

AlumMag

www.pulleygroup.com

Spring/Summer 2013

ARE YOU NURTURING

meaningful relationships or
just putting out a magazine?

WHAT'S YOUR STRATEGY

for staying connected with alumni over the long haul?

IS YOUR DESIGN

attractive, smart and witty? Or dense, dated and dull?

The Engagement Issue

ARE YOU CREATING

compelling content that attracts and retains alumni?

HOW DO YOU

groom your staff to create a top-shelf publication?

DOES YOUR VISION

succeed at marrying pixels, paper and social media?

WHY NOT?