

**Goal #3**  
**Initiative #3**

As the political, financial, and geographic center of the State of Indiana, Indianapolis is an important venue for institutions and organizations who wish to be appreciated as having statewide significance.

For many years, ISU has hosted a variety of events in the greater Indianapolis area, but these efforts have not been coordinated in terms of promotion. In order for the university to enhance its visibility in Indianapolis, a more coordinated strategy is needed.

First, Indianapolis based alumni, students, prospective students, and friends need to be made more aware of the activities which the university already sponsors in Indianapolis. For this reason, a website is being developed which promotes upcoming Indianapolis events and activities (to be housed at <http://indianapolis.indstate.edu>). In order to draw attention to the website as well as to select events each year, a postcard to be mailed to prospective Indianapolis students, current students, alumni and friends should be developed, printed, and mailed. This publication may also be mailed to business, opinion, and legislative leaders in order to increase the awareness of this population of upcoming ISU events and activities in Indianapolis.

Second, selection of and involvement in a statewide signature event would give ISU annual media attention in Indianapolis. In previous years, the university had been a sponsor of the Indiana State Chamber of Commerce dinner. Although this event did help increase some awareness of ISU, the cost of this sponsorship has grown. By sponsoring the recognition dinner for Special Olympics Indiana, the university expands its partnership with this organization and clarifies for a larger public that our institution is to be known for its community engagement and experiential learning opportunities – which involvement in SOI has provided for our students, alumni, faculty, and staff for many years. As the title sponsor, ISU's logo will be on all of the promotional materials for the dinner and the institution will be recognized at the event as the title sponsor.

**Strategic Work Budget Request Description**  
**Goal #3 – Initiative # 3**

Action #5i  
Line #50  
Request: Printing and postage for a semi-annual publication promoting ISU events in the greater Indianapolis area to Indy area alumni and friends  
Amount: \$15,000  
Description: Twice a year postcard to greater Indianapolis alumni and friends inviting them to attend select events and visit the new Indianapolis website (<http://indianapolis.indstate.edu>) to learn about these and other upcoming ISU events in Indianapolis

Action #8d  
Line #50  
Request: Sponsorship of the Special Olympics Indiana annual recognition and awards dinner as the title sponsor  
Amount: \$5,000  
Description: Underwriting of the SOI recognition dinner, which will include more than 400 attendees, which will include promotion of ISU on all of the promotional materials and at the dinner itself