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 Booher, Associate Director of Recruitment Outreach.
Alumni Student Recruitment

2006-2007

We currently have more than 1300 volunteer alumni student recruiters across the country and around the world. Many of these recruiters assist on occasion, while approximately 300 of them assist on a frequent and continual basis. During the 2006-2007 recruitment year:

- Alumni Student Recruiters represented Indiana University on their own at approximately 200 college fairs around the country (increase from 185 last year).

- Alumni Student Recruiters represented Indiana University, along with an Admissions staff member, at approximately 65 college fairs around the country (an increase from 40 last year) and 4 fairs in other countries.

- Alumni Student Recruiters represented Indiana University while assisting at 16 of 32 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 50-55 Student Send-offs this summer welcoming new freshmen to the IU family. Approximately 30-35 of these events will be in the US, and the remainder overseas.

In total, Alumni Student Recruiters represented Indiana University at approximately 360 recruitment events around the country throughout the 2006-2007 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.

Recruitment Awards

The 2006-2007 Alumni Student Recruitment Awards will be presented to the following alumni chapters at the Cream and Crimson Chapter Leaders conference in June:

Monroe County, IN
Atlanta, GA
San Antonio, TX
Singapore

These chapters will each receive a $250 donation to their student scholarship fund.

This year we awarded the first individual outstanding volunteer award to Gail Gardner, Recruitment Coordinator and volunteer for the St. Louis, MO chapter. A $250 donation will be made to the St. Louis chapter scholarship fund in her name.
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 2006-2007 year include:

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<th>Arizona</th>
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<td>Ohio</td>
<td>Washington, D.C.</td>
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<td>Hawaii</td>
<td>Michigan</td>
<td>Oklahoma</td>
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International Locations of Alumni Representation:

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<th>England</th>
<th>Korea</th>
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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 6,750 students. While there are many factors that affect enrollment trends, the efforts of our Alumni Student Recruiters across the country are an important factor, particularly in regard to out of state enrollment.

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.
Goals for the 2007-2008 Academic Year

Sarah Booher, Associate Director of Admissions & Jen Goins, Director of Alumni Chapters

1. Rework the Alumni Student Recruitment Website.

2. Offer more regional ASR training opportunities, possibly in conjunction with chapter regional training.

3. Improved Alumni Student Recruitment presence with IUAA staff.

4. Complete a recommitment process with Alumni Student Recruitment volunteers.

5. Develop an Alumni Student Recruitment print brochure.

6. Send an Alumni Student Recruitment e-newsletter quarterly to ASR volunteers and chapter leaders.

7. Offer training for seniors (start with SAA, SAB, IUSF, Student ambassadors and Union Board) regarding alumni student recruitment and the alumni chapter network.

8. Incorporate SAA students into Alumni Student Recruitment events throughout the year.

9. Work to include ASR information in chapter publications and IUAA updates in ASR publications when possible.

10. Access to Affinity and training for Sarah Booher and Brant Moriarity (Admissions ASR staff).

11. Stronger relationship between IUAA and Admissions.