What’s in a name?

Hertz Rental is arguably #1 in the rental car business. So what did Avis do to compete and capture a greater portion of market share and eventually gain an enviable position right behind Hertz? They came up with a different “story” or tagline that said, simply, “We try harder.” When Enterprise joined in the rankings game competition, they took a different approach than Avis that led to their securing a place among the top three. They achieved this by moving some of their dealerships away from airports where car rental companies are traditionally found. Then they told clients they would pick them up at their homes or businesses and return them there after the rentals.

In the world of marketing, the natural instinct is to figure out what is working for the competition and then try to outdo them. Unfortunately, it’s not that simple. A fundamental marketing truth is when someone already holds a specific place in a market, it is almost impossible for them to be knocked off the top of the hill. Once consumers find a product they like, it is difficult to get them to switch to another because to switch is to admit they must have made a mistake in the first place and people hate admitting to being wrong. Therefore, a more effective marketing strategy is to approach the competition from a different angle. Who wouldn’t select a car rental company that tells its potential clients that “we try harder”, or “we’ll pick you up and drop you off at your home.” Of course neither of these companies could have gained their top rankings in the car rental business had each of them not delivered what they promised to their clients. Delivering on a promise is the essential ingredient to any company’s success.

Indiana State University has recently launched a new marketing campaign intending to create greater public awareness and visibility of its work throughout the state in economic development, research, and technical innovation. Our intention isn’t to outperform peer institutions: rather, it is to better define our role as one of the state’s four leading comprehensive public universities. We’ve already come a long way the past four years having positioned ourselves as a university of choice for many of Indiana’s brightest high school graduates. While we have captured a greater share of the student market by delivering what we promise, until now we haven’t effectively told the whole story as to how we are contributing to the state’s growth and prosperity. This new campaign is intended to raise greater awareness of our name and better define who we are and how we are serving the common good. “There’s More to Blue” is our new campaign tag line, and you can read more about this campaign and its goals later in this edition of ParentLink.

John Beacon
Vice President, Enrollment Management, Marketing, and Communications
As a community service officer with Indiana State University Police, Sean Smith helps motorists with battery jump-starts and lockouts and provides safety escorts for students, faculty, staff and visitors. He also ensures campus buildings are secure after hours and, yes, he issues an occasional parking ticket.

But some days are far from routine. Take Nov. 14, 2012. Smith was patrolling campus in a golf cart when some other students ran up to him to tell him a nearby car was on fire.

“People run up to me all the time and tell me things,” Smith said, noting that many incidents end up being something much different—and often something far less serious—than what is initially reported.

Obliged to check out every report, Smith steered the golf cart in the direction of a parking lot near the tennis courts on the northwest corner of campus. Sure enough, not only was a car on fire, but it had collided with three other cars and the engine was still running.

“Apparently, the (driver) had passed out and the car’s wheels were still spinning,” he said. “I saw sparks flying.” Smith alerted the university’s police dispatcher.

Others also called in the incident, including a police officer crossing the U.S. 41 overpass near campus who saw smoke from the fire.

Officer Chris Heleine responded. He quickly used a fire extinguisher to quell the flames, then opened a door of the car to find the driver slumped over the wheel. A medical condition had caused the driver to faint. Heleine was able to unlatch the driver’s seatbelt and pull him out of the car. Smith then helped the officer drag the man, a fellow ISU student, to safety just as smoke engulfed the entire wreckage.

“That’s good on the job training for somebody such as me. I’m just glad I was able to help him out,” Smith said of the experience. “I’m just glad I was able to help Officer Heleine out to save another man’s life.”

While the injured student was briefly hospitalized, he was able to return to classes and continue his education.

Smith’s draws praise for his commitment and dedication from his supervisor, Lori Elkins, assistant director of public safety for traffic and parking services.

“Sean is a very dependable employee,” she said. “He is always willing to go the extra mile and work extra details when he is needed. He is very personable and will go far in his endeavors.”

When Smith isn’t helping to save lives and otherwise protect the campus community, he’s often studying. He has completed a bachelor’s degree in criminology and has chosen to go on to graduate school in hopes of landing a position in law enforcement administration.

And when he’s not studying, he is often practicing as a member of the Sycamore track team, where he runs the 60-meter and 200-meter sprints. He was a high school state champion in the 100-meter event while a student at Terre Haute North Vigo High School.

“The top thing that I like about this university is the homey feeling that it gives you,” Smith said. “You can get with your professors and have a direct relationship to where they are able to understand what you’re talking about, remember who you are and be able to help you improve on where you’re trying to go in life.”

Criminology student helps with rescue

Pat Brown, construction supervisor for Wabash Valley Habitat for Humanity, presents Arica Burskey and two of her children, Mackenze and Pete, with the keys to their new home. Indiana State sponsored the construction of this home, raising $50,000 through fundraising events organized by faculty, staff and students. In addition to raising money for the construction, 179 volunteers worked 716 hours on the house.

The home, the second to be built by Indiana State, is located in the Ryves Neighborhood in conjunction with a partnership between the institution and several non-profit agencies and organizations that serve the neighborhood.

Habitat House dedication
Blank walls in Linda Maule's office on the second floor of Stalker Hall mutely testify to the newness of her position.

As dean of Indiana State's new University College, Maule has been tasked with creating the foundation to support freshmen as they begin to build the framework of their college educations.

Maule's own higher education construction began at Washington State University as a single mother studying political science. She planned to become a lawyer, but her mentor guided her onto a different path with the suggestion that she bypass law school to pursue a graduate degree in political science.

“I loved it because of the investigation of ideas, the playing with ideas, learning about new paradigms,” Maule said about graduate school. “I also loved it because I was able to teach.”

In teaching undergraduate students, Maule uncovered an unknown passion.

“I really enjoyed helping them learn complex theories, to explore sophisticated ideas,” she said.

At Indiana State since 1996, Maule has taught classes in political science, women’s studies and honors. She also has received the prestigious Caleb Mills Distinguished Teaching Award and the University Honors Program Outstanding Faculty Member Award.

“There’s remarkable energy in a class if the class is going well and I’m doing my job and the students are doing their job. There’s a dynamic that’s created where they’re learning from me and learning from one another, and sometimes some of my best ideas and connections and best teaching is a result of what they’re saying,” she said.

During a recent gathering for Nacho Average Professor, in which the students eat nachos and question professors, one student asked Maule if professors were human. In answering yes, she told them about the day she walked down the hallway to an odd clip-clopping sound. She looked at her feet to find she was wearing two different shoes of the same color.

“That first day of class—and I’ve been doing this for a longtime—I’m petrified because it matters that much to me,” she said. “For a class to be successful it’s about building community, it’s about building trust. It’s like a musician who has butterflies before any performance or a really good public speaker has butterflies: butterflies tell you how much you care about it.”

As dean, she intends to keep teaching one class each semester and to rotate them between different areas while she works to help students be successful as they transition from high school to the university. That means as dean she will strive to ensure that freshman who want to work hard receive quality advising and the best instruction possible.

“That’s everything that I want to do, a culmination of my life work up to this point,” she said about her new position. “That’s everything that makes me want to come to work.”

Maule described the relationship between the student advisor and student as one of the most critical for academic success.

“An academic advisor does more than explain classes in students’ majors or classes they have to take for foundational studies. He or she does more than register the students for classes. If they’re doing it well, they should be a lifeline for that student,” Maule said. “An academic advisor really is a guide to the complex system of a university.”

Yet, the students must participate and cannot be passive about their educations, Maule said.

“My expectation is that students take personal responsibility and faculty and staff have professional accountability,” she said. “If those two things are working optimally, then people are going to be successful.”

When students graduate, Maule hopes they will have grown into the houses that their Indiana State educations have built.

“I hope they’ll see things not simply in black and white but in more nuanced ways. It doesn’t mean they don’t have principles, but principled people can disagree with each

A champion and guide for the student journey
Summer@ISU

Summer is a great time to enroll in a course, start a degree or professional development program, or plan for the future. During Summer 2013, the University will offer hundreds of undergraduate and graduate courses, including special professional development courses and programs for educators. In addition to on-campus courses, students can fast track their degrees by taking summer courses online. ISU has more online courses than ever before, including foundational studies courses. If your student is enrolled in the Sycamore Graduation Guarantee program but is behind on hours, this is a great opportunity to get back on track or even ahead of schedule. Registration for 2013 summer classes is currently open and will continue through the first day of class.

Other Opportunities

Our popular Summer Honors Program for high school students is scheduled for July 21-27, 2013 (check out the Summer Honors video at the QR code). Other opportunities include summer camps and programs for adults and children of all ages. Go to http://www.indstate.edu/summer/ to learn more about summer classes and activities!

Reality (continued)

other. Reasonable people can reach different outcomes,” she said. “I want them to feel empowered to integrate things in new and interesting ways. Whatever their field is, I wish for them to have the self-efficacy to apply their knowledge and skills to solve complex problems facing their generation.

“I want them because of their experiences with human beings from different backgrounds to celebrate what is great about the United States—its heterogeneity.

“I’d like them to move from being instrumental about their education to being passionate about learning new things and that they will continue to learn on their own and not stagnate.

“I hope they will treat each other better and well. I hope they will be the generation to be more civil, more open to crossing lines of differences, more open to social justice and that they are committed to improving the world in which we live.”

New Student Orientation

Are you the family of an incoming student? Your student’s first step to becoming a Sycamore is to attend New Student Orientation. At orientation, students and their families get an introduction to campus resources, meet with an academic advisor to schedule first semester classes, and acquire a student ID. All new students must attend orientation.

Invitations will be sent to admitted students on a bi-weekly basis, starting in late March. Parents and guests are highly encouraged to attend orientation with their students, but please limit the number of guests to three.

Unfortunately, we cannot provide accommodations for parents on campus for the overnight program; however, the University has arranged special discounted rates with the following hotels within walking distance to campus:

• Candlewood Suites, (812) 234-3400, $69.99 + tax
• Hilton Garden Inn, (800) HILTONS, (812) 234-8900, $89.00 + tax

Call to make your reservation and mention that you are attending New Student Orientation at ISU. Other Terre Haute hotels can be found at terrehaute.com.

All new students are charged a fee of $100 for New Student Orientation. This fee covers all meals during orientation for the student, lunch on day one for the parents, and the overnight stay in the residence hall for the student. This fee is added to the student’s ISU E-Bill prior to the start of term.

For more information about orientation, go to www.indstate.edu/orientation.

Orientation tips and reminders:

• Wear comfortable shoes. You will be doing a lot of walking all over campus.
• Bring a tote bag/backpack, notebook and pen, as well as any questions you need answered.
• Still need to turn in immunization records? Do it at orientation!
• Make sure you have signed up for housing for the fall and paid the deposit.
• Need assistance with Financial Aid? Remember to bring your award packet and corresponding documents.
• Don’t forget to have your student sign up for the Sycamore Graduation Guarantee (http://www.indstate.edu/express/guarantee.htm). Freshmen can sign up for the program anytime during their freshman year.
• Check the parking map prior to orientation. Construction is popular during the summer!
• Check-in starts at 8:00 a.m.; be on time!
• Bring some money for dinner. Special discounts are available at downtown Terre Haute locations.
• Don’t be afraid to ask questions. More than 100 faculty and staff are represented during New Student Orientation.
Housing brings new opportunities for students

Indiana State University
Vice President Diann McKee vividly remembers her experiences being on campus as a student. Since that time, she has provided an integral role in many updates and improvements transforming campus, including recently reaching an unofficial landmark: for the first time in more than three decades, no buildings designed for student housing are being used as offices or administrative space.

"Many of the buildings that are designed as student housing really are not equipped nor are they easily converted into academic classroom buildings or offices, such as what we did with the old Statesman Towers," said McKee, vice president for business affairs and finance. "Those classrooms, they were not really functional in the way they need to be, particularly with the use of technology as we know it today."

Many campus residence halls were originally built in the 1960s, and were in need of refurbishing after more than four decades, McKee said. Also, students’ needs and marketplace expectations have changed through the years as well.

Indiana State’s strategic plan allowed for a new approach to a variety of campus elements, including student housing. The plan incorporates renovations to most residence halls. Hines, Jones, Sandison, Burford and Pickerl halls, for instance, have all been renovated to include double-occupancy rooms that also have private bathrooms.

Erickson Hall, which was built in 1960 as a residence hall before being converted in the 1990s to administrative space, has since undergone another renovation to, once again, provide student housing. The 260-bed facility will make up for the rooms that will be removed in renovations of other facilities.

The transformations have not gone unnoticed. American School and University, an organization for education facilities and business professionals, in its 2011 Architectural Portfolio named renovations to Pickerl Hall, which houses students in the University Honors Program, as among the best in the nation.

“This is an exciting time to be on the campus of Indiana State as we can physically see the daily transformation of our housing opportunities for our students,” said Kevin Runion, associate vice president for facilities management at Indiana State.

While buildings constructed on a college campus have areas designed for specific uses, some spaces in Pickerl Hall provide opportunities for greater student development.

More improvements are on the horizon. In November, the university broke ground on a new, 352-bed residence hall near Hulman Memorial Student Union. It will be comprised of eight pods, or units similar to townhouses, that will be able to house different student groups. Each of the Sycamore Towers, which are four 12-story residence halls, also will be renovated in the next few years.

“We want to provide a variety of products for our students,” McKee said. “We have a number of facilities that provide different options to suit the varying needs of our students.”

It would be different and exciting to live on campus as a first-year student in a newly renovated residence hall, with access to the new Barnes & Noble/ISU College Bookstore and the Student Recreation Center, among other recently added facilities added to campus, McKee said.

“We had none of that,” she added. “It is just so different than it was when I was a student, and many of my classmates who may have their sons and daughters attending here, I’m sure they look at all of this with the same almost envy that I do, because it’s very different.”

The new renovations and campus additions will keep in line with the university’s goal of having between 3,600 and 4,000 students living on campus. About one-third of Indiana State students live on campus, which is comparable to other residential public universities in Indiana, McKee said.

“We care about the overall health of students, including the holistic development of our students,” McKee said. “That to me is what the master plan is really all about.”

The University strives to provide a safe environment where students will grow not only in the classroom, but through learning and leadership opportunities that exist in other areas of the university, said C. Jack Maynard, provost and vice president for academic affairs.

“Through these living/learning communities, students have many opportunities to be involved in a number of activities, from professional industry groups to a variety of student organizations, starting the first week they move onto campus,” Maynard said. “These new additions to campus will ensure that students have a safe environment, and a learning environment that will continue to provide great opportunities for many years to come.”
The ISUcceed Program assists students with the transition from high school to Indiana State. ISUcceed addresses issues that commonly impede student success such as time management, engagement and study skills. Through ISUcceed, students can develop strong academic study skills and develop leadership and professional skills that will help them throughout college and beyond. Additionally, ISUcceed assists students who are facing academic difficulties.

The ISUcceed Program:

- Involves and assists parents and/or guardians in the process of preparing their student for college.
- Helps students transition from high school to college and adjust to the academic and social rigors of college life.
- Guides and supports students as they learn to navigate the university and helps them develop positive academic strategies.
- Helps students build leadership and professional skills.
- Assists students who are facing academic difficulties or have been placed on academic probation.

ISUcceed is free of charge and open to all incoming freshmen students. Students will receive information about the program prior to new student orientation and can sign up for the program during orientation. For more information, contact Dr. Stephanie Jefferson at Stephanie.Jefferson@indstate.edu or (812) 237-3811.

Indiana State sent just three competitors to the 2013 NCAA Indoor Track and Field Championships, but still came back with one national champion and three All-Americans. The Sycamore women finished 19th in the team standings with 11 points while the men were tied for 30th with seven points.

Felisha Johnson claimed her second national championship in three years by capturing the title in the women’s weight throw, breaking the school record twice in the process. Johnson won the NCAA title in 2011 but finished fourth a year ago.

Five of the senior’s six throws went more than 70 feet as she dominated the competition. Johnson, who had set the Indiana State record twice already this season, set the new mark for the third time with her third throw of the competition when she went 76-feet-8.5-inches (23.38 meters).

She saved her best throw for last, breaking the school record for the fourth time this year, and winning the competition with a throw of 77-feet-2-inches (23.52 meters). Johnson followed her weight throw win by placing eighth in the shot put with a distance of 55-feet-9-inches (16.99 meters).

Greggmar Swift ran to a fourth place finish in the men’s 60 meter hurdles, posting a time of 7.70 seconds in the finals. Swift began his quest for the NCAA title by running 7.72 in the first heat of the preliminaries.

Brandon Pounds’ best throw of the men’s weight throw competition came on his third attempt when he went 68-feet-11.25-inches (21.01 meters), which put him in seventh place. Pounds’ two points were the first points scored by a Sycamore men’s track and field team indoors since 2001.
We’re headed to “State”

For at least the past five years, Indiana State University has focused the majority of its marketing efforts on building new student enrollment. Now, with the past three entering classes achieving historic numbers, the University is expanding its marketing plan to include more audiences. “There’s More to Blue” launched in January is designed to enhance public awareness of how Indiana State is helping the state grow and prosper. The message is principally focused on alumni, businesses, and government leaders, but includes the general public as well.

“The campaign was several months in the making,” said John Beacon, vice president for enrollment management, marketing and communications, “and involved first listening intently to the voices of constituents before developing a strategic marketing plan.”

To ensure a “fresh eyes” look at the university’s marketing needs, Beacon’s office sent a request for proposals to more than a half dozen agencies around the country and selected Mindpower, an Atlanta-based marketing agency, to develop the new campaign. Their record of having worked with more than 150 universities during its nearly 20 years of existence, and their philosophy of working collaboratively was instrumental in the decision to partner with them.

“Mindpower is a forward thinking and creative agency and has come up with a very energetic and targeted media campaign,” Beacon said. “Our assignment to Mindpower was to bring greater state awareness of the university’s work in economic development, research, and technical innovation.”

“What was intriguing to us was the sense of momentum and energy happening at Indiana State that wasn’t being well articulated in parts of the state,” said Lisa Jordan, president of Mindpower. “Our task was to focus a spotlight on ISU’s achievements.”

“The theme ‘There’s More to Blue’ and an emphasis on the words ‘Indiana’ and ‘State’ in its name are central to the campaign and intended to recognize that Indiana State is a university that serves the whole state from Fort Wayne to Evansville,” according to Beacon. “The ultimate goal is to make Indiana State University so familiar that when people hear, ‘I’m going to State,’ they will think immediately of Indiana State,” Beacon said.

“We’ve taken the word ‘State’ and used it in a way that allows the university to expand the campaign beyond influencers, if it chooses to do so,” Jordan said. “It can work for student recruitment, it can work for alumni relations and it can work in athletics.”

Several Indiana State students, faculty and staff were involved in creating television commercials and other ads now running in Indianapolis, Fort Wayne, Evansville and South Bend. Each television commercial, banner ad, and billboard direct viewers to a special webpage, www.indstate.edu/blue that features the theme “We’re for Indiana” and includes links to news releases detailing how the university serves the state in a variety of areas: business, community service, economic development, education, health, science, sustainability and technology.

The campaign will run aggressively through the spring and into early summer, when the University will use data tracking to determine if it is achieving its intended goal of increasing awareness about “State” among targeted audiences, Beacon said.

“Assessment will be critical to where we go next,” he said, “but this is a well-thought through plan, intelligently designed and skillfully launched by Mindpower.”

With new student enrollment at record levels the past three years, campus pride running high across campus, and the eyes of the state turning toward Indiana State, the timing and the momentum are right for the “There’s More to Blue” campaign, Beacon said.

“We have a lot about which to be proud at Indiana State,” he said. “We’re excited to tell our story to a broader population and use this campaign to shine a spotlight on the creative work and many valuable accomplishments of our students, faculty, staff and alumni.”
We want to hear from you—annual parent survey

Have you taken our annual parent survey? We want to hear about your experience at Indiana State! An on-line survey for the parents of currently enrolled traditional-age students (under 21) has been created to gain a clearer picture of what services and information parents and families are looking for from Indiana State.

Please take a few moments to complete this survey by April 15, 2013. We appreciate your time. Go to www.indstate.edu/families and click on the link.

Financial Aid e-newsletter

Have you signed up for the Office of Student Financial Aid e-newsletter? Financial Aid’s e-newsletter provides important information to students, parents, staff and faculty. Get in the know! Sign up for this e-newsletter by going to http://www.indstate.edu/finaid/newsletter-form.htm.

Treat yourself and your student to a piece of homemade pie next time you’re in town.

Stop in at the Grand Traverse Pie Company’s Terre Haute store for a Free Piece of Pie

Purchase a sandwich or salad and a drink at regular price and receive a free piece of pie. Offer applies to all in your party.

Offer good until August 1, 2013.
Must present coupon to receive offer. (No copies accepted.)