

Print Media – Magazine: Produced by a College

2022 Almanac *University of Georgia*

Objective or purpose of project:

The UGA College of Agricultural and Environmental Sciences, a land-grant institution, launched a new printed publication, Almanac, in July 2022 to cover research, academic, student, Extension and alumni content in a visually stimulating, fresh format that breaks away from the traditional college alumni magazine format. Through a year-long process, members of the CAES Office of Marketing and Communications (OMC), with input from college leadership and stakeholders in the Office of Development and Alumni Relations, conceptualized an entirely new publication in size, style, scope and content from the previous alumni magazine, which was discontinued after its final digital issue in fall 2021.

Audience:

For the print edition, OMC targeted more than 26,000 UGA College of Agricultural and Environmental Sciences alumni, stakeholders, donors, faculty and staff, as well as state legislators, industry members, and members of peer institutions. The digital edition expanded that audience to include thousands of CAES newsletter subscribers, members of the media and visitors to CAES websites and social media.

Project Outcome:

The publication was mailed to more than 23,944 individuals, with hundreds of additional copies distributed at events, physical locations on and off campus and by request. OMC aimed to have 5,000 visitors to the digital edition between launch and end of year 2022 - the final visitor count was 5,162 visitors (with 7,252 visits and 9,259 views). Anecdotally, the Almanac has received immensely positive feedback from CAES stakeholders and peer institutions across the country.

What makes this project exceptional?

Despite nation-wide supply chain issues affecting the availability of paper, the Almanac was produced with minimal delays, all of which were taken in stride by the production team. This publication includes unique, curated art and illustration pieces that depict innovation in agriculture and creatively highlight CAES' leadership in feeding and fueling the world. The entire magazine was created with an eye toward diversity and was demonstrated through feature articles in the publication, including a profile of faculty member James Anderson, whose work supports DEI efforts at the college; a profile of Kristen Dunning, alumna and graduate student who created a new course called "Multicultural Perspectives in the Agriculture Industry." The magazine included various stories and profiles on alumni and community members who participate in and benefit from CAES and UGA Extension programming, including participants in the Rising Scholars Internship, faculty in precision agriculture, industry members, producers and students participating in environmental education programs. The CAES Dean's Advisory Council, which is made up of Georgia leaders in agribusiness, noted that this publication is one of the best they have ever read. In addition to mailing of the printed magazine, companion pieces were created in-house using the Shorthand platform and these stories were released over the course of several months after print publication through CAES news and social media channels and shared widely with internal audiences who were encouraged to share the content with their constituents. Content was also shared through central UGA media and news channels. Print and digital advertisements for the CAES digital directory, which includes the Almanac, CAES Newswire and Cultivate, a digital storytelling platform, were purchased in UGA and external publications and included QR codes to the content.



**Read the
Almanac
online.**