Greetings from Bloomington!

The tulips are about to bloom, the Little 500 is right around the corner, President Adam Herbert will have his official inauguration, and then another new group of fantastic students will graduate with Indiana University degrees and join you as fellow alumni.

As always, there is a lot happening on campus as Indiana University continues to grow and excel as a national and international university. Within the newsletter, you will find information on things such as: a new "Metro" position in the Office of Admissions; the new Office of Admissions Web site for prospective students, parents, and guidance counselors; a new brochure for the upcoming year's recruitment events that folds out into an IU poster; multicultural recruitment efforts and events; upcoming Student Send-Offs; and more.

As of April 1, approximately 4,000 students have already paid their enrollment deposit, indicating their intent to attend IU this fall. They have until May 1 to do this. Our projected goal for the freshman class of 2004 is 6,750 new students.

This past fall semester, Alumni Student Recruiters represented Indiana University at more than 150 recruitment events around the country, including college fairs, career nights, IU Preview presentations, and alumni club events. Thank you for giving back in such a significant way to your alma mater – by sharing the word about IU to prospective students and their parents, and therefore helping many students make their decision to enroll at IU, you are having a major impact on the future of this university.

Sincerely,

Sarah Thompson (second from the right), coordinator of alumni student recruitment, with recruiters Marty and Marilyn Wood and Nora Barrett at a training session held in the Boston area in November. Marty and Marilyn's son, Kyle, will be a freshman at IU this fall!

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 iualums@indiana.edu
Web site www.indiana.edu/~iualums/
Office of Admissions (812) 855-0661
Direct Line/Voice Mail (812) 856-4575
Fax (812) 855-5102
Meet the Admissions Staff!
Terry Knaus, Associate Director of Admissions

I currently serve as associate director of Admissions. I am now in my fourth year working in our office, and I thoroughly enjoy my role in recruiting students to this amazing university. Including my tenure here at IU, I have more than 14 years admissions experience. I have worked at both private and public institutions and am able to draw from those valuable experiences to help me in all of my various responsibilities.

As many of the other staff in our office, I am responsible for a variety of areas regarding the recruitment of our new students. One of my main duties is overseeing and coordinating the overall travel schedule for our staff. Each admissions director is responsible for geographic regions both in and of out-of-state. I make sure that our staff is aware of all of the resources available to them to successfully recruit in their regions, in addition to coordinating the logistics of travel. I am also responsible for my own travel areas, which include central and west-central Indiana, Kentucky, and parts of Michigan.

Another responsibility that I coordinate is the recruitment of transfer students. Though the number of applications is much smaller than those that we receive from freshmen, transfers are still an important piece of the new-student class. I try to make sure that we are always aware of the needs of this group of students, and provide them with the best customer service possible.

I want to end by saying “thank you” to each of you. As Alumni Student Recruiters you make such an outstanding impact on our recruitment efforts. On a weekly basis I hear from prospective students the positive and influential interactions that they have had with many of our outstanding alumni. As I mentioned earlier, I oversee the travel schedule for our staff. Our office would not be able to cover nearly as many college fairs, send-offs, and the many other nationwide programs without all of you. Which means that our freshman class would not be nearly as diverse and strong without your efforts. I look forward to working with many of you in the coming months. Thank you... and keep up the great work!

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 at iualumsr@indiana.edu.

The Office of Admissions director staff during the IACAC (Indiana Association for College Admission Counseling) conference held in Indianapolis in October. From left to right: Terry Knaus, associate director; Sarah Thompson, senior assistant director; Becky Kinnon, assistant director; Jane Gantz, senior associate director; Mary Ellen Anderson, director; Lori Patton, director of multicultural outreach; Willis Cheaney, assistant director; and Larry Gonzalez, associate director.
Multicultural Recruitment & Outreach Updates

Lori Patton, Director of Multicultural Outreach

I am excited about this opportunity to share updates on multicultural outreach efforts. Several programs have continued and others have been newly implemented to provide students with greater access to and information about Indiana University. One of the major goals of the academic year was to increase campus visits. I am pleased to share that during the fall semester we hosted special campus visits each month. For example, in August we hosted approximately 300 eighth and ninth graders for the second annual 21st Century Scholar’s Day. We are particularly proud of the Multicultural Open House that was held in November. During the program, which was geared toward high school seniors, we exposed the students to the academic, social, and cultural life of the campus. About 350 students and family members were present at this event. Other events during last semester included hosting Indianapolis high school students during the IU Homecoming festivities and arranging for Anderson, Ind., and Gary, Ind., students to visit for a full day of activities.

If you think the fall semester was busy, believe me when I say that spring has proven to be even busier. On Feb. 13, we hosted the inaugural “Making History With IU” program. Indianapolis public schools and surrounding townships were invited to the Madame C.J. Walker Theatre in downtown Indianapolis to participate in an IU college fair. Students were given the opportunity to meet representatives of IU’s various academic units, support programs and student organizations. In addition, students were provided lunch and a surprise concert by the IU Soul Revue. The feedback from the program was extremely positive and plans will be made to rotate the program in various areas of the state over the next few years.

Also, this semester for the first time, we will be hosting overnight visits for admitted students, continuing the IU Reach program for promising sophomores, and sponsoring the Multicultural Open House for juniors. As always, these efforts are not simply the work of the Office of Admissions, but a collaborative effort of several offices throughout the Bloomington campus, our current students, and alumni.

These are just a few of the recruitment initiatives that are going on to increase the multiculturalism and diversity at Indiana University. There is much, much more to share! Stay tuned for future updates in ASR Newsletters. As always, alumni are a vital key to successful recruitment of students of color.

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, contact Sarah Thompson at iualumsr@indiana.edu or 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.
IU Office of Admissions Has New Regional ‘Metro’ Position: Chicago, Milwaukee, Twin Cities

Over the past 15 years I’ve been connected to Indiana University as a student, alumni volunteer, and staff member of two university departments. I came to Indiana in 1988 as a wide-eyed freshman from the Cincinnati area. I double majored in journalism and American history; however, my involvement with student organizations such as my fraternity and the IU Student Foundation led me to a career in higher education.

After two years at Miami University in Oxford, Ohio, earning a master’s degree in college student personnel administration, I moved on to the West Coast where I worked at the Cal State campus in Sacramento as a program director in the student life and university union office. While in sunny northern California, I served on the alumni board of the IU Alumni Club of Sacramento and was involved with planning social events as well as student recruitment activities.

The opportunity to return to Bloomington came about three years later when I accepted a position with the IU Alumni Association. I served for almost five years as the director of student programs and assistant director of Bloomington Alumni Programs with IUAA. In this capacity I coordinated all of the association’s student outreach, including the Student Alumni Association program, and served as the staff coordinator for the alumni programs at SPEA, Army and Air Force ROTC, the Board of Aeons, and the IUB Residence Halls.

In the fall of 2002, my wife’s (Sally Siegel, formerly Ritlzer, IU ’93) career brought us to Milwaukee, and I thought my affiliation with IU would return to the role of active alumni volunteer. That turned out to be a false assumption as I received word that the Office of Admissions was searching for a regionally based admissions director to coordinate IU’s admissions activities in Chicago, Wisconsin, and Minnesota. In the spring of 2003 I was offered and accepted this position.

I work from a home office here in Milwaukee and travel to about 60 high schools in my territory throughout the fall and spring. I also represent IU at college fairs throughout the region and serve as the primary point of contact with students, families, and guidance counselors as they go through the college search, application, and admissions process. Lucky me, I also come to the Bloomington office about once a month for staff meetings and so the folks in the office don’t forget about me up here in Badger country! That trip to Nick’s or Trojan Horse is never more than a few weeks away!

I’m absolutely thrilled to be able to continue to work for my alma mater. Speaking to high school students and their families about all of the wonderful opportunities available at IU is an absolute joy. Being able to continue to work with our enthusiastic and committed alumni is also a great pleasure. Serving as the primary contact for IU in Chicagoland, our largest out-of-state recruitment market, makes for a big job. I’m extremely lucky that there is a dedicated network of alumni in Chicago who assist with college fairs, previews, and guidance counselors as they go through the college search, application, and admissions process. Lucky me, I also come to the Bloomington office about once a month for staff meetings and so the folks in the office don’t forget about me up here in Badger country! That trip to Nick’s or Trojan Horse is never more than a few weeks away!

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**Where Do IU Students Come From?**

After students enroll each fall, the Office of the Registrar puts out a report letting the campus know the official number of students from each state. This map demonstrates the total number of students (undergraduate and graduate) from each state for the Fall 2003 semester:

![Map of student states](image)

IU alumni recruiter Roger Kobayashi answers questions and shares information with students who are interested in IU.

Roger and fellow recruiter Lloyd Nakahara at the Honolulu national college fair. Roger and Lloyd also attended the Honolulu Independent Schools Fair.

**KUDOS!**

Thank you to all of the alumni clubs who assisted the Office of Admissions by assisting at fall previews around the country! Previews were held in the following Indiana cities, Bloomington, Columbus, Hammond, Evansville, Muncie, Ft. Wayne, Carmel, Indianapolis, South Bend, Lafayette, Jasper, New Albany as well as in St. Charles, Ill; Winnetka, Ill; Detroit; Toledo, Ohio; Cleveland; Columbus, Ohio; Cincinnati; Atlanta; Pittsburgh; Los Angeles; San Diego; Sacramento, Calif; San Francisco; Houston; Dallas; Ft. Lauderdale, Fla; Miami; St. Louis; and Nashville, Tenn. Some additional previews will be hosted later this spring.
Meet the Recruiters
Rita Sansone, Atlanta, GA

Hailing from Hammond, Ind. in northern Indiana, Rita Maria Sansone was drawn to Indiana University’s world-famous music program. She has fond memories of her work-study job as a clerk in the old record library where she got to know the music faculty. She earned her B.S. in music and an outside field, radio-TV. As a student, she performed with the Singing Hoosiers, in IU Sing, and acted in the Department of Theater & Drama. One summer, the Singing Hoosiers sang for President Nixon, at of all places, Purdue University, because its choral group was out of the country!

Many firsts highlight her professional life. While in college Sansone premiered a work for voice, string quartet, and piano composed by world-renowned Indiana University jazz faculty professor David Baker. Her senior year she became one of the first women broadcast-television camera operators in Indiana. She was one of a handful of women pioneers in the corporate television industry, becoming the first woman president of the International Television Association, now known as Media Communications Association-International.

Sansone refers to herself as not only a "creative type," but a facilitator of corporate goals through her craft. She is most proud of a quote she made in the Cincinnati Enquirer, nearly 25 years ago saying, "I can foresee the day when a company’s house organ will be put on videotape so the employee can view it at home on his Betamax." Prophetically, the Internet — although a different medium — has realized her prediction.

About 30 years ago, Sansone worked at her first IU student recruiting event while secretary of the Chicago alumni chapter. A lifetime alumni member, she recruits today in Atlanta. Through word-of-mouth and alumni efforts, Atlanta has sent a growing number of students to IU. An active professional and community volunteer, Sansone says, "Talking to prospective students is energizing and just plain lots of fun. They’re so ‘on-the-ball’ and I’m happy to be a road sign on their career path." Like many of her generation, for the second half of her career she hopes one day to make her avocation a vocation.

SPRING EVENTS!

Alumni Student Recruiters are already set to represent Indiana University at Spring 2004 college fairs in the following areas:

Cincinnati
Atlanta
Venice, Fla.
Torrance, Calif.
Westwood, Calif.
Bloomfield Hills, Mich.
Toledo, Ohio
Akron, Ohio

Houston
Minneapolis
Boston
Kennesaw, Ga.
Beverly Hills, Calif.
Cleveland
Seattle
New York City

Wilmington, Del.
Gaithersburg, Md.
St. Louis
San Diego
Los Angeles
Chicago
Norwalk, Conn.
Fort Washington, Penn.

You can always view which alumni are attending college fairs in your state by clicking on the “College Fairs 2004” map on the ASR Web site.

If you have been contacted about a spring college fair in your area, please let your Recruitment Coordinator or Sarah Thompson know ASAP if you are able to attend.***
The “Mini” IU Brochure is No Longer Mini

The brochure that gave an “IU at a glance” to prospective students and was referred to as the “mini” is no longer mini! The Office of Admissions and the Office of Communications and Marketing have created a new brochure for this upcoming recruitment cycle. The new piece will serve the same objectives as the old one – to give students a snapshot of IU and learn about all of the major information in one place, such as information on campus, majors, students, tuition, involvement, and how to apply and visit. However, the new piece is larger than in the past…and folds out into an IU poster! We know that students are going to love the new piece because they can get the information they need about IU and also be able to have a poster to hang up at home. High schools are also very excited because they will be able to hang these posters in college and resource rooms, promoting Indiana University in a way they haven’t in the past.

We have begun sending the new pieces for spring recruitment events and will use them throughout the fall as well. If you are attending an upcoming college fair you will receive those brochures, as well as the newly updated “web cards” with all of the contact information for the major campus schools and departments, how to apply online, and where students can join our contact list to be registered as a prospective student.

Office of Admissions Launches New, Improved Web Site

Ceci Jones, Office of Communications and Marketing

The IU Office of Admissions began 2004 with the launch of its new Web site. Working with the IU Office of Communications and Marketing Web team, Admissions staff created a more visually appealing and user-friendly Web site designed to make finding information easier for prospective students.

Before work began on the new site, the Web team carefully evaluated the previous site, testing its information architecture, labeling, and the ability of users to find specific information. These sessions also provided insight into how high school students use the Internet in their college search.

With this knowledge, the Web team began work on the new site. The navigation bar became audience-specific, with special sections built especially for 7-11 graders, future freshmen, transfer students, international students, admitted students (a new feature), guidance counselors, and parents.

Other new features include:

- More informative content for all audiences;
- Pop-up student to-do lists that can be printed or saved to the desktop;
- More photos to better represent the Bloomington campus; and
- Student testimonials to reinforce the campus culture and give it a “face.”

A key component of the new site involved gathering feedback from current and prospective IU students. User testing was conducted at three key stages of the project. Twenty representative users (including high school students, college students, and guidance counselors) were tested using a range of methods including paper prototype testing and lab-based usability testing.
STUDENT SEND-OFFS!

Alumni clubs, start thinking about potential dates for your 2004 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. And 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 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. Please direct all correspondence regarding student send-offs to Margaret Hamilton-Williams at (812) 855-3975 or mahamilt@indiana.edu.

IU alumnus Bruce Baker and his wife Darie graciously share their home each year for the fabulous Send-off that the Alumni Club of New York City hosts.

Students, parents, and alumni mingle at the Send-off hosted by the Alumni Club of Los Angeles on an absolutely beautiful summer day.

Incoming IU students (now current freshmen!) get great information about IU at the Cincinnati Send-off.

Gene Stern (left), admissions counselor, with a family at the Cincinnati Send-off.

Bart Vossen (far right), President of the IU Alumni Club of Houston, talks with incoming IU students and their parents.
Members of the IU Alumni Club of Cincinnati serve as excellent hosts as they “send off” the new students to Bloomington!

Nick Bodmer, recruitment coordinator for the Alumni Club of Houston, hangs the IU banner in preparation for the Send-off.

Alumnus Matt Elliott (far right) talks with a family about IU.

Members of the IU Alumni Club of Cincinnati serve as excellent hosts as they “send off” the new students to Bloomington!

ROTC at IU Bloomington

Maj. Heath Dunbar

The Army Reserve Officer Training Corps at Indiana University is looking for highly qualified students, athletes, and leaders to receive some of the best leadership training available anywhere in America. Using a process that considers academic and athletic achievements, leadership potential, and physical fitness, the Professor of Military Science awards up to 10 full scholarships for in-state and out-of-state applicants to Indiana University. In addition to those receiving scholarship benefits, many students in the ROTC program choose to take advantage of programs offered by the Indiana National Guard or the Army Reserve to pay for most or all of their education bills. A third category of student receives no financial assistance until their junior year, but chooses to take ROTC classes for the leadership training, the opportunity to prepare for national service, and the camaraderie that comes from being a part of a 100-member organization on such a large campus.

Army ROTC students are fully involved in campus activities. They march in the Homecoming parade and light the bonfire on Dunn Meadow. They compete in the Fall Cycling Series, the Little 50, the Little 500 bicycle race, and Spirit of Sport. They present the flag at home football and basketball games. On an individual basis, students are involved in the IU Dance Marathon, Safe Halloween, and the IU Student Foundation. Our most recent and proudest achievement is taking first place in the B Category at IU Sing, a musical competition, in our very first attempt. Finally, students find opportunities to participate in fraternities, sororities, and other volunteer organizations around campus and in the community.

Taking ROTC classes does not obligate a student to military service. Before providing any financial assistance, a member of the faculty will have a detailed conversation with the student about both potential obligations and career opportunities. Graduates of our program who complete the necessary curriculum may serve as full-time Army officers, or they may serve part-time as officers in the National Guard or Army Reserve while pursuing a full-time civilian career or additional education. Either way, Army ROTC is a great way to learn about a career one of the most respected professions in America. Anyone seeking more information may contact Captain Chuck Yager at (812) 855-3662 or cyager@indiana.edu.

(Continued on back page)
Student Recruitment News!