

Promotion and Visibility for the Online Rebirth of *Moebius*

A Senior Project Presented to
The Faculty of the Communication Studies Department
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment
Of the Requirements for the Degree
Bachelor of the Arts

By

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Introduction

From the moment students step foot on campus as timid freshmen, they are immediately exposed to Cal Poly's mantra of "Learn by Doing"—a phrase that they will hear throughout their college career. Because of Cal Poly's reputation as a polytechnic school, oftentimes the more technical colleges, such as the College of Engineering and the College of Architecture, tend to take center stage over the more liberal colleges. That is not to say, however, that the College of Liberal Arts (CLA) deserves any less attention, especially in this increasingly specialized society. In fact, the CLA plays a significant role within the community of Cal Poly, enriching the studies of all polytechnic students with the essentials of humanities, communications, and social sciences. The goal of the CLA is to "supply the essential elements educated men and women require to enter into the worlds of life, work, and civic responsibility" (*College of Liberal Arts*).

One of the ways in which the College of Liberal Arts accomplishes this is by providing students with outlets to express their knowledge and creativity. In particular, it is responsible for the publication of *Moebius*, an annual literature and arts journal released by the CLA featuring essays, poetry, articles, book reviews, visual art, interviews and open forums written by Cal Poly students, faculty and alumni. The journal was conceived in 2003 with the initial goal of publishing an issue each quarter. However, in 2005, *Moebius* condensed itself into an annual publication as a result of time constraints and low submission rates. In recent years, *Moebius* has fought to stay relevant and in the minds of the Cal Poly community, struggling to gain readership and submission of works. Last academic school year, Communication Studies professor and managing editor of *Moebius* Dr. Jnan Blau made the decision to transition the journal from print to being a web-based publication in an effort to gain exposure and generate submissions.

Although the decision to go digital was rather difficult, web-based publications offer many benefits. For one, a web-based publication is much more cost-effective and environmentally friendly, as printing materials and costs are virtually eliminated. Furthermore, publications that seek to target younger generations cannot ignore the need for a strong web presence, as identified in an article published in the St. Louis Journal review. The article also presents another advantage to web-based publications: “the Internet offers a multimedia experience with which print cannot compete. Through links to podcasts and video clips, online publishing shapes journalism into a multidimensional craft, rather than confining it to simple text and graphics” (Steege 24). The transition of *Moebius* from print to web, then, allows for the exploration of a new frontier: the exciting interactivity of multimedia art forms.

Involvement

In March 2012, Dr. Blau reached out to several Communication Studies students, including myself, to see if we were interested in joining the Promotion and Visibility Committee to help spread the word about *Moebius*. Fellow colleague Kanika Laroia was to head the Committee, as she was utilizing the campaign as her senior project. Since the *Moebius* website was tentatively scheduled to launch in the fall, Kanika’s project laid the foundation for the big launch that was to occur when the site opened up to the Cal Poly community. Dr. Blau extended to me the opportunity to turn the second *Moebius* campaign (the Post-Launch effort) into a senior project by picking up where Kanika had left off.

I eagerly accepted the position as head of the Promotion and Visibility Committee, and agreed to use the public relations campaign as my senior project. Reflecting on my undergraduate career, I feel an overwhelming sense of pride to be a student of the College of

Liberal Arts, and would love to say farewell to Cal Poly knowing that I contributed towards building the prestige of the CLA. To me, *Moebius* is a hidden gem—the beauty of the journal is that it exemplifies the polytechnic nature of the CLA, as any student, alumni or faculty member, regardless of academic background, can contribute to its publication.

Purpose and Project Preview

The scholarly purpose of my senior project is twofold—to apply my knowledge of Communication Studies concepts through the active participation in a communication event, and also to promote the College of Liberal Arts as a prestigious “Learn by Doing” college that prepares students to be well-rounded, open-minded citizens of the world.

The Promotion and Visibility team has been given a challenging yet rewarding mission: to raise a general sense of awareness about *Moebius* to the Cal Poly community, in addition to generating interest in submitting works to the newly designed website. Our main goal has been to integrate *Moebius* into the consciousness of students and educators from all disciplines in an effort to encourage active engagement in the arts. According to Thomas Farrell, Communication Studies professor at Northwestern University, “Rhetoric is the art, the fine and useful art, of making things matter,” and which it has as its purpose to “engage us with the world, to make its appearances near and dear to us, to help us care” (1). Through the promotion and visibility campaign, I hoped to utilize the communication skills I acquired throughout my undergraduate career in order to effectively promote *Moebius* to the Cal Poly community.

Furthermore, I seek with this project to attempt to justify the importance of the arts as an essential component to the well-rounded education that each and every student should receive upon graduating Cal Poly and entering into the so-called “real world.”

Importance of Art Education

Before delving into the aims and objectives of the *Moebius* Promotion and Visibility campaign, let us first explore the importance of the arts and its necessity in higher education. One can discover the origins of art education in the West as far back as ancient Greek civilization and its significant impact on all aspects of Greek society. Although Plato and Aristotle held different opinions on the value of art, both philosophers agreed that art involves imitation, or *mimesis*, of the ideal form of objects and events of life. In Plato's *The Republic*, he asserts that art has the power to stir the emotions and have influence over our character and behavior (Clowney), and thus should be viewed as a threat to society. Plato was indeed correct in his assertion that art possesses the ability to move people and to create change. Aristotle devoted much time and energy to contemplating and exploring the ways in which the rhetorician could harness its power for the good of mankind.

Thus, art can be defined as “an intelligible representation of the world and humankind that manifests an artist's conceptual visions in perceptual, aesthetic form” (York 274). Alexandra York, a proponent of art education, expands on Aristotle's notion of art as *mimesis*: “Meaningful art is not just mimesis of life as it is, or even an expressive rearrangement; it is an inquiry into the human condition, of man's desires and dreams, fears and fantasies. Important art is important because it is multilayered, stimulating our senses, touching our hearts and awakening our minds to verities and possibilities” (York 275).

Thus, students of art become students of life. In my own undergraduate career, I have been exposed to many different perspectives and ways of being in the world through courses from a wide variety of disciplines—philosophy, history, ethnic studies, sociology, psychology and

intercultural communication to name a few. Through my course study, I truly feel that I have become a worldlier, open-minded individual with a genuine concern for humanity.

Sadly, there are many professionals who do not see the worth of a liberal arts education, asserting that such a degree provides no practical functionality in society. This mindset is a direct result of the current educational philosophy, which places value only on highly specialized careers. Jacques Maritain of Yale University warned academia of taking this educational route in a 1943 speech:

An educational program which would only aim at forming specialists ever more perfect in ever more specialized fields, and unable to pass judgment on any matter that goes beyond their specialized competence, would lead indeed to a progressive animalization of the human mind and life. This represents a great peril for the democracies (“Does a Liberal Arts Education”).

The purpose of a liberal arts education, then, is not necessarily to make artists out of students, but to help them become complete human beings. Such highly specialized education can run the risk of developing a sort of tunnel vision mindset that can hinder the ability of a student to transcend the boundaries of their confined, cookie-cutter boxes.

As a matter of fact, there is an increasing need in the job market for creative, well-rounded individuals. A study conducted by the President’s Committee on the Arts and the Humanities (PCAH) affirmed that an arts education provides critical benefits to the private sector. The study asserts that: “In order to effectively compete in the global economy, business leaders are increasingly looking for employees who are creative, collaborative and innovative thinkers. A greater investment in the arts is an effective way to equip today’s students with the skills they will need to succeed in the jobs of tomorrow” (“Re-investing in Arts Education”).

Reflecting upon the liberal arts education I received at Cal Poly, I believe that it has equipped me with a brilliant new pair of lenses with which to view the world. I find myself more concerned with humanity and engaged in critical thought processes related to cultural and global matters. I am proud to say that my liberal arts education has genuinely shaped me into a more compassionate and open-minded human being, and I strongly believe that all students, regardless of major, should be given the opportunity to sharpen their critical thinking skills, explore their artistic sensibilities, and become well-rounded citizens of the world.

Communication Studies Justification

In actively planning and carrying out the Promotion and Visibility campaign, I have participated in copious amounts of communication of all forms, from emails to team meetings to direct one-on-one conversations with members of the Cal Poly community. In virtually all of my Communication Studies courses, I have been taught that effective communication is the key to success in all endeavors, be it personal or professional. We must become conscious of the fact that we are constantly in communication with one another—from the clothes we wear right down to our subtle facial expressions. Richmond and McCroskey estimate that, on average, “93% of meaning in interpersonal communication comes from nonverbal messages” (30). Throughout the Promotion and Visibility campaign, it was essential that the team take into consideration the context of a communication event in order to adapt both our verbal and nonverbal communication to appropriately match the rhetorical situation. In a way, the team acted as a physical manifestation of the aims and objectives of *Moebius*; and thus we were constantly cognizant of the image which we were portraying to the Cal Poly community.

As an effective communicator, it is vital to develop the skill of self-monitoring, which involves a concern for the social appropriateness of one's behavior and the ability to control or modify self-presentation in any given situation (Dobosh 28). In the Organizational Communication course, Dr. Fahs emphasized the importance of self-monitoring in business settings, asserting that high self-monitors are more likely to receive promotions and also tend to be placed in leadership positions. Because of the expansiveness of this project, the Promotion and Visibility team had to communicate with a diverse group of individuals within the Cal Poly community in all different kinds of settings. In order to achieve success and sustain a friendly relationship with our important contacts, we needed to adapt our communication styles to the changing environments. For example, the manner in which we conducted ourselves in team meetings tended to be more informal than a meeting with Marisa Ramirez, head of the Digital Scholarship Services group and our liaison at Digital Commons.

In addition to monitoring my own behavior, it was also important to monitor the communication within our group, as the overwhelming majority of this project was conducted in a team setting. I feel that the Communication Studies' curriculum more than prepared me in my ability to work in groups, since virtually every single course required some form of collaboration with peers. In Small Group Communication, Professor Zeuschner taught us that each individual in the group possesses different skills and personalities that contribute to the overall team dynamic. The ability to effectively work in group settings is becoming increasingly important in society, as "over 70 percent of major corporations today have team-based structures in parts of their operations" (Shockley-Zalabak 192). In Organizational Communication, I learned that team functions are usually divided into two categories: task and maintenance roles. Task roles represent the processes in which the team engages to achieve its goals, such as: brainstorming

ideas, goal setting, agenda making, and solution implementation. Maintenance roles, on the other hand, are more concerned with the ability of the team to work together cohesively, and involve: group participation, group climate, and conflict management (Shockley-Zalabak 193).

In my past experiences working in groups, I have come to understand that both task and maintenance roles are of equal importance, and that they each deserve significant time and devotion. In our weekly team meetings, I made sure that the first five to ten minutes were dedicated to informal small talk. I found that by fostering our interpersonal relationships, we were in turn fostering the success of our group in our abilities to work cohesively and productively. This discovery has been confirmed by research, as communication scholars Evans and Dion conducted a meta-analysis that examined group cohesion and performance. They reported that “the relationship between cohesion and performance is a positive one and that frequency and duration of communication contributes to successful performance” (Qtd. in Knight 25).

Although there was ample amount of face-to-face contact within the Promotion and Visibility team, most of the interactions outside of the group involved technology-based communication. Technology has changed and is changing all types of communication in which we engage. In fact, Shockley-Zalabak informs us that: “For organizations today and more tomorrow, basic communication competencies include abilities to use electronic mail, computers, the Internet [...] and video and computer conferencing” (165). Technology-based communication is becoming increasingly prevalent in society because of its convenience and ability to transcend space. Furthermore, the role of social media in advertising and promotional efforts has increased significantly even in the past few years. In a recent study designed to identify the most effective practices in the field and to point out growing trends that businesses

must be aware of as they plan for the future, the research revealed that the responsibility of social media within a business has increased from 53% in 2009 to 66% in 2011 (Swerling 26). The study suggests that the use of social media in public relations campaigns is not only effective but its presence is speculated to continue growing rapidly. The Promotion and Visibility team took this statistic into consideration when creating the official *Moebius* Facebook page, whose purpose was to promote our campaign efforts and ultimately to remain relevant and in the consciousness of the Cal Poly community.

Planning Process

Although I had been working with *Moebius* since Spring quarter of 2012, the first official meeting for the new Promotion and Visibility team was held on 15 February at Cal Poly's Kennedy Library, and consisted of all participating members for the continued efforts of the campaign: Dr. Blau, Corrina, Lily, and myself. This meeting was very important in that it laid a strong foundation from which our team could build an effective campaign. Dr. Blau went into great detail about the history of *Moebius*, explaining to us the need for transitioning the journal from a print- to web-based publication. He also provided us with insight into the design and schema of the online version of *Moebius*, highlighting all the new possibilities and potentials that technology would open up for the journal. For example, readers would now be able to freely explore and engage in any past or current themes of *Moebius*, as opposed to the print journal, which assigned only one theme to each annual publication. Another possibility that the web-based version provides is the ability to submit multimedia art forms; something that I believe will strongly attract more students to engage in the journal.

In this initial meeting, we also discussed the goals of the campaign, with the underlying purpose being the generation of an overall sense of awareness of and curiosity for *Moebius* in the Cal Poly community. We then explored possible marketing strategies to employ in our promotional effort, including: a UU Hour booth in the University Union plaza to distribute tangible items in the forms of bookmarks and pencils, table tent advertisements in campus dining halls, a display case in Kennedy Library, and posters across campus. Dr. Blau promoted a laissez-faire style of leadership by giving us the freedom to be creative in our campaign, with the goal of generating a ‘buzz’ on campus. He gave us insight into possible angles we could take in gaining the interest of our audience, which included a sense of pride and prestige in having one’s work published in a scholarly journal, an achievement that students can add to their resumes. He also encouraged the team to promote *Moebius* as an example of the polytechnic nature of Cal Poly; that by engaging in learn by doing, we are supporting a culture that is “well-rounded, comprehensive, and part of the broader mission and identity particularly in the College of Liberal Arts. It should mess with the assumptions and expectations of all majors” (Blau). With this goal in mind, the Promotion and Visibility team was eager to start working.

The team’s first order of business was to create a Facebook page for the promotion of *Moebius*. Growing up in Generation Y, we are aware of the immense influence of social media on our peers. We believed that by facilitating the use of social media, we could have the power to reach thousands of individuals at virtually no cost. But before we could begin, we first needed to be granted permission to create a Cal Poly-endorsed Facebook page. The team emailed PolyNews to inform them of our interest in creating an official Cal Poly Facebook page. We also inquired about any style guidelines or legal processes required. We then began to peruse potential content to promote on the page through Digital Commons, mostly in the form of past

submissions. We agreed that we should aim for biweekly posts that vary from: examples of past works, upcoming promotional efforts, and any other relevant information regarding *Moebius*.

While the team waited for permission to move forward with the Facebook page, we began working on our advertising efforts on campus. In mid-March, we contacted Advertising/Promotional Coordinator Kathleen Pennington to inquire about advertising in campus dining venues. She sent us information and applications for the Coffee Sleeve and Poster Program, indicating the available two-week slots left for the quarter.

As winter quarter came to a close, the team decided to reach out to Dr. Blau to discuss our progress and goals upon returning from Spring Break vacations. In early April, we began working on the design for the coffee sleeve stickers. Corrina drafted a few mockups for the team to fine-tune. Once we agreed on the design, we sent it over to Dr. Blau for input and adjusted the design according to his suggestions. The team proceeded to send the application, along with the coffee sleeve sticker design, to Kathleen for our time period beginning 22 April and ending 6 May. On 16 April Lily picked up the 6,000 coffee sleeves we had ordered only to find boxes full of blank sleeves! We soon realized that there had been a miscommunication about the expectations of the Coffee Sleeve Program. The team was under the impression that the program included the production of both sleeves and stickers. However, upon calling Kathleen about the stickers, she informed us that it was our responsibility to produce the stickers and that the program only provided the coffee sleeves. She also reassured us that this issue had occurred in the past with other groups, as the application does not specify this detail. We immediately contacted University Graphic Systems to see if we could rush order 6,000 stickers in time for our 22 April start date. Unfortunately, UGS was overflowing with work for the Cal Poly Open House weekend and could not complete our project until 24 April. Upon receiving the stickers, we

divided and conquered the load, employing other Cal Poly students from diverse majors to aid us in this mass production. On 25 April Lily dropped off the completed stickers to Kathleen to be distributed to Campus Dining venues, including: Julian's Patisserie, Sandwich Factory, The Avenue, and Campus Market. It filled the team with a sense of pride and accomplishment to see the *Moebius* coffee sleeves on the drinks of hundreds of students across campus!

Towards the end of April, we received permission from PolyNews to create an official Cal Poly Facebook page for *Moebius*. We immediately began adding content to the page—photos, mission statements, descriptions, and our coffee sleeve and flyer designs. In the meantime, we started focusing our efforts on gaining more insight into the online version of *Moebius* in order to effectively capture its essence in our promotional campaign. On 22 April, I had a brief meeting with Marisa Ramirez from Digital Commons at Sage Restaurant to discuss her involvement with *Moebius* and the launch of the e-publication. We exchanged contact information to set up a future meeting with the entire Promotion and Visibility team.

On 10 May, Corrina, Lily and I met with Marisa with the goal of learning more about the online version of *Moebius*, as well as to discuss our marketing strategies. She asserted that: “we wanted a full makeover of the site—a new and exciting reimagining of *Moebius*” (Ramirez). Marisa also revealed to us some of the benefits of transitioning the journal online, as it allows for a digital archive that is literally at the fingertips of readers to explore. By enabling digital preservation of works, it assures that the content will be available in the future and will allow for persistent URLs using the best possible practices. In addition to increased accessibility and preservation, it also allows for members of the worldwide intellectual community to access university archive material: course catalogs, academic senate minutes, and student and faculty scholarships. The Cal Poly President and Provost are huge supporters of digital archives, as it

represents the intellectual scholarship to all of academia, building upon the prestige of the college. She also identified former managing editor Mary K. Harrington as an excellent resource in gaining an overall understanding of the history of *Moebius*.

The Promotion and Visibility team felt that another meeting with Dr. Blau was much needed in order to relay the information we received from Marisa and hammer out any last minute assignments before the end of the quarter. On 10 May, the team met with Dr. Blau in his office. We confirmed that the live site would be ready in two weeks' time and that content was ready to be added. The team decided to incorporate two final pushes into our campaign: an article published in the Mustang Daily about the launch of the online version coming Fall 2013, as well as *Moebius* posters to be distributed around campus. Corrina presented her tentative design of the 11x17 poster, which was received positively by Dr. Blau. He also assigned Lily and I a few other tasks to complete in conjunction with our senior project. We were to contact previous editorial board members to invite them to continue their involvement for the 2013-2014 academic school year. In addition, we were asked to create a handbook to act as a guideline and reference for the future Promotion and Visibility team. The handbook was to include: the current team contacts, other important contacts, aims and objectives of the campaign, future goals to be implemented, an appendix of advertising materials, and a press release. The purpose of the press release is to give a brief background of *Moebius* and to call for submissions. It is to be read at the beginning of Fall quarter by KCPR, the student-run radio station located on campus. The official *Moebius* press release can be found in Appendix H.

In mid-May, the team was contacted by the Mustang Daily to inform us that an article on *Moebius* was to be published in an upcoming issue, and requested interviews from Dr. Blau, Lily, and myself. The aim of the article was mainly to inform the Cal Poly community of the

upcoming launch, and to briefly discuss the history of the journal. In Lily's interview, she aimed to persuade students to submit their literary works: "*Moebius* will give students an upper hand once they leave college [...] they will be leaving a legacy behind that says my work was top-notch to the point that it was published" (Kaiser 4).

At the end of May, the 11x17 posters were ready to pick up at UGS. Corrina and I spent the morning hanging posters in strategic areas all around campus, with the goal of targeting heavy traffic areas, including the University Union and busy intersections and hallways in various buildings.

Reflection

As we wrapped up our final promotional efforts, I could not help but feel a sense of accomplishment and pride in the work that the Promotion and Visibility had done throughout the quarter. Overall, I am very pleased with the achievements and efforts of the Promotion and Visibility team. I believe that much of our success can be attributed to the copious amounts of face time that helped strengthen group cohesion and improve team camaraderie. The team made it a priority to meet at Kennedy Library every Friday since the group's inception in February. These weekly team meetings helped the group stay focused and on track with the goals and timeline that we created for the campaign. Not once in this entire project did I doubt the commitment of any one of our group members; on the contrary, I felt as though our group produced a kind of nuclear energy in that the motivation seemed to regenerate from each member of the 'nuclear reaction'. With Lily's incredible attention to detail supplemented with Corrina's graphic design skills and my go-getter mentality, we were able to create and execute a campaign that we could all be proud of.

There were, however, some limitations that we experienced in the Promotion and Visibility campaign. For example, the Facebook page that we created for *Moebius* did not attract as many followers as we had hoped for. Perhaps this was in part due to the fact that members of the Cal Poly community are not ready to engage in a product that is not quite available to the public. Furthermore, we felt limited in that we were only able to post information about our campaign progress as well as examples of past works published in the print versions of *Moebius*. However, once the website launches in fall, the new Promotion and Visibility team will be able to utilize the Facebook page to: call for submissions, update the public when new themes are created, and congratulate those that get published.

Our goal with the Promotion and Visibility campaign has been to raise awareness of *Moebius* on campus so that come fall, students and faculty would have already been exposed to the journal and have a general understanding of what *Moebius* encompasses. In the final thoughts of her senior project, former team member Kanika Laroia wrote: “I hope that the information presented here will be the best possible resource for the P&V team. If this report helps in contributing towards a successful launch, I believe it will have fulfilled its purpose” (Laroia 20). The groundwork that Kanika had laid in her project did in fact contribute to the success that we experienced in our campaign, and I only hope that the next Promotion and Visibility team will be able to say the same for my own project.

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Appendix A

Promotion and Visibility Team Contact List

Name	Email
Dr. Jnan Blau, <i>Managing Editor</i>	jablau@calpoly.edu
Amanda Gonzalez	gonzalez.amanda@comcast.net
Lily Gonzalez	gonzalezlily707@gmail.com
Corrina Powell	corrina@calcentral.com

Helpful Contacts

Name	Email
Marisa Ramirez, <i>Digital Commons</i>	mramir14@calpoly.edu
Terry Sanfilippo, <i>CLA Public Affairs and Communications Specialist</i>	tsanfili@calpoly.edu
Kathleen Pennington, <i>Campus Dining Advertising Director</i>	kpenning@calpoly.edu
PolyNews (cross-link Moebius website)	polynews@calpoly.edu
Julie Logue, <i>University Graphics Systems</i>	ugssales@calpoly.edu
Mary K. Harrington, <i>Former Moebius Editor</i>	mharring@calpoly.edu
News at Mustang Daily	news@mustangdaily.net

Appendix B

Meeting Minutes

2/15 First Meeting with Blau and the new team

- SENIOR PROJECT COMS 461 Permission number: 767235 Section 2 BLAU
- From UGS to Digital Commons, Free for us to go through digital commons, original home of MOEBIUS
- ADA looks after issues of compliance; people with disabilities can access the site equally. Resources that can read the site to those who are visually impaired, no flash stuff.
- Slideshow placeholder: rotating images
- Once a year, print issue, there was a theme. Now, ALL themes can be viewed.
- Promote awareness of site (content), and push for submissions
- Revisit older themes: 10-12
- WEBSITE
 - o Search by theme, type of work, author...
 - MOEBIUS strip metaphor: time and space folding in on itself
 - o People can play with that metaphor
 - “Critical Concepts”:
 - All past issues are now present.
 - Two broad tasks
 - o Pre-release
 - o On-going thing: continuous promotional effort
 - Examples of promotion:
 - o UU HOUR booth
 - o UU plaza
 - o Posters/fliers across campus
 - § Sample poem, sample photography
 - o Bookmark with QR code that links to poems, photography, etc.
 - o Cal Poly portal poll question
 - o Facebook page
 - § Status updates
 - o WOWIES get exposed to it
 - o Stickers on coffee sleeves
 - o Table tents in dining halls
 - o Display Case
 - § Actual MOEBIUS
 - § Definition: how does the word relate to the publication itself?
 - o Stake posts around campus
 - § “What Is Moebius?” QR code, and/or Facebook page
 - Expected launch: Next Spring
 - Goal: strategize ideas for promotion
 - o MOEBIUS should be recognizable part of Cal Poly experience, like Mustang Daily
 - o Bring people to site, encourage to submit

- o Promote mentally that it's a privilege, blind review process: remove names, editorial board looks at it (mostly faculty), suitable for publication
 - o BE CREATIVE, HAVE FUN
 - Represents CLA, but anyone can submit: Students, faculty, staff, and alumni.
 - o "MOEBIUS. CAL POLY. LIBERAL ARTS."
 - Metaphor: Phoenix bird
 - Pride, prestigious to get submitted, create a buzz
 - Polytechnic: belief that learn by doing, encourage culture that is well-rounded, comprehensive, part of broader mission/identity particularly in the CLA, regardless of major have critical thinking skills, artistic sensibilities, well-rounded individuals
 - o Encourage new perceptions: Mess with assumptions and expectations of majors
 - Sounds of life: music, video, short films
 - Editorial board, submissions board, (people from English dept) to look at poetry
 - o In the future, eventually: committee to review visual (films...)
- GOAL:
- Look at past submissions

2/22

- Emailed polynews@calpoly.edu to let them know we are interested in creating an official Cal Poly Facebook page for MOEBIUS, also to inquire about style guidelines
 - Emailed Terry Sanfillipo, discussed requirements for creating the FB page
 - Emailed Karen at Digital Commons to ask for permission to use images/content during our campaign (social media website, print, posters, etc)
 - We perused potential content to use on the Facebook page
- GOAL:
- Create the Facebook page!

3/7

- mailed Kathleen Pennington @ kpennning@calpoly.edu, asking for more information on marketing/advertising MOEBIUS on table tents and coffee sleeves.
- Created a Facebook page for MOEBIUS. Added admins, wrote descriptions, added pictures. Maintenance work on the site, added images

3/15

- Emailed Kathleen Pennington reserving a two week period for coffee sleeves april 22nd - may 6th
- Applied for the coffee sleeve promotion through Campus Dining
- Emailed Dr. Jnan about our progress and setting up a meeting after returning from Spring Break

GOAL: add material to the Facebook page, create the design for the coffee sleeves, create the design for the posters, fill out application for the posters, fill out application for the digital posters in campus dining restaurants.

4/5

- Created the design for the coffee sleeves
- Emailed the design to Blau for his input
- adjusted the design according to Blau's suggestions

4/12

- emailed Kathleen back about picking up 6000 coffee sleeves
- Brainstormed design for flyers
- Overviewed Kanika's Senior Project

NEXT MEETING: monday, April 15 8:30am

4/15

- Looked over the two flyer designs that Corrina drafted
- Emailed the rough drafts to Blau for his input
- Went through the digital commons to search for more material to add to flyers/posters
- Added more content onto the Moebius Facebook page
 - Posted flyer

4/16

- Picked up the 6000 coffee sleeves from Kathleen at bldg 19 loading dock (Campus Dining)

4/20-4/22

- Sent the design to UGS to make the stickers for the coffee sleeves
- Posted on Facebook

4/22

- Had a brief meeting with Marisa Ramirez from Digital Commons to discuss her involvement with Moebius and the launch of the epublication
- Exchanged contact information to set up a future meeting

4/24

- Placed 6000 stickers on the coffee sleeves

4/25

- Dropped them off with Kathleen to be distributed to:
 - Kennedy Library
 - Sandwich Factory
 - The Avenue

5/3

- Emailed Marisa Ramirez to schedule another meeting to discuss marketing strategies and her progress with the launch
- discuss flyer designs, brainstormed ideas
- Discuss potential booth and giveaway items on Dexter and/or UU
- Discuss presence in the Mustang Daily through advertising and/or article
- Emailed Dr. Blau to schedule a meeting to discuss our progress and future plans.

5/10 Meeting with Marisa Ramirez

- electronic publishing software
- full makeover of site
- revamp, exciting reimagining
- digital archive= digital commons
 - senior project
 - master theses
 - faculty scholarship, peer reviewed scholars

- recruiting tools, prez and provost are huge supporters = intellectual life
- university archive material
 - course catalogs
 - academic senate minutes
 - commencement programs
 - yearbooks
- represents the history of cal poly
- moebius
 - mary k harrington writing center director: mharring@calpoly.edu
 - marisa ramirez
 - how did the finances work?
 - motivations behind the switch?
 - first one was 2007 DIGITIZE all the past stuff, advanced machines \$20,000
 - increase visibility → trying to get submissions through online presence
 - Lorraine Donegan, Kathryn McCormick = creative directors
 - organization: Volume (by year) and Issue (multiple per year)
 - usually only 1 issue per year
 - too much work
 - couldn't get submissions, people weren't reading them
 - stretched thin (too many jobs)
 - spending \$6-7,000 for one issue to print per year
 - submission board
 - want to get students published, let's work with it and revise it, and re-send it
 - every year (issue) would have a theme. blau thought it was locked down, fixed. lets think about volumes as themes and genres as types of content (prose, interviews, poetry)
- NEW SITE:
 - demo.training.bepress.com/moebius/ Vendor said it will be ready in 2 weeks
 - allow you to upload multiple images that will rotate through, accompanied with descriptive text, link to the article or work
 - text to describe what moebius is
 - OPEN the themes, as new themes come up. WHAT NEW THEMES? CURRENT THEMES THAT ARE RELEVANT?
 - Genres are the types of content. reviews poetry pose.....
 - Multimedia is an option in the future, could be a new genre. what are the formats that are accepted?
 - FAQ: for images and multimedia file submissions
 - ADA compliant: american disabilities act, audio and video, auto-captions video
 - reason for the system= enabling digital preservation, make sure the content will be available in the future, allows for persistent URLs, curate carefully using best practices

ASK BLAU: WHAT IS MOEBIUS?! new revisioning. tons of submissions on the back end

WHAT IS AIMS & SCOPE?

- if things are unfinished, people don't want to come back to an unfinished website a second time
- TIMELINE: this is what needs to happen
- general awareness campaign: what is moebius?, get the name out there.
- including a projected timeline, tasks, gannt chart

- writing center, study skills center, Mustang Daily, what types of resources would be required
- Fall WEEK OF WELCOME, get the Dean Epperson to promote Moebius, 5 min presentations in classes that are ULO Writing

Blau Meeting 5/10

- Live site in 2 weeks.
- content added this summer
- Fall 2013 going live
- Mustang Daily article/interview for Moebius email Carly Rickards
- Bigger poster (40 posters) around campus 11x17 glossy
 - Kathleen Pennington
 - Sheryl May → LIBRARY special note from her...
- ASI → UU
- Wowies announcement
- HANDBOOK for the next PR team
 - mass email to all CLA students, “we are now accepting submissions for Moebius...” at the beginning of Fall quarter
 - KCPR vocal announcement of the press release
- Press Releases
 - What Moebius is (History)
 - Quotes from Blau, Marisa Ramirez Digital Commons, Mary K
 - Launch
- Carousel Content: images that rotate supplied with text and a link
 - SUBMIT TO THEME/GENERAL CALLS FOR SUBMISSION
 - promotional and content itself
- Editorial Board/Submissions Board
 - writing on behalf of dr. b, here’s what’s happening, would you still be interested in participating? no ginny
 - quick update
 - mass email
- EMAIL TO Mary K Harrington
- Emailed Carly from the Mustang Daily for a column on Moebius

5/17

- Emailed past members of the Editorial Board to ask for future involvement:
 - David Hennessee, English, Co-chair
 - Sadie Joy Johann, English, Co-chair
 - Virginia Anderson, Theatre and Dance
 - Sara Hutcheson, English student
 - Adrienne Miller, Student Rights and Responsibilities
 - Anne Regan, English
- Sent the Poster design (11x17) to UGS to make 50 copies

5/24

- Corrina and Amanda hung up posters around campus in strategic places (inside classrooms, busy intersections and hallways, mostly concentrated in the Ag/English Bldg and Graphic Communications Bldg.

5/20

- Amanda and Lily wrote a press release about the launch of Moebius to be read and/or published
- Amanda and Lily created a handbook of important information for the continued efforts of the Promotion and Visibility campaign

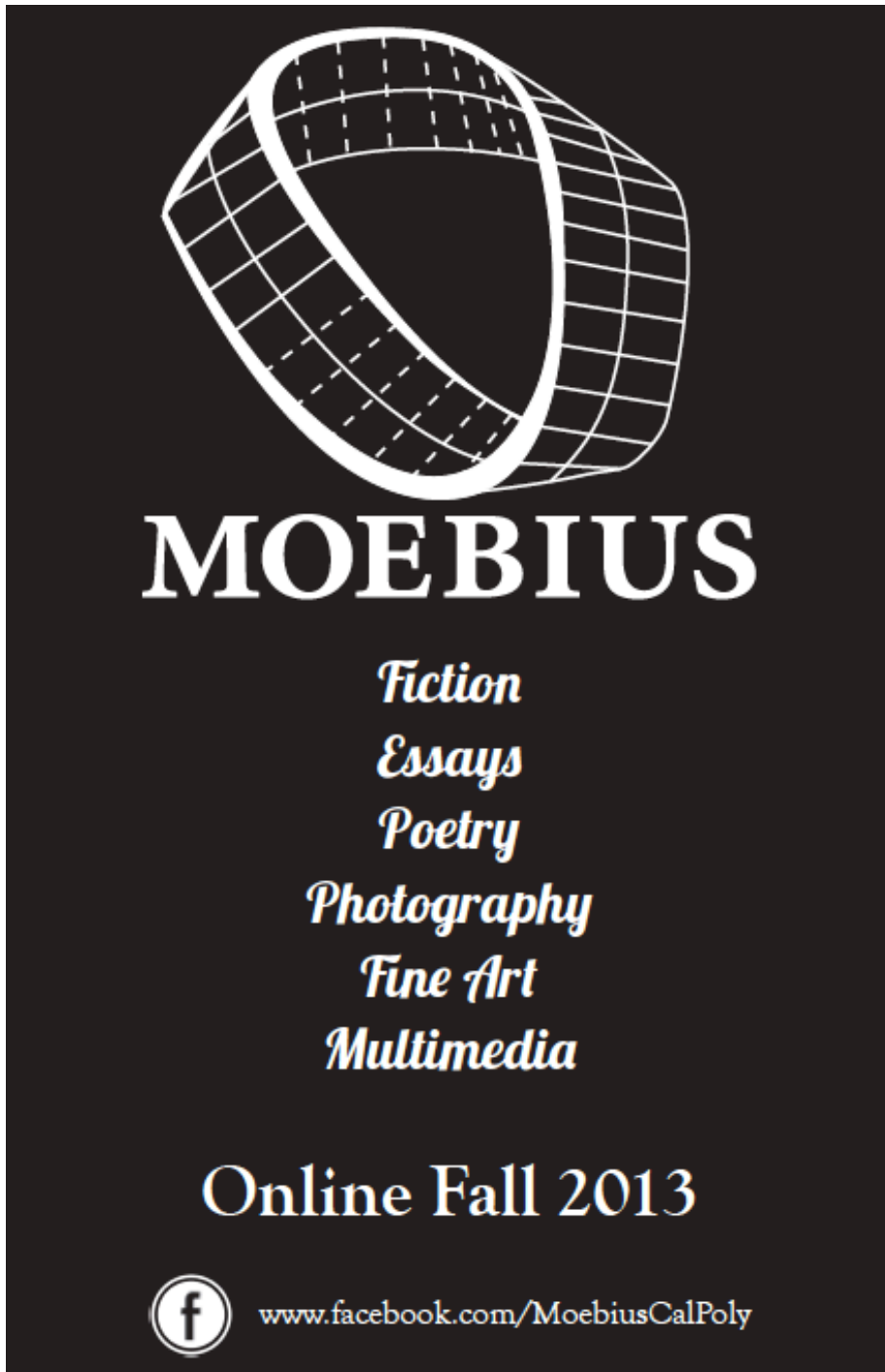
Appendix C

Coffee Sleeve Sticker



Appendix D

Moebius Poster



Appendix E

Mustang Daily article on *Moebius*

MDarts 4

Tuesday, May 28, 2013

summerstarts@cuesta



**Summer classes you need
at a price tough to beat**

June 17 - July 25

Plan your summer schedule NOW. Classes posted online.
Over 200 classes • Just 6 weeks
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5.28.13
to
5.31.13

NOW SERVING
FOOD LATE INTO
THE EVENING
7-30PM - 1-30AM

'MOEBIUS' GOES ONLINE-ONLY

MUSTANG DAILY
STAFF REPORT
arts@mustangdaily.net

"Moebius," a compilation of work from the Cal Poly community and published by the College of Liberal Arts, is getting a major makeover.

The previously printed journal will become web-based beginning fall quarter.

Last printed two years ago, the team realized that lessened interest in the publication and a shortage of submissions called for a change.

Before "Moebius" went on a two-year hiatus in preparation for the online launch, the final annual printed publication's theme in 2010 was "Campus Controversy."

"Sounds of Life," will be the theme heading off the relaunch.

With the change of medium, "Moebius" needed to be re-conceptualized, communication studies professor and "Moebius" managing editor, Lily Gonzalez, said.

"Moebius is coming back to life in a new and improved way," Blau said. "Once I let go of the sadness that print seems to be a dying medium, I realized there are many benefits to going online."

Through Digital Commons, not only can the publication now feature multimedia and other mixed media, but the journal, which has always been published around a spe-

cific theme, can reopen past themes, Blau said.

"It erases the notion of past, present or future; it is all there all the time," Blau said.

Though Blau said he looks forward to the rebirth of "Moebius," the online transition has been challenging.

"It has become a two-year process of getting the website designed and meeting the appropriate people," Blau said. "There is a lot involved in building a website and that I certainly didn't realize."

Blau said he wants "Moebius" to become a recognizable element of campus life.

"Maybe people don't read it everyday, but they know that it exists and engage in it," Blau said.

Not just anyone can have their work published in the journal. There is a process meant to maintain the journal's quality.

Work is submitted to a blind review board made up of students and teachers who either accept or deny the work. In some cases, the review board and the submitter work together to make the piece ready for publication.

"It is a valuable outlet for the arts, broadly speaking, and now with a web-based publication, we can have all arts represented," Blau said.

While working out the online configuration, students Amanda Gonzalez, Lily Gon-

zalez and Corrina Powell have been working to inform people of its presence.

"Our main goal is to raise awareness for 'Moebius,' and we hope creating an online journal would increase readership and submissions in this growing technological age," communication studies senior Amanda said.

In geometry, a Moebius is a continuous surface with one side and one edge; the infinite nature of the shape is also representative of the transition from print to web, Amanda said.

"It means continuous flow, and that is our idea with the new online website," Gonzalez said. "It is not so highly structured, open ended and will transcend time and space."

Lily said being published comes with great prestige and it is also a résumé builder.

"Moebius" will give students an upper hand once they leave college," Lily said. "They will be leaving a legacy behind that says my work was top-notch to the point that it was published in a scholarly publication."

The publication also embraces Cal Poly's leading philosophy, Lily said.

"We are learning by doing, creating something, getting feedback and making it our own," Lily said.

Hillary Kaiser contributed to this staff report.

Appendix F

Moebius Facebook page



Moebius: Cal Poly's Literar...

Timeline

Now

Admin Panel

Ads Manager





MOEBIUS

Moebius: Cal Poly's Literary Journal

8 likes · 1 talking about this · 0 were here

Media/News/Publishing

An Online Publication of the Cal Poly College of Liberal Arts that serves and represents the Cal Poly community.

About

Photos

Likes

Map

See Your Ad Here

<http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1087&context=moebius>
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2013

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Appendix H

Press Release

Media Release

For Immediate Release

Date: 5/29/2013

Contact: Dr. Jnan Blau

805-756-1140

jablau@calpoly.edu

(San Luis Obispo, CA – September 2013) The wait is finally over. The much-anticipated launch of the new website for *Moebius*, the literature and arts journal published by the College of Liberal Arts, is here at last.

All members of the Cal Poly Community—which includes students, faculty, staff and alumni—are encouraged to submit original works of their creation. Accepted media include: poetry, photography, reviews, fiction, nonfiction, interviews, essays, visual art, sound/aural/musical art, and now multimedia.

Students: leave a legacy behind and be a part of the Learn By Doing philosophy at Cal Poly! It doesn't matter what major you are, *Moebius* does not discriminate!

Do you think you have what it takes to get your work published in a scholarly journal? Find out by submitting your work to the new website @ [INSERT website URL]

Like us on Facebook @ facebook.com/MoebiusCalPoly!