

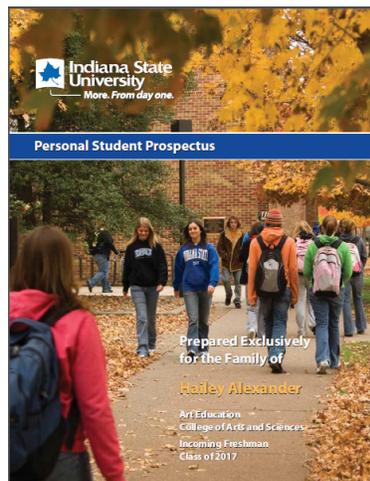
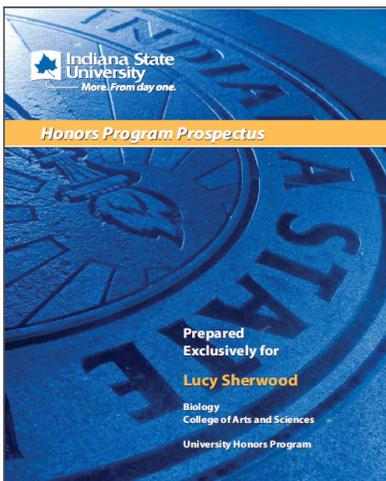
Indiana State University Honors Program Personal Student Prospectus

Client Challenge

ISU competes against many public and private colleges and universities for high-achieving academic students. Four years ago, ISU intensified recruitment efforts for its Honors Program by making more merit scholarships available while increasing its marketing efforts. The challenge was to identify qualified, academically-gifted students before they applied for admission, and to influence them to choose ISU. Honors students usually receive generous financial aid offers from multiple colleges, many of which are top academic institutions.

“We are a public institution using cutting-edge technology and innovation to be as competitive as possible in today’s challenging recruitment arena. Student Aid Services’ Personal Student Prospectus™ is one of the WOW factors we wanted in our recruiting tool box.”

John Beacon
Vice President for Enrollment
Management & Communications
Indiana State University



“Our personalized PSP makes students feel special”

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SAS Solution

ISU enhanced its traditional marketing to potential students in the spring of 2011 by asking Student Aid Services, Inc. to build a custom net price calculator. It was the first NPC to provide prospective students with a personalized notification of admissions to an Honors Program. That fall, as the number of its NPC users grew and more students met the Honors Program criteria, ISU decided to leverage its NPC’s Expected Honors Award feature. When a student’s responses to ISU’s NPC triggers the Honors feature, now, the student receives a highly individualized, color brochure at their home in about a week. ISU is the first college in the country to dynamically generate Student Aid Services’ Personal Student Prospectus™ (PSP) from an NPC. The PSP provides prospective ISU students with notification of their eligibility Honors Program admission, and details its features and academic benefits as well as the student’s personalized cost data, including an estimate of out-of-pocket costs and monthly loan payments after graduation.

“We took the core net price calculator to the next level,” said John Beacon, ISU’s vice president for enrollment management, marketing and communications. “We are a public institution using cutting-edge technology and innovation to be as competitive as possible in today’s challenging recruitment arena. Student Aid Services’ Personal Student Prospectus™ is one of the WOW factors we wanted in our recruiting tool box.”

Candidates receive ISU’s Honors Program Prospectus showcasing their academic, social and housing choices. ISU’s Honors Program Prospectus concludes its informational section with a replica of an ISU diploma featuring the candidate’s name “The diploma idea came about during a brainstorming

moment with colleagues,” Beacon said. “We wanted students to see themselves through the whole education process at ISU. The PSP diploma page got a lot of people sitting up in their chairs.”

Education Pays
Understanding Your Investment

Congratulations on taking the next step toward earning your bachelor's degree in Biology.

Your future earnings potential as a college graduate is well worth the investment you make today in obtaining your degree. A college education not only prepares you to become a successful future leader in your workplace and an active and engaged citizen and member of your community, but can also help provide you with a lifetime of valuable economic returns and financial benefits.

Particularly in difficult economic times, the benefits of a college education can be quite significant.

Higher Earnings and Lower Unemployment Rates

According to U.S. Census data, the typical college graduate can expect a lifetime earnings potential of well over \$1 million dollars more than that of a person with only a high school diploma. It is also significant to note that while a college degree does not guarantee employment, those who have earned a bachelor's degree or higher typically experience significantly higher rates of employment according to the U.S. Bureau of Labor Statistics.

Median Monthly Earnings in 2011:		Unemployment Rate in 2011:	
\$5,470	Master's Degree	3.8%	
\$4,563	Bachelor's Degree	4.2%	
\$3,204	Associate's Degree	6.0%	
\$2,394	High School Diploma	8.4%	

Source: U.S. Department of Labor, Bureau of Labor Statistics.

“Personalization is an institutional strength,” said Greg Bierly, executive director of the University Honors Program. “Our PSP information zeros in on a student’s interests and individual profile, and presents the opportunities that ISU holds for them academically and financially. By helping tailor a message toward a student’s particular needs and aspirations, the PSP contributes to a very informative and personal recruitment effort.”

Results:

- 13% increase in Honors Program enrollment yield
- Expansion of PSP outreach to all parents and out-of-state students who opt in via its NPC

ISU’s Honors Program Prospectus begins a dialogue between interested, gifted students and program administrators. **“Our personalized PSP makes students feel special,”** Beacon said. “This approach to personalization

is helping us grow our freshman classes. Private colleges understand the value in personalized recruiting, but it is not as commonly employed in the public sector.”

Reaction from prospective students is very positive. Electronic honors applications, which had been trickling in starting in December, now arrive in a steady stream on a daily basis. As the number of students using ISU’s NPC dramatically increased, so did the number of students applying for the Honors Program. The Honors Program Prospectus now outpaces ISU’s Honors Program campus preview day in reaching the most recruited candidates.

In the Summer of 2012, to support its Honors Program Prospectus, ISU began promoting its NPC even more aggressively. The NPC is featured on the home page of the Admissions website, on ISU’s Facebook page, and is cross-referenced on several other web pages. Current ISU students also are encouraging prospective students to use ISU’s NPC to get estimates of their aid eligibility and costs. Greater visibility of its NPC helps ISU cast a national net for qualified students. Today about 44% of the people who complete ISU’s NPC live outside Indiana. Nearly 36% of today’s Honors Program Prospectus recipients reside outside the state.

“ISU exceeded its goal to increase the visibility of the Honors Program while enrollments also have increased,” Beacon said. **“The PSP generated a very positive return-on-investment (ROI). Of the initial 354 prospective first-year students who asked for a personalized PSP, 46 enrolled—a 13% increase in enrollment yield.”** The Honors Program Prospectus “...attracted competitive students and helped solidify their decision to attend,” Bierly said.

ISU’s Honors Program Prospectus is so successful that in the fall of 2012 the university expanded its use of the Personal Student Prospectus provided by Student Aid Services, offering it to all parents and out-of-state students who use the NPC and seek more personal information.

Pickler Hall
Home to the Honors Community

As a University Honors student, you'll be invited to reside in the exclusive Honors living-learning community in the newly renovated Pickler Hall. Choosing to reside in the close-knit community offers a unique opportunity for you to develop friendships, form study groups and get involved at ISU. You will enjoy being around other students who share similar interests and are equally invested in their education.

The Honors Lounge was specially designed as a place where Honors students can study or relax.

The University Honors Program offices are located in Pickler Hall, making Honors resources easily accessible to you throughout the day.

Residence Hall Floor Plan

Pickler Hall offers University Honors Program participants spacious living spaces with plenty of amenities and close proximity to resources to create a comfortable and functional learning environment.

The living area's features include:

- Cable TV
- Internet/network connection
- Central air conditioning
- Bookshelves
- Private bathrooms
- Bulletin board
- Desks
- Suggested area rug—11'x12'

Estimated ISU Scholarship Awards
Helping You Meet Your Education Goals

Because we believe in you and your ability to excel and thrive at Indiana State University, students are eligible to apply for exclusive scholarships that can provide thousands of dollars of free aid to help fund your education. Scholarships are awarded based on a variety of criteria not just GPA so all the applicants have an equal opportunity for success.

Congratulations Lucy!
Your Minimum ISU Scholarship Award Totals

Your Annual Minimum Award:	\$25,026
Your 4-Year Award Total:	\$85,104

Apply For Additional Scholarships to Maximize Your Aid Award!

Indiana State University awards more than \$6.5 million in scholarships and awards. The eligibility criteria, application process and submission deadlines vary for individual scholarships.

Find out how you can apply for these additional scholarships and awards: www.indstate.edu/scholarships

Additional ISU Scholarships Are Available

In addition to your scholarship award amount noted above, there are more scholarships for which you might be eligible and are encouraged to apply.

Honors Program faculty and advisors offer special assistance to students in applying for a variety of scholarships such as the examples listed below.

One Out of Three Participants Receive Additional Awards:

- Presidential Scholarship—\$17,000*
- University Honors Scholarship—\$5,000*
- Academic Excellence Scholarship—\$2,000*

*Scholarships are awarded annually.

Apply online today for additional sources of student aid: www.indstate.edu/scholarships

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Indiana State University

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Benefits of Student Aid Services Net Price Calculator:

- **Accurate, personalized estimates**
- **Customizable net price calculation**
- **Communication of value and affordability**
- **Competitive advantage**

Our Product

Student Aid Services' ThinkAhead Net Price Calculator® is the **most customizable, comprehensive and user-friendly technology available**, meeting the 2008 Higher Education Opportunity Act's NPC requirements and able to support the enrollment objectives of any postsecondary institution. Unmatched in accuracy, the company's fully hosted NPC replicates the eligibility criteria and awarding practices of financial aid programs to provide the accuracy level an institution prefers. Student Aid

Services' advanced technology can use modified federal and institutional need analysis, replicate term and non-term aid-packaging policies, accommodate sophisticated institutional packaging and neighboring states' portable aid programs, and support multiple costs of attendance to provide highly personalized cost estimates. Its NPC can communicate value and affordability by showcasing all available aid, including military aid, estimated loan awards, and different financing options. **Over 700 campuses have posted a custom ThinkAhead Net Price Calculator.**

PROFILE



Indiana State University's Honors Program engages academically talented and motivated students. It provides them a custom program of study designed to enhance their academic

experience and prepare them for advanced study and a profession. Honors students have access to special merit scholarships and mentoring, as well as opportunities to participate in interdisciplinary honors classes, independent study, research, seminars and cultural events. Of ISU's 11,500 students, approximately 900 participate in its Honors Program. ISU offers all prospective students access to a custom net price calculator (NPC), which accurately estimates a student's aid eligibility, net price of attendance, out-of-pocket expenses, and total estimated cost of a degree.

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