

Colby



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Welcome

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What Happened to *Colby Magazine*?

There's a saying in Maine, and probably elsewhere, about change. "If it ain't broke, don't fix it." But here at *Colby Magazine*, we disagree. We know that this magazine is highly regarded by our peers—after all, just last year it was named best overall print magazine (circ. 25,000 and up) in our district by the Council for Advancement and Support of Education (CASE). And more importantly, we know that our readers like it. A readership survey we fielded last fall indicated great satisfaction.

But *Colby Magazine* has looked the same for a long time. And like a kitchen that could use a remodel, we took it apart. Advances in technology and changes in the way people communicate and consume information dominated our strategic process. *Colby Magazine*, like Colby College, is great in part because it's always striving to be better.

Here's what you can expect to see.

- Prominently placed, boldly illustrated profiles of students, faculty, and alumni
- Full-page photography showcasing academics and athletics
- Surprises like the inside front cover, where you'll never know what to expect
- Insights from and about professors, who will share their favorite teaching moments and their likes—music, books, movies—outside of the classroom
- A more robust media section that includes more faculty publications—including journal articles, editorships, and book chapters
-  Iconography indicating additional online content (go to colby.edu/mag)

We also rethought the length of our feature stories and the style of the photography (shorter and bigger, respectively). And we've given a page (this page, starting with the fall issue) to our new president, David A. Greene. Here you can expect to get some insight into what's on his mind.

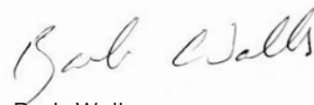
But for now, we wanted to acknowledge that this magazine is different. We're really excited about it, and we hope you are, too. And, whether you like it or not, please let us know. We want to hear from you.



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Director of Communications



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P.S. The print magazine isn't the only big change. The *Colby Magazine* website (colby.edu/mag) has been completely revamped to enhance the user experience. It's easier to navigate and much, much prettier. We hope you will check it out now and go back from time to time, as new content will be appearing regularly.