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Happy New Year from Bloomington! Fall of 2001 was a very busy and exciting time for student recruitment, both around the country with alumni events and in the IU Bloomington Office of Admissions. In September, Time magazine chose Indiana University as its College of the Year among research institutions (see article in this issue) in the company of schools such as University of Michigan, Stanford, and Harvard. This extremely positive national recognition will greatly assist in your efforts around the country as more and more out-of-state students are becoming aware of Indiana University and what we have to offer.

In October, we went live with a new online student information system that has meant many changes in terms of processing student applications and how we do our daily work in the Office of Admissions. Some things have been taking a little bit longer than usual as we work out all of the kinks in the system, but luckily we have forged through the transition and continue to plug away at getting those admission decisions out to students. Even with the technological challenges, compared to this time last year, we are still up in the number of overall applications we have received, the number of students we have admitted, and the number of students who have already paid their enrollment deposits. Although students do not need to submit their enrollment deposits until May 1 — which signifies their intent of attending Indiana University this fall — as of Feb. 1, approximately 1,900 students had already sent in their deposits!

There have been many other changes on campus. As you know, we have a new chancellor for the Bloomington campus, Sharon Stephens Brehm (article in this issue), as well as a newly announced football coach, Gerry DiNardo.

The Neal Marshall Black Culture Center and Theater and Drama Center (located directly across the street from the Office of Admissions and behind the IU Auditorium) held its dedication ceremony on Jan. 18 and houses brand new classrooms, rehearsal facilities, and performance and meeting spaces.

There are some new changes for the Alumni Student Recruitment Program as well! In August, I accepted a promotion in Admissions and am now the senior assistant director — meaning releasing my responsibilities with the Office of Orientation Programs and focusing full-time on admissions and alumni student recruitment. As a result of this promotion, my assistant, Vernon Lintermuth, has also taken on greater responsibility with the Alumni Student Recruitment Program.

On Jan. 18, the new ASR Web site went live with the goal of serving as an information source and supporting your efforts as you are recruiting students for IU. On this Web site you can connect to the Office of Admissions and the IU Alumni Association, connect to the campus calendar of current events, learn about new changes and updates, view photos of alumni recruitment events, access the Alumni Student Recruiters training manual, access the alumni college fair schedule, and more! Please check it out at www.indiana.edu/~iualumsr.

Thank you for helping to make our 2001 fall recruitment season another very successful one. Best wishes for the new year!

Sincerely,
Sarah Thompson
Senior Assistant Director of Admissions
Colette Dziadul
Assistant Director of Admissions for the East Coast

From a preview in Pennsylvania on a Sunday night to a college fair in Virginia on a Tuesday night and back home to Connecticut to review applications by Friday is where you’ll find me on any given week during the fall or spring. I am Colette Dziadul, assistant director of admissions for the East Coast and this has been my Hoosier life for the past five years and I love every minute of it!

I came to IU in January of 1997 with 12 years of experience in higher education in the Northeast. I am also a native of metro New York and currently a Connecticut resident, eager to represent Indiana University from Boston to Washington, D.C. Having held diversified positions in the past, from director of admissions to dean of students, I was anxious for the multifaceted responsibilities and challenges at IU.

From scheduling, contracting, and facilitating 12 preview presentations each year, attending 18 college fairs and 38 high school visits, conducting dozens of informational interviews, reviewing countless applications, and most importantly, establishing IU relationships with school counselors, students, and parents, the past five years have been most fulfilling.

Over the past five years I have seen the number of inquiries, applications, and enrolled students steadily grow. My territory has also expanded to include as far north as Pittsburgh and Rochester, N.Y. In fact, the number of IU students who came to IU in the fall of 2001 was 452 – up almost 13 percent from 401 students just five years ago. Needless to say IU could not have seen the successes it has had on the East Coast without the constant support of alumni offering to assist in recruitment in every way – from previews, to college nights, to student send-off’s – thank you for ALL that you do. I could not have done it without you.

Kudos

Thank you to all of the alumni clubs who assisted the Office of Admissions by helping at fall previews around the country. Previews took place in Merrillville, Ind.; Bloomington, Ind.; Jeffersonville, Ind.; Columbus, Ind.; Evansville, Ind.; Muncie, Ind.; Ft. Wayne, Ind.; Carmel, Ind.; Jasper, Ind.; Indianapolis, Ind.; South Bend, Ind.; and Lafayette, Ind.; Vienna, Va.; St. Charles, Ill.; Winnetka, Ill.; Uniondale, N.Y.; Paramus, N.J.; East Brunswick, N.J.; Detroit; Toledo, Ohio; Cleveland; Rye, N.Y.; Columbus, Ohio; Cincinnati; Westborough, Mass.; Atlanta; Milwaukee; Plymouth Meeting, Pa.; Pittsburgh; Los Angeles; Orange County, Calif.; San Diego; Windsor Locks, Conn.; Sacramento, Calif.; San Francisco; Dallas; Trumball, Conn.; Ft. Lauderdale, Fla.; Orlando, Fla.; Tampa/St. Petersburg, Fla.; St. Louis; and Nashville, Tenn.
Upcoming Spring Events* (as of Feb. 6, 2002)

Feb. 7, 2002
Post-Secondary Preview
At North Atlanta High School
6:30-7:45 p.m.
Atlanta
Scott Stewart

Feb. 21, 2002
Choice, Not Chance College Fair
At Dunwoody High School
3:30-5:30 p.m. and 7-9 p.m.
Atlanta
Scott Stewart

Feb. 23, 2002
Torrance Unified School District College Information Fair
At South High School
11 a.m.-2 p.m.
Torrance, Calif.
Matt Zimmerman

March 2, 2002
Palos Verdes Peninsula High School College Fair
At PVPHS
10 a.m.-12:30 p.m.
Palos Verdes, Calif.
Alum TBA

March 5, 2002
Firestone High School College Fair
At FHS
7-8:30 p.m.
Akron, Ohio
Mark & Terri Johnson

March 5, 2002
Spring College Night
At Eureka High School
6:30-8:30 p.m.
Eureka, Mo.
Joan Logel

March 6, 2002
Mayfield High School College Night
At MHS
7-9 p.m.
Mayfield, Ohio
Tom Loveman

March 7, 2002
Cleveland Northeast Suburban College Fair
At Cleveland Heights High School
7-8:30 p.m.
Cleveland Heights, Ohio
Tom Loveman, Jaclyn Embleton, Tamia Collins

March 11, 2002
Miami-Dade Community College Fair
At Miami-Dade Community College
9 a.m.-1 p.m.
Miami
Pete Dunbar

April 18, 2002
Holy Innocents’ Episcopal School College Fair
At HIES
6:30-8:30 p.m.
Atlanta
Alum TBA

April 24, 2002
Cleveland Council of Independent Schools College Fair
At Hawken Upper School
6:30-9 p.m. Vernon
Cleveland
Tom Loveman and Becky Chesler

April 28, 2002
St. Louis All Metro College Fair
At Maryville University
Noon-4 p.m.
St. Louis
Becky Brown, John Lemen, Mary Holcomb

April 29, 2002
Chattanooga’s Coast-to-Coast College Fair
6:30-8:30 p.m.
Chattanooga, Tenn.
Charlie & Debbie Poss

May 2, 2002
Oklahoma City College Affaire
at Heritage Hall School
5:30-7:30 p.m.
Oklahoma City
Dave Demorotski

May 5, 2002
Kansas City College Affaire
At Blue Valley NW High School
1-3 p.m.
Overland Park, Kan.
Lynne Covitz, Neal and Dana Schwartz

May 7, 2002
Kansas City Catholic
High Schools’ College Night
At Rockhurst High School
7-9 p.m.
Kansas City, Mo.
Neal and Dana Schwartz

*There are other spring fairs pending for the following areas: Los Angeles, St. Louis, Houston, Cincinnati, and New Jersey (and more will be coming). If you have been contacted about a spring college fair in your area, please let me or your recruitment coordinator know A.S.A.P. if you are able to attend.