Provost/VPRGS Reimbursement for Production of Departmental Postcards to Raise Visibility of UVa Graduate Programs

Contact Info: Roseanne Ford, 924-6283, rmf3f@virginia.edu
Miles R. Gibson, 243-2018, mrg9s@virginia.edu

This program is intended to enhance the visibility and reputation of UVa’s graduate programs in preparation for the upcoming National Research Council’s review of Ph.D. programs. Peer evaluation is one criterion used to rank academic programs. One way to spread the word about UVa’s outstanding graduate programs is to send marketing postcards to faculty at peer institutions. The postcards, designed by and personalized for individual departments/program, will inform academic peers of recent achievements and build the reputation of each department/program. To illustrate the concept, a sample card is attached to this announcement. The intended recipients of these postcards are faculty at other institutions that write letters of recommendation for graduate applicants in their disciplines.

To encourage departments to design, produce, and distribute these postcards, the Provost’s Office in partnership with the Office of the Vice President for Research & Graduate Studies will reimburse up to $1000 of the cost.

Postcard Production and Distribution Steps
1. Draft a postcard design. A sample is appended to this announcement. One side will feature a background image from the department with several bullet points highlighting recent accomplishments in the department. The reverse side will contain a thank-you message to the faculty member for writing a letter of recommendation and space for an address label. Templates for standard postcards are available at websites such as www.vistaprint.com. Maximum size for postcard with postage rate of 37 cents is 6 inches \( \times \) 4.25 inches.
2. Consult with a professional to finalize the design. Contact information for some graphic designers is listed at the end of this announcement.
3. Print high-quality cards.
4. Address and mail cards to faculty who wrote letters for graduate applicants to your department. You may want to include only those faculty who recommended students you intend to accept.

The Provost and VPRGS offices will reimburse expenses totaling not more than $1000 for production of one marketing postcard per department per year. The following expenses will be accepted: fees for a graphic artist or design consultant, wages for office temp or work study student to prepare address list, printing costs, and postage. A total of $20,000 will be budgeted for this program per academic year and will be awarded on a first-come, first-served basis. Each year the program will be assessed to decide whether it should be continued.

Suggested Timeline
February 15 – Submit draft of postcard design with text and image(s) for approval.
March 1 – Obtain a final design that is ready for printing from a professional designer.
March 15 – Have copies printed, addressed and mailed.

**Reimbursement Process** – Chairs or directors of graduate studies will apply for reimbursement by submitting a draft postcard and estimated expenses to the Office of the Vice President for Research & Graduate Studies for approval. Following approval, departments may proceed with their mailings, then submit itemized expenses not exceeding $1000 for reimbursement.

**Suggested Graphic Designers**
- Tim Priddy - Used by SEAS (Josie Loyd) for postcards
  Contact info: tim@communicationdesign.com
- Laura Roseberry Used by SEAS (Josie Loyd) for Virginia Engineering Magazine and also by SOM Grad Programs Office for symposium posters (Leslie Fox)
  Contact Info:
  Roseberries
  108 Second St SW No. 38
  Charlottesville, VA 22902
  Ph. 296-8883
  Fx. 296-6488
  lura@roseberries.com

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Dear Recommender,

Thank you for your letter of recommendation. We appreciate the time you took to provide comments on __________. These evaluations are critical to our admissions decisions.

We hope you will encourage your future students to also consider UVa for graduate study.

Sincerely yours,

Name
Graduate Program Director