

**TITLE OF ENTRY**

Richmond Register: Social Media Campaign

CATEGORY NUMBER AND TITLE

29, Excellence in Print Advertising

INSTITUTION

Indiana University East

CONTACT INFORMATION

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NAMES OF ALL INDIVIDUALS RESPONSIBLE FOR ENTRY

Rob Zinkan, Executive Director for External Affairs

GENERAL DESCRIPTION

The campaign was a series of newspaper ads for The Richmond Register, the high school newspaper of Richmond High School in Richmond, Indiana. Richmond is also the city where Indiana University East is located.

GOALS AND OBJECTIVES OF PROJECT

Indiana University East has recently refocused its mission to become a traditional four-year institution with an emphasis on drawing from the pool of high school students in relative proximity to the campus, a group that had previously not considered the university their first destination of choice.

The campaign focused on the university's embracing of social media as a way to communicate with an audience that is typically not connected to legacy forms of communication. We felt that the local high school's student newspaper was one place where both worlds were likely to meet.

DESCRIPTION OF HOW PROJECT FITS INTO OVERALL INSTITUTIONAL GOALS

IU East has made a commitment to social media platforms to draw the interest of the generation known as Millennials, as the university evolves into serving that group.

IU East is focusing on developing applications such as Facebook, MySpace, YouTube, Flickr, and Twitter to broaden traditional avenues of exchange with students, as well as faculty and staff and community.

AUDIENCE

The audience for this campaign was college-bound high school students. As the IU East demographic changes, we wanted to remain in step with this new group of students.

TOTAL NUMBER OF PROFESSIONAL AND SUPPORT STAFF WHO WORKED ON THE PROGRAM

Rob Zinkan, Executive Director for External Affairs; Susanna Tanner, Art and Graphics Manager.

PROGRAM BUDGET

The four ads in The Richmond Register cost approximately \$1,400.

SPECIAL CIRCUMSTANCES/CHALLENGES

Working within the parameters and deadlines of a high school newspaper was interesting and rewarding.

DOCUMENTED RESULTS

The success of this campaign has been acknowledged as part of an overall growth in enrollment, with an increasing influence in the immediate region. Summer enrollment after this campaign grew approximately 30 percent.

All of our social media channels have experienced steady growth since this campaign, notably IU East's Facebook 2013 page for the incoming freshman class.