

Using elements of all three pillars (Relevant, Valuable, Accessible), what is the IU Indianapolis version of an elevator pitch that effectively and efficiently communicates Indiana's education value movement?

Elevator pitches

- Wherever you want to go, there's no one way to get there. IU Indianapolis opens doors across Indiana and beyond. With our world-class programs you can customize your experience to build a fulfilling future.
- We've been waiting for you at IUPUI. We're ready to help tailor your experience to meet your individual needs at a manageable cost, and help you reach your desired goal.
- We've been waiting for you.
- You don't have to know what you want to do when you get here – you can find it along the way.
- Education is about more than your value as a student or employee; it's about your value as a person.
- We're here for your destination, but we're also here for your journey.
 - Whether you are here to reach a goal or find a goal we can help.
 - Don't know where you want to go? Know where you want to go but need help getting started on the journey?
 - Come talk to us!
- Always evolving, always changing to help you secure your goals
- Opportunity is driven by spaces we're in
 - People we meet
 - Places we're in
 - Choose the place where the doors open the widest
- The programs and opportunities at IUI will provide you with meaningful tools and connections to bring your passion to life. The investment in your education opens doors you'd never thought available.
- IU Indianapolis – meeting you where you are!
- Located near the heart of Indianapolis (Indiana?), IU Indianapolis is dedicated to opening doors for students from Indiana (our state?) and beyond. These opportunities available allow for students to achieve their goals and go further. Learn more about yourself and discover why IU Indianapolis works for you.
- Whatever your plans, IU Indy can help you create a program that will afford you more opportunities to succeed.
- IU Indy will give you the skills you need to open doors and expand your options. We provide education on your terms and will guide you through the process making sure you get where you want to go.
- Education after high school should create opportunities for you to go further than you ever thought possible. At IU Indy you'll start to gain the skills you need to open doors immediately. The city offers endless opportunities for hands-on learning on your terms, with people to guide you along the way. Everything is possible at IU Indy.
- Open doors to go further, go your way
- Fuel your passions, career, financial literacy, objectivity
- Harness tools for life

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- Create the life you want, how you want it
- IU Indianapolis fuels your needs and passions. Learn what you want, when you want it, to create the life you want.
- IU Indianapolis offers flexible options to complete your goals on the doorstep to opportunities in Indianapolis and through the state.
- IU Indianapolis offers a variety of opportunities and avenues that allows for students to have autonomy when it comes to pursuing their education and career goals.
- If you want to take classes we are here for you!
 - Degree
 - Person interest
 - Skills for upward mobility
- Value – our costs are reasonable – you can go PT, FT - take a few classes or be full-time, come let us see what works for you
- Indiana University Indianapolis is the premier urban research campus that opens doors, no matter your path – by bringing together affordability and opportunity. IUI gets your foot in the door.
- Let us help you discover your path forward. IUI has an option that will work for you.
- Education is a key that opens multiple doors. With our programs and connections, you will be able to enter rooms that provide countless opportunities. Opportunities to lead. Opportunities for others to follow. Opportunities to be fully you.
- We believe in delivering a high-quality education that is within reach for all. We create rooms. We create opportunities. We create futures. It is up to you to grab the key and open the lock.
- Pick your power and explore multiple pathways that help you evolve into the person you want to be. No one person's journey is the same and we here at IU Indianapolis allow you to have real-world experiences without a real-world price tag.
- IU Indianapolis is an ideal place to start, grow, and accelerate your future. You have access to the city's resources, opportunities to explore your interests immediately, and involvement within relevant organizations.
- Regardless of your ideal future, IU Indianapolis is the place to start. We will support your new beginning AND your (restart). Join IU Indy today for your first step to a new tomorrow!

Other notes

- I think it's something about embracing the "any path can get you to X" and no matter what, IUI is waiting for you to communicate that no matter what path is taken, "We're so glad you're here." (Kind of like three's company – that's the vibe)
- We are always trying to be better!
- Missing opportunity to highlight new programs on degree list

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- Day 1 right now = hands on from day 1
- Engaged learning misconceptions – don't need to wait! (real world experience)
- Checklist for students already showing completion of one (Bridge Week)
- Leaning into Indy – highlighting new partners (but also challenged to get attention in big city)
- Not what to be – but now have your career interests evolved in the past few years
- Shattering expectations (personalization, attention)
- Personal, powerful, possible
- Real world, real experience – today
- Real – relevant – responsible
- One piece at a time – try us out / sampling / prototyping (are we giving students permission to sample majors?)
- How can IU Indy facilitate your progress? In whatever it is you want to progress?
- The experience you bring with you will help shape the path you take at IU Indy.
- We've been waiting for you.
- Your value as a person means as much as your value as a student.
- IU Indianapolis can help you discover what your passions are AND lead you toward success. Your experiences here will
- What material you want to learn
- How you want to learn it
- Different by population / student
- Accessible – weekends, weekday classes – online and in-person
- Welcoming campus – with a student center approach – provide the needed services
- Special events to reach out
 - Invite students of color
 - Invite students who might be under resourced
 - Look at our campus – support services
 - Can we meet their needs?
 - Make sure we work with every one of our stakeholders who need to provide services; or resources for all students we are prepared
- Relevancy – full range of options, not just bachelor's degree, higher given non-traditional / adult learners
- Valuable – showing IUI average costs vs. other schools / average person, showing what all you get with your cost
- Accessible – highlighting (again) non-traditional learners and alternate paths you can take to get your career goal(s)
- Career ready
- Access to opportunities

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- Leveraging social capital – alumni especially