

# *President's Report*

2009 Pride of CASE V Awards Program  
Category No. 25 Best Web Site, Individual Page or Section

Submitted by:

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Staff involved: Frank Pauer, art director; Michelle Tedford, editor; Maureen Schlangen, Tom Columbus, Matthew Dewald, Teri Rizvi, writers; Larry Burgess, photographer.

## General Description of the Entry

<http://presidentsreport08.udayton.edu>

The annual *President's Report* highlights the University's accomplishments in the past calendar year, focusing on the areas of academics, faculty, research, service, athletics, reputation and Catholic, Marianist identity. The Flash presentation and Web site transformed the printed piece into a multimedia experience to be shared with a wider audience.

## Goals and Objectives

The primary objective of the *President's Report* is to demonstrate to opinion leaders the breadth and depth of the University's accomplishments as flowing from our Catholic, Marianist mission of educating the whole person. A secondary objective is to increase awareness and pride in our dedication to diverse areas of study and service among faculty, staff, donors, alumni, parents and students.

## Fit with Institutional Goals

The University mission statement: The University of Dayton is a comprehensive Catholic university, a diverse community committed, in the Marianist tradition, to educating the whole person and to linking learning and scholarship with leadership and service.

The president's report, in its story choice and development, emphasizes diversity, the Marianist tradition, the education of the whole person and the linking of learning and scholarship with leadership and service. The Flash medium allows us to further demonstrate what we do is fun and engaging.

## Audience

An e-mail blast from the president's office, which included a link to the Flash presentation, was sent to community leaders, university administrators at peer institutions, foundations, UD faculty and staff members, donors and donor prospects, alumni, parents and students. The Flash presentation was also highlighted in the e-newsletters *Campus News Digest* (for faculty and staff) and *New from UDQ* (for alumni, parents and students).

## Total Number of Staff; Use of Freelancers ...

The writers, editor and art director on the original print publication are staff members of the office of University communications; photography is a combination of staff and freelance work. SabatinoDay, a local creative communications firm, took the final printer files and created the Flash presentation (design and code). SabatinoDay staff worked with University communications staff to determine the multimedia features to be included on each Flash page.

## Program Budget and Unit Costs (not including salaries or postage)

The Flash presentation cost \$17,000, with an additional \$935 for the blast e-mail design and implementation. The blast was sent to more than 51,000 e-mail addresses (at a cost of less than \$0.35 each).

## Response and results

We can track a portion of the click-throughs from the e-mail blasts. The Flash presentation received at least 3,826 click-throughs.

We received numerous positive responses addressed to the president via e-mail. They included these from other university administrators:

"... As always, very impressive. Congratulations to you and all of Dayton."

"... The accomplishments are impressive, and quite honestly made me proud as a Catholic to see the outstanding work being done on your campus and in the community."

From a board of trustees member:

"The president's online report was one of the best marketing pieces that I have ever 'experienced.'"

From alumni:

"Your report as university president meets and exceeds my expectations as a three-time UD graduate and retired English professor."

"It shows a lot of caring and excellent communication and motivation for the scholars."

"I wanted to congratulate you, your staff and the students that worked on the *President's Report*. It was the best I've ever seen — extremely impressive."

From parents:

"I thoroughly enjoyed watching the *President's Report* this evening. Please keep up the good work."

"Based on [our child's] freshman year experiences and our own observations in visiting and interacting with campus faculty, staff and students, as well as this most compelling Flash presentation, "Is Changing the World Too Much to Ask," we can only affirm that UD should be very proud of its progress. In fact, the entire UD community should be quite proud, yet also humbled as we reflect on the great strides that UD is making under your leadership and how much more we still must do if we hope to be meaningful change agents in the world today and tomorrow."