

Cross Functional Group: External Communication

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Laura Wisely, OIC

Susan Pugh, Executive Sponsor

OEM Retreat
May 20, 2010

Presentation Overview

- Overview of External Communication
Strategy and Approach Sarah
- Yield Activity Calendar Melanie
- Affordability Campaign Sarah & Melanie
- Looking Ahead Sarah
- Questions



Strategy & Approach

- Defining 'External'
- Identifying short, mid, and long-term objectives
- Remaining agile – changing course for unexpected opportunities and projects
- Serving as liaisons and leads for our units' needs
- Working in teams outside of monthly meetings



Cross-Functional Yield Activity Calendar

Stripes Campaign

Holiday Card

Facebook Announcement

Orientation Guide

Affordability Postcard

Award Letters

Orientation Invitation

Financial Aid Notification

Deposit Reminders

Red Carpet Days

Scholar Receptions

Jeep Postcard

Email Communications

Phone-a-thons

Family Nights

... and much more!



Affordability Campaign

- Overview
- Postcard
- Email Communications
- Website
- Data Analytics
- Follow Up



Hot Spot on the IUB Home Page



Affordability Campaign: Overview

- Address the reality of the current economic environment
- Be proactive about the need of more information regarding cost, value & affordability
- Bridge the recruitment gap about cost between admissions materials and the FAN
- Create a multi-media campaign to reach families through multiple avenues
- Involve outreach to both students & parents
- Beat Purdue



Affordability Campaign: Postcard

Sent to all admitted high school seniors (20K) 2/15



affordability. value. excellence. 

 **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, 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
Address 1
Address 2
City, State, Zip



Indiana University Bloomington
Office of Enrollment Management



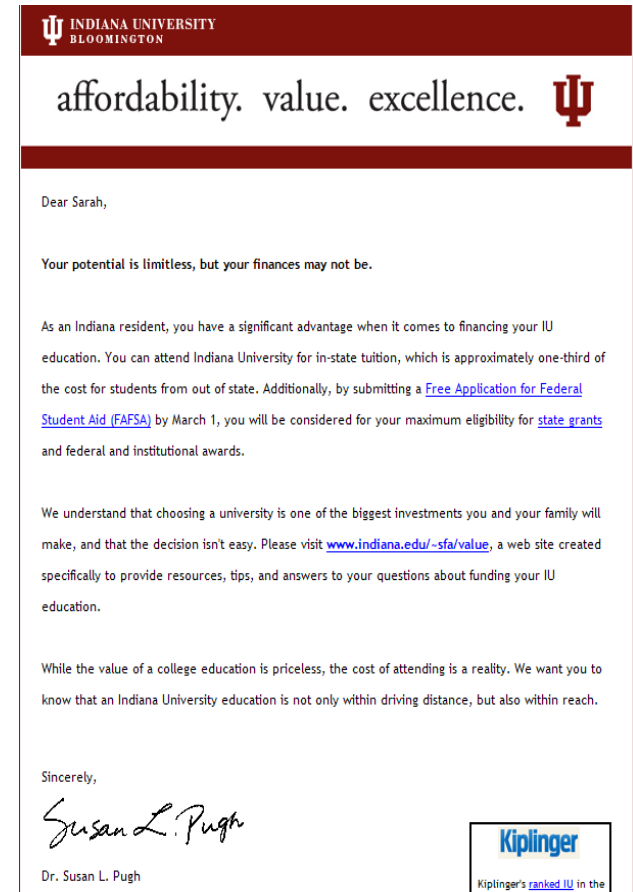
Affordability Campaign: Student Emails

- Sent 2/18 with link to website
- Email to resident
 - 9,263; 34% view rate
 - 2 most clicked links: affordability site & FAFSA
- Email to non-residents
 - 11,925; 33% view rate
 - most clicked link (more than 20:1): affordability site




Affordability Campaign: Parent Emails

- Sent 2/18 with link to affordability site
- Resident & non-resident versions
- Parents not yet in Connect; minimal data analytics



Affordability Campaign: Website

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AFFORDABILITY. VALUE. EXCELLENCE.

WE KNOW IT CAN BE OVERWHELMING

HOW DO YOU DEFINE THE VALUE OF AN IU EDUCATION?

BREAKING DOWN THE COLLEGE BILL

THE IU BREAKDOWN

GETTING THERE STEP BY STEP

HELPING YOU GET TO IU

HELPING YOU STAY AT IU

THOUGHTS FROM A PARENT AND FINANCIAL AID STAFF MEMBER

THOUGHTS FROM THOSE WHO KNOW - IU STUDENTS

AFFORDABILITY. VALUE. EXCELLENCE.

Choosing a college is an important decision for families, particularly in these current economic times. More and more, families are concerned about the costs associated with college. As a future IU Hoosier exploring your options, you should consider the new knowledge you will gain, the opportunities and support you will discover, and the community of friends you will join.

IU students discover a community where their most idealistic goals can be achieved. We combine the benefit of personal attention for students with the resources of world-renowned schools, cutting edge programs, and an astonishing range of opportunities not only in the classroom, but on campus and even around the world. We take pride in the experience we can provide our students.



affordability. value. excellence. 

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We asked some current students what they do to make ends meet, to save on costs and to manage through the year. Below are their responses and some tips they had to offer.



Ricky Owens,
Senior
[view profile >>>](#)



Aaron Barnes,
Junior
[view profile >>>](#)



Natasa Djukic,
Junior
[view profile >>>](#)



Jim Trilling,
Class of 1994
[view profile >>>](#)



Rachelle Bennett,
Class of 2008
[view profile >>>](#)



Elissa White
Senior
[view profile >>>](#)



WANT TO SEE FOR YOURSELF?

Sometimes the best way to learn more is to talk it through in person. A visit to campus is a great start! There are many options, including attending events planned by the IU Admissions Office. Come see some of the wonderful options we have through theatre, museums, libraries, athletics and more. Explore the classrooms, academic services and world class programs. Want to talk directly to an alum? We can make that happen, too! Simply follow [this link](#) and we'll connect you with an alum in your area.

www.indiana.edu/~sfa/value

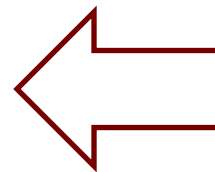
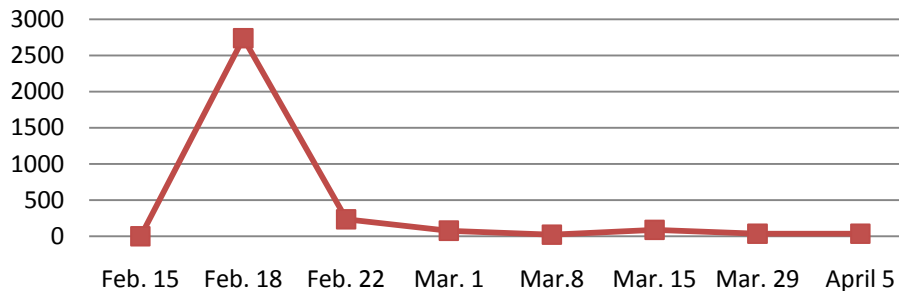


Indiana University Bloomington
Office of Enrollment Management



Affordability Campaign: Web Analytics

February 15 - April 5

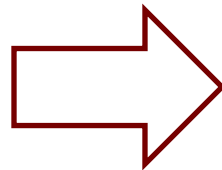


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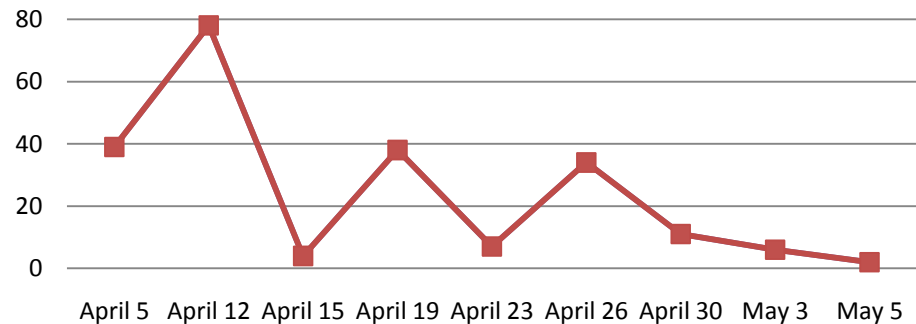
Average 2:20 minutes on page

Viewed 1,014 times

Average 5:58 minutes on page



April 5 - May 5



Affordability Campaign: Follow Up

- *Coming Soon:* Connect Survey to determine how best to convey messages and meet the needs of targeted audiences
- The Future – Website will live on as a living, breathing, evolving piece



Looking Ahead

- Review of OEM Cross-Functional use of CONNECT and available communication technologies
- Analyze deposit data and trends in connection with communications regarding deposits
- Your thoughts?

