



# INDIANA UNIVERSITY

## OFFICE OF ADMISSIONS

Bloomington

At Indiana University Bloomington we have organized our recruitment and outreach efforts into six targeted approaches with the central goal to better engage and serve students and families from underrepresented populations. Born in response to the Indiana University Bicentennial Strategic Plan, our award-winning approach termed “The Six C’s” (Eduventures Innovation Award Winner 2015), focuses on meeting students and families where they are and increasing pipelines for their successful engagement with IU admissions and Bloomington campus partners. As part of this effort, we have strategically increased communications with students, better aligned partnerships with community based organizations, increased our outreach to high schools and counselors, grown our engagement with faith based organizations and have created new resources and platforms to better assist transfer students in their admissions and enrollment processes.

## Summary of the Six C’s

The Six C’s include: increased and strategic communications, strategic engagement with community based organizations, increased outreach to community colleges and transfer students, enhanced partnerships with pre-college programs including camps and competitions, outreach to churches and faith based organizations, and increased outreach to high school counselors. These six strategies have been identified as a key effort in increasing student recruitment, diversity, and enrollment. They also help aid the Office of Enrollment Management in creating qualitative and quantitative goals and metrics to measure recruitment efforts.

## Early examples of the Six C’s:

### Communications:

- Additional print and electronic communications were developed and /or updated to strategically target underrepresented students.
- A pilot in digital advertising was implemented by the Office of Strategic Marketing within OEM.

Our Eduventures prospective student research data showed that African American students used social media and mobile more in their search process and also exhibited differences in their use of third party search sites compared to majority students. The data also showed that there would be more interest among this group in financial aid and scholarship messages, as well as particular fields of study. Thus, a pilot communications and marketing campaign was developed using digital advertising to target African American students. We partnered with Fathom, a digital agency with higher education experience, to help us plan and execute the campaign. Key objectives for the diversity advertising pilot included:

- Tracking – At the CRM and Student Information Level
- Making Impact with a Lean Budget
- Showcasing Scholarships such as 21st Century Scholars and Hudson & Holland
- Collaboration throughout Indiana University Partners and Fathom, our digital marketing partner”

### **Community Based Organizations:**

- Partnership with other area Indiana universities and colleges to provide college nights for area community groups in Indianapolis, Chicago and California.
- Participation in two forums with Coalition member schools to discuss promotion of the Coalition platform among community based organizations around the US.
- The creation of Admissions Support Centers in the Indianapolis market. Our Indianapolis regional director holds regular opportunities for students to meet face-to-face to discuss transcripts, admissions and opportunities at IU.
- Development of partnership agreements with all community-based organizations to facilitate strategic and on-going engagement opportunities as well as program sponsorships.

### **Community Colleges:**

- Development of an exclusive transfer student admissions brochure for use at community colleges and transfer student college fairs.
- Expanded recruitment presence at Indiana community colleges.
- Office of Admissions is now hosting Transfer Visit days regularly in the fall and spring semester.

### **Pre-College Camps and Competitions:**

- Creation of a “pre-college programs” online resource site. The site houses all of the pre-college opportunities available at IU and is monitored by the Diversity Recruitment team in the Office of Admissions.
- Led a college application essay writing workshop in partnership with the Jim Holland Summer Science Program in the summer of 2016.

### **Churches and Faith Based Organizations:**

- Identify and partner with campus ministries to help in the recruitment of students.
- Involvement in faith based organizations in the Indianapolis market to encourage programming in congregations and youth groups.
- Collaboration with OVPDEMA and IUPUI to host Clergy brunches to build relationships with faith leaders in the Indianapolis and Bloomington markets.

### **Counselor and High School Programs:**

- Expanded opportunities for HS counselors to tour and obtain information about IU Bloomington. During the Indianapolis NACAC, Admissions hosted over one hundred counselors from around the world on campus, including presentations and lunch.
- Hosted 20 Counselor receptions in the spring of 2016 around the US to update HS counselors on the 2016-2017 IU application changes and the admission and scholarship process.

## **Early Outcomes**

As a result of this initiative, and the collaborative efforts of our Bloomington campus partners, we have seen significant gains in underrepresented student enrollment. In the fall 2016 term, we enrolled 1,186 underrepresented beginners—a record number and a 38 percent increase over the last five years. Although we are making great strides to diversify and enhance community at IU, we understand that our work is far from over and look forward to further engagement with students, parents, and community based organizations.