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Educating Hearts and Minds

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Educating Hearts and Minds

10.27.2011 | Hot Topics, Students, Faculty, Campus and Community U.S. Airways travelers throughout November can read about what makes the University of Dayton stand out nationally.

"Here, educating hearts is just as important as educating minds," reads the headline in the November issue of *US Airways* magazine.

The eight-page story features eye-catching images of campus and interviews with Paul Vanderburgh, associate provost and dean of graduate, professional and continuing education; Tony Saliba, dean of the School of Engineering; Mickey McCabe, vice president for research; and Lisa Beutel, director of the Center for Leadership and Executive Development.

The special section in the airline magazine is part of an accelerated national marketing push, which includes:

- the rollout of what's believed to be the world's first iPad viewbook.
- a new national television commercial that will debut Thanksgiving on ESPN2 when the Flyers play in the Old Spice Classic at the ESPN Wide World of Sports Complex near Orlando, Fla.
- a microsite about the University of Dayton on *The Chronicle of Higher Education's* website, the world's most visited academic site.
- a social media scholarship contest that invites prospective students to create entertaining and imaginative videos about what servant leadership means to them. Three winners will be selected to receive a total of \$50,000 in scholarships.

The University's innovative marketing strategies are attracting national attention. In August, *U.S. News and World Report* reported that new first-year students can receive free textbooks from the University of Dayton simply by visiting campus, completing a financial aid application and applying. *The Chronicle of Higher Education* interviewed Sundar Kumarasamy, vice president for enrollment management and marketing, for an upcoming story about novel ways the University is marketing itself to prospective students.

And *Forbes.com* this week featured the University of Dayton and Mercedes-Benz as "savvy marketers" who exemplify strong brand loyalty principles. For both, it's all about the customer.

Every University of Dayton acceptance letter mentions points in the applicant's essay. "The entire college search process is about relationship building," Kumarasamy explained to *Forbes*. "We demonstrate that we care."

The article, "Can't Buy Me Love: Marketing Reconnects With Our Pre-Industrial Roots," notes that out-of-state and international student enrollment have reached record levels.

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