

INDIANA UNIVERSITY SOUTH BAMP

G. Enright

I. Mukantaganira

B. Joy

J. Limberopoulos

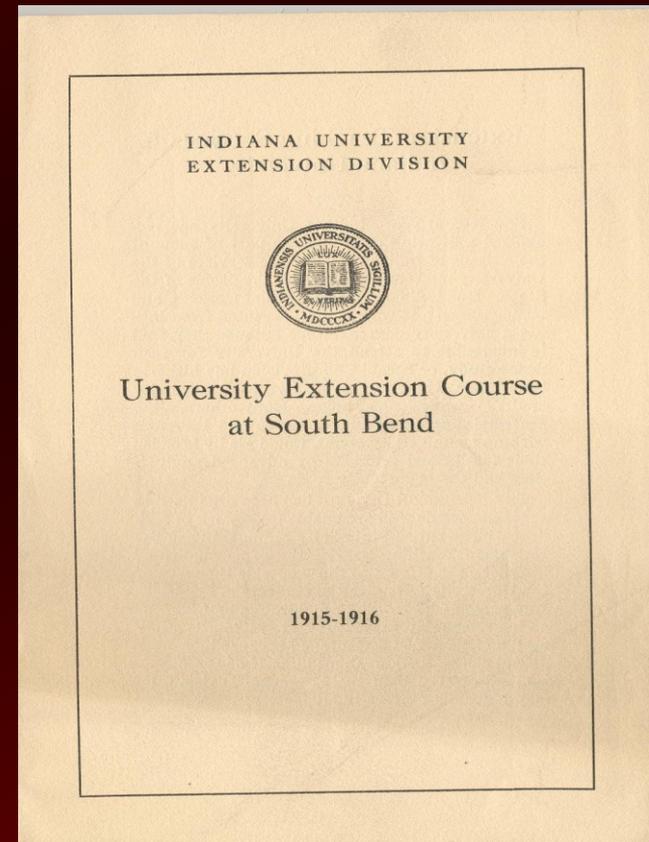
R. Lowman

Introduction

Indiana University has been around for well over a century. It has only be recently, however that classes have been offered here in South Bend. It may be hard to think of a university as a consumer business, but it actually is. The product is the education that prepares future generations for the working world.

History of IUSB

- Classes first offered @ Central High, 1916
- Provided to “offer more classes to students who could not afford to attend the Bloomington campus”.



History Cont.

- 1940: Lynton Keith Caldwell appointed director of SB classes.
- 1944: Appointment of Donald Carmony
- 1961: First IUSB building, Northside Hall built
- 1965: Greenlawn acquired
- 1969: Riverside Hall
- 1975: Associates Bldg.



More history

- 1989: Franklin D. Schurz Library completed
- 1994: Site for future student dorms bought
- 1998: Wiekamp Hall opened its doors



Currently

- The current chancellor is Una Mae Reck (appointed 2002)
- A population of 7, 500 students
- Now offers over 100 degrees
- 17 masters programs are currently offered



Chancellor Reck Bio

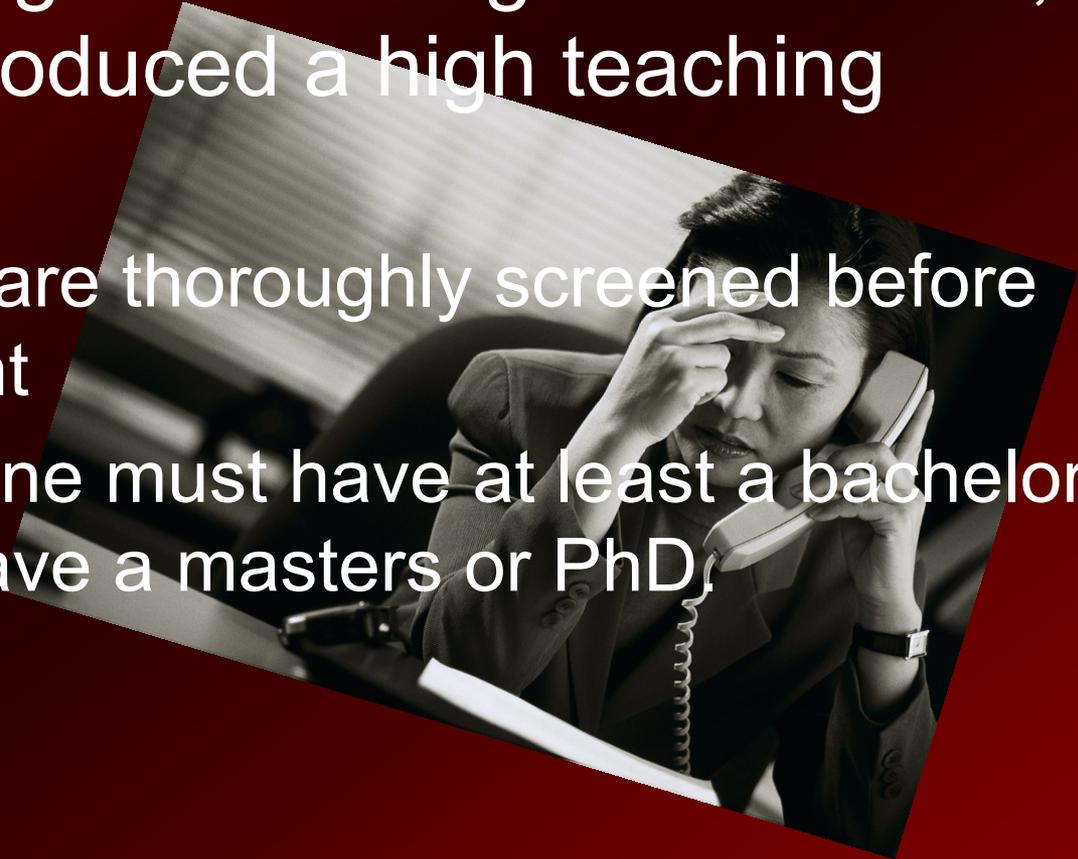
Pressure to Compete

- The following are ways that IUSB competes with other area colleges:
 - Small Class Sizes
 - More instructor/pupil interaction
 - Affordable pricing
 - Variety of course choices
 - Over 1,600 course choices and 100 programs



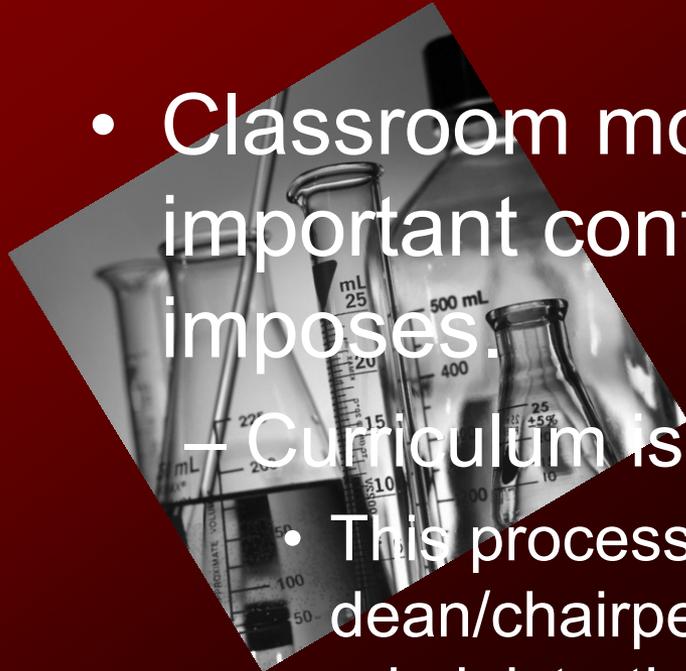
Pressure to Monitor

- By monitoring the learning environment, IUSB has produced a high teaching quality.
 - Instructors are thoroughly screened before employment
 - To qualify one must have at least a bachelors, but most have a masters or PhD,



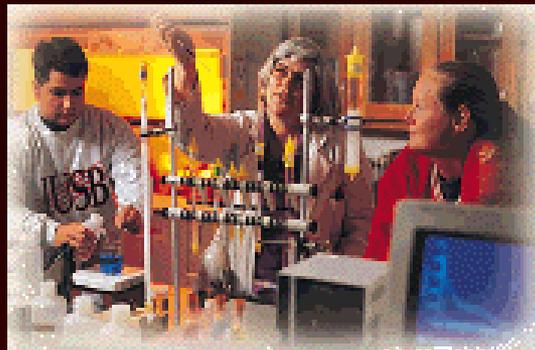
Monitoring Cont.

- Classroom monitoring is also another important control that the university imposes.
 - Curriculum is carefully chosen
 - This process is completed by a cooperation of the dean/chairperson of each department and the administration
 - As a result, Courses are effectively planned



Student Evaluations

- Another form of monitoring comes from the evaluations that students fill out on classes and professors.
 - These questionnaires are then submitted to the dean of each program for review.
 - This process allows students to anonymously submit their views of a class/professor.



The Target

- The target markets are the following:
 - Nontraditional students (age 23+)
 - Traditional students (age 18-22)
 - Donators
 - Alumni, parents, area businesses, etc.
 - Public schools
 - Community



Marketing Strategy

- Advertising
- Public Relations
- High school guidance dept.
- Visits to area High Schools
- Campus Tour Programs

Extension Teaching Service of Indiana University

For several years Indiana University has recognized a growing desire on the part of some of the citizens of Indiana to have the services of the University made accessible to all the people of the State. Hundreds of teachers, social workers, and business men and women are prevented from taking a university degree, either because they find it impossible to attend the University for residence study, or because no provision has hitherto been made whereby they can receive university credit for work done at home. Many others, although contemplating no advanced degree and therefore wishing no university credit, would gladly broaden their intellectual interests by advanced study if they had the opportunity to do so.

THE EXTENSION DIVISION has been organized to serve the people who are unable to do work in residence. The entire State is its campus. Thru the Extension Teaching Service the same quality of instruction is offered to those outside the walls of the University as is given to students in residence. Any person who is willing to devote a half-hour or an hour each day to serious and systematic study need no longer feel discouraged because he cannot attend college. By availing himself of the opportunities offered thru the Extension Division, he may become a university student.

Extension Class in South Bend 1915-1916

The following course in Political Science will be offered to the teachers of South Bend and to all other persons who may be interested:

1. *Leading Political and Social Problems of Today.* Politically and socially our country is in a state of ferment. Great reforms are being considered, great movements are under way, and great changes are impending. A knowledge of such matters is an indispensable element of good citizenship, and the purpose of this course is to aid those who are interested in acquiring a fuller understanding of these problems. Beginning with the democratization of our federal government, certain topics closely related thereto, such as the drift toward parliamentary government; growing nationalism and centralization; socialist tendencies, and their probable outcome; woman's suffrage, etc., will be considered. The proposed reorganization of our state governments will then be taken up for consideration, and in this connection such topics as the position of the governor; his relations with the legislature; his need of greater authority; proposed changes in our state governments; the New York state constitution; the Oregon plan of reorganization; the short ballot; the initiative, referendum, and recall will be considered in detail. Municipal government will be given its due share of consideration, and in that connection the problem of home rule for cities, the commission form of city government, the city manager plan, etc., will be discussed. Certain economic and social problems, such as women's work, child labor, workmen's compensation; immigration; the negro problem; conservation, etc., will be considered during the latter part of the course. Eighteen meetings. Two hours' credit. Dr. LINTON.



Benefits

- Personal attention to students
- Close to home for most students
- Distinguished faculty and staff members
- Affordable tuition prices
- IU Degree offers



Competitors

- Ball State University
- Purdue University
- Ivy Tech
- IU Bloomington (IU Degree closer to home)



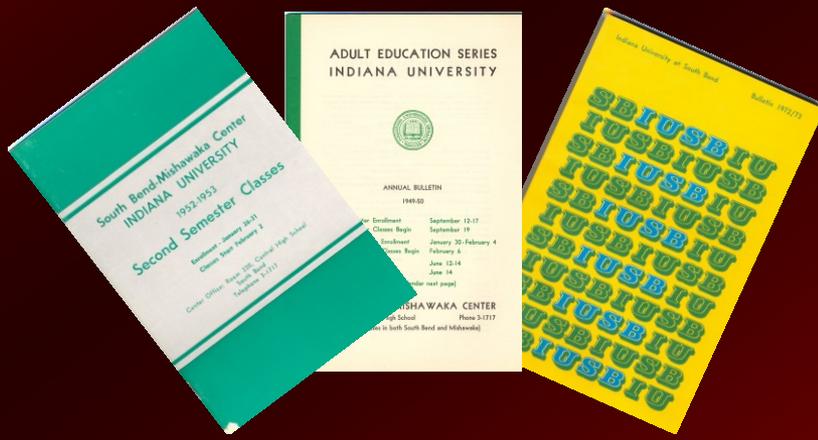
Opportunities/ Problems & Solutions

Problem:	Solution:	Phase:
Lack of Student Housing	Building of Student Dormitories	Design
How to get to the housing	Building of foot bridge	On Hold/Design
Student Parking	Renovation of Northside Parking lot	Design
Admin needing update	Remodeling of Admin Bldg.	On Hold/Design
Admin needing carpeting	New carpeting in Admin	On Hold/Design

*Based on online PDF citation

Student Housing and How to Get There.

- Student Housing Problem:
 - Will be building across river
 - Design Phase
 - This means that proposed plans are still being considered
- How to Get there:
 - To get across the river, a bridge was purposed.
 - This is also in the design phase, but is listed as being on hold
 - Being on hold means that preliminary studies are being done, such as river core samples



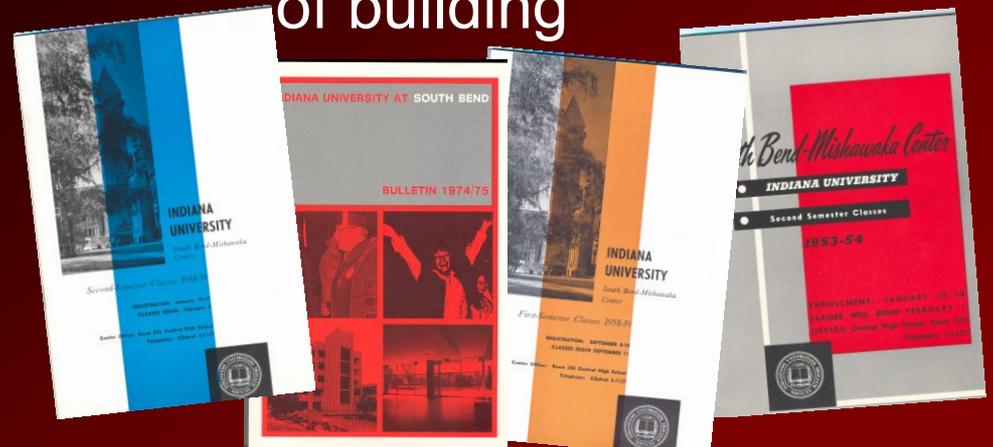
Parking Issue



- Another Issue is parking
 - Until housing is finished, this is pressing
 - Solution is the remodeling of Northside parking lot
 - This is in the design phase, meaning bids for the job are being taken

Admin Renovations

- The need of a technological update:
 - Also listed as on hold, but has been bumped to design process
 - Means remodeling of building facilities
 - Will make the building look more up to date
- The need for New carpeting:
 - Listed as on hold, but now in design phase
 - Replacement will be an internal job
 - Will help improve look of building

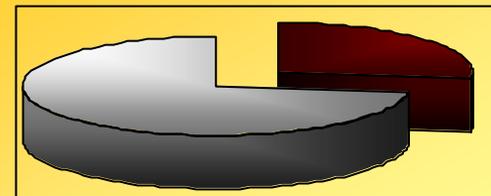


Place

- The Administration Building is located at 1700 Mishawaka Ave. in South Bend
- The IUSB campus now makes use of 57 different buildings many of which are not on the physical campus
- Combined these buildings take up 1,235,664 square feet.

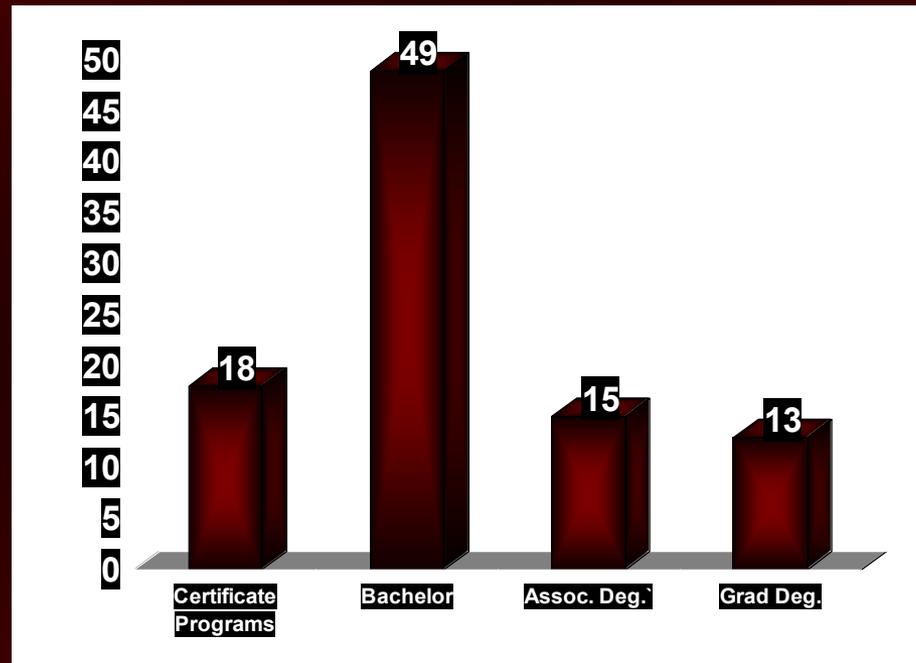


Buildings and Year



Product

- The obvious product for any university is education
 - IUSB features 290 faculty members
 - As mentioned before 1,600 different courses
 - As well as 100 different programs
 - Below is a bar graph showing a breakdown of degrees offered



Price

Tuition In State Vs. Out of State



Promotion

- Large appeal to nontraditional students
 - Half of IUSB students are over 24 years old
- Job advancement is another promotional ploy
 - 40% of students are part timers
- 64% of students are women
 - *The Softer Side of IUSB*
- Advertisements on the radio, newspapers, & catalogs reach an international basis
 - 219 of or students are international



Conclusion

Indiana University South Bend offers an IU degree at competitive prices, closer to home. Having smaller class sizes, with high quality instructors brings the total value of IUSB into light. The marketing mix includes both traditional and nontraditional students. Encompassing over 57 buildings, IUSB facilities are hard to match.

Works Cited

- www.iusb.edu
- www.iusb.edu/~buse/campusviews.htm
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- IUSB Library Archives
- <http://www.bsu.edu/students/careers/employers/profile/>
- <http://www.purdue.edu/>
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- Special Thanks to Alison Stankrauff for all the help that she gave our group.