

Committee on Disseminating the Iowa Challenge Subcommittee on Communicating with the Students

Definition and description of audience (s)

1. First-Year Students

This includes all “traditional” first year incoming students (first year of college, first institution attending, etc.), from prospective students/application through their first year. This group is our primary concern.

2. Undergraduates

This includes all other undergraduate students including transfer students and non-traditional undergraduate students. This group is our secondary concern.

3. Graduate/Professional Students

All graduate students and professional (law, medical, dental, etc.) students. The committee feels that if we truly want The IOWA Challenge to become a part of campus culture we need to consider all students. Therefore, the graduate and professional students will be a tertiary concern.

4. Alumni

This audience includes all Alumni from The University of Iowa, however our greatest consideration is recent Alumni and those that continue to be involved with the university. Once again, because we truly want The IOWA Challenge to become a part of campus culture we need to consider all students. Therefore, the alumni will be a tertiary concern.

Goals/Mission

The mission of the Subcommittee on Communicating The IOWA Challenge with the Students is to empower University of Iowa Students to be vested in their education as demonstrated through their persistence and matriculation.

Goal 1 - Impact Student Culture

- a. By using student leaders to teach The Message.
- b. By using PICK ONE to encourage students to *Engage*.
- c. By requiring Cultural Diversity classes/components of classes (CT).
- d. Activities, supporting, communication

Goal 2 - The students should know The Message

- a. By making The Message appealing to students.
- b. By incorporating The Message into Departmental websites.
- c. By using The IOWA Challenge to drive the FYE initiatives.

- d. By using mediums appealing to students to drive The IOWA Challenge (i.e. Social Networking, videos, etc.).
- e. By using giveaways that are appealing to students.

Goal 3 - The IOWA Challenge should be disseminated to the entire student population through numerous channels

- e. Including First Year Students
 - i. Through Orientation
 - ii. Through First Year Initiatives
 - iii. Through Welcome Week
 - iv. Through the College Transitions Course
 - v. Through Residence Life and the RAs
- f. Including All Undergraduate Students
 - i. Especially general students through student organizations, student leaders, etc.
 - ii. Especially Transfer Students through Admissions and Orientation
 - iii. Especially Non-Traditional Students through websites and the DI
- g. Including Graduate and Professional Students
 - i. Through Graduate College Orientation
 - ii. Through the Professional College Orientation
 - iii. Through their governing bodies (6) which make up ECGPS (Executive Council of Graduate and Professional Students)
 - iv. Through graduate and professional student organizations.
- h. Including Prospective Students
 - i. Through Admissions
 - ii. Through videos and TV commercials
 - iii. Through Hawkeye Visit Days
- i. Including Alumni
 - i. Through the Alumni Magazine
 - ii. Through the Association Newsletter
 - iii. Through RiverFest
 - iv. Through ASIST
 - v. Through the Foundation