



# The Next Big Thing

Hobsons Connect University 2010  
Minneapolis, MN  
June 30, 2010

David B. Johnson  
Interim Vice Provost

Sarah Booher  
Director of Scholarships

Indiana University



“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.” - William Pollard

“As competition intensifies, the need for creative thinking increases. It is no longer enough to do the same thing better...” - Edward de Bono

“We’ve always tried to be at the intersection of technology and liberal arts, to be able to get the best of both, to make extremely advanced products from a technology point of view, but also have them be intuitive, easy to use, fun to use, so that they really fit the users– the users don’t have to come to them, they come to the user.”



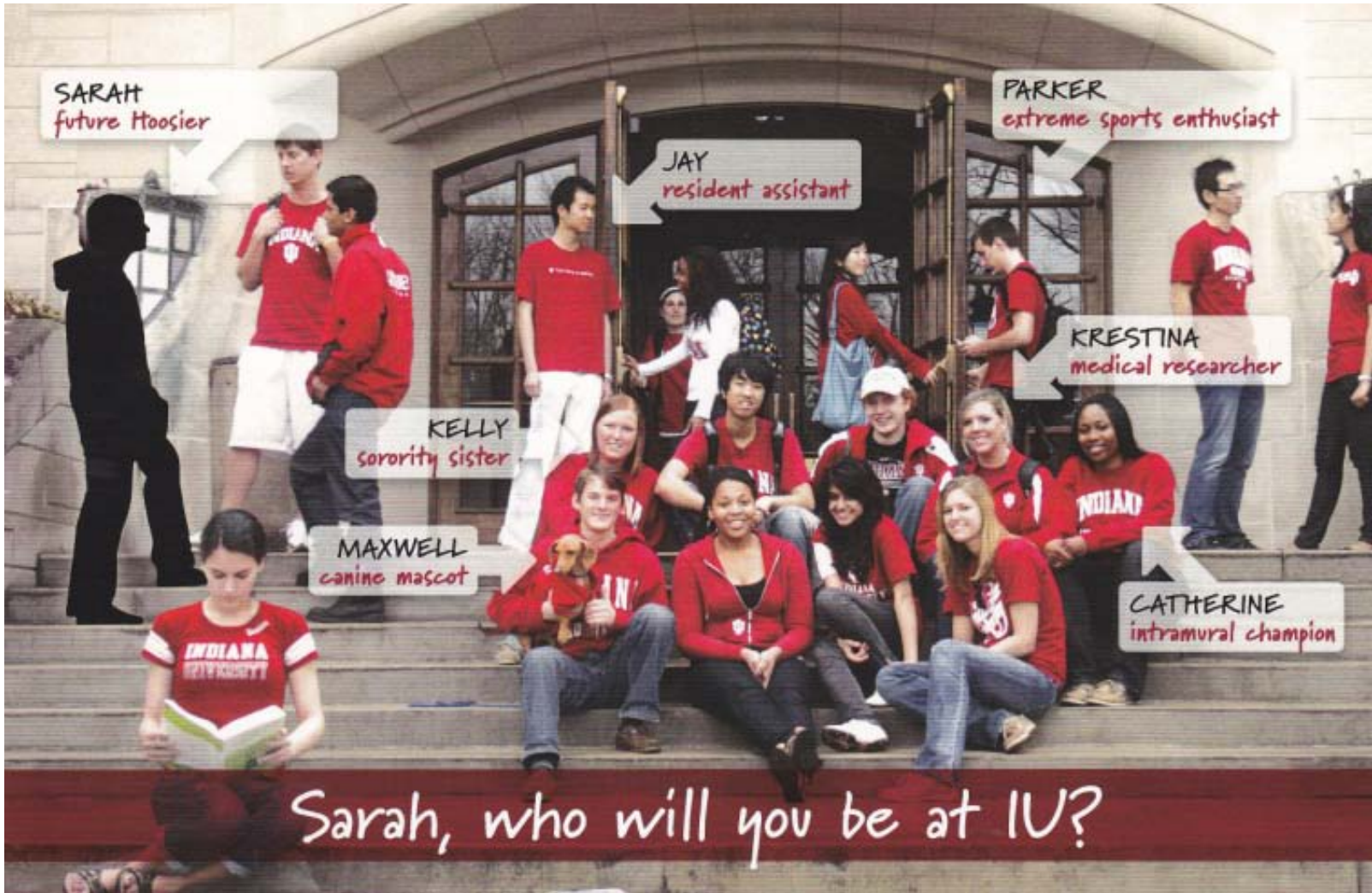
-Steve Jobs, CEO of Apple

## Four 2009 Recruitment Goals

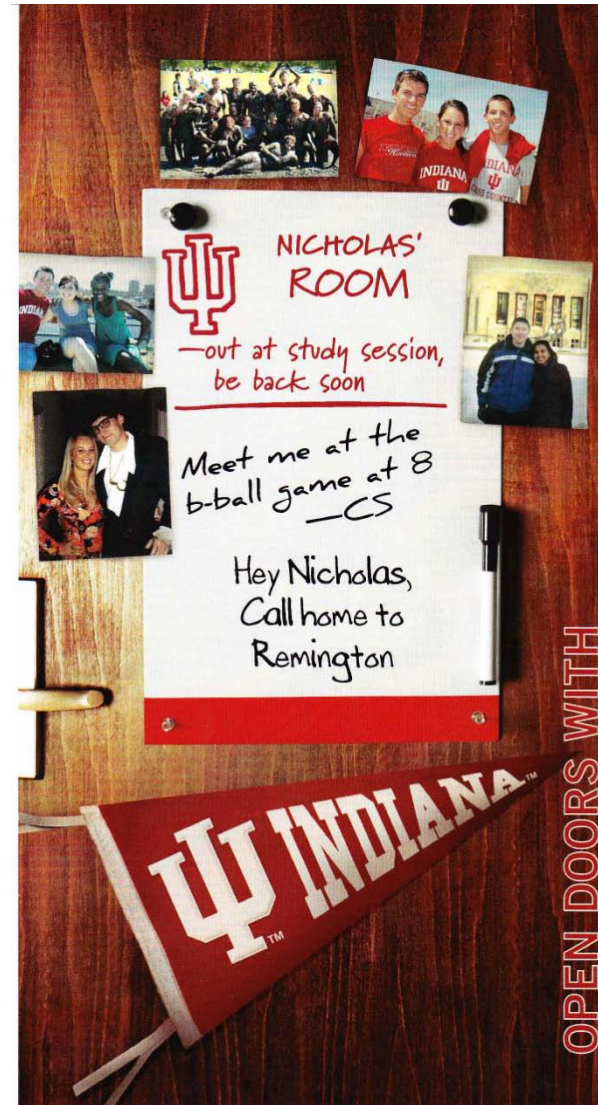
- Improve the **quality** of the freshman class as defined by grade point average and standardized test scores.
- Increase the **diversity** of the freshman class as defined by ethnicity and social economic status.
- Increase the **international** presence of Indiana University.
- Keep IU **affordable**.



# Personalized Recruitment Postcards



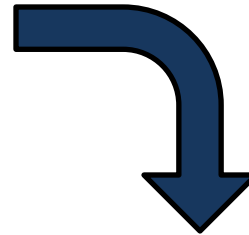
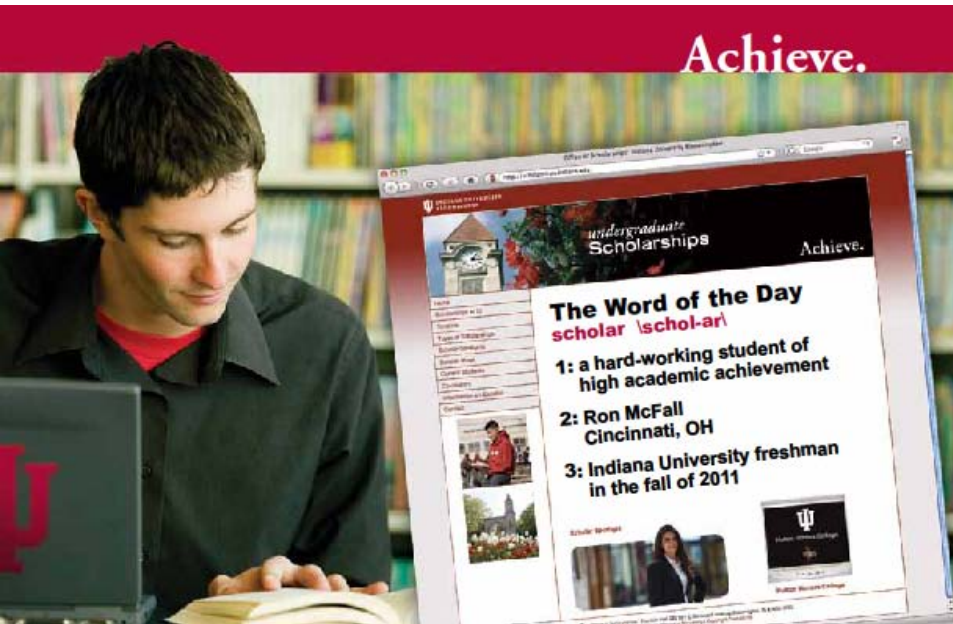
# Personalized Recruitment Postcards



# Personalized Recruitment Postcards



# Personalized Recruitment Postcards



Ψ INDIANA UNIVERSITY  
BLOOMINGTON

Who defines excellence?  
You do, Ron.

A scholar like you belongs at Indiana University. Collaborate with world-class faculty. Unlock your limitless potential. Create new theories. Conduct cutting-edge research. Develop world-changing inventions. **Achieve** what you never thought was possible.

We also believe that hard work and academic achievements deserve recognition. Visit [scholarships.indiana.edu](http://scholarships.indiana.edu) for additional information about our exciting scholarship opportunities.

Ron, your defining moment awaits you at Indiana University.

Office of Scholarships  
Indiana University  
[scholarships.indiana.edu](http://scholarships.indiana.edu)  
P: (812) 855-5779

Indiana University  
Office of Scholarships  
Franklin Hall 232  
601 E. Kirkwood Avenue  
Bloomington, IN 47405-1106

Nonprofit  
Organization  
U.S. Postage  
PAID  
Permit No. 2  
Bloomington, IN

Student Name  
Address 1  
Address 2  
City, State, Zip

IU students have a history of receiving prestigious scholarships, including 3 Rhodes, 10 Truman, 13 Goldwater, 8 Marshall, 2 Churchill, and 2 Mitchell awards.

# Office of Admissions Blogs

Blog: Admissions: Indiana University - Windows Internet Explorer  
http://admit.indiana.edu/blog/

INDIANA UNIVERSITY BLOOMINGTON

Office of admissions

Academics | Costs & Financial Aid | Student Life | How to Apply

Home » Blog

## Painting the bridge

Blogging to show IU's true colors

**Bloggers**

Maddie

Nikhil

MAY 13, 2010

### It's Summer!!!

By **Melissa Baer**  
Senior Assistant Director of Admissions

Happy Summer! I consider it to be officially summer when the students leave the campus for summer. Even though I don't get a proper summer vacation, after the students leave for their vacation, I get to borrow all of the wonderful students centered amenities in Bloomington for the summer! So, here is my short list of my favorite things about summer in Bloomington.

0 comments | Add a comment

Categories: Academics, Arts, Athletics, Exams, Travel, Uncategorized

MAY 10, 2010

Search blog

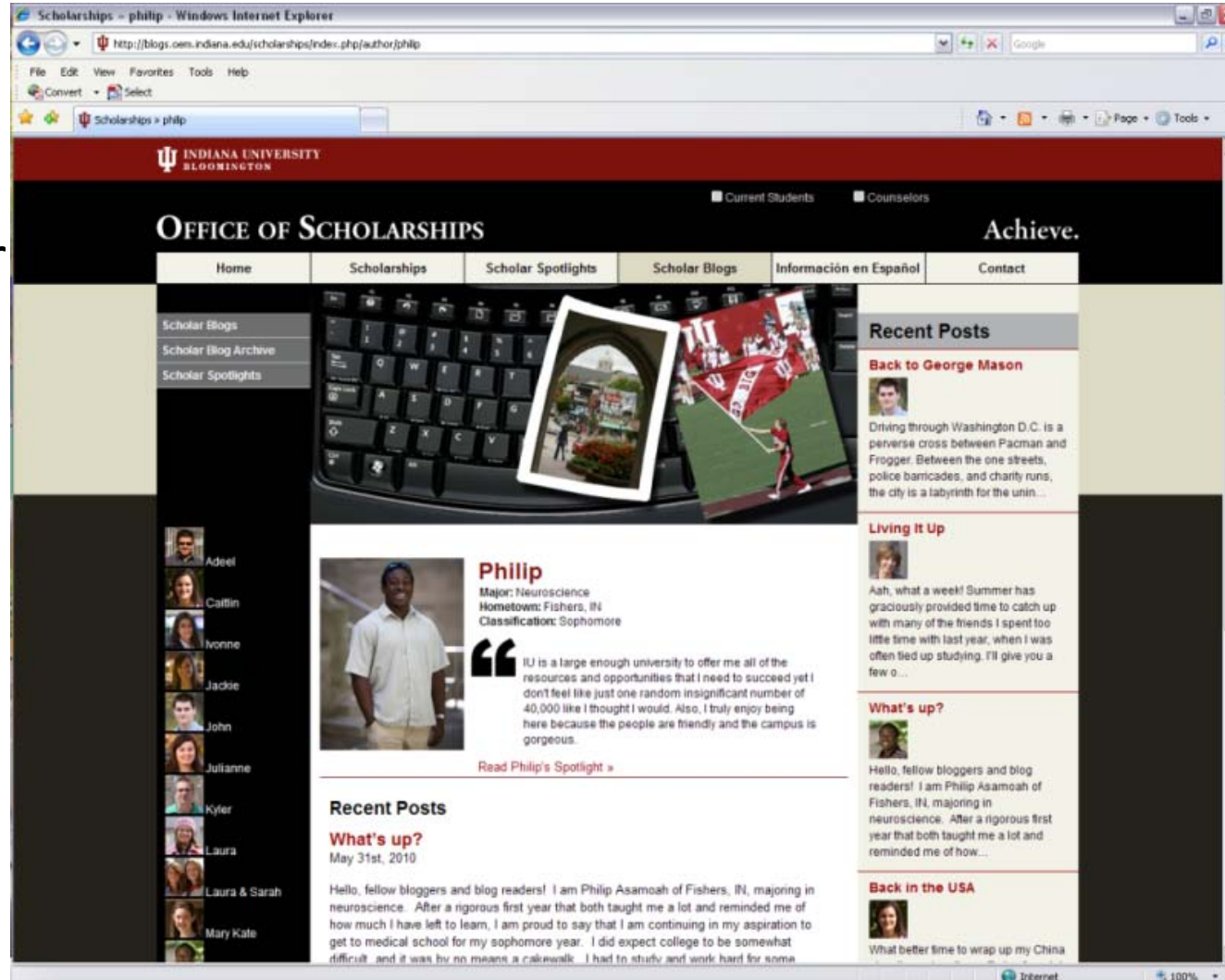
About the blog

Painting the Jordan Avenue bridges is a popular way for IU students to promote events and community involvement. This blog offers you a peek at the IU community, from our many traditions to day-to-day student life.

Upload your bridge pics!

# Scholar Blogs

- Features top scholars at IU
- Provides insight for prospective students
- Commenting feature allows for communication between bloggers and readers



# Admissions Recruitment Videos

The screenshot displays the 'Videos' section of the Indiana University Bloomington Admissions website. The browser window title is 'Videos: Student Life: Office of Admissions: Indiana University Bloomington - Windows Internet Explorer'. The address bar shows 'http://admit.indiana.edu/videos/index.shtml'. The website header includes the IU logo and 'OFFICE OF admissions'. Navigation links include 'Admitted Students', 'Graduate Applicants', 'Parents', and 'Counselors'. A secondary navigation bar features 'Academics', 'Costs & Financial Aid', 'Student Life', and 'How to Apply'. The main content area is titled 'Videos' and features a large video player for 'Welcome Home' with a red play button. Below it are three smaller video thumbnails for 'Academics', 'Athletics', and 'Student Life'. To the right is a sidebar with a red banner 'College should be like this.' and an orange banner 'Green and apraceous' above an image of a building.

INDIANA UNIVERSITY BLOOMINGTON

OFFICE OF admissions

Admitted Students Graduate Applicants Parents Counselors

Academics Costs & Financial Aid Student Life How to Apply

Home » Videos

Videos

**Welcome Home**  
Why do students from all over the world choose IU? We have everything you need to feel right at home.

**Academics**  
IU students explore their interests in nationally recognized schools with professors who are "a gold mine of information."

**Athletics**  
Students love cheering for the athletes in our 24 varsity sports, from basketball to football to swimming. Go Hoosiers!

**Student Life**  
IU and Bloomington are full of ways to make friends, experience culture, get involved, and have fun.

College should be like this.

Green and apraceous

READ MORE »

Done Internet | Protected Mode: On 100%

# Scholar Video Chats



## Invitees:

- **Indiana Resident Scholarship Recipients**  
(who were not invited to a Scholar Reception)
- **Out-of-State Scholarship Recipients**  
(who were not invited to a Scholar Reception)
- **All Scholar Reception Attendees**

58% of participants paid their enrollment deposit

# Personalized Video Campaign

THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR

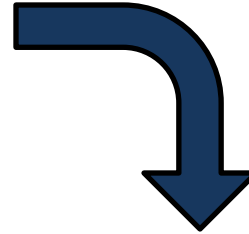
**RON McFALL**

FROM THREE RIVERS HIGH SCHOOL

THE VIDEO ADVERTISED HAS BEEN RATED



[admit.indiana.edu](http://admit.indiana.edu)



**That's a big question.**

To answer it, we could tell you all about Indiana University's nationally-ranked academic programs, vibrant student culture, and beautiful campus. We could even mention our world-class productions at the IU Auditorium, numerous student clubs and organizations, and storied tradition in Big Ten athletics. Instead, we think you should see for yourself.

**Check your e-mail account for a personal video preview of what your college experience will be like at Indiana University.**

Ron, you've shown us what it means to be a great student. Now let us show you what it means to be at a great university.



Indiana University Bloomington  
Office of Admissions  
300 N. Jordan Avenue  
Bloomington, IN 47405-1106

Nonprofit  
Organization  
U.S. Postage  
PAID  
Permit No. 2  
Bloomington, IN

Student Name  
Address 1  
Address 2  
City, State, Zip

# Personalized Video Campaign



Ψ INDIANA UNIVERSITY  
BLOOMINGTON

OFFICE OF  
admissions

Stacy,

Congratulations on your admission to Indiana University!

You have earned your spot in the freshman class of 2010, and we look forward to seeing you in Bloomington this fall. In fact, we're so excited about your admission, we can't wait any longer to show you the amazing experience that awaits you here at Indiana University. Simply click below to see your own personal preview of what college should be like.



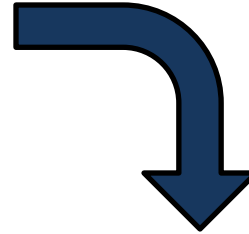
Congratulations again, and welcome to the Indiana University family!

Go Hoosiers!

# Affordability Campaign



affordability. value. excellence. Ψ



Ψ INDIANA UNIVERSITY  
BLOOMINGTON

Sarah,

Your potential is limitless, but your finances may not be.

We understand that choosing a university is one of the biggest investments you and your family will make and that the decision isn't easy. Please visit [www.indiana.edu/~sfa/value](http://www.indiana.edu/~sfa/value), a web site created specifically to provide resources, tips, and answers to your questions about funding your IU education.

While the value of a college education is priceless, the cost of attending is a reality. We want you to know that an IU education is within reach.

Sincerely,

Dr. Susan L. Pugh  
Associate Vice Provost, Office of Enrollment Management  
Director, Office of Student Financial Assistance

Kiplinger's ranks Indiana University a "best value" among public colleges and universities.  
Kiplinger's Personal Finance, February 2010

Indiana University  
Office of Student Financial Assistance  
Franklin Hall 208  
601 E. Kirkwood Avenue  
Bloomington, IN 47405-1223

Nonprofit  
Organization  
U.S. Postage  
PAID  
Permit No. 2  
Bloomington, IN

Student Name  
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City, State, Zip

# Affordability Campaign

Ψ INDIANA UNIVERSITY  
BLOOMINGTON

affordability. value. excellence. Ψ

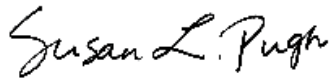
Dear Brian,

Your potential is limitless, but your finances may not be.

We understand that choosing a university is one of the biggest investments you and your family will make, and that the decision isn't easy. Please visit [www.indiana.edu/~sfa/value](http://www.indiana.edu/~sfa/value), a web site created specifically to provide resources, tips, and answers to your questions about funding your IU education.

While the value of a college education is priceless, the cost of attending is a reality. We want you to know that an Indiana University education is within reach.

Sincerely,



Dr. Susan L. Pugh

Associate Vice Provost, Office of Enrollment Management

Director, Office of Student Financial Assistance

**Kiplinger**

Kiplinger's [ranked IU](#) in the  
top 30 of the "100 Best  
Values in Public Colleges"

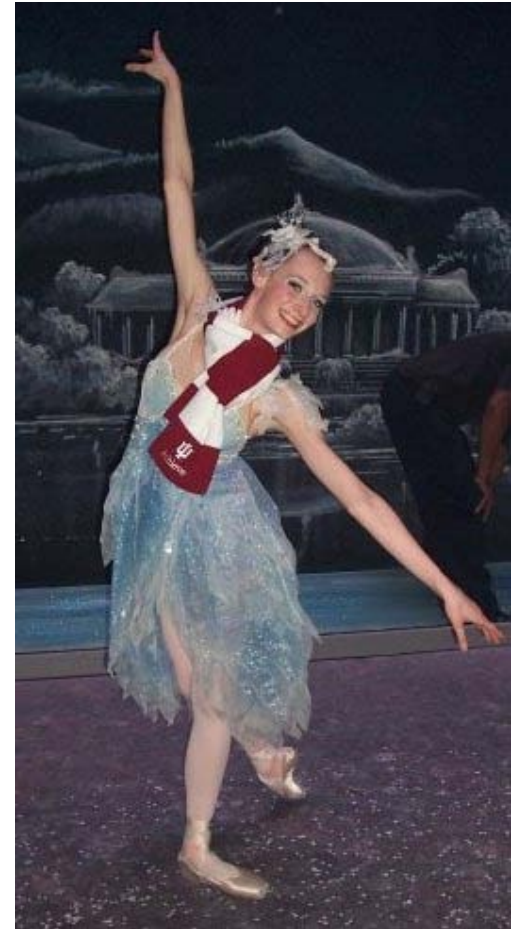
- Student and Parent Emails Sent
- Email to residents  
9,263; 34% view rate
- Email to non-residents  
11,925; 33% view rate

# Stripes Campaign

1<sup>st</sup> multimedia campaign with a call to action

## Step 1: Mailing

- Targeted top tier scholarship recipients:
  - ✓ Residents- IU Excellence Scholarship
  - ✓ Non-Residents- IU Distinction Scholarship
  - ✓ \$9,000/year
- Goal was to create excitement & recognition
- Unique packaging
- Congratulatory letter
- IU 'Achieve' scarf

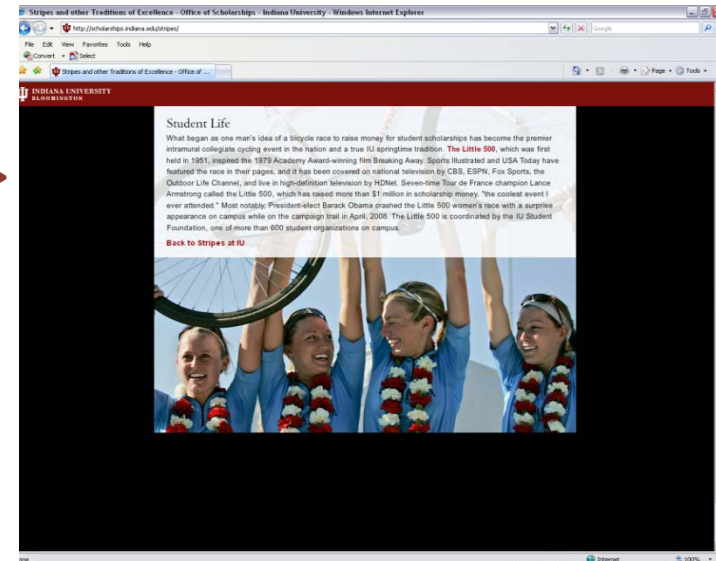
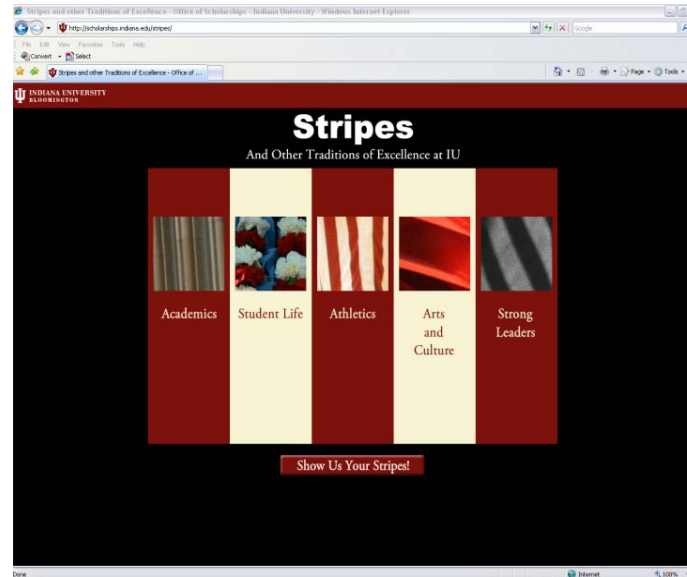


Mary Katherine from Herndon, VA

# Stripes Campaign

## Step 2: Website

- Created multi-media campaign
- Focus on highlighting IU traditions & areas of excellence
- Intentionally connected the tradition of stripes at IU (an athletic tradition) with other academic & campus life traditions



# Stripes Campaign

## Step 3: “Show Us Your Stripes!”

- Email sent to all Stripes recipients requesting they send in creative photos of themselves wearing the scarf
- Contest held for most creative photo- a winner was chosen by a student committee and received a gift card to an IU bookstore, an IU messenger bag and an IU T-shirt

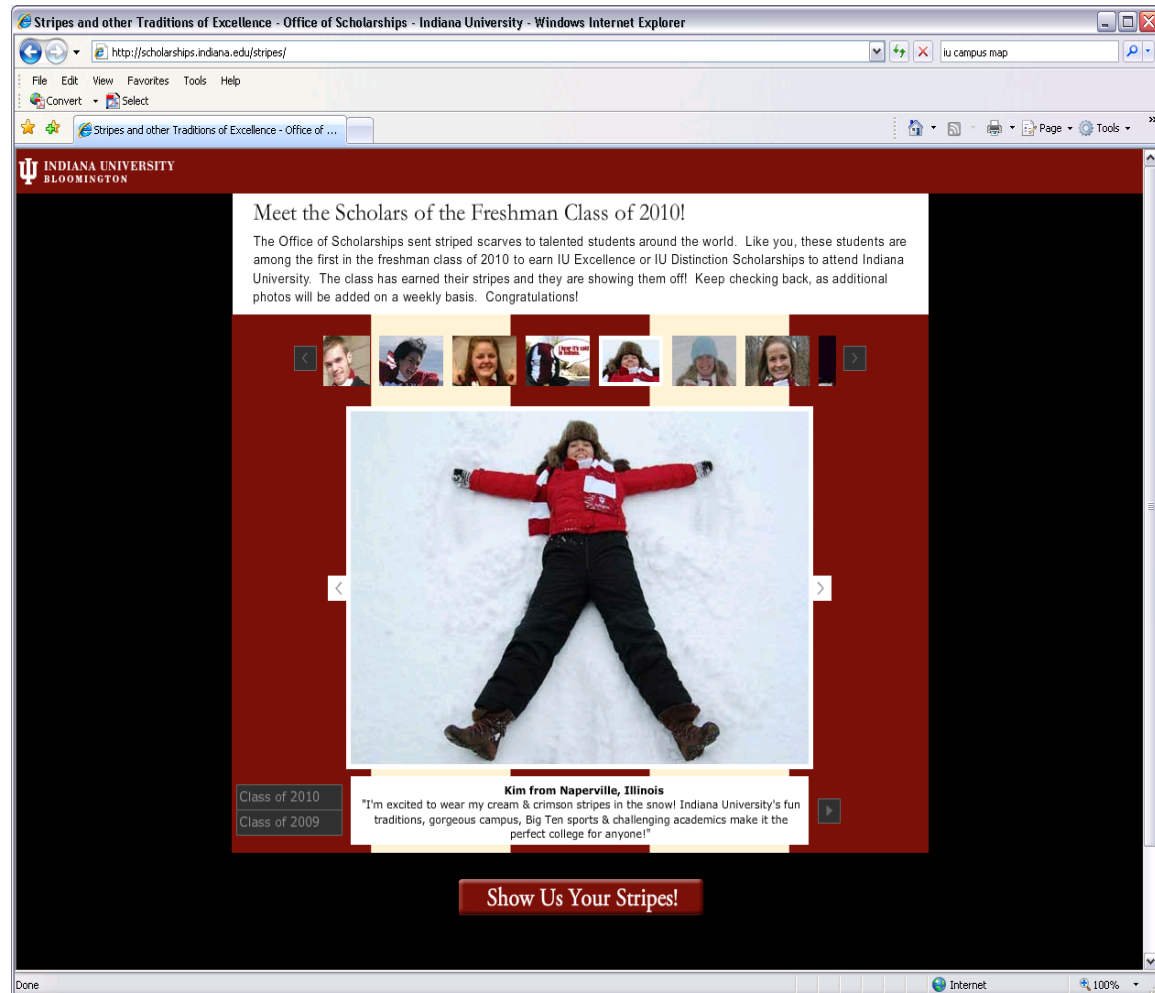


Lauren from Avon, CT

# Stripes Campaign

## Step 4: 'Show Us Your Stripes!' Website

- 82 photos submitted
- 18 states represented
- 27 different cities in Indiana represented



# Stripes Campaign Results for 2009

Total Stripes Recipients	Total Enrolled	Percent Enrolled	Average HS GPA	Avg. ACT Composite	Avg. SAT Composite
3012	859	29.00%	3.942	31	1394

- Increased overall yield from the previous year
- 63% of students who participated in the photo contest paid enrollment deposits

New for 2010

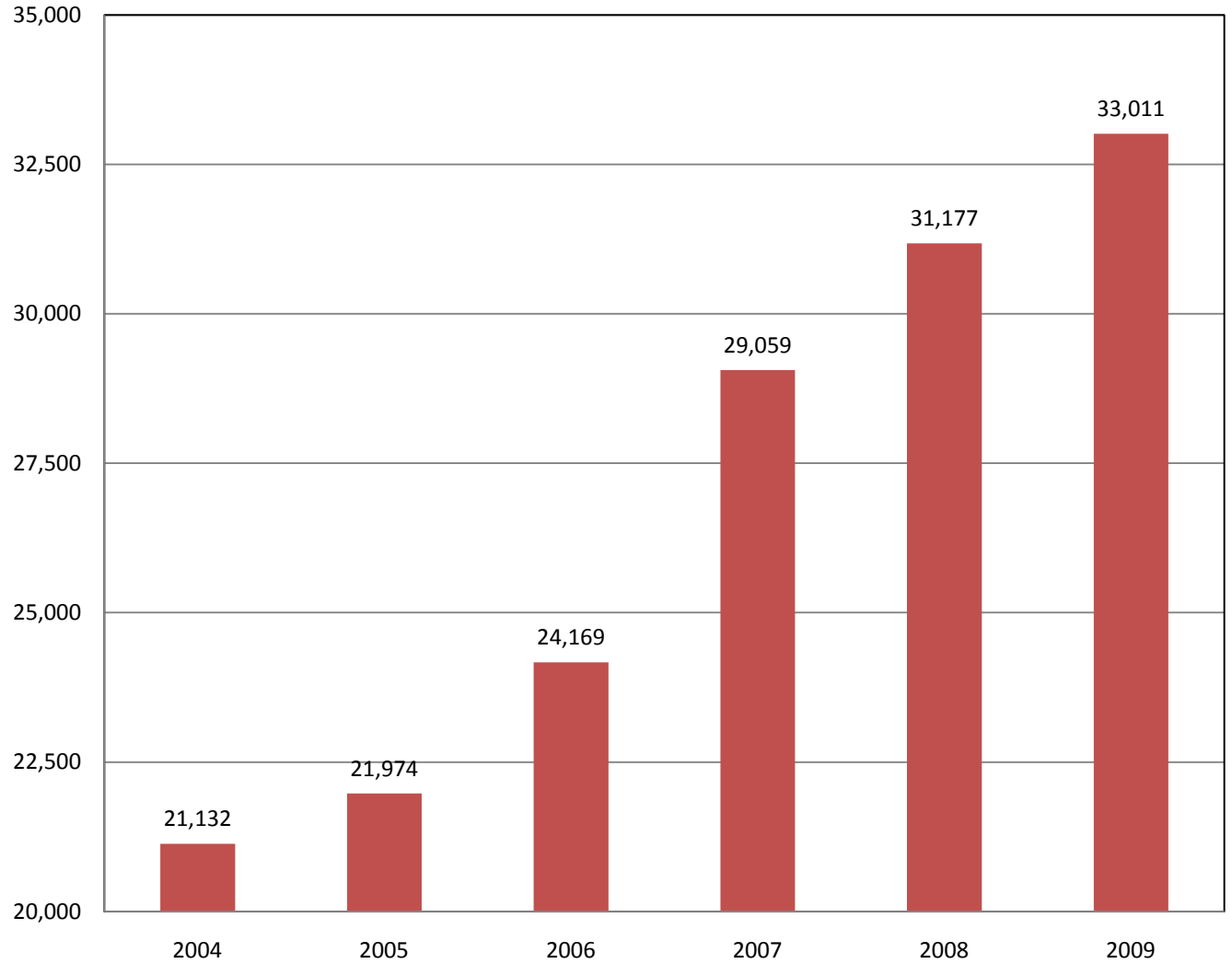
- ✓ Photo submission contest
- ✓ Personalized recruitment of students who submitted photos
- ✓ Ability to assess



Jean Ann from Newburgh, IN



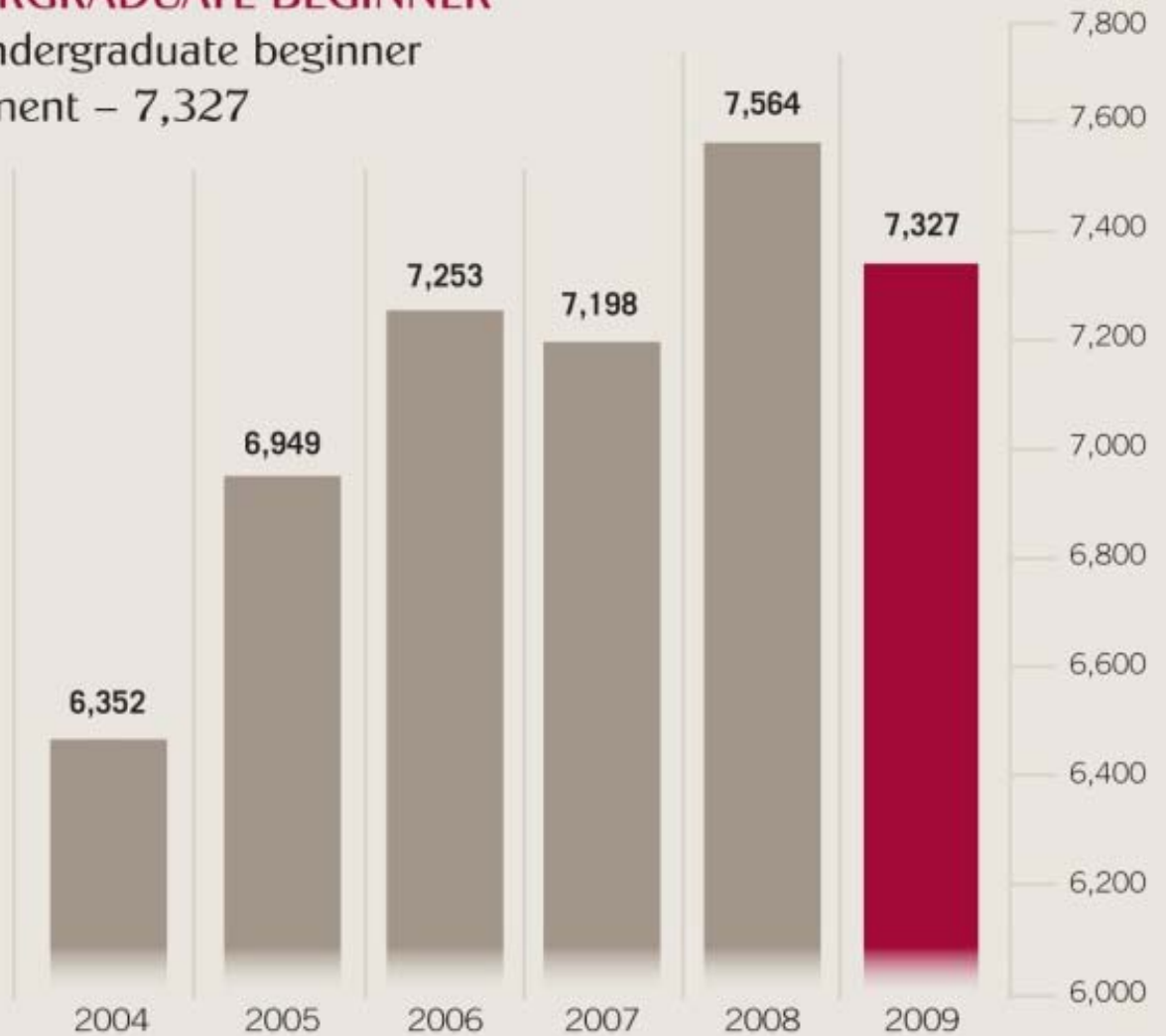
### Freshmen Applications to IU - Bloomington





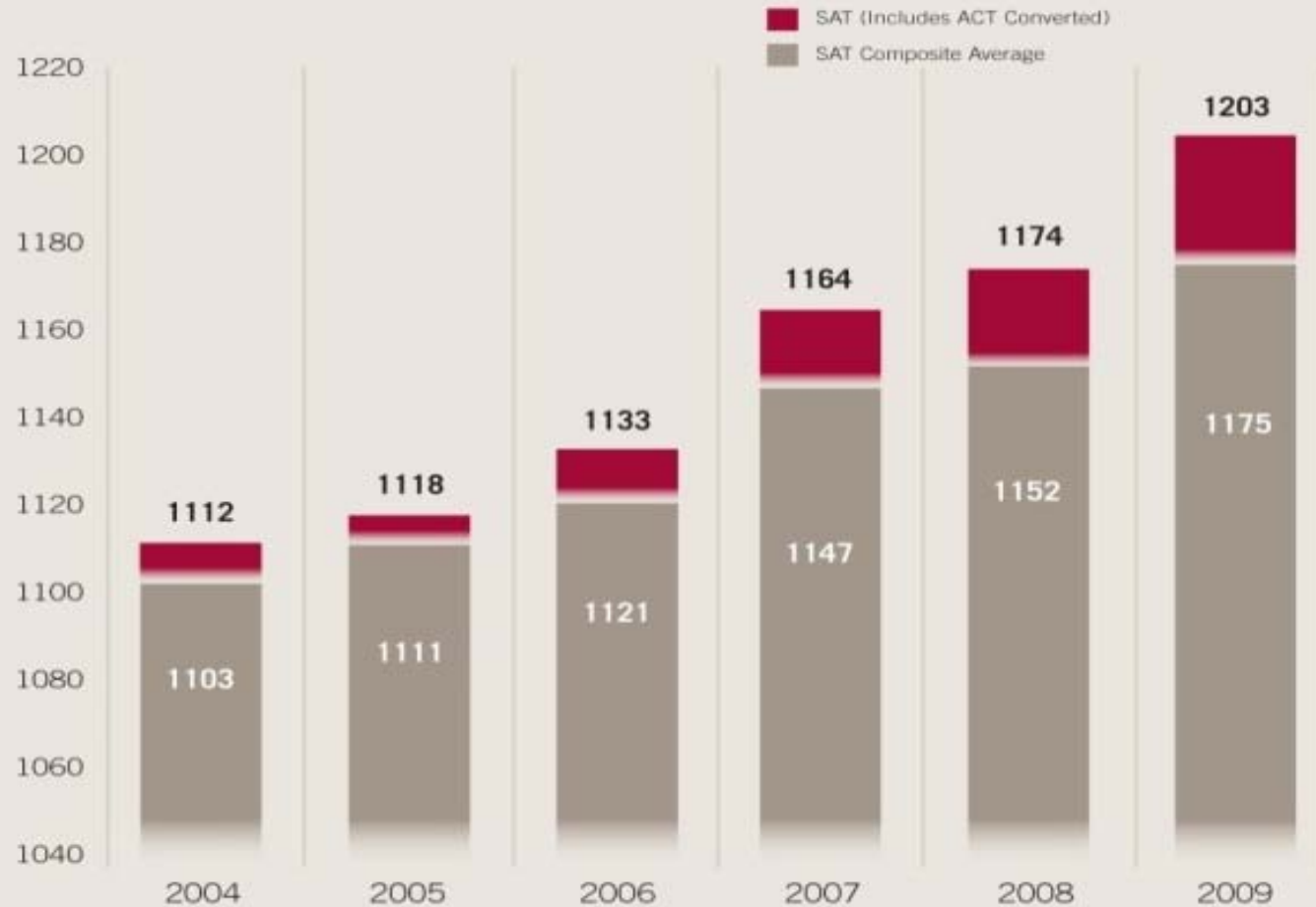
## UNDERGRADUATE BEGINNER

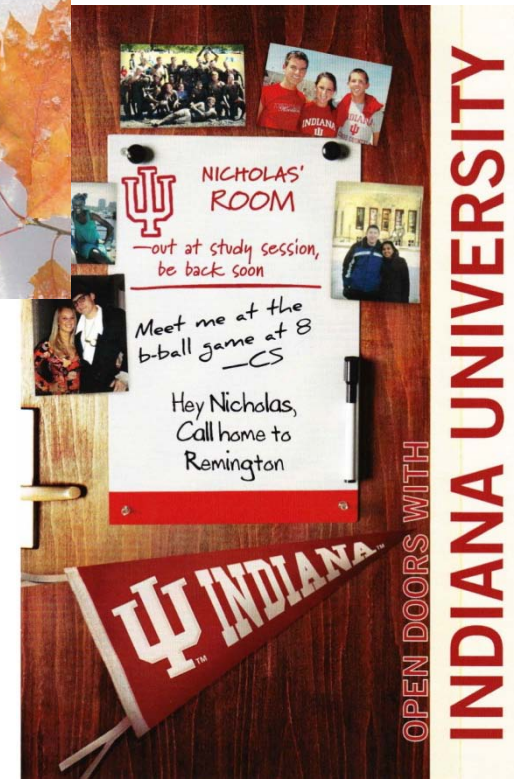
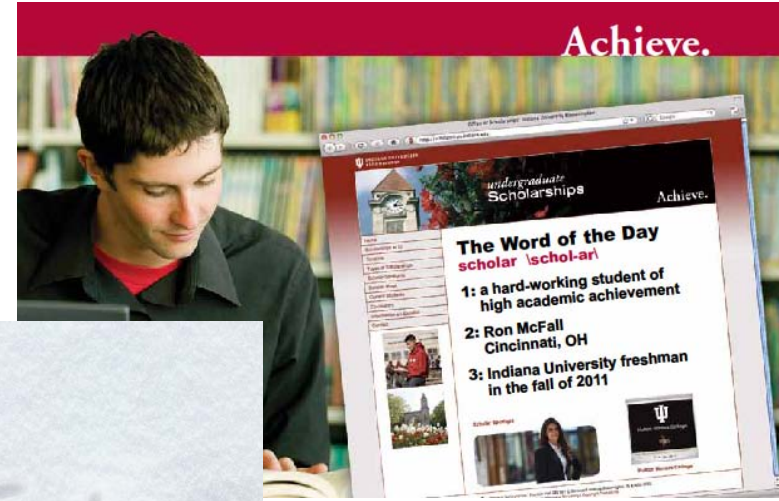
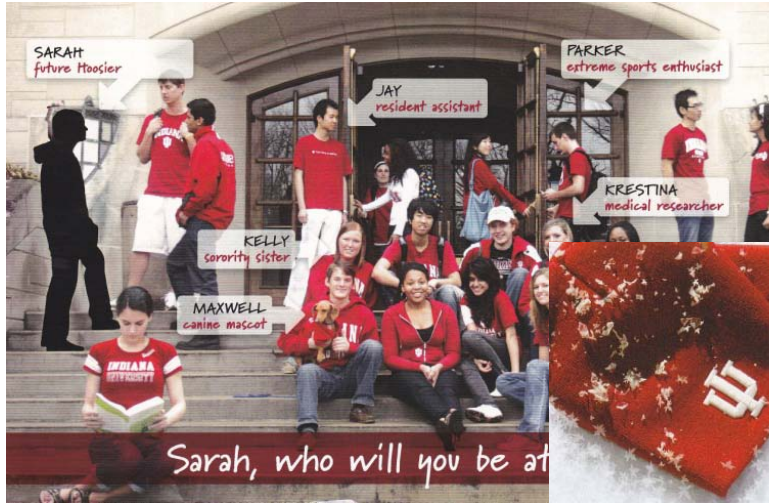
The undergraduate beginner enrollment – 7,327





## IU UNDERGRADUATE BEGINNER SAT AVERAGE





# Be IU- Personalized Student Webpage

The screenshot shows a Windows Internet Explorer browser window displaying the Be IU (Be Indiana University) personalized student webpage. The browser's address bar shows the URL <http://beu.indiana.edu/beu/Vip/Vip.aspx>. The page header includes the Indiana University Bloomington logo and navigation links: Admissions, Visit IU, Housing, Cost, Apply, and Contact Us. A search bar with the text "Ask your question" and a "Go" button is also present.

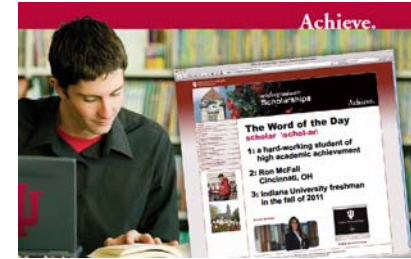
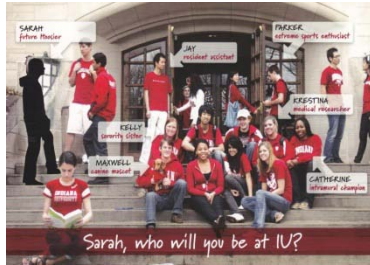
The main content area is styled to look like a spiral-bound notebook. At the top left, there is a "Be IU" logo on a notepad and a yellow sticky note that says "Check out IU!". Below this is a "Welcome" section addressed to Sarah, explaining the purpose of the Be IU page. To the right, there are three sections: "Tell us what you think! ...and help this site better help you!", "Great town." (with a paragraph about Bloomington's ranking in 2006), and "What's a Hoosier Anyway?" (with a paragraph about Hoosier pride). A video player with a play button is located below the "Great town." section.

On the right side of the page, there is a vertical navigation menu with buttons labeled "Be IU Home", "Be Innovative", "Be Involved", and "Be Informed". The background of the page features a red banner with the IU Psi symbol and the word "PROGRAMS". At the bottom of the page, there is a collage of IU-related items, including a "HOOSIER FOOTBALL" ticket, a "FLIGHT OF THE CONCHORDS" ticket, a "breakaway bloomington in VISITORS" card, and an "INDIANA UNIVERSITY" ID card.

The footer of the page contains the text: "Ψ Copyright © 2009 The Trustees of Indiana University | Copyright Complaints | Support". The browser's status bar at the bottom indicates "Internet | Protected Mode: On" and "100%".

# Integrated Marketing Approach

Print:



Web:



Engagement: 



Call to Action: student – Apply to IU, blog, send a photo, Journal, play a game, or pay enrollment deposit

# The Next Big Thing



“Creativity is thinking up new things. Innovation is doing new things.”- Theodore Levitt

“If you can dream it, you can do it.”- Walt Disney



## Recommendations:

- Integrated
- Thinking & planning ahead
- Leveraging resources
- Taking incremental steps
- Segmenting populations for greater impact  
(and cost savings)



## Steps to Success:

- Brainstorm a campaign
- Evaluate the idea for viability
- Implement
- Assess and modify
- Thank Staff
- Celebrate Successes
- Think of the Next Big Thing

# Questions/Answers

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## Presenters

- Ms. Sarah Booher
- Director, Office of Scholarships
- Indiana University
- 230 Franklin Hall
- Bloomington, IN 47405
- (812) 855-5779
- sbbooher@indiana.edu
- Dr. David B. Johnson
- Interim Vice Provost for Enrollment Management
- Indiana University
- 206 Franklin Hall
- Bloomington, IN 47405
- (812) 855-8908
- vpem@indiana.edu

