SU Magazine
A PUBLICATION FOR SALISBURY UNIVERSITY ALUMNI AND FRIENDS

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Message from the Editor

This newly designed magazine is for and about you, the alumni of Salisbury University. Who are you? You are nearly 29,000 men and women, of nearly all ages, occupations and ethnicities, living throughout the United States. You have one important thing in common—you graduated from Salisbury University. A bond of shared experience—a life-changing experience of learning and achievement—links you.

This magazine is meant to help you celebrate that connection.

As your inbox no doubt attests, we’re living in the Information Age. It’s exhilaratingly easy to send and receive words and pictures. It is also, at times, overwhelming. That is why we have deliberately chosen to continue to provide information to you in a magazine format. T here is still no electronic replacement for the feel of holding news in your hands—for the sense of permanence that invites leisurely perusal.

Last summer, the Alumni Association conducted a communications survey to determine your interests and preferences regarding its publications and electronic correspondence. Overwhelmingly, you favor news about alumni. You like to read about your fellow alumni’s career successes and familial milestones. As more than one survey respondent put it, news about other alumni is a means to “stay connected.”

You also want to stay connected to the campus, by receiving news about the University that is relevant to you.

And, you said you want the information in a lively, highly readable format, with more and better-quality photographs.

The new design of this magazine reflects your wishes.

We hope you find your new magazine entertaining, informative and worthwhile.

Your editor,

Dawn Bennett Robson, ’84
Chair, Publications Committee
Salisbury University Alumni Association

What our readers read

Survey respondents who said they “always” or “almost always” read these sections in alumni publications:

- Alumni News: 93%
- Class Notes: 90%
- Campus: 51%
- Sports: 43%
- Faculty: 43%

We invite your comments, criticisms, compliments, corrections and contributions...

Please write to:
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Or e-mail us at alumni@salisbury.edu
The editor reserves the right to publish letters of interest.

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