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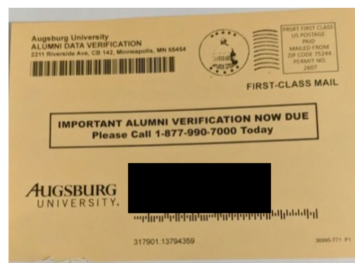
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## ANNOUNCING AN AUGSBURG ORAL HISTORY PROJECT

Posted on February 26, 2021

### THE PROJECT

Every Auggie has a story, and Augsburg University wants to hear yours. So we've decided to embark on a new project called Auggie Memories to collect the stories of alumni like you in your own words. These stories will be preserved in a book that celebrates the impact Augsburg University has had on your lives and who you are today. Every year we don't capture and preserve these stories feels like another opportunity lost, so we're excited to get started today!



Postcard sent to alumni to confirm best contact information for this oral history project.

### HAVE YOU MOVED?

As part of this project, we are also taking this opportunity to help make it easier for you to stay connected to Augsburg. We are working with a company called PCI that will help us collect updated contact information from those of you who may have moved and inadvertently lost touch with Augsburg.

### YOUR STORY

So what Augsburg Memory will you tell?

- Did a special faculty or staff member have a profound impact on your life?
- Did you find your Auggie sweetheart at Augsburg?
- Can you trace your career path back to a defining moment in class, on a team, or at an internship?
- Have connections you made while you were a student turned into lifelong friendships?
- Were you on campus during a historical moment?
- Did members of your extended family attend or have other connections to Augsburg?

### PCI PARTNERSHIP

With our limited resources, we'd never be able to tackle a project like this. By partnering with PCI, we're able to access their trained staff of real, live human beings who are excited to listen to what you have to share. PCI will also help collect and assemble the stories into the Auggie Memories book that we can share with all Auggies. Please note, we have only shared your contact information with PCI in conjunction with this project. We have NOT sold your contact information, or otherwise used it for outside marketing purposes.

### DO I HAVE TO BUY SOMETHING?

No. This project is being done at NO COST. The project is completely funded by the alumni who choose to purchase the Auggie Memories book that will be produced at the end of the project. Various book packages will be offered. PCI will also offer you the option to purchase other Augsburg branded merchandise such as a blanket and pullover. You are welcome to purchase these items, but you are not required to do so to participate in the project or order the Auggie Memories book. Again, we'd never be able to embark on a project like this without the support of our amazing alumni and the partnership with PCI. We sincerely thank every person that participates and chooses to purchase the book.

### WHAT'S NEXT?

Soon you will be receiving email and postcard communications from the PCI team with instructions on how to participate. We'd like to invite you to share one of your stories with us and take part in this first of its kind project to honor the experiences and voices of our alumni. The PCI team will collect stories until Friday, August 27, 2021. After that, they will enter a post-production phase editing the data. We hope to have the book distributed in early March 2022.

We look forward to hearing from each and every one of you regarding your memories.

### WHAT TO LOOK FOR

You may see a postcard in the mail. This is an official postcard from Augsburg University, distributed by our partner PCI. Once you receive the postcard, please follow the instructions to update your information and set up an interview time to share your Auggie Memories.

You may also get an email from us in your inbox. Once you receive the email, please follow the instructions to update your information and set up an interview time to share your Auggie Memories. If you have any questions, please contact the PCI team at 1-877-990-7000 or [alumni@augsborg.edu](mailto:alumni@augsborg.edu).

CONTACT US



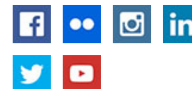
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you do not receive it, please take this opportunity to call PCI at 1-800-982-1590 and update your contact information so we can stay connected.

## CONTACT INFORMATION

If you have any other questions regarding the project, please reach out to PCI customer service desk at 1-800-982-1590 or Senior Director of Advancement at Augsburg Kristen Cooper at [cooperk@augsborg.edu](mailto:cooperk@augsborg.edu).

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