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, Senior Assistant Director of Admissions.
Alumni Student Recruitment

2002-2003

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 2002-2003 recruitment year:

- Alumni Student Recruiters represented Indiana University on their own at 200 college fairs around the country. (This is up approximately 25 fairs from last year as we asked alumni to attend more events on the east coast and in the Chicago area, due to staff vacancies in our office. We could not have done it without their additional help!)

- Alumni Student Recruiters represented Indiana University, along with an Admissions staff member, at approximately 20 college fairs around the country.

- Alumni Student Recruiters represented Indiana University while assisting at 41 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, East Coast Orientation, teachers at special school events, etc.).

- Alumni Student Recruiters will represent Indiana University at approximately 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 2002-2003 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 semi-annual newsletter was published and sent to all Alumni Student Recruiters.

- Regional Alumni Student Recruitment training sessions were held in many club areas around the country, including Washington DC; Chicago, IL; St. Louis, MO; Detroit, MI; New York City, NY; Boston, MA; and Honolulu, HI.

- A new group of Neal-Marshall Alumni Student Recruiters was established to assist with special recruitment activities and events aimed at increasing the enrollment of students of color at IU.

- The Alumni Student Recruitment website was revamped: http://www.indiana.edu/~iualumsr/.

- The 2002-2003 Alumni Student Recruitment Awards were presented to the following Alumni Clubs: Elkhart County, IN; Palm Beach County, FL; Washington DC; and New Jersey.
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 2002-2003 year include:

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

Although the campus decided to decrease the size of IUB’s freshman class, the number of applications from prospective students to attend IU in the fall of 2003 was still 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:

- Continuing to offer regional recruitment training sessions to clubs around the country and further exploring on-line 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 club events throughout the year.

- Increasing "yield" event opportunities for admitted students who are making final decisions about IU by inviting them and their families to more regional club events throughout the year – particularly in early spring.

- Furthering the development of the Neal-Marshall Alumni Student Recruiter group to assist with all recruitment efforts as well as assist with special recruitment efforts around the country specifically for students of color.

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 increase, quantitatively and qualitatively, thanks in part to these efforts.