

2009 Pride of CASEV Awards Program

Title of entry: *John Whittenberger Society Alumni Newsletter*

Institution: Indiana University Alumni Association and the Indiana Memorial Union

Category number and title: 28. Most Improved Tabloid/Newsletter — CM

Name and contact information for individual submitting entry:

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Names of all individuals responsible for entry:

Sarah Preuschl Anderson, Editor for Constituent Periodicals, Indiana University Alumni Association (IUAA)
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Cheryl Crouch, Indiana Memorial Union Marketing
Kelly Carnahan and Damen Morris, designers

General description of entry:

The *John Whittenberger Society Alumni Newsletter* offers a picture of the vibrant, active life inside today's Indiana Memorial Union.

The semiannual, self-mailer is printed on 70# Sterling Ultra Dull paper and mailed flat. Improved from an annual, two-color newsletter filled with letters and other elements that ran year after year, the Whittenberger Society's newsletter is now four-color and ranges from eight to 16 pages.

The focus is on real news, with an end-goal of a more engaged alumni group. Seasonal and relevant feature stories, profiles, event information, and messages from IMU staff and the current Union Board now fill the newsletter. Clear section headings, an updated style sheet, pops of nostalgia, graphics, and dynamic photos help guide readers through the pages.

Audience:

The newsletter's audience consists of alumni of Indiana University Bloomington who served a term or terms as president of the school's Union Board. Copies of the newsletter are also distributed to current board members, Indiana Memorial Union staff and administrators, and friends of the program. Members and nonmembers of the Indiana University Alumni Association receive the newsletter. The press run for each issue is approximately 1,000, with postal circulation to 770 alumni households.

Purpose/objectives:

The *John Whittenberger Society Alumni Newsletter* connects Indiana University alumni who share a special bond with the Indiana Memorial Union and its student-run Union Board. This Indiana University Alumni Association-sponsored newsletter keeps its readers — former Union Board presidents — informed about and involved in the life of the university and one of the nation's oldest and most vibrant student unions. Even the nameplate, with a backdrop of actual posters plastered on campus bulletin boards, evokes a mood that is current and in-motion. With an approaching centennial celebration, the group sought to revitalize its dated publication, connect more frequently with Whittenberger Society members, and inspire involvement in the planning and festivities of a Centennial Celebration Weekend.

Number of professionals involved in production:

To generate content and photography, the John Whittenberger Society Alumni Association relies on the help of its board members and current Union Board students, as well as volunteer and freelance writers. The IU Alumni Association employs a full-time editor/designer. She works with Indiana Memorial Union marketing staff members and JWS volunteers, who produce content, conceptualize design, and arrange photography, to coordinate production. An hourly employee of the IUAA authors class notes.

Total cost/cost per unit

Average total cost: \$1,650

Cost per unit: \$1.65

Results:

Spring 2008 marked the first issue of the redesigned *John Whittenberger Society Alumni Newsletter*. The former annual publication now reaches alumni semiannually, once in the fall and once in the spring of each academic year. The results of more frequent, high-quality contact are evident in the pages of each consecutive newsletter. More class notes are coming in, and energy and reservations for the Centennial Celebration are high. Many alumni have commented positively on the newsletters more professional appeal, color format, and enhanced content. The hope is that these cultivated relationships will remain strong after the centennial has passed with continued, regular mailing of this communication.