Greetings from Bloomington! It has been another record year for Indiana University in terms of the number of applications we have received for the fall of 2003. As of our Feb. 1 priority date, we already had received over 19,000 applications! The national and international interest in Indiana University as a premier university continues to grow each year. At the same time that applications continue to increase, IUB is committed to maintaining the quality of the educational experience and will be enrolling a slightly smaller freshman class this year. This allows us to be more selective in our admissions criteria and to focus on targeted recruitment of special populations that we are interested in increasing.

One student population on which we continue to focus special recruitment efforts is students of color. There is an article on page 2 from Lori Patton, director of multicultural outreach, detailing some of those specific outreach activities and events that are taking place to help in those efforts, including the addition of a group of Neal-Marshall alumni recruiters! Another student population that we are working to increase at IUB is high-ability students and students who would be eligible for the Honors College and/or direct admission programs. There is a program in place called “Academic Excellence Outreach,” which includes special mailings, e-mails, and personal phone calls from current honors students to students who meet that criteria and are in the process of making final college decisions. We have also added a spring and fall campus visit day for high-ability students so that we are able to not only share everything IU has to offer, but also special opportunities that are available to them as exceptionally high achieving students.

The Office of Admissions received special funding to produce a publication that we are referring to as our “WOW piece.” This publication will include highlights of IU “at a glance” for students and parents to see amazing accomplishments that are associated with the university, including things such as faculty achievements, IU students as national competition and scholarship winners. We think this brochure will be a fantastic addition to our current pieces, and it will be available to you as alumni student recruiters for college fairs starting this fall.

As Indiana University alumni, we have many things to be proud of and many new things to be excited about for the future of our alma mater and recruitment efforts. Thank you for your involvement in continuing that tradition by volunteering your time to recruit the best students for IU.

Sincerely,

Sarah Thompson
Meet the Admissions Staff!
Lori Patton, Director of Multicultural Outreach

Hello! My name is Lori Patton. I serve as the director of multicultural outreach at Indiana University. While I am housed in the office of admissions, my position was created through a joint effort between the office of admissions and the office of academic support and diversity. I am pleased to share information with you regarding my position, some of the accomplishments thus far, and future plans for increasing the diversity within the student population at Indiana University.

I began this position in January 2001. I was charged with the responsibility of overseeing specific outreach efforts geared toward students of color. Knowing that Indiana University is committed to recruiting students of color who exhibit strong academic ability and can contribute to a diverse learning environment, I envisioned my position as a major step in the right direction toward IU reaching this goal. Using a team-effort approach, which includes members of the admissions office and academic support and diversity, as well as various campus departments, I am enthusiastic about the future of diversity outreach at IU. Within a short, but exciting and busy year, there have been several great accomplishments that focus on multicultural outreach, including the following:

- The office of admissions and the IU Alumni Association partnered to host the inaugural 21st Century Scholars Day. The program was extremely successful, and a number of Indiana colleges and universities took notice and hosted similar programs.
- The creation of the multicultural outreach work group. Although I am the convener of this group, which consists of four different subcommittees (recruitment, communication, summer/pre-college outreach, and special programs), the members of the work group continue to work together toward the creation and implementation of programs and strategies to increase the minority student population at IU. The work group consists of members that work throughout the Bloomington campus.
- The creation of a multicultural outreach plan. This plan serves as the guiding document for efforts pertaining to minority student recruitment. Many of the goals and strategies outlined in the plan have already been or are in the process of being implemented.
- This summer the office of admissions, along with various campus departments and IU regional campuses, came together to participate in the Indiana Black Expo Summer Celebration. IU had a magnificent presence. Our participation not only displayed that IU cares about the African American community, but also demonstrated our desire to be positively viewed in the black community and our commitment to providing a quality education to all.
- We continue to conduct school visits and attend college fairs that are geared toward minority populations.
- We are in the process of building partnerships with a number of civic organizations that have a youth component, such as the Urban League, Center for Leadership Development, and Northwest LaCasa. Our hope is that IU will have a more defined presence among these students, and that the early exposure will guide them toward choosing IU to further their education upon graduation.
- I have been doing some targeted recruitment in the Los Angeles and Atlanta communities. I will also be recruiting in Louisville, St. Louis, and Cincinnati.
- We hosted the annual Multicultural Open House in October. The event is the largest on-campus visit day for students of color. Students and their parents attended sessions, a luncheon, visited culture centers, participated in a student panel session, and received a great deal of information about IU. The feedback was extremely positive, and we look forward to the next open house on Nov. 15, 2003.
- We are in the process of hosting the first overnight program for admitted African American students. The overnight program will consist of a basketball game, classes, a social activity with student organizations, dinner with faculty and staff, and overnight accommodations in the residence halls. We plan to do similar programs for Hispanic students as well.
- We will continue to host IU Reach, an overnight program for 10th grade minority students who rank in the top 10 percent of their class. They come to the Bloomington campus for a day of fun and information.
- We also have worked to recruit Neal-Marshall alumni to serve as alumni student recruiters. As a result of this recruitment blitz, more than 70 alumni have agreed to assist as necessary in minority student recruitment.

These are just a few of the exciting happenings for minority student outreach at IU. There are a number of activities and programs that we have planned, many of which require alumni participation. I encourage you to continue your participation as an alumni recruiter and to get others involved. Alumni are essential to the overall goal of recruiting students. I look forward to having an opportunity to work with you in accomplishing outreach efforts. If you would like to participate in more targeted recruitment efforts for students of color, please contact me at lpatton@indiana.edu or (812) 855-1678.
KUDOS!

Thank you to all of the alumni clubs who helped the office of admissions by assisting at fall previews around the country! Previews were held in the Indiana cities of Merrillville, Bloomington, Evansville, Muncie, Ft. Wayne, Carmel, Jasper, Indianapolis, South Bend, Lafayette, Batesville, Jasper, and New Albany; and in Vienna, Va.; St. Charles, Ill.; Winnetka, Ill.; Uniondale, N.Y.; Edison, N.J.; Park Ridge, N.J.; Detroit; Grand Rapids, Mich.; Toledo, Ohio; Cleveland; Old Greenwich, Conn.; Columbus, Ohio; Cincinnati; Needham, Mass.; Atlanta; Milwaukee; Plymouth Meeting, Pa.; Pittsburgh; Los Angeles; San Diego; Sacramento, Calif.; San Francisco; Dallas; Ft. Lauderdale, Fla.; Orlando, Fla.; Tampa/St. Pete, Fla.; St. Louis; and Nashville, Tenn.

Paula Griesel, president of the West Central Indiana alumni club, Mark Skirvin, director of alumni clubs, and Sarah Thompson at Lafayette preview.

Jennifer Stephenson, president, and members of the Dallas alumni club greet guests for the Dallas preview.

Trina Miller, president of the Elkhart County club, and Amy Clifford of the St. Joe County club, assist Sarah Thompson at the South Bend area preview.

Lloyd Nakahara, recruitment coordinator for the Honolulu alumni club, speaking with a student and parent at the preview in November.

Lloyd Nakahara, and Tom Manual, club president, with Sarah Thompson at the Honolulu preview, held in conjunction with the Maui Classic.

Harry Sebel, recruitment coordinator, with Sarah Thompson at the Dallas preview.
Meet the Recruiters!
Trevor Pearson—Austin, Texas

I attended IU from 1994 to 1999, and graduated with B.A.’s in English and German, picking up a certificate in film along the way. Academically, I was a Ronald E. McNair scholar and completed the honors program in English. While at IU I was a participant in the overseas studies program, spending a summer in Graz, Austria, and a full year in Freiburg, Germany. I was also a volunteer with COAS Ambassadors, talking with prospective students about various programs in the College and sharing my perspective on student life at IU. I spent a summer editing copy for the IDS (basically trying to get crazy headlines past the editors), and worked for three years as a consultant in the student computer labs for UCS (I think it’s UITS now). I’m originally from Mooresville, Ind., and chose IU partly because it was in state, but mostly because I knew that IU would allow me to pursue a diversity of subjects and ideas and always be a great school, no matter where my interests led.

After graduating in 1999 I moved to Austin to attend graduate school at the University of Texas. In early 2000 I left UT to follow the siren song of the tech industry, joining Lombardi Software, a company in Austin specializing in business process management and automation software, as a technical consultant. I’ve been with their consulting services group ever since.

I’ve been involved with Alumni Student Recruiters for two years, and love it. It’s great as an alumnus to be able to meet kids who are just beginning the journey of college and share with them all the wonderful things IU has to offer.

Recently, we’ve split what was the South Texas alumni club (encompassing both San Antonio and Austin) into two clubs—one for Austin and one for San Antonio. We’re still a very young club, but we are very optimistic about our future in Austin. Of course, we’re looking forward to seeing the basketball team at the 2004 Final Four in San Antonio!

What I love most about IU is the beauty and tranquility of the campus. During my time at IU I was constantly amazed by the fact that it seemed no matter what the weather conditions or where you were on campus, it was absolutely stunning. You rarely find that in a school the size and quality of IU.

Go Hoosiers!

Sarah Thompson and Trevor Pearson (center), recruitment coordinator, with Kevin Smith and Jill Jacobs, co-presidents, of the Austin alumni club in January.
The South rises again … Student recruitment in Hotlanta!
By Scott Stewart, Recruitment Coordinator, Atlanta, Georgia—BME ’91, DM ’01

Atlanta is a booming, sprawling metropolitan area of 4 million people (most of whom are driving all at the same time) with a friendly, diverse population, great dining, and plenty of cultural, sporting, and social opportunities.

For those of us who left Bloomington for careers in the capital of the peach state, we have found ourselves among 6,000 IU alumni and a pool of high school students ripe for application to Indiana University! There were 30 freshmen from Atlanta in the fall of 2002, and we are shooting for 40 for next year!

Mary Ellen Anderson, director of admissions, spent a week in Atlanta in November, working with the recruitment team and focusing on multicultural recruitment with Lori Patton. According to Mary Ellen, “The trip to Atlanta was a successful one. Lori and I met with members of the Neal-Marshall Alumni Club and with the Alumni Student Recruitment team. We also were able to visit several high schools and assisted with the Atlanta preview.” While music and business always tend to attract a large stable of students, IU’s other arts and sciences and professional programs are being recognized as well.

The applicant pool is strong in Atlanta, drawing primarily from the suburban counties to the north (Fulton), northwest (Cobb), and Northeast (Gwinnett), but with increasing interest in other areas — east central (Dekalb) and south (Clayton and Henry).

The key to successful recruitment in such a large metro area is to have teams of four to five in each geographic region so that travel to college fairs is convenient and not overly time-consuming. Atlanta has the dubious distinction of having the longest average commute in the nation (35 miles per person per day), so we are careful to plan our college fair coverage early and by area.

Our alumni team members have been active in representing IU at college fairs, hosting the send-off, being welcoming at the admissions preview, referring students to the admissions office, and helping with the marketing efforts to enhance the visibility and presence of IU in the Atlanta community. Ninety-five percent of our communication is on e-mail, so we are able to coordinate all events quickly and efficiently, remembering that we need to see each other face-to-face once in a while, too!

Thanks to all the terrific members of the Atlanta alumni recruitment team and all our other national and international colleagues who are continuing to assist with office of admissions with this important job! Happy spring!

Order Large Table Displays or 6-Foot Banners

The same 6-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 calling me at (812) 856-4575 or e-mailing me at iualumsr@indiana.edu. The cost of the table banners is $100, and the table displays are approximately $200. Production time is approximately four weeks.

Newsletter Submissions

We always welcome alumni submissions for the Alumni Student Recruiters newsletter. 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 send her an e-mail at iualumsr@indiana.edu.
Regional Alumni Student Recruitment Training Sessions

This past year there were numerous regional alumni student recruitment training sessions offered throughout the country, in addition to one-one-one training opportunities in Bloomington. Official regional training sessions were offered in Detroit, Chicago, St. Louis, Washington, D.C., and Boston. As always, all IU preview sessions are excellent update training opportunities as well, and numerous alumni recruiters received updated training information at over 40 cities around the country this past fall.

If you are a recruitment coordinator and would like to know if and when a director from the office of admissions will be in your area and be able to provide a training session for your team, please do not hesitate to contact us at iualumsr@indiana.edu.

Photo Gallery

Sarah Thompson and Gail Gardner, recruitment coordinator for the St. Louis alumni club, get ready for a training session for the recruitment team of St. Louis.

Jim Trilling (second from right), recruitment coordinator, and other members of the Washington, D.C.-area alumni recruitment team at a training session in November.

The Chicago alumni club created a very festive atmosphere at their send-off for students to get to know each other before heading to IU. They even created a ‘Ride List’ for the students to help them find rides back to the Chicago area.

Sarah Thompson meets with Rebecca Jamrog, recruiter from Midland, Mich., to review training updates during her visit back to campus.
Alumni clubs, start thinking about potential dates for your 2003 student send-offs! Send-offs are a great opportunity for new IU students to interact with alumni and current students in their area before heading to Bloomington. Although these are not technically recruitment events (the students have already decided IU is the place for them!), they are a great way to introduce the students from your area to the IUAA, your club, and opportunities for involvement as future IU alumni! The IU enrollment deposit is due May 1, so the best time to request information is after that date. Direct all correspondence regarding student send-offs to Kay Olsen at (812) 855-3975 or rolson@indiana.edu.

Students get to know each other during an activity at the Cincinnati send-off. More than 100 people attended this event, and the club even gave away a $50 gift card to the IU Bookstore!

Alumni recruiters Linda Buskirk, Anita Hess, Darren Vogt, Ron Buskirk, and Randy Brown put on a fantastic student send-off for students from the Northeast Indiana alumni club area.

Students and alumni had a fantastic time at the Kosciusko County send-off.
Student Recruitment News!