

Dear St. Cloud State University Alumni,

As the president of the alumni association board of directors of St. Cloud State University, I am writing to share with you some exciting news.

Many alumni have challenged the university to do a better job of telling St. Cloud State's impressive story. I want you to be the first to know that St. Cloud State is doing just that through a very creative advertising initiative that focuses on St. Cloud State as the "destination" for college-bound students, namely those who are looking for a smart investment in a global education. Enclosed in this letter are examples of our first ads. They will be supported by new university publications and will soon be complemented by a redesigned Web site.

WHAT'S  
*your*  
WORLD?

We have decided to initially share our message in our own backyard. The ads will run in the Minneapolis editions of *Time*, *Newsweek*, and *U.S. News & World Report*. They also will appear on billboards and in movie theaters in the area. Please check them out and feel free to share any comments by contacting Loren J. Boone, assistant vice president for marketing and communications, at 320.308.2190 or [ljboone@stcloudstate.edu](mailto:ljboone@stcloudstate.edu).

I also invite you to help spread the word about St. Cloud State. In your day-to-day interactions with parents of college-bound students—or with high-potential high school students themselves—I encourage you to suggest they look into St. Cloud State University. With students attending St. Cloud State from all over the world—and with others taking advantage of a variety of study-abroad opportunities—our students are being educated to excel in a global world.

As you view these ads, I hope you feel immense pride in your alma mater and feel confident in suggesting St. Cloud State University as a destination for the college-bound student in your life.

With best regards,

*Kevin M. Gohl*

Kevin Gohl '84  
President, Alumni Board  
St. Cloud State University