Session 1: Improving the way we communicate relevance, value, and accessibility.
Jackie Acosta
Terry Brown
Mike Polites (absent)
Lauren Greider- Moderator

Why do we need to be thinking about this?
1) We have a sphere of influence. We work in higher ed. We should be able to communicate clearly and dispel misconceptions.
2) Noble pursuit in higher ed. Our opportunity to listen to that student to help them find their way.
3) Student workers, we come in contact every day. We are influential to those students.


Brandalynn- Registrar
How do we best work with our partner offices to send messages to make sure we aren't making it less valuable? How do we send messages that are not over-saturated?
-USC group/ESI- Communications group with DUE, Registrar, Fin aid, and advisors (example)
Susan- Registrar
They have a different service to provide to students. How do registrar (we) communicate making sure to provide the info and the student gets the message?
-Suggested having a table in res hall near registration- can provide the message of what they do. Meet them where they are.
-Recruitment process trains the students how we are going to contact them moving forward.

Chloe Broeker- School of Science
Communicating frequently with prospective and some continuing students. How much should we take on when it comes to questions? When do we hand off to other offices on campus?
-If you have the bandwidth to answer questions, please do and keep that connection.

Dean
What is the bursar? Bad, confusing terms we only use in college. Do we have a website that defines these terms? Here are the offices, and this is what they do- more clear language.
How you talk depends on who you are talking to. College educated friends vs. non-college educated friends- different conversation. We need to come with cultural competence.

Lauren- Financial aid
What are some tangible things where we can start to think about their existing communications?
-CRM (Salesforce)
-USC group for communications
-Recruitment council

Brandalynn- Registrar
Communication and community
How do we build that community so we have a contact in different offices so that you can work together? Message should be- It sounds scary, but they will help.
-Gathering in meetings, DEM division meetings, etc. that could give a better appreciation of what others do. Maybe cross training, to gain a greater understanding.

**Session 2: Improving the way, we communicate, relevance, value and accessibility**.
**Panelists:**
Jackie Acosta – Director undergraduate admission
Terry Brown – 18 years in higher education started at IU Bloomington
Mike Polites - professor in liberal arts for 20 years.

**Moderator:** Lauren Greider, Exec Director, Financial Aid.

Students are changing- they endure more than when we attended school.
- As employees you are ambassadors for the campus.
- IUPUI – IU I Remaining open minded and providing information about the campus.
- Sharing detailed information to staff on campus as well. Sending information to current staff.

Students now communicate differently, and need to be informed differently.
As faculty students need to understand relevance of what they are learning its relevance to their career.
An example: critical thinking skills, real world skills you are always recruiting for IUPUI make it easy for them. Have a business card with contact information for the campus. Offer to connect them with a colleague in a particular department or admissions to get answers to their questions about IUPUI.

One question most students have is- the value of a 4-year education versus "outside" what I can do in less time vs. 4 years in a classroom. Most feel the cost is out of reach and the debts outweigh the degree.

How the IU brand, experience, INDY, appears to appeal to certain types of students. In reality the value equals what the student values.

Affordability, students overestimate the true cost of college.

Mike suggested: speaking the language of the students. Finding things that motivate your students.

Communicating the brand, the student wants and needs, without cheapening the brand.

Questions to share:

1. What makes IUPUI affordable? *Not every employee who would be asked this question can answer it.
2. Individualize it for the students.
3. Technology – can provide lots of information about students, where they come from, their income and their community.

Using segmented messages can be a challenge. But knowing you are talking with a nursing student versus an engineering student can make a big difference.

Prospective students: know the mindset…tailor your message and your images.

Faculty experience, if you have a small classroom, knowing the students name, providing a welcoming atmosphere, and sending out messages in masses to your class can sometimes be daunting.  Try to individualize your messages.

The ability to refer a student to the admissions office, knowing who to contact.  Need: Quick refer-a-student/friend needs to be an easy process.

_Suggestions_- weekend classes will mean weekend student services & weekend administrative staff support.

Nontraditional students who have some/lot of credits coming to campus, or who are paraprofessionals already want those experiences to equal credits toward a degree.  They don't want to have to 'start over'.

Looking at digital advertisement, initial conversations and models for classes in the community the old learn and shop classes in the community and weekend college.

Encouraged us to plug into community groups, affinity groups on campus reach out to the Recruitment Council in the admission office and advisors' team all need to work together.