

Initiative White Paper / Budget Request Form

Goal 3, Initiative 3

Introduction/Background

As the political, financial, and geographic center of Indiana, having a presence and a high level of visibility in Indianapolis is an important for ISU. The university and its foundation currently have an office in downtown Indianapolis and the institution has been authorized its first academic programs in the greater Indianapolis area.

In addition, for many years, ISU has hosted a variety of events in the greater Indianapolis area, but more coordinated efforts are needed in terms of promotion and presentation. In order for the university to continue to enhance its visibility in Indianapolis, investments in select events is also required.

Finally, since the creation of the strategic plan, the Commission on Higher Education has authorized ISU to offer a Professional MBA program in Hendricks County which is scheduled to begin with its first cohort of students with the Fall 2011 semester. Continuing to grow interest in this program is important in order to secure appropriate numbers of admits and enrolled students.

Proposal/Purpose/Justification

While ISU utilizes a variety of communications tools to inform Indianapolis based alumni, students, prospective students, parents, and friends about upcoming events and activities, it is necessary to provide a direct reminder of the consistent resource for audience. An annual reminder that there are upcoming ISU events in Indianapolis and that the Indianapolis.indstate.edu website is available is a helpful way in which to facilitate the engagement of this population in the life of the university. Also, coordination of an annual event to specifically involve this audience, the Indianapolis Day of Service, will facilitate even greater involvement.

In addition, the university needs to make investments in select events that will help generate media attention in Indianapolis. In FY 2011, the university served as the title sponsor of the annual recognition and awards dinner for Special Olympics Indiana. The implementation team would especially like to see this investment renewed since it services to clarify for a larger public that our university is be to known for its community engagement and experiential learning opportunities – which involvement in SOI has provided for our university community for many years. As the title sponsor, ISU's logo will be on all of the promotional materials for the event and the school is identified as the sponsor in all related media.

While investment in the Special Olympics Indiana event builds upon a long-standing relationship between SOI and an outstanding non-profit organization, the university also needs to invest in events that promote ISU to a wider and more diverse audience.

Fiesta Indianapolis is an event that draws nearly 45,000 individuals each year and can help connect ISU with a fast-growing population in the state. More than 250,000 individuals on an annual basis attend Indiana Black Expo's Summer Celebration. While ISU has historically had a booth at the event and a significant presence in the Indianapolis Recorder's special Summer Celebration edition, the bronze level sponsorship will allow ISU to have our graphic identity more prominently displayed at all Summer Celebration events (not just at the exhibit hall) and provide a greater number of tickets to the various events (IBE's Mayor's Breakfast, Corporate Luncheon, etc.) for ISU representatives.

Lastly, as the Professional MBA program prepares to launch in Fall 2011, until there are dollars generated from the student enrollment to cover the cost of the program's administration, investments in advertising and promoting the program are needed from other sources. While the Office of Communications and Marketing is designating some dollars directly in promoting this program through the media buy with Inside Indiana Business, a supplemental ad campaign in the Indianapolis Star in Summer 2011 is recommended.

Work Plan

- Action 1. Develop Indianapolis upcoming events mailer and update website.
 - a. Survey the campus to determine the schedule of Indianapolis events in July 2011.
 - b. Update website and draft postcard no later than August 1.
 - c. Confirm details for Indianapolis Day of Service by August 15.
 - d. Send out mailer by September 1.

- Action 2. Plan the Indianapolis Day of Service to be held on September 24.
 - a. Confirm with Special Olympics Indiana and Indianapolis Parks and Recreation the initial plans for the event by July 15.
 - b. Review volunteer recruitment strategies with the Center for Community Engagement, the Office of Admissions, and the ISU Alumni Association by August 1.
 - c. Finalize related language for website by August 1 and confirm details for Indianapolis mailer at the same time.

- Action 3. Coordinate ISU's participation in the Special Olympics Indiana annual recognition and awards dinner.
 - a. Confirm with Special Olympics Indiana the date for the 2012 event by August 1.
 - b. Provide logos to SOI and hold planning meeting for ISU's involvement no later than November 1.

- c. Present at the dinner and arrange for participants to attend in February 2012.

Action 4. Secure sponsorship and coordinate ISU's representation at Indiana Black Expo's Summer Celebration 2012.

- a. Confirm sponsorship agreement by December 1.
- b. Schedule regular monthly planning meetings beginning in January 2012.
- c. Order merchandise for give away items by March 1.
- d. Provide logos and advertising graphics to IBE by May 1.
- e. Select individuals to receive daily passes and tickets to select events by June 1.

Action 5. Place advertisement in the Indianapolis Star promoting the Professional MBA program.

- a. Confirm design for advertisement with the Scott College of Business by July 15.
- b. Secure placement and pricing with the newspaper by August 1.
- c. Run advertisement no later than August 15.

Action 6. Secure sponsorship and coordinate involvement in Fiesta Indianapolis.

- a. Confirm sponsorship agreement by July 15.
- b. Start regular planning meetings by July 15.
- c. Establish staffing plan and determine give away requirements by August 15.

Action 7. Identify two potential alternative locations for Indiana State University to have a physical presence in Indianapolis.

- a. Secure proposal for moving within 101 West Ohio (from 11th floor to 3rd floor) no later than August 1 in consultation with Cassidy-Turley.
- b. Secure proposal for relocating to 125 West Market Street no later than August 1 in consultation with the Indiana Realtors Association.
- c. Submit proposals to review to President Bradley and others by August 15.

Reporting and Deliverable Schedule

1. The mailer to the greater Indianapolis alumni and friends will be sent on or before September 1 in order to promote the Indianapolis Day of Service that is scheduled for Saturday, September 24, 2011. The website will be updated with relevant information for 2011-2012 by September 1 as well.

Measurable: Number of hits on the indianapolis.indstate.edu website

2. The Indianapolis Day of Service is scheduled for Saturday, September 24.

Measurable: Number of ISU affiliated participants

Measurable: Level of media coverage of event mentioning ISU

3. Special Olympics Indiana will hold its annual recognition and awards dinner the first weekend in February 2012.

Measurable: Number of participants at the dinner

Measurable: Level of media coverage of event mentioning ISU

4. ISU's sponsorship agreement for Indiana Black Expo's Summer Celebration, which will be held in July 2012, will be secured by February 2012

Measurable: Number of visitors to the ISU booth at the Summer Celebration (measurable not available until FY 2013)

5. Advertising for the Scott College of Business Professional MBA program will be placed in August 2011 in the Indianapolis Star (additional advertising is already being secured with Inside Indiana Business).

Measurable: Number of households that receive the publication

Measurable: Number of clicks to the program specific website

Measurable: Number of students who enroll in the program for Fall 2012

6. Fiesta Indianapolis is scheduled for Saturday, September 17. Sponsorship paperwork must be filed no later than August 1.

Measurable: Number of visitors to the ISU booth at event

Budget

The total proposed budget for FY 2012 with this initiative is \$26,700; however, there is \$2,175 available in rollover dollars from FY 2011. Therefore, the requested budget for FY 2012 is \$24,525. The allocated budget in FY 2011 was \$20,000.

Management Plan

1. The work to promote upcoming Indianapolis events and activities, including the updating of the website and the coordination of the mailing to Indianapolis alumni and friends will be managed through the Office of Communications and Marketing (Tara Singer).
2. The Center for Community Engagement (Cat Stemmans), in conjunction with the Office of Communications and Marketing (Tara Singer) and the ISU Alumni Association (Jen Lewellyn), will coordinate efforts for the Indianapolis Day of Service.
3. The arrangements for the title sponsorship for the annual recognition dinner for Special Olympics Indianapolis will be made through the Office of Communications and Marketing (Tara Singer, Paula Meyer) in coordination with the Center for Community Engagement (Cat Stemmans).
4. ISU's participation in Indiana Black Expo's Summer Celebration will be coordinated by the Office of Admissions (Regina Atkins) and the Office of the Vice President for Student Affairs and Dean of Students (Carmen Tillery).
5. Promotion of the Scott College of Business' Professional MBA program will be facilitated between the college (Jeff Harper) and the Office of Communications and Marketing (Tara Singer).
6. The Office of Diversity (Mary Ferguson) will coordinate ISU's participation in Fiesta Indianapolis.
7. Tara Singer, Brian Hasler, and Gene Crume will continue to take a leadership role in exploring potential alternatives for more high visible space for the ISU Foundation and associated offices in Indianapolis. There is not an associated budget request for this action item at this time.

Outcome Assessment

1. The number of students who participate in the Indianapolis Day of Service is tied to the benchmark indicator of “increasing student participation in outreach activities each year.”
2. The involvement in Indiana Black Expo’s Summer Celebration, the Indianapolis Day of Service, the Special Olympics Indiana annual recognition dinner, and the participation in Fiesta Indianapolis is tied to “increase amount of direct and indirect financial support provided by the University to community, social, cultural, and economic development groups.”
3. Each of the planned actions for this initiative is also connected to the effort to enhance the overall goal of increasing the visibility of ISU in Indianapolis. The number of media hits regarding these events and other activities in the Indianapolis media may measure the effectiveness of these efforts.

Budget Narrative for Goal 3, Initiative 3

1. Printing and postage for a once-a-year publication promoting ISU events in the greater Indianapolis area to Indy area alumni and friends inviting attendance and to visit the Indianapolis website (<http://indianapolis.indstate.edu>) to learn about upcoming activities

Amount: \$3,200
2. Support for the Indianapolis Day of Service which will be coordinated with Special Olympics Indiana and will take place in September 2011; this is an alumni, current student, prospective student events which places ISU affiliated personnel with SOI volunteers performing community service in Indianapolis

Amount: \$3,000
3. Title sponsorship of the Special Olympics Indiana recognition and awards dinner level which will involve more than 400 attendees and will allow for promotion of ISU on all of the related materials and at the dinner itself as the top sponsor

Amount: \$5,000
4. Bronze level sponsorship for Indiana Black Expo Summer Celebration 2012 – an event attended by more than 250,000 individuals on an annual basis

Amount: \$8,500
5. Advertising support for the Professional MBA program based in Hendricks County to run a campaign in the Indianapolis Star

Amount: \$2,000
6. Support for ISU's participation in Fiesta Indianapolis which will take place in September 2011 at the bronze sponsorship level

Amount: \$5,000

Notes

This budget proposal and narrative intentionally does not include any funds which may be allocated to assist with a relocation of the ISU Foundation and associated offices within the current location (101 West Ohio) or to another location (125 West Market Street). Using the budget rollover of approximately \$2,175, the total budget proposal for this initiative is \$24,525.

Budgeted and Actual Expenditures for FY 2011 for Goal 3, Initiative 3

1.	Sponsorship of Special Olympics Indiana Awards Dinner	\$ 5,000
	Related expenses (music, supplies)	\$ 185

2.	Indianapolis website and events postcard	\$ 3,046
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Note: this was a one-time only mailing instead of the two originally planned mailings, expenses were considerably less than the expected \$7,500 per mailing

3.	Support for the Indianapolis Day of Service	\$ 3,000
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Note: additional expenses for this event were assumed by the Center for Community Engagement and this was not an originally budgeted expense for this initiative

4.	Advertising for the new Professional MBA program to be offered in Hendricks County	\$ 6,594
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Note: this include advertisements in Newsweek (an Indiana households only media buy), the Indianapolis Star, and the Indianapolis Business Journal; this was not an originally budgeted expense for this initiative

Total Expenditures for FY 2011		\$17,825
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