



THE PATHWAY TO SUCCESS

THE STRATEGIC PLAN OF INDIANA STATE UNIVERSITY

GOAL THREE:

ENHANCE COMMUNITY ENGAGEMENT



**Indiana State
University**

More. From day one.

Initiative: 3 **Initiative Title:** Enhance the visibility of ISU in Indianapolis

Introduction

As the political, financial, and geographic center of Indiana, having a presence and a high level of visibility in Indianapolis is important for ISU. The university and its foundation currently have an office in downtown Indianapolis. The Scott College of Business has launched the first academic program in the greater Indianapolis area (professional MBA in Hendricks County). The university also heavily recruits prospective students out of Marion and the surrounding counties.

While the university has hosted a variety of events and activities in the greater Indianapolis area, further coordination is needed in terms of promotion and presentation of these activities as well as the university's mission and message. The launch of the new "There's More to Blue" influencer marketing campaign in greater Indianapolis after January 1, 2013, will provide a significant boost to the awareness of Indiana State in the Indianapolis community.

Purpose

One of the original focuses of this initiative was to reduce operational costs by consolidating programmatic functions and enhancing collaboration between programs in Indianapolis. This has been accomplished. The Indiana State University Foundation, admissions, marketing, and governmental relations programs maintain a presence together in Indianapolis.

In addition, other intended outcomes of the initiative include increasing general visibility for ISU as a whole as well as the institution's programs and services in Indianapolis. This increased awareness of the presence of ISU to alumni, donors, and influencers who live or work in Indianapolis is intended to enhance political and financial support for the university. Finally, the university continues to seek for ways of simplifying access to ISU in Indianapolis for its students and the community.

Methods

- Identify two potential alternative locations for Indiana State University to have a physical presence in Indianapolis.
- Host the Indianapolis Day of Service.
- Coordinate ISU's participation in the Special Olympics Indiana annual recognition and awards dinner.
- Secure sponsorship and coordinate ISU's representation at Indiana Black Expo's Summer Celebration 2012.
- Place an advertisement in the Indianapolis Star promoting the Professional MBA program.
- Secure sponsorship and coordinate involvement in Fiesta Indianapolis.
- Create exhibit at the Indiana Historical Society's Glick Center and host presidential tour event at facility.

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Discussion

With the overall consolidation of the ISU Foundation staff and that of Networks Financial Institute, the need for individual offices in Indianapolis has been reduced. The configuration of office space at 101 West Ohio has been adjusted accordingly. It has largely been determined that students and others primarily conduct their business with the university over the web and that a space for transactional activities is not necessary. As of Fall 2012, there are no immediate plans to relocate the university personnel based in Indianapolis to another location.

The Professional MBA program received approval from the Commission on Higher Education and the first cohort of students enrolled in the fall 2011 semester. Enrollment numbers have not substantially grown. There were 12 students in the fall 2011 cohort. Of those 12, one withdrew, and another 3 students have started in the program in fall 2012. Enrollment stands at 14 total students. A fairly extensive marketing effort was developed and implemented for this program, but overall interest in the Professional MBA program may be limited.

The university has had a successful presence at three identified events (Fiesta Indianapolis 2011, Black Expo 2012, and the Special Olympics Indiana annual recognition and awards dinner 2012). While these events were well attended and the university was recognized for its sponsorship and involvement in all cases, the university did not renew its sponsorship for Fiesta Indianapolis in 2012 or for the Special Olympics Indiana awards dinner in 2011. It has been determined that investment in other areas such as direct marketing will have a greater impact on building awareness of Indiana State in the city.

The Indianapolis Day of Service was held in spring of 2012 with good student participation. Planning is underway to hold this event in the spring 2013 semester, but considerable work needs to be done in order to enhance alumni participation in this activity.

Summary

There has been some progress with this initiative over the last three years; however, it has been recommended that Goal 3, Initiative 3 be dropped as an official strategic plan objective since the focus of the initiative has changed and the work of the initiative has been absorbed into a number of university offices. The university's participation in Black Expo will continue. The Scott College of Business will continue to lead the Professional MBA program. The Indianapolis Day of Service will be held again on April 20, 2013. Due to a number of considerations, discussions regarding a new physical home for Indiana State in Indianapolis remain on hold. The university's new marketing campaign targeted at alumni, donors, legislators, business, and opinion leaders will have a significant impact on building greater awareness of Indiana State University in Indianapolis. The campaign will commence in early 2013.

Initiative Chair(s) and Contact Information

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