

University of Dayton Magazine

2009 Pride of CASE V Awards Program

Category No. 6b. Best Alumni/Institution Magazine 3,000 to 9,999 FTE

Submitted by:

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Staff involved include Thomas M. Columbus, editor; Frank Pauer, art director; Matthew Dewald, managing editor; Larry Burgess, Jeaneen Parsons, Maureen Schlangen and Michelle Tedford.

General Description of the Entry

The *University of Dayton Magazine* is the university's main publication for alumni, parents, employees and friends. The magazine was redesigned from a tabloid in 2009; the two issues published thus far are included.

Goals and Objectives

The *University of Dayton Magazine* serves, through a variety of perspectives and viewpoints, as a proxy for the conversations that members of the University of Dayton community have with each other. The magazine deepens the pride of alumni, parents and donors by showing how the University is achieving its mission as a Catholic, Marianist institution. The magazine also attracts attention to the University of Dayton from a wider audience through a strong and unique editorial voice.

Fit with Institutional 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.

Audience

All alumni, donors, employees, parents of current students, as well as others important to the well-being of the University

Total Number of Staff; Use of Freelancers ...

No one is dedicated full-time to the publication. The staff is roughly 1.7 full-time-equivalent members: .6 editor, .5 art director, .4 managing editor and .2 other staff. Freelancers write class notes and alumni profiles and contribute some art.

That much of the University's communication is integrated into one office which helps provide a number of voices for the *University of Dayton Magazine*.

The freelance budget delivers high quality for relatively few dollars. The *University of Dayton Magazine's* art director has a network of artists for whom the *University of Dayton Magazine* provides a creative outlet not generally available in their daily work. Alumni who worked in the PR office as students contribute work from as far away as Portland and Paris.

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

\$418,000 (\$378,000 printing, \$40,000 freelance) annually

Average circulation: 107,000

Unit cost: \$.98 (not including salaries and mailing costs)

Response and results

Class notes: Class notes are voluntarily submitted. Together with alumni profiles, they average 18 pages per issue.

Electronic complements: More than 50,000 individuals, mostly alumni, have subscribed voluntarily to the supplemental e-mail newsletter *New from UDQ*. A complementary blog, *UDQuickly*, averages more than 1,000 unique visitors to the main page per week; that spikes to about 3,000 in *New from UDQ* weeks. The electronic and print media cross promote each other. For example, reminders in *New from UDQ* of upcoming class note deadlines bring in hundreds of notes for a print issue.

2009 questionnaire: Subscribers to the e-mail newsletter *New from UDQ* were in the spring given the opportunity to reply to a Web-based survey about the *University of Dayton Magazine*; 1,328 readers did so. More than 500 offered 14,000 words of comment.

Respondents were given the opportunity to list their top three choices in response to the question, "What are your main sources of information about UD?" The *University of Dayton Magazine* and "Friends, family, word of mouth" were each the top choice of roughly one-third of the 900 respondents to this question. The magazine was the first or second choice of more than half of all respondents (534) and the first, second or third choice of more than two-thirds (634). Its companion electronic publications, the e-mail newsletter *New from UDQ* and the blog *UDQuickly*, were the first, second or third choice of approximately half of all respondents (433).

The median time spent by readers per issue was 38 minutes. Two-thirds of the respondents said they read all or most of each issue. No section had less than 40 percent of respondents reading all or most of it. More than eight of 10 read some of each section; nearly everybody read class notes.

In general, the larger sections have the most readership. Two-thirds of readers, for example, indicated they read all or most of the features. A smaller section proving to be an exception was "Time Lapse," all or most of which is read by more than seven out of 10 respondents.