

Print Media – Alumni Engagement Materials

CFAES Alumni Magazine *The Ohio State University*

Objective or purpose of project:

The new CFAES Alumni Magazine will be the premier print publication that builds community among College of Food, Agricultural, and Environmental Sciences (CFAES). The CFAES Alumni Magazine will highlight points of pride for CFAES alumni, connect alumni with fellow graduates, and strengthen the connection of alumni to CFAES.

Audience:

The primary audience for this piece is the 47,000+ College of Food, Agricultural, and Environmental Sciences (CFAES) alumni. The secondary audience includes donors and friends of CFAES.

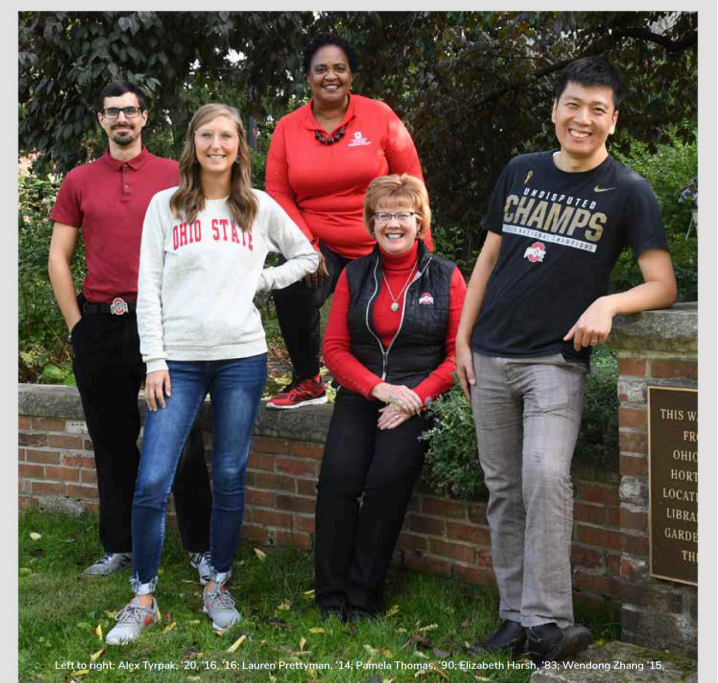
Project Outcome:

The new CFAES Alumni Magazine is a fresh, repositioned piece designed to increase alumni engagement, which is a top priority within the College of Food, Agricultural, and Environmental Sciences (CFAES) Advancement Team. The magazine had a significant impact and a wide reach as it was sent to all mailable CFAES alumni and it's been shared through our CFAES website, CFAES Connect alumni and friends monthly e-newsletter, CFAES social media channels, in person student and alumni events, and one on one meetings with our college development officers and donors. Following the launch of the magazine, we sent a survey to our readership. Of the responses we received, 85% said the CFAES Alumni Magazine strengthened their personal connection to the institution by reminding them of their experience at Ohio State and helping them feel more in touch with fellow alumni. Not only do we believe this first new issue was a success, but the positive responses we received through the survey are guiding the stories and direction for future publications, which we plan to send twice per year. Our goal with this piece was to highlight points of pride, connect alumni with one another, and strengthen the connection of alumni to CFAES. The survey results show that we achieved this goal, and it is an excellent tool to drive CFAES alumni engagement.

What makes this project exceptional?

This project is exceptional both in the structure and detail that was put into its development. Our College alumni engagement and marketing and communications teams worked together to gather the content and design a meaningful piece that would be significant to the CFAES alumni audience and inspire deeper engagement. The thoughtful and intentional content makes this piece truly outstanding. Through collaboration and a true team effort, this exceptional piece has strengthened the connection of our alumni with their alma mater and to one another.

Read the
CFAES Alumni Magazine.



Left to right: Alex Tyrpak '20, '16; Lauren Prettyman '14; Pamela Thomas '90; Elizabeth Harsh '93; Wendong Zhang '15.