



## “Our Commitment” Campaign Strategy

The IUPUI “Our Commitment” strategy will illustrate how effective communications can help us achieve our goals and objectives, effectively engage our target audiences, change perception and demonstrate success.

**SUMMARY:** As many central Indiana college students and their parents reconsider their plans to attend college in the fall (where or if) in response to lingering effects of COVID-19, IUPUI is launching the “Our Commitment” Campaign that is designed to raise awareness among target audiences that IUPUI is a healthy and safe campus right in their own backyard by highlighting and bolstering its reputation as a national leader in the health and life sciences, civic engagement and service learning, innovative educational programs, and award-winning student support services.

**GOAL:** Influence enrollment and initiate a call to action among prospective students and their parents by working with IUPUI faculty, staff and supporters who will promote IUPUI among their peers and contacts and will serve as campus champions, advocates, influencers and ambassadors.

BEHAVIORAL OBJECTIVES	OPERATIONAL OBJECTIVES	COMMUNICATIONS OBJECTIVES
Influence mindset and change perception of IUPUI among target audiences	Train IUPUI employees and supporters to serve as ambassadors and promote IUPUI.	Ensure all ambassadors know and understand the information, standards expected and are prepared to respond to questions.
		Ensure message recipients receive is understandable, engaging motivating with a clear direction on how to respond.
	Regularly gather feedback to ensure ambassadors are being properly supported and are in alignment with mission and vision.	
	Build strong relationships with employees, target audiences, donors, local community.	Provide a regular flow of information to target audiences.

**KEY MESSAGES:** Key messages will focus on the topics of safety, quality and opportunity

- **Safety:** *IUPUI is committed to Caring for Your Safety and Wellbeing, First and Foremost*
  - Messaging around program specifics about Health and Wellness, security services (IUPD), etc.
  - Messaging around facilities regarding fitness, upkeep (CFS), nutrition, etc.
- **Quality:** *IUPUI is committed to Offering You Quality, Affordable, and Flexible Degree Programs Where You Can and Will Succeed*
  - Messaging around academics
- **Opportunity:** *IUPUI is committed to Connecting You to Opportunities in Indy and Beyond as You Leverage Your Passion to Make a Difference*
  - Messaging around programming regarding internships, experiential learning, study abroad, co-curricular activities

**TIMELINE:** The campaign will include multiple phases of integration from June 2020 through May 2021.

**TACTICS:** The campaign will leverage existing marketing campaigns currently underway by the Division of Enrollment Management as well as social media, bi-weekly emails, videos and print and communications collateral including a “communication toolkit.”

**EVALUATION:** A variety of factors will be used to evaluate the success of the IUPUI “Our Commitment” Campaign in its entirety including both qualitative and quantitative data.