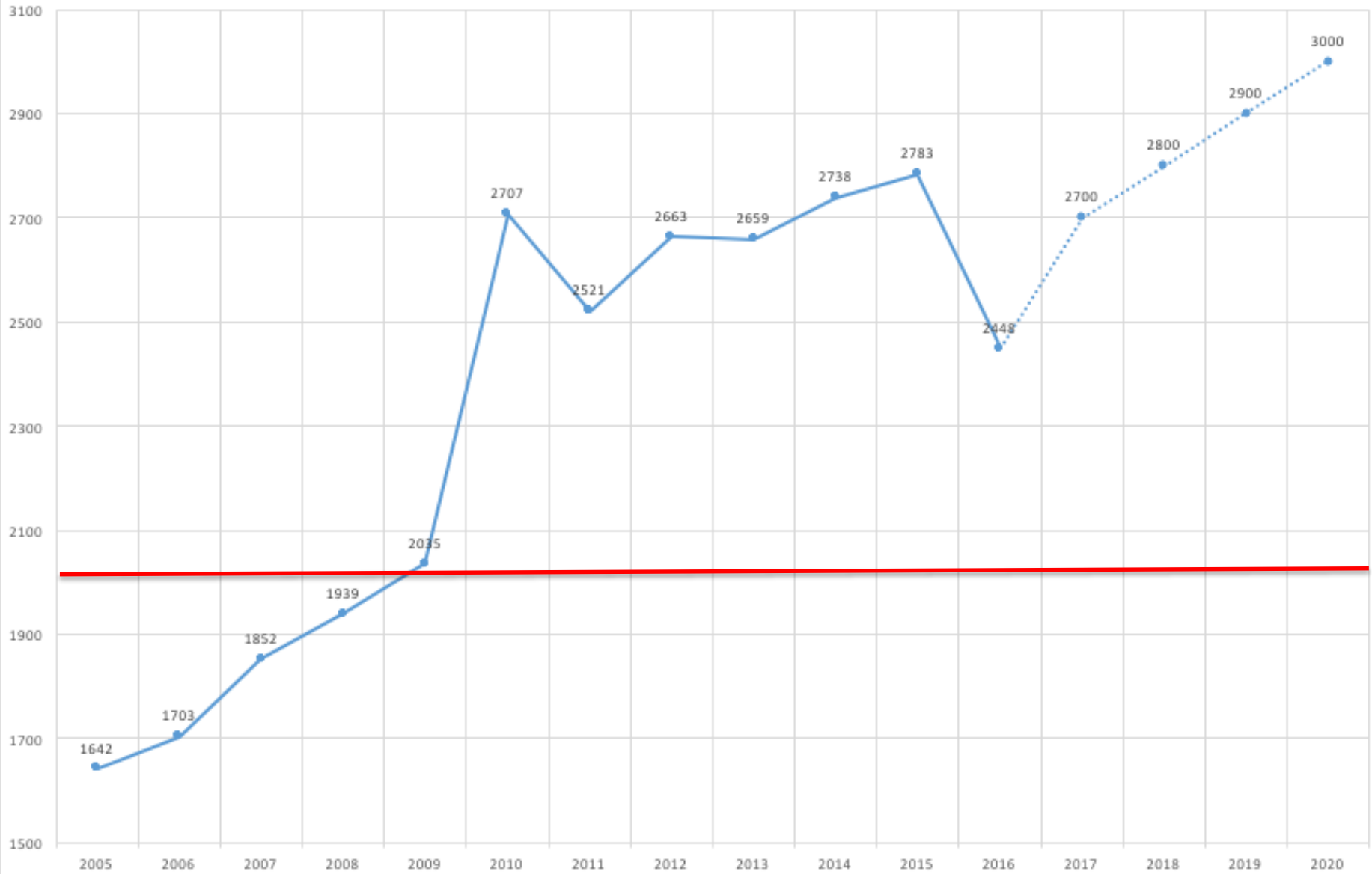


Recruiting: Fall 2017



Freshmen Enrollments




Eight Truths You can Take to the Bank...

- There is no substitute for a good image and reputation
- Colleges succeed or fail in their *primary markets*
- The *campus visit* is the best “conversion” strategy
- Recruitment is a campus-wide activity
- Communication throughout the recruiting process is key to success – drive them to the web
- Profiling helps target the right prospects
- Strategically timed financial aid awarding leads to higher matriculates
- Personalize, Personalize, Personalize

Recruitment 101

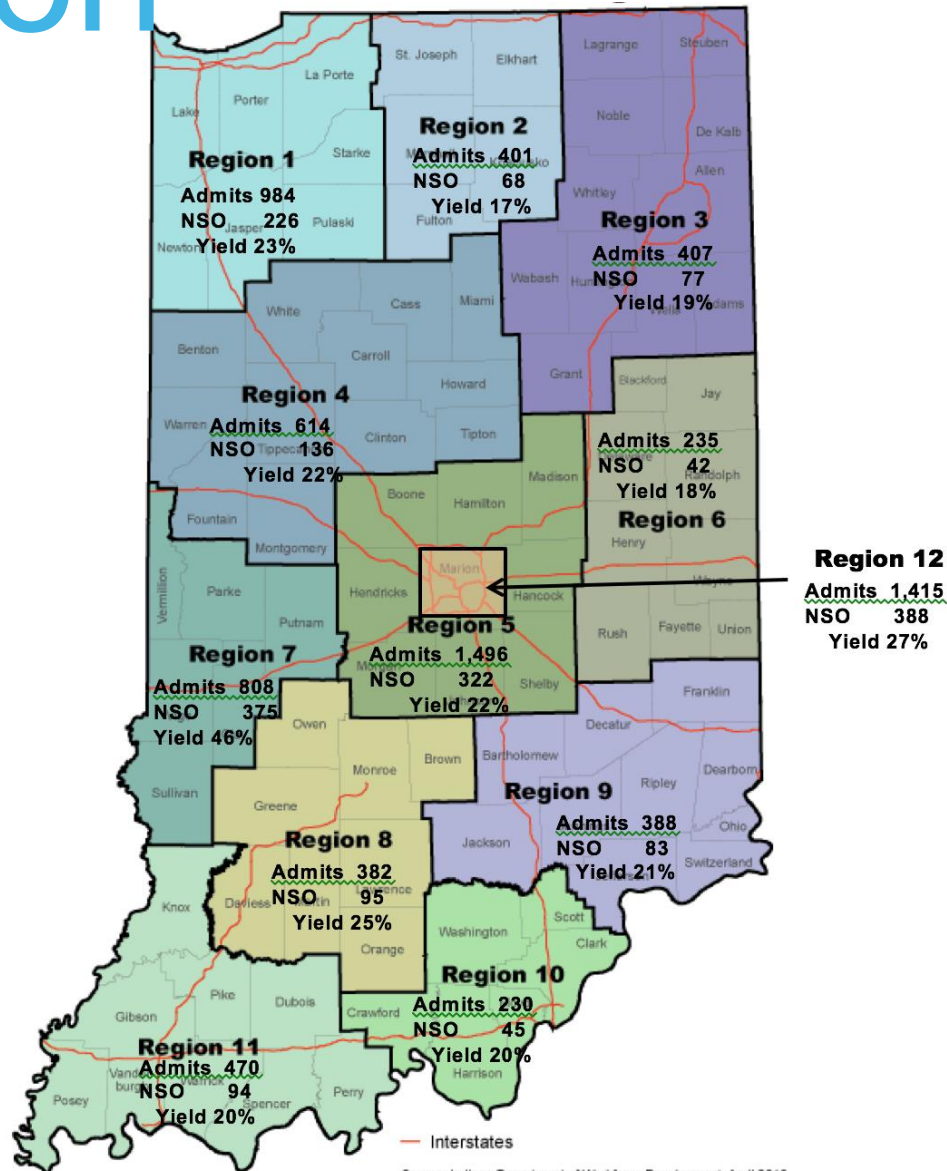
- Students are always top of mind.
- There is never a second chance to make a first impression.
- Have a plan but stay flexible.
- Don't think like the competition...have no boundaries, take no prisoners.
- Use data to measure and predict, but at the end of the day rely on your instincts – it's an emotional business.
- Remember – Mom is “job 1”.
- Use merit awards to engage students in the Honors program.
- Time the sending of financial aid packets to coincide with institutional awards.
- The last “yield event” is summer orientation – 98% enroll.
- Never settle for ordinary when you can be extraordinary.



Top Three Reasons Students Choose a College (in order):

- Cost
- Academic programs
- Location

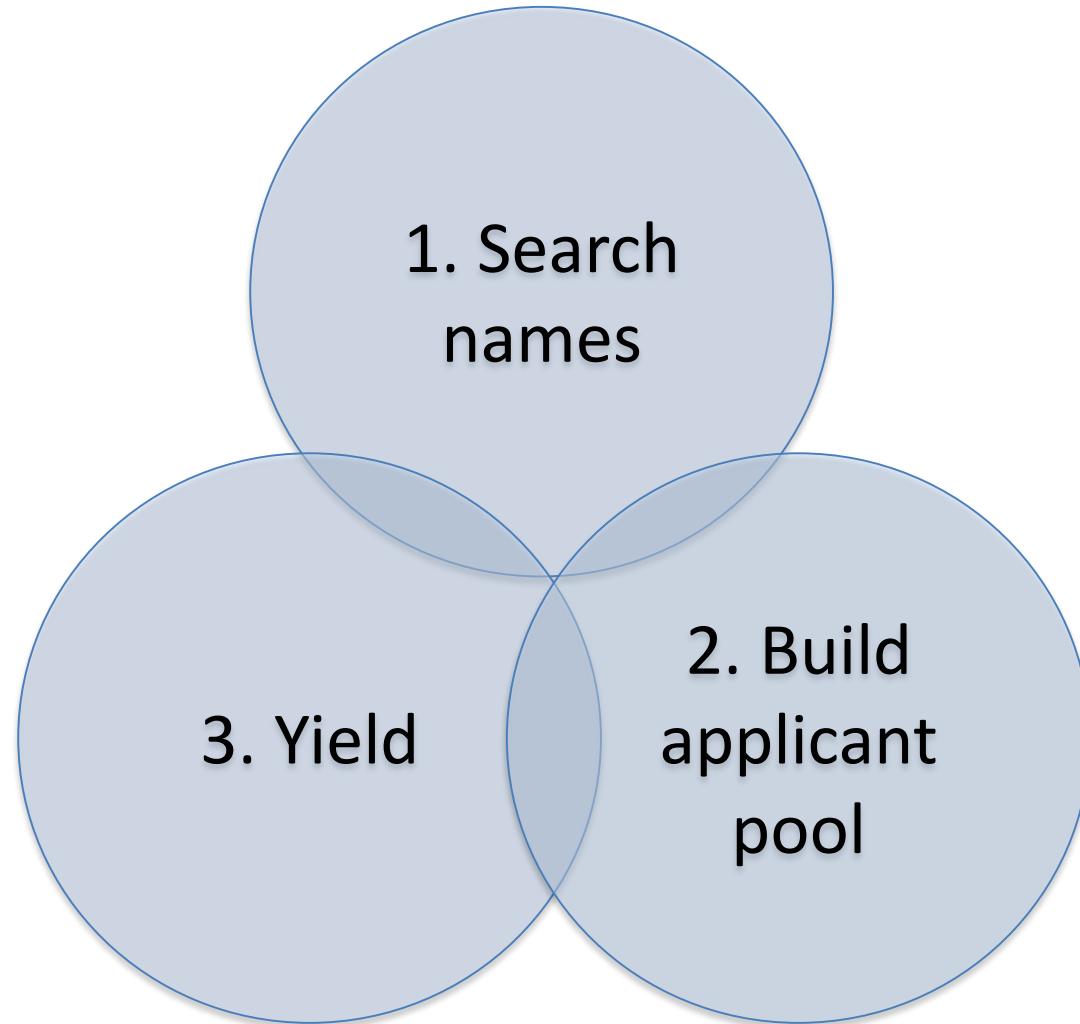
2016 Freshman by Region





Admissions

It's an 18 month cycle:



Early Prospecting

2014

- Began building prospect file for Fall 2017 through the purchase of search names (Indiana and portions of contiguous states /students with 2.5>)

March 2016

- Search pool reached +188,000 students
- Fall 2017 prospect pool reached +134,000 students

April 2016

- Prospects sent “Meet your new favorite color”; introduction to ISU mailed to 2017 and 2018 classes
- Offered free “STATE” t-shirt to high school FR, SO and JR
 - 4,270 responses in first 24 hours
- Launched “Raise.me” postcard campaign to prospects/ 3.0 >
 - Currently over 10,000 followers (3,961 are seniors)
- Announced laptop scholarship change: a choice of laptop or iPad (3.0 >)

July 2016

- Viewbook ready to be mailed to admits and distributed during high school visits
- Indiana and Illinois high school counselors received poster promoting no application fee when applying for admission during the months of August and September
- Prospects received “BLUE believes in you” 3-fold check list
 - Apply free until October 1
 - Complete FAFSA early
 - Schedule campus visits

August 2016

- Top of mind media campaign launched
 - Indianapolis was the 3rd largest market in the country for Olympics
 - 257 commercials ran during the event
 - 2,300 television spots; 64 billboards in key markets
 - Digital ad at State Fair entrance
- Began high school visits earlier than in previous years
 - 21 key feeder high schools visited—earlier than any previous recruitment season
 - Sent posters to schools
 - No app fee
 - Fall visit events
 - Early FAFSA

September 2016

- Critical month to build applicant pool
- 90% of all Indiana high schools will be visited by the end of September
- “Apply Free” postcard sent home to prospect families during Labor day weekend
- High school visits launched in Illinois
- Media coverage continued (billboards and online ads)
 - 90 schools in Indiana
 - 35 schools in Illinois
 - 15 schools in St. Louis

Results to date:

Applications: 6,161 (+10%)

Admits: 2,200 (+31%)

Fall strategy

- October and November
 - College fairs
 - Preview days
 - College-specific open house events
 - Honors specific visits
- Individual campus visits
 - September – on track to be one of the highest totals EVER
 - October – already 249 individual visits scheduled
- Over 1,600 anticipated to visit this fall as part of a large group/bus
- Birthday t-shirts sent to admitted seniors
 - Result in a **10% higher** yield than those who do not receive



Spring strategy

- Admit focused – yield time!
- Res Life contract available
- Continue FAFSA push
- NSO invite mailed in early March 2017 – one month earlier

Summer strategy

2016 NSO survey comments:

“Very organized and well-spoken presenters. Thank you for a great 2 days! You set the students up for success in a non-stressful way and communicated support is available (thank you!)”

“Every question I had was answered several times. I feel very confident in our choice of ISU for my daughter's education.”

“You have an excellent team. They have great attitudes - happy and helpful.”



Scholarships

Overview

GPA 3.75 SCHOLARSHIPS	AWARD	ADMISSION DEADLINE	APPLICATION DEADLINE	ADDITIONAL CRITERIA
President's Scholarship*	Full in-state tuition and premium on-campus housing	December 1	December 15	1200 or 1270 [†] SAT/26 ACT Top 10%
University Honors Scholarship*	Full in-state tuition	December 1	December 15	1200 or 1270 [†] SAT/26 ACT Top 10%
President's Academic Excellence Scholarship*	\$6,000 per year	December 1	December 15	1200 or 1270 [†] SAT/26 ACT Top 10%
Academic Excellence Award*	\$4,000 per year	December 1	No application required	1200 or 1270 [†] SAT/26 ACT Top 10%
21st Century Excellence*	Standard on-campus housing	March 1	No application required	1200 or 1270 [†] SAT/26 ACT Top 10%

GPA 3.5 SCHOLARSHIPS	AWARD	ADMISSION DEADLINE	APPLICATION DEADLINE	ADDITIONAL CRITERIA
Rural Health Scholarship	Full in-state tuition	December 1	December 15	1200 or 1270 [†] SAT/27 ACT Top 15%
Gongaware Scholarship*	Full in-state tuition	December 1	December 15	1070 or 1140 [†] SAT/23 ACT Top 15%
Networks Scholarship*	Full in-state tuition	December 1	December 15	1070 or 1140 [†] SAT/23 ACT Top 15%
Sycamore Teacher Leader Scholarship	Full in-state tuition	February 8	February 15	1100 or 1170 [†] SAT/24 ACT
Warren M. Anderson Diversity Scholarship	Full in-state tuition	March 1	March 15	
Sycamore Undergraduate Research Fellowship	\$2,500 one time	February 1	February 15	1000 or 1080 [†] SAT/22 ACT
Academic Distinction Scholarship	\$2,500 per year	March 1	No application required	

GPA 3.3 SCHOLARSHIPS	AWARD	ADMISSION DEADLINE	APPLICATION DEADLINE	ADDITIONAL CRITERIA
Academic Merit Scholarship	\$1,000 per year	March 1	No application required	

GPA 3.0 SCHOLARSHIPS	AWARD	ADMISSION DEADLINE	APPLICATION DEADLINE	ADDITIONAL CRITERIA
iPad/Laptop Award	iPad or laptop	June 15	No application required	
College Challenge Success Award	\$250 one-time only	June 15	No application required	"C" in College Challenge course
Summer Honors Scholarship	\$1,000 per year	June 15	No application required	"C" in Summer Honors course
21st Century Housing Scholarship	\$1,500 per year towards on-campus housing	June 15	No application required	
21st Century Textbook Scholarship	\$500 per year	June 15	No application required	
Child of Alumni Textbook Scholarship	\$100 one-time only	June 15	No application required	

OUT-OF-STATE SCHOLARSHIPS	AWARD	ADMISSION DEADLINE	APPLICATION DEADLINE	ADDITIONAL CRITERIA
Incentive Scholarship	\$5000 per year	Rolling	No application required	Admitted without condition
Illinois, Kentucky, Ohio, Midwest Consortium*	Reduced tuition rate	Rolling	No application required	Admitted without condition



Merit Scholarship Enhancements

- Illinois Achievement Scholarship—receive an additional \$2,000 scholarship for IL residents with 3.0+ and financial need
- Laptop/iPad Award—offering students a choice
- Micro-scholarships available through [Raise.me](https://www.raise.me)



Recruiting Top Scholars

- Redesigned Honors Visit Days
- Offering three “Interview Days” in late January 2017
- The top floor of Wabash 500 will be reserved for junior and senior Honors Program students



Honors Program

- 2016-2017: 288 first-year students—second highest ever
- Entering freshman Honors students have highest ever high school GPA
- Top areas of study for Honors Program freshmen: business, teaching, and nursing
- Top Illinois students are coming to STATE



Financial Aid

2016 Focus: Efficiency

Cumulative Disbursement Activity	Fall 2012	Fall 2016
1 week before classes	\$33,643,163	\$46,227,136
First day of classes	\$40,287,473	\$53,614,758
End of term	\$58,243,599	\$63,799,413 (9/22/16)

Cumulative Refund Activity	Fall 2012	Fall 2016
First day of classes	\$11,031,081	\$13,467,092

2016 Focus: Efficiency



2017 Focus: Clarity and Service

- **Transparency**
 - October 1 – FAFSA filing begins/prior year taxes
 - Net Price Calculator – Estimated award letters sent to new students this winter
 - Actual award letters in March
- **Compassion**
 - Private one-on-one appointments
 - Personalized, incremental email campaign designed to answer questions before they are asked

2017 Focus: Clarity and Service



Remember to submit all necessary documents by July 1 for priority consideration.

Check the portal for document requests.



Indiana State
University



Marketing



**There's
MORE
TO BLUE**

INDIANA STATE UNIVERSITY

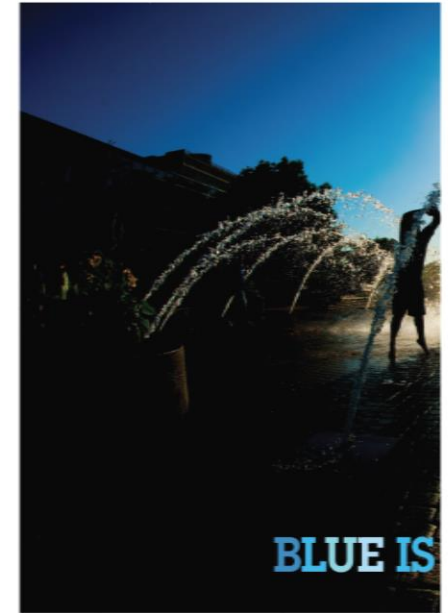




See your options
from Madrid, Indiana
Purdue, IN, IL

Indiana State
University

Indiana State
University
Office of Admission
Terry Health, Indiana 47909



BLUE IS

Broader than ever.

Talk about global! Indiana State University students come from more than 70 countries around the world (and all 50 states). And we want you to get out and experience the world—56 countries filled with study abroad opportunities are a great place to start.



Cooler than ever.

When you think Indiana State, think innovation. Technology. Cutting-edge solutions to the world's toughest problems. We're one of the first universities in the country to offer an unmanned systems minor. Come fly (drones) with us. Get your own bird's eye view of Blue.



Smarter than ever.

Our graduation guarantee means if you do your part, we'll do ours to make sure you graduate in four years (or we'll foot the bill for you to finish).



ONE OF AMERICA'S
TOP COLLEGES
FOR
QUALITY & VALUE

—Forbes—

VISIT. See Blue for yourself. Schedule a campus tour: indstate.edu/visit

APPLY. Think Blue might be for you? Indiana State waives the application fee every September for high school seniors: indstate.edu/apply

CONNECT. Learn more about Blue. Connect with Indiana State on social media. Follow [@indianastate](https://twitter.com/indianastate) on Twitter and Instagram.

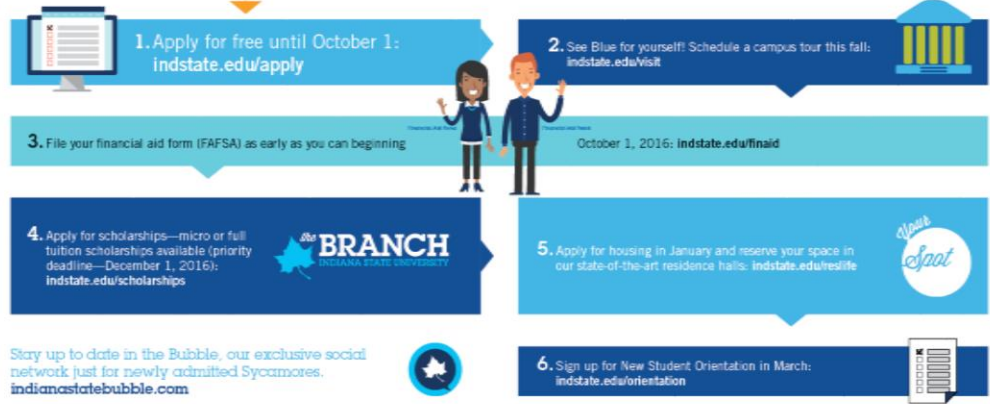
#whatsyourblue
indstate.edu




 Indiana State University
 Office of Admissions • 400
 Tern Hall • IN 47805



You're an application away from beginning to live your dream.



Stay up to date in the Bubble, our exclusive social network just for newly admitted Sycamores.
indianastatebubble.com



BLUE IS  Indiana State University

Get ready to watch your dreams turn BLUE!



COLOR YOUR WORLD



Indiana State
University

And so are you.

Thanks to your hard work and focus on Raise Me, we'll make you a deal.

Maintain a 3.0+ GPA, and you'll receive your Raise Me awards with our incentive scholarship. That could be more than a \$25,000 off your bill (or more).

Apply for free before October 1 at indstate.edu/apply

raise.me




**BLUE IS
WISER**

BLUE IS  **Indiana State
University**

At Indiana State University, we work hard to keep costs low and quality high.

Our Illinois Student Scholarship makes tuition less than \$11,000 a year. Learn more at

indstate.edu/illinois

Apply for free until October 1.

Submit your application today and watch your dreams turn Blue.

indstate.edu/apply

BLUE IS  **Indiana State University**

Off
Ind
Ter



WE DO.





YOU, BREAKING NEW GROUND

You're bright. Hard-working. Determined to succeed.
And the first person in your family to go to college.

That's a big deal. And our **FirstSycamores** program can
help make your experience easier.

**"FirstSycamores put me with other people like me, it's easier because we've all gone through it or are going through it together. Being the first to go to college in my family is going to have a real impact once I graduate."
- David Reed, a FirstSycamores freshman**

We'll match you with faculty mentors who were the first in their families to graduate from college. Plus, you'll be connected with other "Firsties," too.

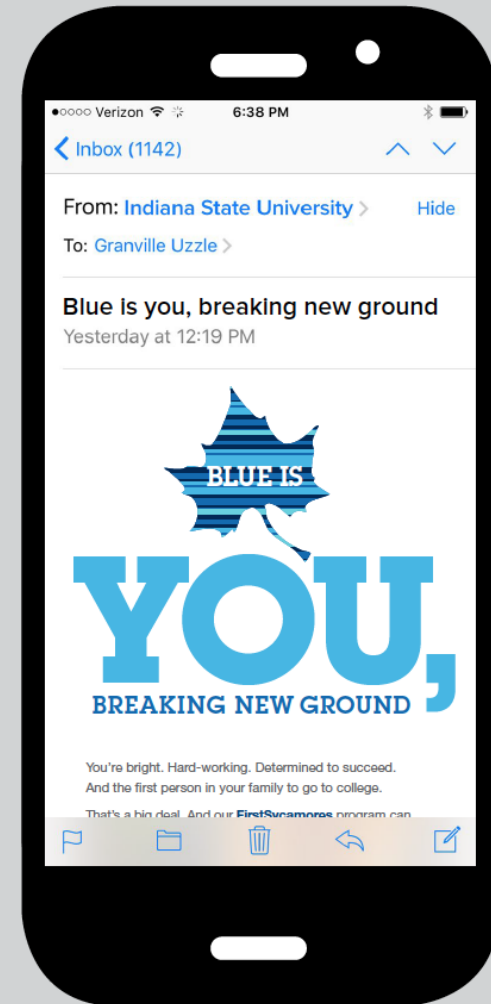
Learn more and sign up for FirstSycamores:
indstate.edu/firstsycamores

BLUE IS  **Indiana State University**

[#whatsyourblue](https://twitter.com/whatsyourblue)

Indiana State University | 200 North Seventh Street, Terre Haute, Indiana, USA 47809-1902

[forward](#) | [add to address book](#) | [unsubscribe](#)





AMONG THE BEST



— *Forbes*



WORLD CHANGING



[#whatsyourblue](#)

New Commercials



SCENE 001 VO: *Blue is*
SHOT 01



SCENE 001 ACTIC
SHOT 02 space
through



SCENE 002
SHOT 01

SCENE 004 VO: *Pathology.*
SHOT 01



SCENE 011 VO: *than any school in the*
SHOT 01 *state*
ACTION: Hero shots of multiple 21st Century Scholars showcased in the spot.



SCENE 011
SHOT 02



SCENE 011
SHOT 03



SCENE 005
SHOT 02



SCENE 011
SHOT 04



SCENE 011
SHOT 05



SCENE 011
SHOT 06

SCENE 006 VO: *and one hundred other*
SHOT 01 *majors*
ACTION: Camera (behind plexi simulating white board) pulls back to reveal faculty teaching a class.

SCENE 007
SHOT 01



student walking
steps talking to

Media buy strategy


- Buying strategy
 - *Frontloading* to increase applications in fall
 - High profile events and shows
 - Olympics, Super Bowl, Academy Awards, etc.
- Expanding to new markets
 - St. Louis and central IL
- Increased digital spend and new strategies
 - Social ads – targeted around school visits
 - Video ads
 - Out-of-state inquiries from sites

Week of:	August					September					October					November				December					January					February				March			
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27		
Cable/Broadcast																																					
Indianapolis - Broadcast																																					
Indianapolis - Cable																																					
Terre Haute - Broadcast																																					
Terre Haute - Cable																																					
Ft. Wayne - Broadcast																																					
Ft. Wayne - Cable																																					
Evansville - Broadcast																																					
Evansville - Cable																																					
South Bend - Broadcast																																					
South Bend - Cable																																					
NWI - Cable																																					
Central IL - Cable																																					
Digital/Streaming																																					
Hulu																																					
Indianapolis																																					
Terre Haute																																					
Ft. Wayne																																					
Evansville																																					
South Bend																																					
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Chegg																																					
Senior prospects/inquiries in STL, IN, IL																																					
Top highschools in STL, IN, IL																																					
Social																																					
Facebook																																					
Instagram																																					
Twitter																																					
Outdoor																																					
Fall																																					
Indianapolis																																					
Chicago																																					
Fort Wayne																																					
Elkhart																																					
Montgomery County																																					
St Joseph County																																					
Tippecanoe County																																					
Benton																																					
Terre Haute																																					
Brazil																																					
Greene County																																					
Sullivan County																																					
Porter County																																					
Vanderburgh County																																					
NWI																																					
St. Louis																																					

State of Social in 2016

1. Shift in platform dynamics
 - Instagram and Snapchat are the new players
2. Push for more personalization
3. Video content is seeing a huge spike in popularity
 - Live streaming is getting bigger

MoreToBlue.com




Indiana State University

THERE'S MORE TO BLUE.

LATEST EVENTS WEDNESDAY, SEPTEMBER 7, 2016 - 1:30PM | [OLLI: Micro-loans in Bengal](#)

AUGUST 23, 2016 01:57



SHARE: f


SEPTEMBER 02, 2016 12:13

ISUnity Walk

If you weren't able to attend the ISUnity Walk, here is a quick video from the event. The walk is designed to promote unity on campus and in our community.

[READ MORE](#) [SHARE: f](#)

SEPTEMBER 02, 2016 11:28



SHARE: f


SEPTEMBER 01, 2016 02:54

Taste of Terre Haute


Students enjoyed a sampling of free food from area restaurants during Welcome Week. To view more images from Taste of Terre Haute, visit the gallery.

[READ MORE](#) [SHARE: f](#)


SEPTEMBER 01, 2016 02:47




SEPTEMBER 01, 2016 11:59




SEPTEMBER 01, 2016 11:59



Tweets by @indianastate

 **Indiana State U** @indianastate
Hope everyone is having a safe and wonderful #LaborDay.



Custom Viewbook

The advertisement features a dark blue background with a central white text box. The background image shows a fountain with water spraying upwards against a bright sun in a clear blue sky. In the top left corner, the Indiana State University logo (a blue maple leaf) and the text "Indiana State University" are displayed. In the top right corner, the hashtag "#moretoblue" is visible. The central white box contains a blue maple leaf icon above the word "BLUE" in large, bold, blue letters. Below "BLUE" is the phrase "BELIEVES IN YOU." in a smaller, dark blue font. Underneath this is the text "Personalize your Indiana State University Guide." and a white button with the text "Get Started" and a red right-pointing arrow.

Indiana State University


#moretoblue

BLUE
BELIEVES IN YOU.

Personalize your Indiana State University Guide.

[Get Started >](#)


Custom Viewbook

**Indiana State University**

Complete the following steps to personalize your guide.

1 2 3 4 NEXT >>

What academic areas are you interested in?



This is just place holder text for a caption of the supporting image. This is just place holder text for a caption.

- Academic Category Here
 - Academic Category
 - Selection Title Here
 - Selection Title Here Long Name ✓
 - Selection Title Here that Wraps to Two Lines
 - Selection Title Here
 - Selection Title Here Long Name
 - Selection Title Here Long Name
 - Selection Title Here ✓
 - Selection Title Here
 - Category
 - Sample Category Title

Custom Viewbook

ACADEMICS
AT INDIANA STATE UNIVERSITY


African and African-American Studies

Bachelor of Arts, Bachelor of Science

A university with the most diverse residential student body in Indiana also boasts one of the first African and African-American Studies programs in the nation. Supported by the Commission on Higher Education in 1971, the program enrolls more than 300 students in its classes each semester.

Students gain knowledge and insights about the African-American experience, traditions, as well as about other cultures, ethnic groups, and social movements. Students are prepared to be more confident and more skilled in all aspects, regardless of race.

Outside the classroom, students conduct research and service projects to the community, and through opportunities to present their work at regional academic conferences, attend events such as the Black Edge Summer Celebration or study abroad.



Careers ⓘ
Learn More ⓘ

"Black people need to talk about race with black people. White people need to talk about race with white people. Hispanics need to talk about race with Hispanics. And when we have opportunities, we need to have conversations across racial lines."

— JOHN LEGAL, XL DIVERSITY FELLOW FOR AMERICAN EXPERIENCE, HOUMA AND EXOM


Biology

Bachelor of Science

The field of biological sciences is an exciting place to be these days, as the discovery of new technologies is changing our understanding of organisms, their molecular and cellular components, and their interactions with each other and the environment.

Students benefit from relatively small class sizes that enable them to work one-on-one with faculty conducting original research projects that can result in present papers at scientific meetings and publications in scientific journals. Facilities include well-equipped modern laboratories with sophisticated instruments and computers designed for flexible learning and research.


After class, meet with other biologists by joining one of the program-created student organizations, including the Xi Sigma Chapter of the Tau Beta Beta Biology Honor Society and Phi and Omicron Clubs.



Careers ⓘ
Learn More ⓘ

"The educational leadership, and service opportunities Indiana State University has given me have far exceeded my expectations. I could not be more proud to be a Sycamore and bleed Blue."

— CHRIS GALT, '12 BIOLOGICAL SCIENCE



Biology students gain valuable research experience and learn genetic mapping thanks to the Summer Undergraduate Research or "SURM" program.



Video

“In five years, most of
[Facebook] will be video”

Mark Zuckerberg, Nov.
2014

Video

- Our approach to video since Fall 2015
- Our most popular videos:
 - March through the Arch – Facebook Live (21k)
 - New fountain (20k)
 - Cheri's Condit House video (17k)

College Go Month Ad



New Homepage

- Does it represent the Indiana State brand?
- Does it strengthen the message?
- Does it meet the design goals?

Preview new
site

