Alumni Student Recruitment Program:
Indiana University Office of Admissions and Alumni Association
2004-2005 Report

Submitted by: Sarah Thompson
June 1, 2005

Purpose: The purpose of the Alumni Student Recruitment Program of Indiana University Bloomington is to extend the reach of the Office of Admissions through the volunteer recruitment efforts of well-trained, knowledgeable, and enthusiastic alumni.

Roles: Alumni volunteers assist the Office of Admissions by representing IU Bloomington at various recruitment events and activities, and by identifying and maintaining contact with prospective students from the community. The volunteers stay informed of basic admissions information, participate in alumni student recruitment programs and activities (college fairs, student send-offs, previews, receptions, and other appropriate events), and provide feedback to IU regarding materials and activities.

Training: The Office of Admissions and Alumni Association provide training workshops (both on campus and off-site) as well as resource materials to volunteer recruiters. Alumni are expected to be familiar with materials provided, to abide by ethical recruitment standards, to give feedback to IU, and to attend on-campus or regional update workshops as appropriate.

Coordination: The Alumni Student Recruitment program is coordinated by Sarah Thompson, Associate Director of Recruitment Outreach.
Alumni Student Recruitment

2004-2005

We currently have over 1200 volunteer alumni student recruiters across the country and around the world. Many of these recruiters assist on occasion, while approximately 200 of them assist on a frequent and continual basis. During the 2004-2005 recruitment year:

• Alumni Student Recruiters represented Indiana University on their own at approximately 190 college fairs around the country.

• Alumni Student Recruiters represented Indiana University, along with an Admissions staff member, at approximately 30 college fairs around the country.

• Alumni Student Recruiters represented Indiana University while assisting at 36 IU Preview nights around the country.

• Alumni Student Recruiters represented Indiana University at approximately 25 special events around the country (Indiana Days, Tailgate Functions, Sporting Events, teachers at special school events, etc.).

• Alumni Student Recruiters will represent Indiana University at approximately 10-15 Student Send-offs this summer – welcoming new freshmen to the IU family.

In total, Alumni Student Recruiters represented Indiana University at approximately 300 recruitment events around the country throughout the 2004-2005 year. It is important to note that this number also does not include the many ways that Alumni Student Recruiters assist our efforts informally – by serving as local resources in their area, talking with prospective students and their families, and being a daily ambassador of IU where they live.

Some other items to note:

• A new online referral tool was created, which allows alumni to refer prospective students to IUB. Students receive an email letting them know which alumnus/a referred them to IU as well as special communications and invitations to events. In turn, the alumnus/a will be notified should the student be admitted and choose to attend IU.  
  https://www.indiana.edu/%7Ealumni/forms/studentreferral.shtml

• A semi-annual newsletter was published and sent to all Alumni Student Recruiters, including a new section which will be recurring – “Currently on Campus.”

• New unique opportunities were created for alumni recruiters, including having chapter volunteers call admitted students in their area to congratulate them on their admission (Dallas/Ft. Worth, TX), hosting Student Send-offs at local high schools (Boone County, IN), and presenting awards at high school award ceremonies (Louisville, KY/Southern IN).

• The 2004-2005 Alumni Student Recruitment Awards were presented to the following Alumni Chapters: Northwest, IN; Toledo, OH; New York, NY; and Dallas/Ft. Worth, TX. New this year: these chapters will each receive a $250 donation to their student scholarship fund.
Alumni Student Recruitment Program

Summary

The Alumni Student Recruitment Program at Indiana University Bloomington allows IUB to have greater exposure and a presence in some of our larger recruitment areas, and to have a presence at all in places where we normally would not be able to travel. States that enjoyed alumni representation of Indiana University during the 2004-2005 year include:

- Alabama (new)
- Arizona
- California
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Nebraska
- New Jersey
- New Mexico
- New York
- North Carolina
- Ohio
- Oklahoma
- Pennsylvania
- South Carolina
- Texas
- Virginia
- Washington
- Washington, D.C.
- Wisconsin
- Mumbai, India

The number of applications received, the number of students admitted to IU (both in state and out of state), and the number of students enrolling at IUB, increased from last year and our freshman class is projected to be approximately 6,700 students. Even with recent events, International admission numbers are up again this year. While there are many factors that affect enrollment trends, Vice Chancellor of Enrollment Services, Don Hossler, feels that the efforts of our Alumni Student Recruiters across the country are an important factor, particularly in regard to out of state enrollment.

Goals for the upcoming year include:

- Monitoring the effectiveness of the online referral tool as it is in its first year of implementation.
- Increasing alumni student recruiter attendance at IU Preview presentations held across the state and country, as they are ideal training opportunities.
- Increasing opportunities for prospective students and their families to learn about various aspects of IU, hear keynote speakers, and mingle with alumni, etc. by inviting them to more regional chapter events throughout the year.
- Working with the new alumni chapter staff structure and with new Office of Admissions staff to most effectively and smoothly involve alumni in student recruiting efforts in chapter areas and recruiting territories that will benefit both Indiana University and the chapter.

The success of the IU Alumni Student Recruitment Program continues to grow - by enhancing the outreach efforts of the Office of Admissions, by providing alumni around the world the opportunity to give back to IU by representing their alma mater where they live, and by providing prospective students all over the world the opportunity to interact with Indiana University on an individual level. We have seen the amount of prospective students maintained, quantitatively and qualitatively, thanks in part to these efforts.