

# Scholarships 2010

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OEM Retreat

May 20, 2010



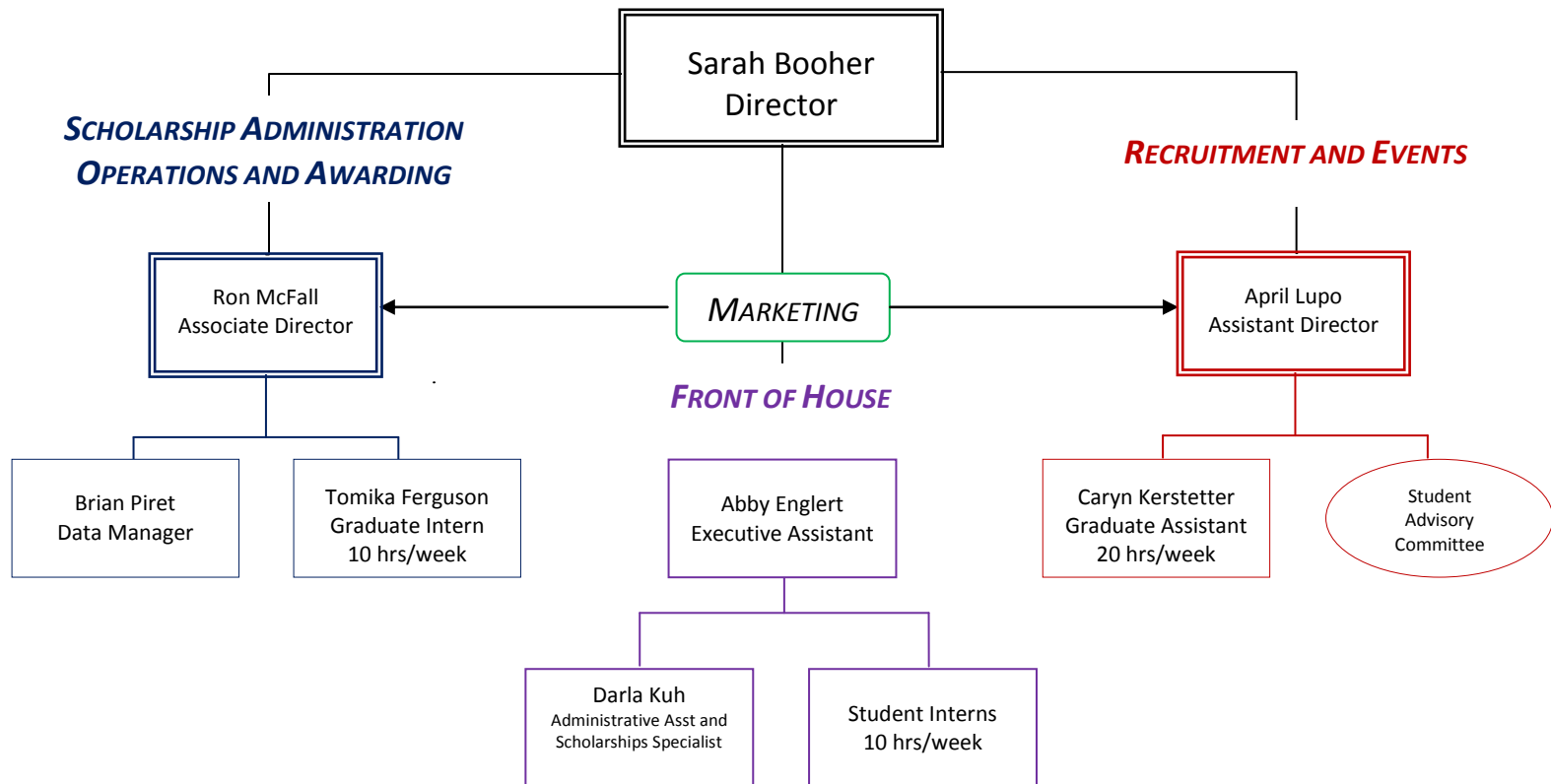
# The Office of Scholarships: 2010 Highlights

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- Office: Staff & Location changes
- Scholar Recruitment Events
- ‘Stripes’ Campaign for Top Scholars
- Selective Scholarship Application
- The Cox Scholarship
- Summary



# The Office of Scholarships



# Scholar Recruitment Events

## Fall – Game Days

Invitees: Students from IN, IL, KY, OH

Criteria: SAT 1200+ or ACT 27+

- 374 STUDENT ATTENDEES
- 84% APPLIED
- 82% ADMITTED



*Henke Hall of Champions, November 2009*



*IU Game Day, October 2009*

*NEW in 2009:*

***HENKE HALL OF CHAMPIONS!***

- 62% of those who attended the HHOC event paid enrollment deposit

# Scholar Recruitment Events

## Spring – Scholar Receptions

Invitees: OEM Scholarship Recipients & their Parents  
Indianapolis, Bloomington, South Bend  
Chicago, New York, Cincinnati, St. Louis, Los Angeles

- 406 STUDENT ATTENDEES
- 69% PAID DEPOSITS



*Indianapolis Scholars Reception, February 2010*

### ***NEW in 2010: SOUTH BEND, IN!***

- 82% PAID DEPOSITS
- Average SAT 1270 and ACT 29

### ***NEW in 2010: ST. LOUIS SR. EVENT!***

- 94% PAID DEPOSITS



# Scholar Recruitment Events

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## Final Enrollment Push

### *NEW: 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% Paid Enrollment Deposits



*Laura Engelhardt, Cox Research Scholar  
Out-of-State Video Invite*



# Congratulations!

## You've Earned Your Stripes!

### Who Earned their STRIPES?


IU Excellence & IU Distinction Scholarship Recipients

- 3012 RECIPIENTS
- 862 (29%) PAIDS

*Increase from low 20% range for this ability band.*

Meet the Scholars of the Freshman Class of 2010!

The Office of Scholarships sent striped scarves to talented students around the world. Like you, these students are among the first in the freshman class of 2010 to earn IU Excellence or IU Distinction Scholarships to attend Indiana University. The class has earned their stripes and they are showing them off! Keep checking back, as additional photos will be added on a weekly basis. Congratulations!



Class of 2010  
Class of 2009

Kim from Naperville, Illinois  
"I'm excited to wear my cream & crimson stripes in the snow! Indiana University's fun traditions, gorgeous campus, Big Ten sports & challenging academics make it the perfect college for anyone!"



***NEW: Photo Contest!***

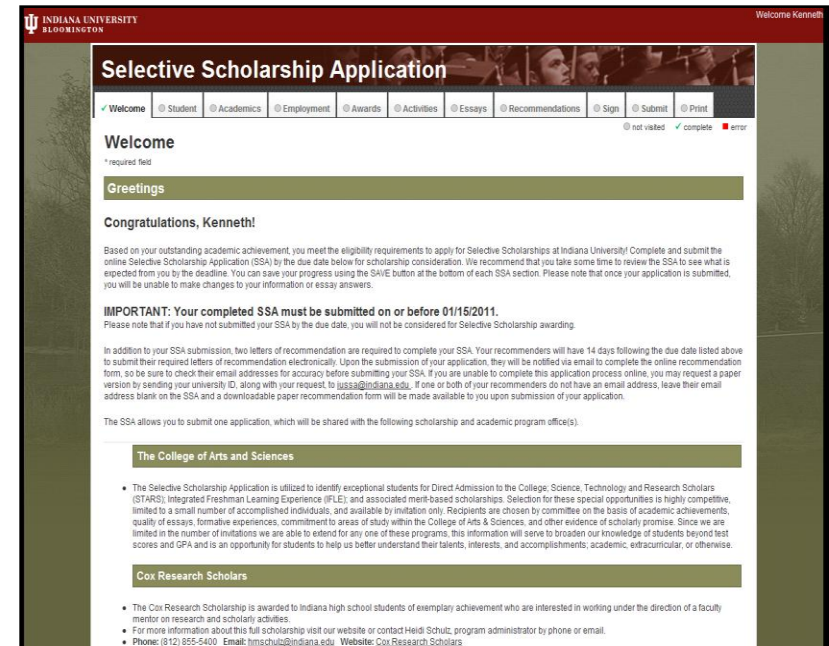
***NEW: Personalized recruitment of students!***

- 63% of students who participated in the photo contest paid enrollment deposits



# Selective Scholarship Application (SSA)

- New to Office of Scholarships
- OEM Collaboration
  - SDD and Admissions
- Premier Academic Units
  - Journalism – New for 2009
  - Education – New for 2010
- Revamped Process
  - Student Application Online
  - Applicant Review and Award for Departments
  - Online Recommendations
- 4,384 Applications Processed for 2009-10 Year



The screenshot shows the 'Selective Scholarship Application' web page. At the top, it features the Indiana University Bloomington logo and a navigation menu with links for Welcome, Student, Academics, Employment, Awards, Activities, Essays, Recommendations, Sign, Submit, and Print. The main content area includes a 'Welcome' message, a 'Greetings' section with a personalized message to 'Kenneth', and a 'Congratulations, Kenneth!' section. Below this, there is an 'IMPORTANT' notice stating that completed SSAs must be submitted on or before 01/15/2011. The page also lists the 'The College of Arts and Sciences' and 'Cox Research Scholars' as participating units, with detailed bullet points for each. The bottom of the page features a 'COMPASS' logo and the Indiana University logo.



# The Cox Scholarship

- Transitioned from IU Foundation
  - Abby Englert, Coordinator
- Jesse and Beulah Cox
  - Largest Gift in IU History
- Scholarship Highlights
  - Rewarding Working Students
  - Indiana Residents Only
  - 75% of Cost of Attendance
- Recruitment, Application, and Selection Process through the Office of Scholarships
- 17 New Recipients for 2010 (35 total)
- Significant Growth Planned for Upcoming Years



COX  
SCHOLARS  
INDIANA UNIVERSITY



INDIANA UNIVERSITY  
OFFICE OF SCHOLARSHIPS  
Bloomington

# Summary

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- Snapshot of a few 2009-10 highlights
- June 1 Launch for 2011 Applicants  
New website; 55K personalized brochures & personalized email communications; English & Spanish scholarship brochures
- Upcoming: *IU Scholars Week*; New multimedia campaign for scholarship-eligible juniors
- Visit Us! Franklin Hall 232

