You may have noticed...

Jim Stewart '76
Furman University

Follow this and additional works at: https://scholarexchange.furman.edu/furman-magazine

Recommended Citation
Stewart, Jim '76 (2006) "You may have noticed...," Furman Magazine: Vol. 49 : Iss. 3 , Article 28.
Available at: https://scholarexchange.furman.edu/furman-magazine/vol49/iss3/28

This Article is made available online by Journals, part of the Furman University Scholar Exchange (FUSE). It has been accepted for inclusion in Furman Magazine by an authorized FUSE administrator. For terms of use, please refer to the FUSE Institutional Repository Guidelines. For more information, please contact scholarexchange@furman.edu.
You may have noticed . . .

With this issue, Furman magazine joins the dining hall as a recipient of a significant makeover.

After seven years of essentially the same look, give or take a bit of tweaking along the way, we decided it was time to freshen and update the magazine's appearance. In doing so we sought input from marketing professionals, campus administrators and alumni groups, all of whom made excellent contributions to the process.

One thing you'll note is a subtle change in the size of the magazine, a decision that we think will give us more flexibility in terms of graphics and layout. But while the design is different, we've stayed with the same organization and format. We're comfortable with it and, from all indications, you are too.

In conjunction with the new look, we've developed a Web site tied to the printed version. The site will include selected stories from each quarterly issue, plus tabs that will give you the chance to submit your news, link to other university Web pages and tell us how we're doing. We encourage you to check out the magazine site at www.furman.edu/fumag. Some of you will receive a special e-mail invitation to visit and comment.

One important aspect of the Web site is a link called "Take a Survey." The survey offers a quick and easy way for you to evaluate the magazine, make suggestions and help us shape future issues. We hope you'll take a moment to visit the magazine site and complete the form. As a special incentive, the first 500 people to do so will receive a free lifetime subscription to the magazine.

The Web site provides another option: the ability to include stories that, for whatever reason, don't run in the printed magazine. On occasion we have to turn down or delay stories because of space or time constraints. With the "Special to the Web" feature, we can offer an outlet for these stories (and photos) and thus complement rather than simply duplicate the printed publication. Conceivably, the Web features will reach an even broader audience than the 34,500 households that currently receive the magazine.

We're excited about the possibilities these changes and additions open up for us, and we look forward to hearing from you.

— JIM STEWART '76, editor