

Print Media – Magazine: Produced by a College

Envision *Purdue University*

Objective or purpose of project:

Envision magazine features stories that showcase the Purdue College of Agriculture's distinctive strengths and global impact through the work of our faculty, students, staff, and alumni.

Audience:

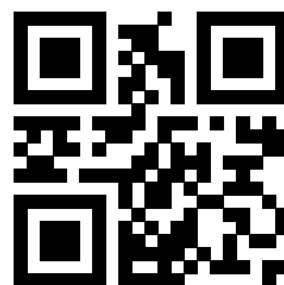
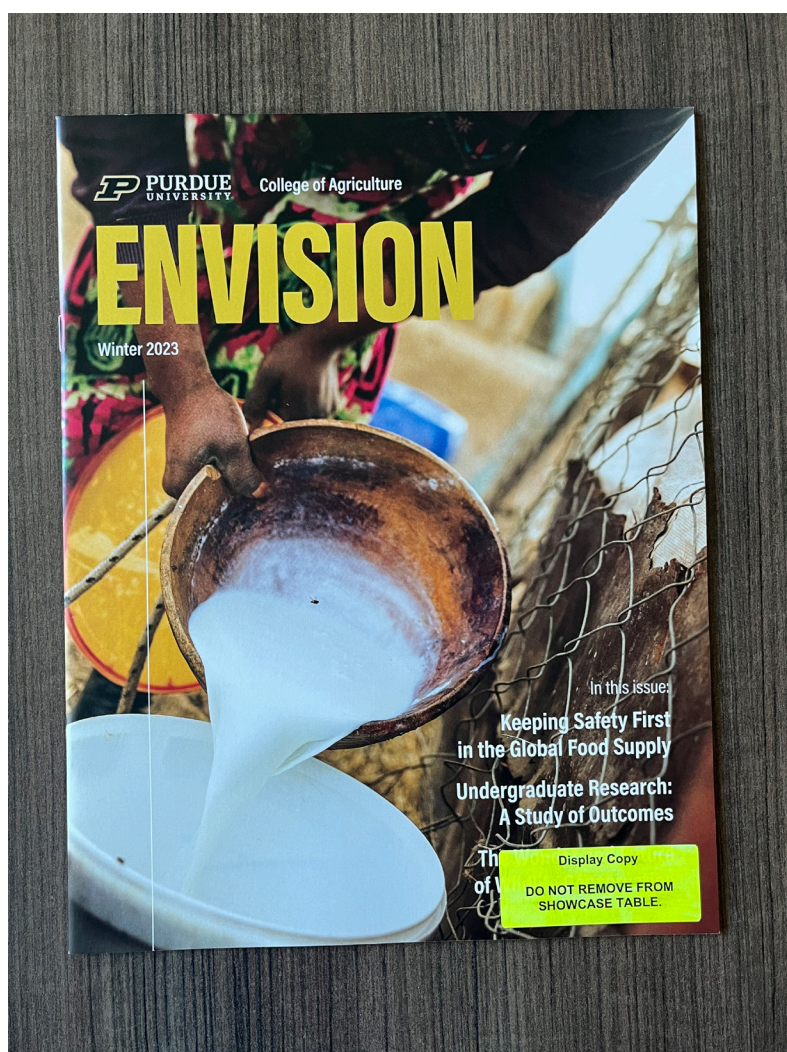
All alumni and stakeholders of the Purdue College of Agriculture; 43,000 print run for the most recent issue.

Project Outcome:

Every issue generates comments from our alumni, who thank us for the interesting articles or comment on the content that made an impact. Our development team also shared that a recent article on a memorial scholarship prompted another alumnus to call and establish a similar fund.

What makes this project exceptional?

The diversity of Envision magazine's contents is its greatest strength. In this issue, we show how Purdue Agriculture researchers protect the global food supply and employ innovative technology to study wildlife management and conservation. We also share how our undergraduates benefit professionally and personally from their own research experiences. Along the way, we explain science concepts in our 'Big Idea' column and share the work and achievements of our alumni. These stories come to life thanks to the strong writing and creative photography and design of our team members.



Read
Envision
online.