

VIDEO LIBRARY ADDED TO RIVIER COLLEGE WEBSITE

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The Office of Marketing and Communications has recently posted a video library to the College website (www.rivier.edu/video) covering Rivier campus, athletic, and alumni events. In order to add more interactive features and content to the website, the Marketing Office focused initial efforts on videos of events to offer alumni unable to attend the opportunity to check out what they missed. Presently, videos have been posted highlighting recent education, nursing, and business alumni events, as well as other special events on and off campus. “We’ll be adding more videos throughout the spring semester and into the future,” says Brad Wuorinen, Graphic Design and Creative Manager. “This is a great opportunity for the College to showcase some of our great events, as well as to use as recruiting tools for prospective students.” One such video highlighting the men’s baseball team’s exhibition game against the NH Fisher Cats has been used in recruitment efforts by the athletic department. “This was such a special event,” says Rob Ciarlo, men’s baseball coach, “that I wanted to be able to show recruits the types of opportunities they can have if they played here at Riv.” The videos can also be viewed by visiting the College’s YouTube channel at www.YouTube.com/RivierCollege. ■



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