of Dayton's research. A secondary objective is to demonstrate the University's strength in collaboration, both internally and with other institutions.

Fit with Institution Goals

The University mission statement: The University of Dayton is a comprehensive Catholic university, a diverse community committed, in the Marianist tradition, to educating the whole person and to linking learning and scholarship with leadership and service.

The publication, in its story choice and development, emphasizes diversity, the Marianist tradition, the education of the whole person and the linking of learning and scholarship with leadership and service.

Audience

Community leaders, Congressional leaders, government research sponsors, industrial research sponsors, university administrators, University of Dayton Research Institute employees, UD faculty members and retirees, donors and donor prospects

Total Number of Staff; Use of Freelancers ...

The editor and art director are the same as those for the University's general audience periodical. The writers are also the members of the staff of the office of university communications, with the exception of one who works in the UD Research Institute. A freelancer did the photography.

Special circumstances

Although the report was funded by the vice president for research and executive director of the University of Dayton Research Institute, its scope was not limited to the Research Institute or to sponsored

research. So stories include those of an honors student writing a thesis on war and of the first graduates of an unique high school – where both students and educators have spent the last several years discovering how to create academic success for urban youth.

Program Budget and Unit Costs (not including salaries or postage)

\$7,565 (\$6,440 printing, \$1,125 freelance)

Circulation: 10,000

Unit cost: \$.76 (not including salaries and mailing costs)

Response and results

Campus feedback: Faculty and staff across campus have reacted positively, stating that this research annual report does more than just focus on science and technology. It reinforces the University's mission to teach the whole person and provide academic experiences in a variety of areas that can be used to benefit community. Among the comments is this from the dean of the College of Arts and Sciences: "The magazine is nicely produced, and the range of stories captures well the scope of UD's research activities." The overall message of the magazine, that research in all areas is important, also resonates with alumni, the majority of whom did not major in engineering or the hard sciences.

Client feedback: Among the constituencies to receive the report are government and private industry sponsors who seek out UD to conduct their research. The materials directorate at the Air Force Research Laboratories responded that the magazine was well done; only one of the six features was related to materials research.

Peer influence: A goal of the research report is to increase awareness of the quality and quantity of our research among those at peer institutions. Faculty research and scholarship extends the value of the students' classroom experience; UD prides itself on being a University where tenure-track faculty teach classes, are accessible and utilize undergraduate as well as graduate students in research opportunities.

The research report continues to be mailed out. It will be several months before feedback from all constituencies can be evaluated. Based on the positive response, the University's vice president for research has contracted for the report to be annual, with the second volume planned for spring 2009.