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Standing Out in the Crowd

02.12.2010 | Campus and Community, President *The Chronicle of Higher Education* is featuring a podcast interview with University of Dayton President Daniel J. Curran on the University's bold campus-wide rebranding campaign.

In "How Can a University Stand Out in the Crowd?" Curran discusses with *Chronicle* senior reporter Paul Fain, the importance of presenting the University's Catholic, Marianist identity and heritage in compelling ways that reach out and speak to a new generation.

"We took a bold chance," he said. "We'll continue to be aggressive in terms of marketing. ...In this economic environment we have to be working continuously and fine-tuning (our message)."

Curran said the marketing initiative started with a highly successful redesign of the viewbook, targeted to potential students, and has extended throughout enrollment management publications and materials.

The new look also drove the redesign of the alumni tabloid into the *University of Dayton Magazine*, the University's Web site and all marketing materials — from invitations to ads, including a new television commercial that is airing nationally.

The *Chronicle* previously wrote about the University's bold rebranding initiative in August 2008.