

Category number 33: Excellence in Design, Series

Inside UIndy: Spring, Summer, and Fall 2008

University of Indianapolis

Measures of effectiveness and purpose of magazine:

“Inside UIndy” is a 20-page publication printed three times per year that is geared for high school students. Created in conjunction with the Office of Admissions and the staff of Communications and Marketing, “Inside UIndy” has replaced the traditional viewbook for the University of Indianapolis. The purpose of this piece is to provide a fun and informative way for prospective students to learn more about UIndy. This goal is accomplished through such items as short feature articles about students and recent graduates, a question and answer page, and at-a-glance pages with facts about the University. The piece is not only interesting for high students, but for their parents as well. High school students can learn more about internships, sports, volunteer activities, classroom experiences, and being involved on campus. The piece also features an incentive in each issue for high school students to contact the university. They might receive a free T-shirt, be registered to win a Colts football, or receive a bracelet that supports a local charity.

The design and layout of the magazine also is in a format that high school students enjoy. After conducting a focus group and collecting surveys, the Office of Admissions and the art director decided that short stories with large pictures, a colorful design, and easy-to-find information would capture and hold the attention of a high school student. The Office of Admissions found that high school students wanted to read about what activities and opportunities were available to them at UIndy. High school students also indicated that they wanted to read about current students, job possibilities, and what to do for fun on campus. Parents also find the content in “Inside UIndy” helpful, and the format makes “Inside UIndy” easy to share and fun to read.

In order to measure the number of students who read “Inside UIndy,” tracking mechanisms are included in each issue. Students can e-mail questions to the University using a special e-mail address listed in the magazine. Each issue also features a call to action, such as asking the student to schedule a campus visit and bring in a tear-out postcard from “Inside UIndy” in order to receive a free T-shirt. All Web addresses and e-mail addresses listed in “Inside UIndy” are tracked. Each issue invites students to go online and view videos or visit a specific Web site to learn more about UIndy. Success is being measured based on how many students visit the suggested Web sites or return the postcards or request more information. The Office of Admissions is pleased at the results so far and feels that the goals of the publication are being met.

“Inside UIndy” is printed on 10% post-consumer content and bears the seal of approval from the Forest Stewardship Council. This means that the paper and the printing process is environmentally friendly and responsible. Plans also are being made to include follow-up articles online for students looking to read more about a topic or person featured in “Inside UIndy.”