



# Office of Engaged Learning

*November 2010 Newsletter*

## **Edge Sports: Engaged Learning Through Publication**

Hannah Kearney, winner of a gold medal in the last winter Olympics, is featured on the cover of the current issue of Edge Sports NH magazine. Derek Billings NEC'10 was thrilled to interview Hannah and broker a deal with Hannah's official photographer to obtain permission for Edge Sports NH to publish that image. This is the kind of experience offered by the Edge Sports NH project.

About six years ago, New England College students accepted an invitation to manage Edge Sports, a magazine created and owned by Solomon Media of New London, New Hampshire. Working under the direction of several professors at the College, the students successfully took on the challenge of producing and operating a full-color tabloid publication.

Right from the start, students made several good strategic decisions, repositioning the magazine to target New Hampshire tourists, changing the name to Edge Sports NH and submitting the magazine for distribution by the New Hampshire Department of Travel and Tourism. Making critical decisions and weighing the impact of those decisions, is an essential part of the Edge Sports NH learning experience.

The magazine offers a constant stream of learning challenges. Student writers analyze circulation numbers which indicate which covers work better than others. Debate rages over questions like "Should we use that great shot if athletes featured are not wearing safety gear?" "How much skin showing is too much?" A few years



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ago, students persuaded Pats Peak to lay down just enough snow in November, so they could shoot a snowboarding cover.

Nearly one hundred students have gained hands-on experience working for this commercial magazine. Some students gravitate towards the business side, doing strategic planning and marketing research, making distribution decisions, creating logos and promotion materials and selling advertising space to national, regional and local advertisers including sporting goods retailers, ski areas, restaurants and hotels. Other students prefer the creative side and become involved with graphic design and layout, print production, photography and writing, creating the content that attracts an audience of thousands of readers.

The Edge Sports NH project has proved fund-worthy, receiving a \$12,000 startup grant from Johnson Family Fund, followed by generous support from several other foundations. Edge Sports NH is an interdisciplinary project and participating students may receive credit in Art, Business, Communication or Sports and Recreation Management, depending on the nature of their contributions.



### **Joe Cooper Studies Away**

*My experience in Europe was WOW! This was by far the greatest trip I have ever gone on, hands down. It wasn't just that it was my first time in continental Europe but that we were treated like adults by our professors. We became much closer with the participating teachers, who were all much more relaxed than they seem to be around campus. I had such a great time on this trip to France and Italy that I'm looking forward to going on the trip this January to Greece.*

### **Conferences**

Service Learning For Health Professionals  
November 17, 12:00 – 4:00  
CMPHS, Manchester Campus

Service Learning As A Retention Strategy  
January 27, 2011  
Saint Anselm's College

For details see the Campus Compact for New Hampshire website: [www.compactnh.org](http://www.compactnh.org)

### **Engaged Scholarship Study Group**

Wednesday, November 10  
11:30 – 12:30  
CEI Window Room  
Please RSVP: [sredditt@nec.edu](mailto:sredditt@nec.edu)