



INDIANA UNIVERSITY
BICENTENNIAL

200 YEARS

Indiana University: Learn How We Fully Leveraged Our Bicentennial

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**THE
ANNIVERSARY
FORUM**



ANNIVERSARY
UNIVERSITY®



200 YEARS

INDIANA UNIVERSITY BICENTENNIAL

Leveraging Your History: The Indiana University Bicentennial



200 YEARS

INDIANA UNIVERSITY BICENTENNIAL

Indiana University-Company Profile

- Founded in 1820
- Annual operating budget: \$3.7B
- ~100,000 students
- ~21,000 employees
- ~730,000 living alumni; 48 international chapters, ~100 domestic chapters
- 7 campuses, 15 additional medical education and campus-like sites



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Indiana University Bicentennial

- For All: The Bicentennial Campaign for Indiana University (\$3.86B)
- Bicentennial Strategic Plan (Each campus, school, department)
- IU Bicentennial
 - 2016-2019 Anniversary Era
 - 2019-2020 Celebratory Year
 - 2020+ Legacy Programs
- [Short History Video](#)

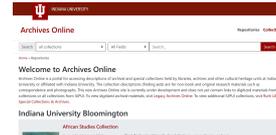
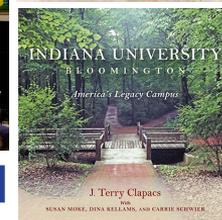




200 YEARS

What we did...

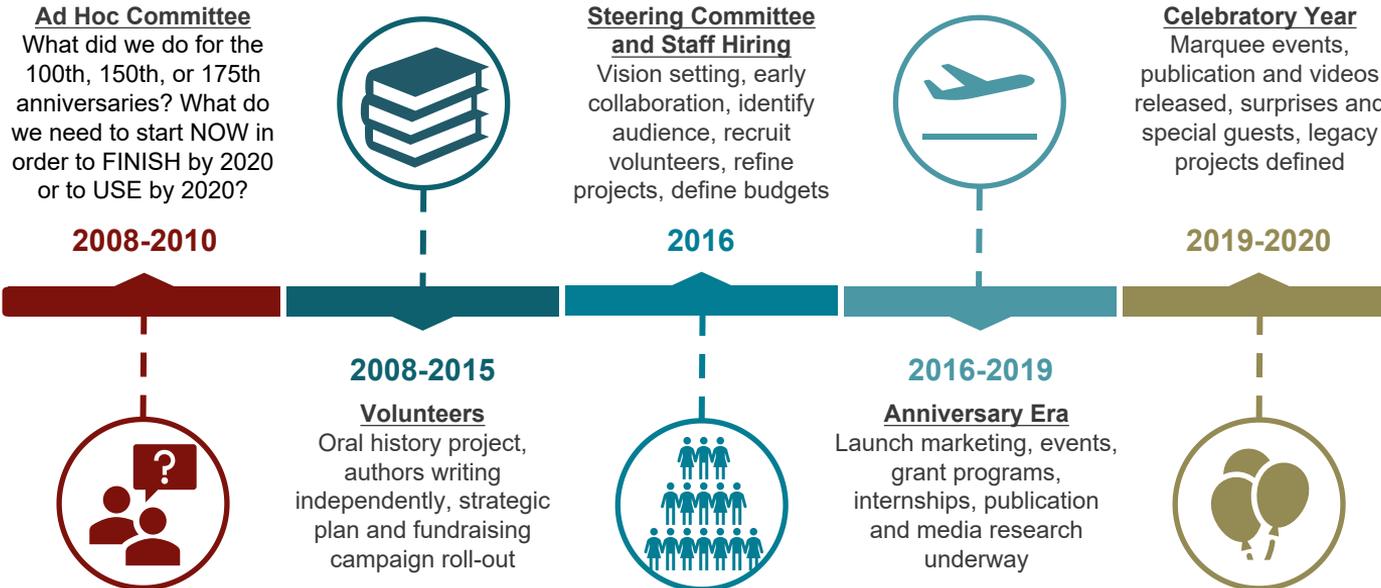
- 27 [Signature Projects](#)
- 3 Grant Programs (Courses, Projects, Conferences)
- Internship program (over 200 student employees)
- Marquee Events Schedule





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When we did it...





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How we did it...



Leadership Commitment: consistent, clear, and repetitive messaging on expectations for internal partner participation; president, trustees, foundation board, cabinet, deans, faculty leadership, student leadership, etc.



Communication: Tell them what you are going to tell them. Tell them. Tell them that you told them. (Aristotle)



Collaboration: Define input-rights and decision-rights and include as many people as possible.



Incentivize with Resources: Provide funding, people, access, special promotional items, space, facetime, etc.



200 YEARS

Communication Planning: Can we dress alike for a bit?

- Simple, coordinated marks and visual assets (downloadable)
- A robust, interactive, and multi-functional website (www.200.iu.edu)
- Student-led social media engagement
- Select publications in print and digital formats
- Promotional merchandise
- Endorsed vendor-developed merchandise
- Earned and paid media strategy

- *Your Story is the Story of IU and Making the Invisible Visible*
- Complimentary Campaigns: We're All In (academic), All For You (nostalgic), For All (call to action)
- Internal comms: annual retreats, department liaisons, newsletter



Indiana University: 200 Years in the Making

The Indiana Seminary was founded by the Indiana General Assembly on January 20, 1820. During its inaugural year, the school featured just one teacher who taught Ancient Greek and Latin. The school expanded its curriculum and became Indiana College in 1828 and Indiana University in 1838. January 20, 2020 was Indiana University's 200th anniversary.



INDIANA UNIVERSITY
KOKOMO
1945-2020

HONORING THE IU BICENTENNIAL





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Who Gets a Vote? Collaborative Crowdsourcing



Faculty, staff, alumni **survey**: What are your affiliations with IU? Are you aware that the 200th Anniversary is coming? Please list Bicentennial activities you have heard about already. How can the university celebrate and better understand our collective past? Is your department celebrating a milestone between now and 2020? What are you planning? How would you envision us collaborating? What special programs, curricular innovations, publications or events should be commissioned for 2020? What individuals, events, or places should be commemorated, honored, or remembered during this anniversary?



Video series topic **workshops**: We are looking for untold, unknown, underappreciated stories that will be developed into a Bicentennial Minutes video series. Brainstorm categories: athletics, science/medicine, arts/humanities, people, events, hidden gems/X factor. Guiding questions: Who is the most famous person affiliated with your unit? What's the best story you've ever heard about your campus? What's one fact that YOU know that YOU know that you wish other people knew about your campus? What's the best hidden gem on campus?



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Who are we...really? Identify Historic Strengths—but just the **REAL** ones

Academic measures:

- Program rankings over time (What are our **consistently** top-ranked programs?)
- Faculty awards (In which fields are our faculty **most** recognized?)

Affective measures:

- Heroes (Who are the IU “**heroes**” of the past?)
- Athletics memories (What are those championship **moments** that still matter?)



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Can you use some of our sand in your box?

Leveraging across the full organizational life cycle.

Admissions: We've been waiting 200 years for you!

HR Recruitment: Past, present, and future marketing

IU Press: Well House book series

Alumni Association Alumni wine program

Dining: Cookies with old logos and buildings

School Deans: advisory board meetings/reunions at one massive alumni reunion

.....buying billboards, put up street pole banners, sponsoring external corporate events, hosting athletics events, etc.





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Who's Invited to Dinner? The Audience-Program Matrix

	Audience						
	Faculty	Staff	Students	Alumni	Community	Higher Ed	Donors
Program							
Alumni Reunion				X			
Well House Book Series	X			X		X	X
Internship Program			X				
World's Largest Bounce House			X		X		
Lecture Series	X	X	X		X		
Bicentennial Medal				X			X
Higher Ed Symposia	X					X	
Indiana State Symposia	X				X	X	
Public Art	X	X	X				X
Archives Development		X					
Oral History				X			
CitizIN					X		
Traveling Exhibit					X		
Speakers Bureau					X		
Bicentennial Professors					X		

- Overall program
- Event invitations
- Book audiences



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Show me the money! Incentivize Priorities



Example Priority: **Multi-campus collaboration**

How to Incentivize: Extra points in grant evaluation for more than one campus sponsor



Example Priority: **Student engagement**

How to Incentivize: Budget for student employees/interns separately as an “add-on” to grant apps, didn’t count against their base budgets



Example Priority: Senior leadership **attendance** at events

How to Incentivize: Divvy up the marquee events calendar and ask only 4-5 VPs, Deans, etc. to sign up for each event



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Who in their right mind would do this?

- 1,200+ Volunteers
- Council of University Historians
- 157 Student Staff Members (10 graduate assistants; 90 project interns and employees; 57 research interns)
- Bicentennial Staff
 - 3.0 FTE assigned staff members (project manager, office manager, comm and marketing/assistant project manager)
 - 3.0 FTE assigned experts (university historian, bicentennial archivist, bicentennial events manager)



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What have we done for you lately?

The Most Commonly Requested Items/Info from us:

- Money, money, and money
- Promotional swag of all qualities and cost levels
- Marketing assets (marks, logos, templates)
- Short pre-event/social media history video
- Historical brag points
- Trivia questions



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IU Bicentennial Final Program Video



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