

DOZ Ideas Collective

DOZ is a thematic digital magazine made by students for students from CETYS Universidad. The main purpose of the magazine is to give students a place where they can share insights, points of view and opinions about different topics that relate to their daily lives while they attempt to grow as individuals.

The idea of making a student collective project was originated at the cultural department of CETYS. The department, along with students of different majors raised the idea of an expression forum, which later became a digital magazine named DOZ.

All students from all majors, high school, and graduates from all campuses of CETYS can participate in anyway they please: writing essays, photojournalism, writing reviews or critics, sending illustrations or drawings, making a statement, sharing opinions, designing the magazine, getting in charge of the social networks of the magazine, publishing their literature projects, talk about culture, etc. The most important thing is to work collectively in order to reflect the way our generation thinks and lives.

Currently DOZ has published 5 issues¹ thanks to the active participation of more than 90 students from the 3 different campuses from CETYS (Mexicali, Tijuana and Ensenada). Some of them have participated via online and others are part of a base team on campus Mexicali, who are responsible of getting together the collaborations, designing the magazine and making the publications happen.

How the magazine comes alive:

- The team gets together and discusses topics for the next issue, considering aspects such as relevance and impact of the topic.
- Once the topic is chosen the public is informed via mail and social networks, through posters across the campuses, and in meetings and presentations.
- As the collaborations are received, the editorial team gets to work and starts to make a selection based on content, relevance and length of the articles.
- Once the collaborations had been checked, an organizational chart is made in order to assist in task division. The chart helps to give an idea of how the articles will be distributed across the magazine and lets the team know the completion percentage.
- The articles in progress are double checked with different students and teachers to ensure the quality of the design and content.
- When the articles are ready, the magazine is put together on editorial design software and final revisions are made.
- Finally the magazine is uploaded and the launch of the new issue is communicated to the public by changing the image of our social network's accounts and inviting the public to read it.

Since the first publication on September 2009, the 5 issues have had more than 25,000 authentic online views² and had been featured among local blogs. 483 people follow the magazine on Facebook and it has 109 Twitter followers. So far, 2203 users have visited the blog mainly from México but also from U.S, Spain, and Argentina.

On April 1st 2010, the magazine was invited to perform a presentation during the 12th edition of the International book festival (FIL) at UABC (Universidad Autónoma de Baja California, México) having an attendance of 50 people, including CETYS and UABC students, teachers, and general public.

DOZ online:

CETYS University: www.cetys.mx/?page=394

Most recent issue: www.dozcetys.com

Blog: www.dozcetys.blogspot.com

Facebook: www.facebook.com/revistaDOZ

Twitter: www.facebook.com/revistaDOZ

Issuu: www.issuu.com/dozcetys

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¹ The 5 issues are published on <http://issuu.com/dozcetys> and on <http://www.cetys.mx/?page=394>

² Data via <http://issuu.com/dozcetys>