Guest Student Campaign
Summer 2020

Goal: 2019 guest student enrollment was 8,565. No goal set for 2020.

Audiences:
- Prior guest students (within three terms – Spring 20, Fall 19, Summer 19)
- Four-year university students who WERE at the campuses (Note: not geofencing, see notes)
- Dual credit 2019 seniors and dual credit 2018 seniors
- Parents of dual credit 2019 seniors and dual credit 2018 seniors
- Closed applicants and prospects with high school grad years of 2018 and 2019 that indicated they are attending another college
- New guest students - digital

Timing: March 23 to June 5

Methods:
- Past guest students
  - Postcard (will say “or current resident”) so it doesn’t get forwarded: 1 in April, 1 in May
  - Email: 2 in April, 2 in May
  - Text: 1 in April, 1 in May
  - Call: 1 in April
  - Digital (providing lists): Target provided lists of prior guest students (for the past three terms) – this will include email match targeting on paid search, display banners, and Facebook
    - Remove from list when user clicks on application link, retarget if visited page, but not applied up to two times
- Four-year targeting (cannot do the typical geofence)
  - Mobile Device IP Matching + Behavioral Targeting (campus marketing submitted list of four-years becomes baseline)
  - Expanded info: Using a new platform called Q1. This platform constantly collects location data based on unique user profiles - which is called Mobile Device ID targeting - so it’s able to retroactively look at users who were in a particular location in a certain time frame and target them where they are now. Instead of geofencing Indiana University and targeting students that are currently there in real-time, this allows us to target students that were at IU between (for example) January 10th and February 25th and serve ads to them in their homes right now. This bypasses the issue of geofencing an area impacted by coronavirus since we can choose a time period that wasn’t affected. Then, it uses IP matching to find the IP that mobile device is using and serves ads to other devices on that IP. So if they’re at home and using home wifi, it’ll find both their mobile device and their laptop or other devices as well to serve ads.
- Dual credit 2019 seniors and dual credit 2018 seniors
  - Email: 2 in April, 2 in May
- Parents of dual credit 2019 seniors and dual credit 2018 seniors
  - Email: 2 in April, 2 in May
- Closed applicants and prospects with high school grad years of 2018 and 2019 that indicated they are attending another college
Email: 2 in April, 2 in May

**Digital for new guest:**
- Paid search – this includes school-specific searches like “IU summer classes”
- Google Search for Largest Schools
- Paid Social for Largest Schools (focus on Facebook and Instagram)

**Website:**
- Update /guest website
- Update campus drop downs
- Update /comms

**Social media:**
- Two posts per month (April and May)

**Reporting:**
- Bi-weekly starting Friday, March 27 through Friday, June 5
- Top priority
  - Clicks to application link
  - Web analytics
  - Enrollment
  - Weekly digital reports from Statwax

**Total budget – $40,000 ($30,000 digital plus two postcard drops)**
Campus Submitted Lists

**Fort Wayne**
Purdue University Fort Wayne (IPFW)
Indiana University Fort Wayne
Trine University
Indiana Tech
University of Saint Francis
Manchester University
Indiana Wesleyan
Grace College
Huntington University

**Anderson, Marion, Muncie**
Ball State
Anderson University
Indiana Wesleyan
Taylor University

**Lake County, Valpo, Michigan City**
Calumet College of Saint Joseph
Purdue University Northwest — Calumet Campus
Purdue University Northwest— North Central Campus
Indiana University — Northwest
Valparaiso University

**Kokomo**
IU Kokomo
Indiana Wesleyan University

**Richmond**
Miami University (Oxford,OH)
Wright State University (Dayton,OH)
University of Dayton (Dayton, OH)
Ball State University (Muncie, IN)
IU East
Earlham

**Evansville**
University of Evansville
University of Southern Indiana
Southern Illinois University
Indy (Bloomington covered with IU, Lafayette covered with Purdue)
IUPUI
Butler
Marian
DePauw
Franklin College
University of Indianapolis
Indiana Wesleyan
Ball State
IU
Purdue

Sellersburg
IU Southeast
University of Louisville
Ballarmine
Spalding

Columbus
IUPUC

South Bend
Goshen College
Indiana Univ. South Bend
Bethel University
Western Michigan
Purdue Northwest (Westville campus)
Grace College
Andrews Univ.
Notre Dame
Saint Mary’s College
Holy Cross College
Trine (Mishawaka Campus)

Madison
Hanover College

Terre Haute
Indiana State University
Saint Mary-of-the-Woods
Rose Hulman Institute of Technology

Lawrenceburg
Xavier
Cincinnati School of Mortuary Science
Christ College of Nursing
University of Mount St. Joseph
U of Cincy
Northern KY U