

Case Study: UTM



Each year, The UTM hosts a wide range of opportunities for aspiring musicians to engage in meeting, learning from and performing with their world-class faculty. These events enhance the cultural life of the university, the Martin community, and the region. Faculty maintain a strong commitment to the teaching mission of the Department and the University, while engaging in service, performance, and research activities around the state, region, and world.

The Challenge: The Harriet Fulton Theatre fills to capacity. The house lights dim. From seemingly everywhere comes the soothing sound of voices in perfect blend and harmony, swinging notes from the jazz band, and the whimsical beauty of the wind ensemble as the students of UTM envelop the audience for the start of "Holiday at UTM" concert where students, friends, families, and community members, of all ages celebrate the joys of the upcoming holiday season.

The curtains close, and the audience rises to their feet for an encore. UTM's Julie Hill, Associate Professor of Music & Percussion then presents gifts to the holiday performers as they graciously take a bow. None of the UTM performances would be a success without the leadership, imagination, and enthusiasm for

teaching music, of the current and retiring professors/staff. After the last holiday performance, UTM will be honoring the retiring staff from the music department but forgot to order a fitting gift for the guest of honors, the retiring professors and the last performance is 48 hours away.



Our Solution: A personalized flash drive, also known as a thumb drive or memory stick, with the UTM logo on it. Uploaded onto each USB was the individual contribution of each retiree, rendering the gift unique and personally tailored to him or her.

The Results: The last 2014 UTM's Holiday performance ends, the curtain closes, and the holiday presence was felt by all. The curtain rises to acknowledge the retiring professors who have been party of the UTM family for years- not a dry eye could be found.

