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An Award-Winning Welcome

10.13.2011 | Students

The University of Dayton has won two national awards for its creative marketing campaign welcoming new students and their families to campus.

UD won top awards for its *Family Guidebook* publication and Welcome Week publicity efforts, which included a collection of publications mailed to families before their students arrived on campus for new student orientation activities. The National Orientation Directors Association sponsored the Publications and Media Showcase competition.

"We involve students to keep the ideas fresh and try to make the information relevant for students and parents. We loved using the chapel window as our inspiration this year because we felt it spoke to our orientation theme of 'UD believes' and represented who we are as a community, said Cari Wallace, director of new student programs. "We are really proud of how the pieces look and have gotten a lot of positive feedback from families."

Wallace served as project director. Kathy Kargl designed the pieces, which were printed by UD Printing and Design and Mound Printing. Amy Lopez-Matthews and Kim Lally served as advisers and editors, and Megan Dunn worked on the project as the student publications and marketing leader for new student orientation.

The pieces were designed as part of a University-wide branding effort.

For more information, contact Teri Rizvi at 937-229-3255.