

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.

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



LEAVE *your* MARK ON THE WORLD.

St. Cloud State University might be right here in Minnesota, but we're leaving our mark all over the world. St. Cloud State is home to nearly 1,000 international students from more than 80 countries. Each year, hundreds of St. Cloud State students study abroad in 20 countries—from Australia to South Africa—while earning credits they can use to complete their degrees. We have nationally- and internationally-known faculty teaching in our highly-accredited undergraduate and graduate degree programs. All located along the banks of the Mississippi River, just 50 miles from the northwest corner of the Twin Cities.

St. Cloud State—a smart investment in a global education.



ST. CLOUD STATE UNIVERSITY

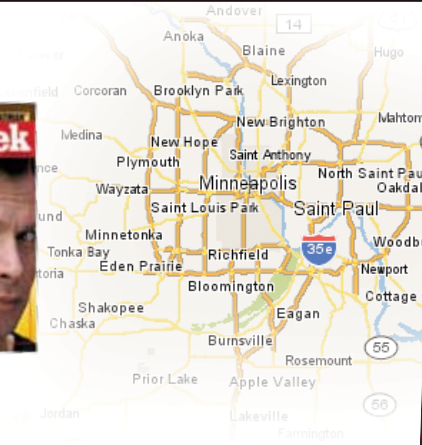
WHAT'S *your* WORLD?

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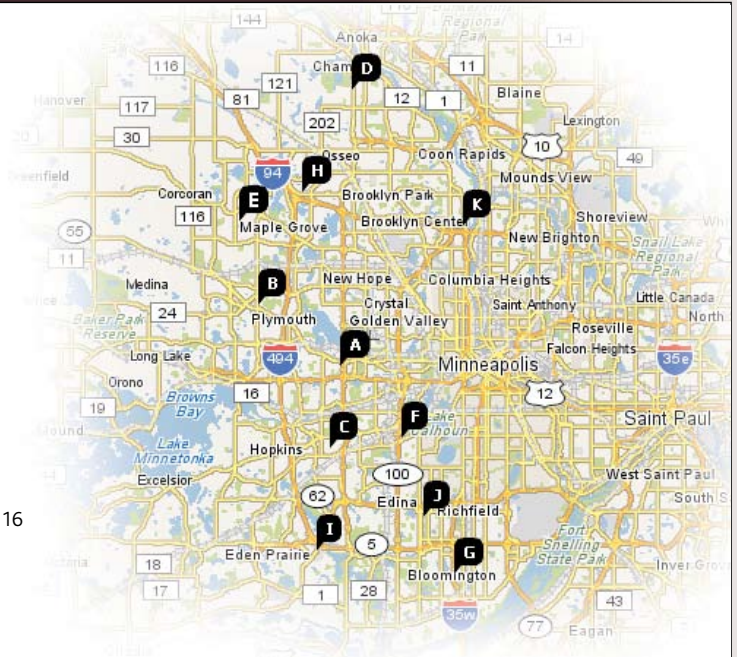


A MEMBER OF THE MINNESOTA STATE COLLEGES AND UNIVERSITIES SYSTEM

PRINT ADVERTISING

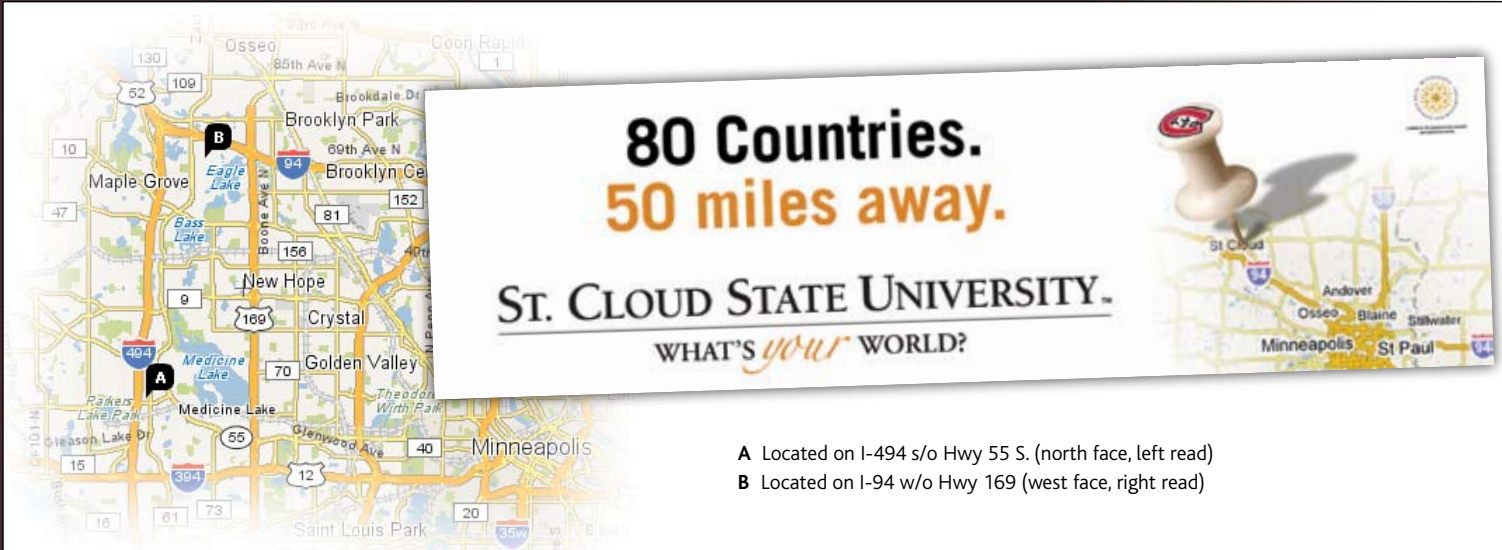


THEATER ADVERTISING



- A Willow Creek 12
- B Plymouth 12
- C Hopkins 6
- D Champlin 14
- E Maple Grove 10
- F Park 6
- G Mall of America 14
- H Arbor Lakes Megastar 16
- I Eden Prairie 18
- J Southdale Megastar 16
- K Brooklyn Center 20

OUTDOOR ADVERTISING



- A Located on I-494 s/o Hwy 55 S. (north face, left read)
- B Located on I-94 w/o Hwy 169 (west face, right read)