



# In the Loop

at Simmons College

A Bi-Weekly Newsletter for Faculty and Staff

## GSLIS Gleans More Than \$2 Million in Grants

GSLIS has been awarded more than \$2 million in grants for several groundbreaking projects that will impact libraries and research efforts around the world.

GSLIS Professor Ching-chih Chen received a two-year \$493,020 grant from the National Science Foundation for her international study on efficient digital image retrieval and management. The project will advance the understanding of digital imagery management and distribution technology by using an interdisciplinary team of computer and information scientists from the U.S., China, and Taiwan.

GSLIS and the Institute for Training and Development of Amherst, MA, received a \$350,000 grant from the U.S. Department of State to train nine newly hired librarians at the University of Pristina in Kosovo, beginning in 2005 or 2006. Led by Assistant Dean Terry Plum, the project will provide the individuals with basic knowledge of modern library policies and procedures, practical skills, and team-working capabilities.

In addition, three grants were funded by the Institute of Museum and Library Services (IMLS). Dean Michèle Cloonan — in partnership with the Association of Research Libraries, the University of North Carolina at Chapel Hill, and Catholic University of America —

*continued on page 5*

## Branding Update

On Oct. 4, Simmons began its first-ever, statewide advertising campaign. Using simple, direct language and bold colors, the ads highlight Simmons programs — with a focus on how they can help one's personal development. For the graduate programs, the tag line reads, "Simmons. Learning with Purpose," and for the undergraduate college, "Simmons. Majoring in Life."

The ads illustrate a duality of learning that is different from typical university ads, which simply list programs and promise jobs. Our quantitative research, like that of our competitors, found that prospective students are interested in getting a job. But Simmons went the extra mile and did qualitative research to uncover their culture and values. What really resonates with students and alumnae/i, is having meaningful lives beyond their careers. This campaign elevates Simmons to a more enlightened level by including personal as well as career fulfillment into the definition of success, while our competitors sell a narrow view of success, defined simply by a job.

Simmons is experiencing the strongest growth in its history, so you may wonder why Simmons advertises at all. It's simple — Simmons wants to stay one step ahead of the game. The reality is that universities compete to get the best students.

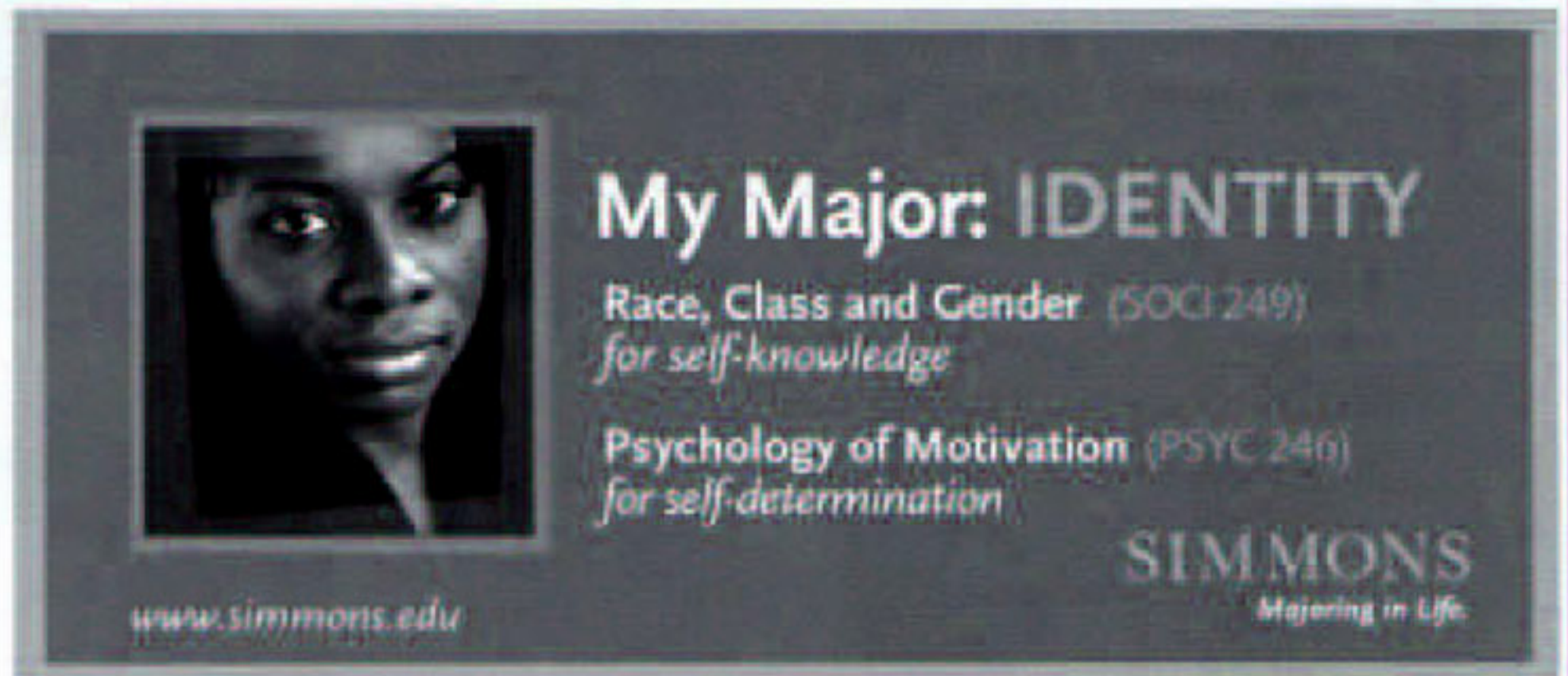
Simmons may offer the most powerful education in the world, but if nobody knows about it, it doesn't help anyone. Advertising at Simmons is

not about "spinning" a message. It's about knowing our core strengths and what we do better than others — always putting students first. The goal of the campaign goes beyond building awareness of Simmons; it is to differentiate Simmons from the competition in a way that underscores our unique value and creates the desire to learn more.

The ads will run in three waves: October through November, mid-winter, and early spring. Look for them on subway and commuter rail station posters, subway car cards, the sides of buses, outdoor billboards within Rte. 495, and in *The Boston Globe*, *The Worcester Telegram*, *The Springfield Republican*, and *The Boston Metro*.

This is a big and very public step for Simmons. Through our collective dedication and hard work, we have brought Simmons to this triumphant place. We have a lot to be proud of, and it's time to share it with the world.

*Maria Kadison, Vice President for Marketing*



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## GSLIS Grants, from page 1

collectively received an \$826,182 grant from the IMLS to recruit, educate, and train 45 master's level students to attend the Association of Research Library Academy.

The National Leadership Grants for Libraries — Library/Museum Collaboration program of the IMLS awarded Professor Gary Geisler, with Northeast Historic Film, a \$272,179 grant. The

funding will help a broad range of museums, libraries, and other institutions with video resources to catalog these resources, and make them more accessible through Web-based digital video libraries.

Lastly, the Northeast Document Conservation Center, in partnership with Simmons, received a \$205,500 IMLS grant to help make preservation a

basic part of the master's of library science curriculum through cooperation among regional preservation centers and schools of library and information science.

