A Message From Sarah Thompson, Coordinator, Alumni Student Recruitment

GREETINGS FROM CHICAGO!
Chicago, you ask? As I am writing this, I am looking out my hotel window at the Chicago skyline. I am currently attending the Annapolis Institute – a conference for alumni student recruitment programs. There are approximately 75 different schools represented from all over the country with programs of varying levels of experience. Some of the schools in the advanced track (the Annapolis Institute Roundtable) with me include University of Michigan, University of Miami, Utica College of Syracuse University, and Valparaiso University, among others.

Attending this conference has both reinforced for me the strength of IU’s program as well as provided me with numerous new ideas to consider in future planning. It has been a common occurrence throughout the past couple of days to have people come up to me and make comments such as “I was next to one of your alumni volunteers from Atlanta, and she was fantastic” or “Your Web site is so helpful – we used it as a model for our program” or “I read about IU’s program in a national magazine and would love to get some more information from you.”

Indiana University’s alumni student recruitment program is nationally recognized for its excellence and variety of opportunities offered to alumni. Any volunteer organization is only as strong as its members. THANK YOU for your dedication, professionalism, enthusiasm, and continued sharing of your love for IU through assisting with the recruitment efforts and directives of the Office of Admissions. Your efforts are a significant and critical part of our recruitment plan and significantly impact our ability to meet enrollment goals and affect the future of Indiana University.

With that in mind, time to focus on the class of 2005! Please read this newsletter carefully as you prepare to talk with prospective students and parents this fall. Enjoy your involvement and have fun!

Sincerely,

Sarah B. Thompson
Senior Assistant Director of Admissions
Coordinator, Alumni Student Recruitment

Stay in Touch!
Keep us informed of address changes, recruitment events in your area, and new IU friends to join the student recruiting team!

E-mail: iualumsr@indiana.edu
Web site: www.indiana.edu/~iualumsr/
Office of Admissions: (812) 855-0661
Direct Line: (812) 856-4575
Fax: (812) 855-5102
Update from Mary Ellen Anderson, Director of Admissions

It has been an interesting year in the world of admission, not just at IU Bloomington but around the country as well. For most of this year, our applications and admits were running ahead of last year, moving toward our fall enrollment goal. Recent indications, however, show we may possibly be short of reaching that goal, although quality and diversity appear to be up. Even with a possible decrease in the size of the freshman class, IU will still have one of the largest freshman classes among public universities. Several major flagship schools are experiencing declines in freshmen while other state schools are experiencing increases. Most states are dealing with major budget issues while universities are dealing with funding issues and tuition increases. We (Indiana and IU) are no exception.

All that said, what you do on behalf of Indiana University becomes even more important! Your participation at college fairs, attendance at previews and send-offs, and especially your daily interaction with prospective students and families are such critical components of our recruitment efforts! Please keep us informed of issues in your area, new high schools we may be unaware of, what other universities are doing with outreach, and other matters. We appreciate your involvement and your ideas! Have a terrific Fall!

Multicultural Recruitment & Outreach Updates
Lori Patton, Director of Multicultural Recruitment

With that said, I want to share two outreach events that have taken place this summer. On July 15 we hosted the second annual "I AM IU: An Exploration of Black Student Life at IU." This program is held in conjunction with the Indiana Black Expo Summer Celebration. Sophomores, juniors, and seniors from across the state and some surrounding cities (Cincinnati, Louisville) have been invited to participate in this program. The event allowed students to learn about IU; interact with students, faculty and staff; and see our commitment to reaching out to the community. Students also received great prizes and giveaways!

On Aug. 7, we hosted the third annual Twenty-First Century Scholars/ Gear Up Day on campus. Twenty-First Century Scholars from each of the statewide regional sites came to campus for a day full of interactive activities that will expose them to the great opportunities at IU. This program is geared toward 7th, 8th and 9th graders who need to have exposure to college and to know that IU is definitely an option for them. If you would like more information about this program, contact Larry Gonzalez in the Office of Admissions.

As always, recruitment is a year-round activity, especially when it involves bringing into the fold populations that have been historically excluded or disenfranchised. Our goal is to continue to increase and diversify the incoming cohorts of students to IU. Multicultural outreach is challenging, yet highly rewarding, and I am happy to have had this wonderful opportunity. Now that I am an official alumna of this great institution, I am pleased to join you in continuing to recruit excellent students to Indiana University. I encourage you to stay involved and to continue to make IU a wonderful, educational, and fulfilling environment. Thank you for all that you do!

IMPORTANT UPDATES! Things you NEED to know before the fall!

Honors College

While it was up for review, we have learned that the Honors College criteria will remain the same for students enrolling in 2005 as it was for 2004. Students will automatically be invited to the Honors College at Indiana University if they have:

- 1350 minimum on the SAT, or
- 31 minimum on the ACT, or
- rank in the top 5 percent of their graduating high school class.

Students must meet only one of these criteria to receive an invitation to the Honors College. To find out more about the Honors College, please visit http://www.indiana.edu/~iubhonors.

Global Village

IU’s newest student residence, the Global Village Living-Learning Center, opens in August 2004. The Village, a joint project of the College of Arts and Sciences and Residential Programs and Services, will be home to about 150 undergraduates with international academic interests. If a student wants to live in as well learn about international culture, prepare for studying overseas, or improve foreign language skills, then the Village may be the ideal IU residence for them.

Located in Foster Quad in IU’s Northwest neighborhood, the Global Village is a short walk to the center of campus. The Village will be housed in Foster-Martin, next door to a related learning community, Foster International. Together, they make this part of Foster Quad the campus center for students preparing for global living in the 21st century!

W H A Y A G L O B A L V I L L A G E ?

Perhaps more than ever before, it’s crucial to understand the world beyond the United States. The new century calls for preparation for global living. Former IU Bloomington Chancellor Sharon Behren urged incoming freshmen in Fall 2003 "to learn something about the rest of the world that you haven’t lived in. Seek out a new international experience. Learn a new language. We live in an increasingly interconnected world, of vast complexity, in which there is both a global economy and global terrorism. Your generation will need to know far more about the world than any other generation before you.” You can do all of these things at IU and many of them through the Global Village.

W H O IS W E L C O M E I N T H E V I L L A G E ?

The Village is open to IU students from any school or major — including, of course, freshmen who have yet to make those decisions and are “exploratory.” They seek students whose interests or career plans reach beyond the United States; students who want to prepare to live globally. They’re an especially good place for students who plan to take advantage of IU’s very extensive opportunities for overseas study. In fact, they anticipate offering courses that will help students prepare academically for their semester or year abroad. Prior foreign experiences and competency in a foreign language are helpful but not essential to be accepted; this is, after all, a place where students will learn languages and about foreign cultures, so they don’t have to know everything about those things now! The most important things are:

1. An interest in international matters;
2. An interest in learning beyond the classroom — from fellow students...
3. A desire to get involved in an internationally focused group where they’ll get much more from their residence than just a place to study and sleep.

**What Happens in the Village?**

Living-learning centers are residences where day-to-day student living combines with formal and informal learning. Everybody in the Village has international interests, so students have common things to talk about and do. The student activity fee ($100 per student per semester) will pay for extracurricular activities including special international meals and parties, field trips to internationally related activities, and special guests and speakers. For all new Village residents, they’ll get much more from their residence than just a place to study and sleep.

**Fall 2004 College Fairs**

Alumni recruiters are already scheduled to attend college fairs this fall all across the country. If you have been contacted by the recruitment coordinator in your alumni club area, or by Sarah Thompson at the Office of Admissions regarding an upcoming college fair in your area, please respond as soon as possible.

We would love to have an IU presence at as many places as we can this fall!

**2004 Indiana University Previews – Save the Dates!**

Our annual fall tradition of traveling to spots all over the state and country and doing hour-long preview presentations continues. IU Previews are one of the most popular and effective recruitment activities of the year, as students and parents enjoy hearing from admissions professionals, current students, and local alumni, while viewing scenes of campus. Alumni are an important part of these events and serve as greeters, answer questions, mingle with the students and their families, and welcome the group on behalf of their alumni club. Please join us!

AND...Previews are new for this year! Even if you have attended a preview in the past, be sure to attend on in your area this year. The content of the preview and the “IU Pre-Show” have been changed and there are many new updates for this year. IU Previews are one of the best opportunities for Alumni Student Recruitment training – attend one this fall!

The IU Previews (as of Aug. 15) are listed on the next page. To see the most current information regarding IU Previews, as well as other recruitment events throughout the country, please visit the new section on the Office of Admissions: Web site:  [http://www.indiana.edu/~iuadmit/event](http://www.indiana.edu/~iuadmit/event)
Meet the Admissions Staff
Willis Cheaney, Assistant Director of Admissions

Hello! My name is Willis Cheaney, assistant director of Admissions for Indiana University-Bloomington. I am very excited to greet you with pleasant wishes for an enjoyable summer and fall. I am presently in my third year working for our office and undoubtedly this has been a wonderful journey in my professional career. From day one, the Hoosier hospitality has been very comforting. Looking back, I can honestly say I was hesitant about working for a large public university such as IU but my transition could not have been better. Referring to my educational background, I attended Kentucky Wesleyan College, a small private liberal arts school located in Owensboro, Ky. After graduation, I worked in admissions for Brescia University, a similar sister school to Kentucky Wesleyan. Needless to say, I am very familiar with the personal small-school attention both as a student and a recruiter of prospective students. To my surprise, working for IU offers many of the same opportunities encompassed at small private schools. I still work very closely with current students and I thoroughly enjoy the connections with young interesting students wanting to attend Indiana University.

Resembling my colleagues, I am involved in a variety of areas all centered on the recruitment of prospective students. One of which is to serve as office advisor to Indiana University’s Tour Guide program. This has been one of the most fulfilling experiences of my IU career. The tour guide team is composed of student volunteers who truly love their experiences at IU and what the school represents. A lot of our day-to-day recruitment efforts can be attributed to their willingness to interact with visiting students and families. On several occasions, I’ve had the pleasure of speaking with visiting students and parents from all across the world who all echo the same enjoyment of being able to personalize their visit to a large university by communicating with administrative staff members and students in a comfortable informal setting.

I would like to conclude this note by saying “thank you” to all of you. Our Alumni Student Recruiters reemphasize the bonds created through our recruitment process. Throughout the year, there are many events and activities you participate in to make our recruitment efforts a success. Sarah Thompson enthusiastically shares more about her office your excitement and passion for Indiana University. This is an outstanding place for education, personal stimulation, and cultural expansion. I am sure you would agree that it is an honor to represent Indiana University Bloomington.

Meet the Recruiters: Mike Serenco, Los Angeles

Mike and Cheryn Serenco, both recruiters for their alma maters, in sunny California.

New Addition to the ASR Program Staff
Brant Moriarty, Admissions Assistant

transferred to IU Bloomington in January 2000 from a small community college in southern Indiana. In December 2002 I earned my B.A. in religious studies, with a minor in Biblical Hebrew and an area certificate in Jewish Studies. My enthusiasm for IU not only comes from being a part of the No. 1-ranked Religious Studies department but also from interacting with some of our Alumni Student Recruitment volunteers since I began working with Sarah Thompson in the Office of Admissions in October 2003. As I become more involved with the ASR program and increase communications with our volunteers, I hope to fuel the enthusiasm even more.

Please feel free to contact me for anything that you may need, particularly when Sarah is unavailable or out of the office traveling:

brmoriart@indiana.edu
(812) 855-9698

... but with fewer palm trees, much less traffic and movie stars, and over there is UCIndiana….

We do college fairs together in Beverly Hills &and Santa Monica, and, most times, due to favorable alphabetization, get to be located right across the aisle from each other. We truly look forward to the shows and get a thrill selling students on the benefits of going to school out of state, in a college town, with an amazing combination of activities, culture, and four full seasons! Now if only we could work on that beach concept.

Meet the Recruiters: Mike Serenco, Los Angeles

Mike Serenco, with administrative staff members and students, at a college fair.

surprise weekend visits.

Furthermore, I enjoyed watching a few legendary basketball games and thought, at 5-10, 160 pounds, I was clearly the next ideal candidate for a “walk on” position. No such luck. Instead, I interviewed for a position on the admissions office tour-guide team and got my chance to “walk on” … walk on the beautiful trails through campus and sell my passion for the school to all the prospective freshmen.

After graduation in ’95, I got a job selling “green #4, blue #23, and salt” as my mother would have you believe, rather, I supply vanilla extract and other flavors to the global food industry. Like in ice cream? Yep. And in raspberry tea? Yep. And in chocolate pudding? That’s me. And in beef tongue? Uh, not so much.

I moved from IU to Philadelphia for a one-year training program, and received the Southeast territory based in Charlotte, N.C. I met an incredible
KUDOS! KUDOS! KUDOS! KUDOS! KUDOS!

Congratulations to the following Alumni Student Recruitment teams for receiving the annual “Student Recruitment Recognition Awards” at this year’s Alumni Club Leaders Awards banquet! These were awarded in recognition of their excellence in service and assistance in many facets of student recruitment for Indiana University, including college fairs, previews, send-offs, and other special events:

West Central Indiana
President: Paula Griesel

Kosciusko County
President: Stan Fox

Cleveland and Akron
Recruitment Coordinator: Terri Johnson (she is the recruitment coordinator for both club areas)

Florida Sun Coast
President: Jim Wasowski

Order Large Table Displays or 6’ Table Banners

The same six-foot table banners, and large IU table display boards that are used by the Office of Admissions at recruitment events are now available for your club to purchase! The display boards allow you to select from a number of photographs showing scenes from IUB and place them on the display.

If you would like to purchase either of these items to spruce up your college-fair table, let me know by e-mailing me at iualumsr@indiana.edu or calling at (812) 856-4575. The cost of the table banners is $100 and the table displays are approximately $200. Production time is approximately four weeks.

Photo and Newsletter Submissions

Alumni submissions for the Alumni Student Recruiters newsletter are always welcome. Please feel free to submit any pictures from recruitment events, such as college fairs, previews, or send-offs, to be included in the next issue. You may also serve as a guest columnist and submit an article regarding student recruitment in your area. Please submit to Sarah Thompson, Senior Assistant Director of Admissions, 300 N. Jordan Ave., Bloomington, IN 47405 or at iualumsr@indiana.edu.

Alumni club president, Matt Gaston, speaking with incoming freshmen and their parents about the benefits of attending Indiana University.
Student Send-offs

Fantastic job to all of the clubs that have hosted Student Send-offs this summer for incoming students and their families! We have been told over and over by students who attend these events that they are one of their favorite things about the recruitment process and that it is a great kick-off to the start of their time at IU. If you are interested in hosting a send-off in the future, please contact Margaret Hamilton-Williams at (800) 824-3044.

Schedule

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Terry Knaus, associate director of Admissions, and Sandy Obremsky of the Herman B Wells Alumni Club of Boone County, at the Send-off held at Lebanon High School.

Incoming IU freshmen mingle and get to know each other at the 2004 Alumni Club of Washington D.C. Send-off.

Alumni Student Recruiters Don Dorfman (Sacramento, Calif.) and Bonnie Williams (San Francisco) with Eric Bohrman, director of Alumni Clubs, and Mary Ellen Anderson, director of Admissions, at the Alumni Club Leaders conference in June.
Student
Recruitment
News!