



## COLLEGE ARCHIVES

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Folke Bernadotte Memorial Library  
Gustavus Adolphus College  
800 West College Avenue, Saint Peter, MN 56082-1498

### **Gustavus Adolphus College Archives St. Peter, Minnesota**

**Office of Marketing and Communication. Records of the Office of  
Marketing and Communication, 1897-Ongoing.**

**GACA Collection 90**

**Office of Marketing and Communication. Records of the Office of Marketing and Communication, 1897-Ongoing. GACA Collection 90. 9 Records Center Cartons and digital media.**

**ABSTRACT:**

The Office of Marketing and Communication collection contains event planning materials, images, newspaper clippings, and publicity. The purpose of the Office of Marketing and Communication is to promote Gustavus Adolphus College to the public. This office has previously been named News Services and Public Affairs. As of the 2023-24 academic year, the Office of Marketing and Communications reports to the Office of Admission.

**ORGANIZATION NOTE:**

*The Office of Marketing and Communication seeks to advance Gustavus Adolphus College as a leading national, church-affiliated, liberal arts college.*

*Marketing and Communication includes staff with expertise in design (graphics and visual identity), fine arts programs, marketing, news and information, publications, special events, and sports information.\**

This office has previously been named News Services and Public Affairs.

*\*taken from the website (<https://gustavus.edu/marketing/>), 17 May 2024*

**SCOPE AND CONTENT:**

This collection is divided into six series: Administration, Event Planning and Promotional Materials, Images, News Service Clippings, Press Releases, and Miscellaneous.

**Administration** includes materials related to branding, media relations, and financial planning. This series is arranged alphabetically.

**Event Planning and Promotional Materials** consists of planning materials, budgets, publicity, correspondence, and media. This series is arranged alphabetically.

**Images** contains promotional images taken by the Marketing staff in negatives, slides, print, and digital formats. This series is arranged alphabetically.

**News Service Clippings** holds copies of newspaper clippings that mention Gustavus Adolphus College. This series is arranged chronologically.

**Press Releases** has stories sent to the press regarding Gustavus Adolphus College. This series is arranged chronologically.

**Miscellaneous** involves blog posts and tornado anniversary materials. This series is arranged alphabetically.

**RESTRICTIONS:**

There are no restrictions on the use of this collection for research purposes. The researcher

assumes full responsibility for observing all copyright, property, and libel laws as they apply.

Researchers must use collection in accordance with the policies of the College Archives, the Folke Bernadotte Memorial Library, and Gustavus Adolphus College.

**COLLECTION CITATION:**

Office of Marketing and Communication. Records of the Office of Marketing and Communication, 1897-Ongoing. GACA Collection 90. Gustavus Adolphus College Archives, St. Peter, Minnesota.

**ACQUISITION:**

Elaine Brostrom, Public Affairs, transferred part of this collection during November 1986 and October 1990.

Public Affairs/News Services office transferred part of this collection during June 1989, October 1990, May 1991, July 1991, September 1991, April 1992, May 1992, August 1992, March 1997, January 2000, and May 2000.

Dana Lamb, Marketing, transferred part of this collection during July 2010.

**PROCESSED BY:**

Ben Przybilla, student worker, processed part of this collection during Spring 2018.

Katie Gunderson, student worker, processed part of this collection during 2019.

Adrianna Darden processed part of this collection and developed the finding aid during 2024.

**RELATED COLLECTIONS IN THE ARCHIVES:**

Office of Admissions. Collection of the Office of Admissions, 1943-Ongoing. GACA Collection 459.

**DIGITAL CONTENT:**

Portions of this collection have been digitized and are available online through our [digital collections](#).

**SUBJECT HEADINGS:**

Gustavus Adolphus College. Office of Marketing and Communication.

Gustavus Adolphus College. Office of Public Affairs.

Gustavus Adolphus College. News Services Office.

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Brand Guide: Using the Brand, 2024	1	1
Brand Identity Research, 18 May 2009	1	2
Brand Presentation by BD&E, Make Your Life Count, October 2009 (digital video)	Google	Drive
Budget, 1976-77	1	3
Budget, 1977-78	1	4
Budget, 1978-79	1	5
Budget, 1979-80	1	6
Budget, 1980-81	1	7
Correspondence between Elaine Brostrom and the Board of Trustees, 1982-90	1	8
Event Planning, 2022-23 and undated (digital document)	1 Google	9 Drive
A Guide to the Office of Marketing and Communications, 2010, 2013, 2019-20, and undated	1	10
“The Hot Stove,” Department Conversations, 1992	6	15
Identity and Standards Manual, undated	1	11
Media Pitches Reports, 2001-03	1	12
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Old Main. New Thinking. A New Brand for Gustavus., undated	1	15
Support Staff, Date of Hire, 2000	1	16
Usage and Style Guides, 2002 and 2010	1	17
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Student Union Renovation Plan, 1987	1	92
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<b>Promotional Media, 2005-Ongoing</b>		
12 Days of Gustie Christmas, December 2016 (digital video)	Google	Drive
2023 Year in Photos, December 2023 (digital video)	Google	Drive
Audrey Ochtrup-DeKeyrel '22, August 2021 (digital video)	Google	Drive
A Day in the Life of a Gustavus Student: Alissa Tinklenberg '14, September 2014 (digital video)	Google	Drive
A Day in the Life of a Gustavus Student: Comfort Dolo '14, September 2014 (digital video)	Google	Drive
A Day in the Life of a Gustavus Student: Erin Hansen '14, September 2014 (digital video)	Google	Drive
A Day in the Life of a Gustavus Student: Nate McNab '15, September 2014 (digital video)	Google	Drive
A Day in the Life of a Gustavus Student: Sam Hjelm '15, September 2014 (digital video)	Google	Drive
Emily Ford '15: Winter Trailblazer, January 2022 (digital video)	Google	Drive
Erik Blomquist, January 2018 (digital video)	Google	Drive
Fall 2017 at Gustavus Adolphus College, October 2017 (digital video)	Google	Drive
First Three Weeks at Gustavus, September 2016 (digital video)	Google	Drive
From Single-Use Cameras, December 2022 (digital video)	Google	Drive
Gustavus Acts Strategic Plan 2.0, May 2021 (digital video)	Google	Drive
Gustavus Adolphus College Presents: Journey to Cayambe, 2022 (digital video)	Google	Drive
Gustavus Adolphus College Waste Stream, August 2019 (digital video)	Google	Drive
Gustavus Alumni on the Gustavus Community, April 2017 (digital video)	Google	Drive
Gustavus Campus Aerial Video, Fall 2017 (digital video)	Google	Drive
Gustavus Night at the Twins 2023, August 2023 (digital video)	Google	Drive
Gustavus Rouser!, 2023 (digital video)	Google	Drive
Gustavus Snow Day!, January 2018 (digital video)	Google	Drive
Gustavus Summer Research 2018, 2018 (digital video)	Google	Drive
Gustavus Thank You 2018, April 2018 (digital video)	Google	Drive
Gustavus Thanksgiving, November 2016 (digital video)	Google	Drive
Gustavus Vote, November 2016 (digital video)	Google	Drive
Gustavus, Actually, December 2021 (digital video)	Google	Drive
Gustie Snapshot: Betsy Byers, Fall 2021 (digital video)	Google	Drive
Gustie Snapshot: CJ Miller '22, Fall 2021 (digital video)	Google	Drive
Gustie Snapshot: Cora Hentges '23, Fall 2021 (digital video)	Google	Drive
Gustie Snapshot: David Peal '22, Fall 2021 (digital video)	Google	Drive
Gustie Snapshot: Julia Severson '22, Fall 2021 (digital video)	Google	Drive
Gustie Snapshot: McKenzie Swenson '18, Fall 2021 (digital video)	Google	Drive
Haley Coller '16, October 2016 (digital video)	Google	Drive
Happy Birthday from Gustavus!, 2023 (digital video)	Google	Drive

Holiday Card, 2015 (digital video)	Google	Drive
Holiday Card, 2016 (digital video)	Google	Drive
“Home on the Hill” Official Music Video, December 2018 (digital video)	Google	Drive
Instagram: Dawn Comstock '13, October 2017 (digital video)	Google	Drive
Instagram: Dean Katzung '91, October 2017 (digital video)	Google	Drive
Instagram: Dwight Stoll, October 2017 (digital video)	Google	Drive
Instagram: Emily Syverud '17, October 2017 (digital video)	Google	Drive
Instagram: Erin Mathern '97, October 2017 (digital video)	Google	Drive
Instagram: Erin Mathern '97, October 2017 - 2 (digital video)	Google	Drive
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Instagram: Haley Coller '16, October 2017 (digital video)	Google	Drive
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Instagram: Herchran Singh '17, October 2017 (digital video)	Google	Drive
Instagram: Jim Wade '86, October 2017 (digital video)	Google	Drive
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J-Term at Gustavus, January 2017 (digital video)	Google	Drive
Jogger, 2005-06 (digital video)	Google	Drive
KCCO Radio Spot, undated (digital audio)	Google	Drive
Kevin Kling '79 on the Liberal Arts and #whygustavus, March 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count., Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Brian Evans '07, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Charlie Conn '94, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. David “Agape” Scherer '99, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Dr. Bernard Powers '72, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Elin Ahldén '99, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Eric Butorac '03, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Ferial Mohamed Pearson '01, Spring 2019 (digital video)	Google	Drive
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Live with Purpose. Make Your Life Count. T.J. Ridley '09, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Wes Jones '11, Spring 2019 (digital video)	Google	Drive
Live with Purpose. Make Your Life Count. Yurie Hong, Spring 2019 (digital video)	Google	Drive



Logan Boese Talks About Being a Gustie, January 2018 (digital video)	Google	Drive
Lydia Bengé Briggs Talks About Being a Gustie, June 2013 (digital video)	Google	Drive
Make it a Whirlwind at Gustavus Adolphus College, August 2022 (digital video)	Google	Drive
Make it Nerdy at Gustavus Adolphus College, August 2022 (digital video)	Google	Drive
Make Us Work at Gustavus Adolphus College, August 2022 (digital video)	Google	Drive
Make Waves at Gustavus Adolphus College, August 2022 (digital video)	Google	Drive
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Make Your Life Count, 2020 (digital video)	Google	Drive
Make Your Life Count, 2021 (digital video)	Google	Drive
Move-In Day 2017, 1 September 2017 (digital video)	Google	Drive
Move-In Day 2018, 31 August 2018 (digital video)	Google	Drive
Move-In Day 2019, #Gusties23, 31 August 2019 (digital video)	Google	Drive
One Year. Two Minutes., January 2018 (digital video)	Google	Drive
Professor Scott Bur on the Power of a Gustavus Education, January 2018 (digital video)	Google	Drive
Question, Create, Connect: Research at Gustavus, April 2021 (digital video)	Google	Drive
Summer Research at Gustavus, 2019 (digital video)	Google	Drive
Thankful, November 2016 (digital video)	Google	Drive
Thanksgiving Meal at Gustavus, November 2018 (digital video)	Google	Drive
This is VÅXA., February 2021 (digital video)	Google	Drive
Two Weeks in Two Minutes, September 2018 (digital video)	Google	Drive
What I Did Last Summer, 2016 (digital video)	Google	Drive
Where is Gustavus Adolphus College?, January 2024 (digital video)	Google	Drive
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1991 January-May	6	19
1991 June-August	6	20
1991 September-December	6	21
1992 January-May	6	22
1992 June-December	6	23
1993 January-March	6	24
1993 April-August	6	25
1993 September-December	6	26
1994 January-May	6	27
1994 June-August	7	1
1994 September-December	7	2
1995 January-April	7	3
1995 May-June	7	4
1995 July-August	7	5
1995 September-October	7	6
1995 November-December	7	7
1996 January-March	7	8
1996 April-June	7	9
1996 July-September	7	10
1996 October-December	7	11
1997 January-February	7	12
1997 March-April	7	13
1997 May-June	7	14
1997 July-August	7	15
1997 September-October	7	16



1997 November-December	8	1
1998 January-February	8	2
1998 March-April	8	3
1998 March 30-April 8, Tornado	9	15
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1998 May-June	8	4
1998 May-September, Tornado	9	17
1998 July-August	8	5
1998 September-October	8	6
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1998 November-December	8	7
1999 January	8	8
1999 February	8	9
1999 March	8	10
1999 April	8	11
1999 May-June	8	12
1999 July-August	8	13
1999 September	8	14
1999 October	8	15
1999 November-December	8	16
2000 January	8	17
2000 February	8	18
2000 March	9	1
2000 April	9	2
2000 May	9	3
2000 June	9	4
2000 July	9	5
2000 August	9	6
2000 September	9	7
2000 October	9	8
2000 November-December	9	9
2001 January-February	9	10
2001 March-April	9	11
2001 May-June	9	12
2001 July-August	9	13
2001 September	J	<i>In process</i>
2001 September 16, WAR	J	<i>In process</i>
2001 October	J	<i>In process</i>
2001 October-November	J	<i>In process</i>
2001 November	J	<i>In process</i>
2001 December	J	<i>In process</i>
2001 December-2002 January	J	<i>In process</i>
2002 January	J	<i>In process</i>
2002 January-February	J	<i>In process</i>
2002 February	J	<i>In process</i>

2002 February-March	J	<i>In process</i>
2002 March	J	<i>In process</i>
2002 March-April (1 of 2)	J	<i>In process</i>
2002 March-April (2 of 2)	K	<i>In process</i>
2002 May-June	K	<i>In process</i>
2002 June	K	<i>In process</i>
2002 June-September	K	<i>In process</i>
2002 July	K	<i>In process</i>
2002 July-September (1 of 3)	K	<i>In process</i>
2002 July-September (2 of 3)	K	<i>In process</i>
2002 July-September (3 of 3)	K	<i>In process</i>
2002 July-August	K	<i>In process</i>
2002 August-2003 January	K	<i>In process</i>
2002 September	K	<i>In process</i>
2002 September-2003 January	K	<i>In process</i>
2002 October	K	<i>In process</i>
2002 November	K	<i>In process</i>
2002 October	L	<i>In process</i>
2002 October-November	L	<i>In process</i>
2002 October-2003 January	L	<i>In process</i>
2002 November	L	<i>In process</i>
2002 November-2003 January	L	<i>In process</i>
2002 December (1 of 2)	L	<i>In process</i>
2002 December (2 of 2)	L	<i>In process</i>
2002 December-2003 March	L	<i>In process</i>
2003 January	L	<i>In process</i>
2003 January-February	L	<i>In process</i>
2003 February (1 of 2)	L	<i>In process</i>
2003 February (2 of 2)	L	<i>In process</i>
2003 February-March	L	<i>In process</i>
2003 March (1 of 2)	L	<i>In process</i>
2003 March (2 of 2)	L	<i>In process</i>
2003 March-April (1 of 2)	L	<i>In process</i>
2003 March-April (2 of 2)	L	<i>In process</i>
2003 April (1 of 2)	L	<i>In process</i>
2003 April (2 of 2)	L	<i>In process</i>
2003 April-May	L	<i>In process</i>
2003 May-June	L	<i>In process</i>
2003 May-June	M	<i>In process</i>
2003 June-July	M	<i>In process</i>
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1986 January-May	5	10
1986 June-August	5	11

1986 September-December	5	12
1987 January-May	5	13
1987 June-August	5	14
1987 September-December	5	15
1988 January-March	5	16
1988 April-May	5	17
1989 May	5	18
1989 August-December	5	19
1990 January-May	5	20
1990 August-December	5	21
1991 January-May	5	22
1991 June-December	5	23
1992 January-May	5	24
1992 June-December	5	25
1993 January-February	5	26
1993 March-May	5	27
1993 June-December	5	28
1994 January-May	5	29
1994 June-August	5	30
1994 September-December	5	31
1995 January-March	5	32
1995 April-May	6	1
1995 June-August	6	2
1995 September-December	6	3
1996 January-May	6	4
1996 June-August	6	5
1996 September-December	6	6
1997 January-June	6	7
2004 June-December	6	8
2005 January-December	6	9
2006 January-December	6	10
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