



**University of
Southern Indiana**

Role Model Campaign (Phase 1)

Where Role Models Are Shaped

launched on February 4, 2018



:60 spot ran during Super Bowl
:30 Evansville and first time in Indianapolis market

At the University of Southern Indiana, the relationship between people and ideas is woven into everything we do. Because of this, you are heard and empowered. You make your own path. You discover your passion. And you meet people who enable you to go beyond your limitations and lead with confidence. **At USI, we shape role models.**

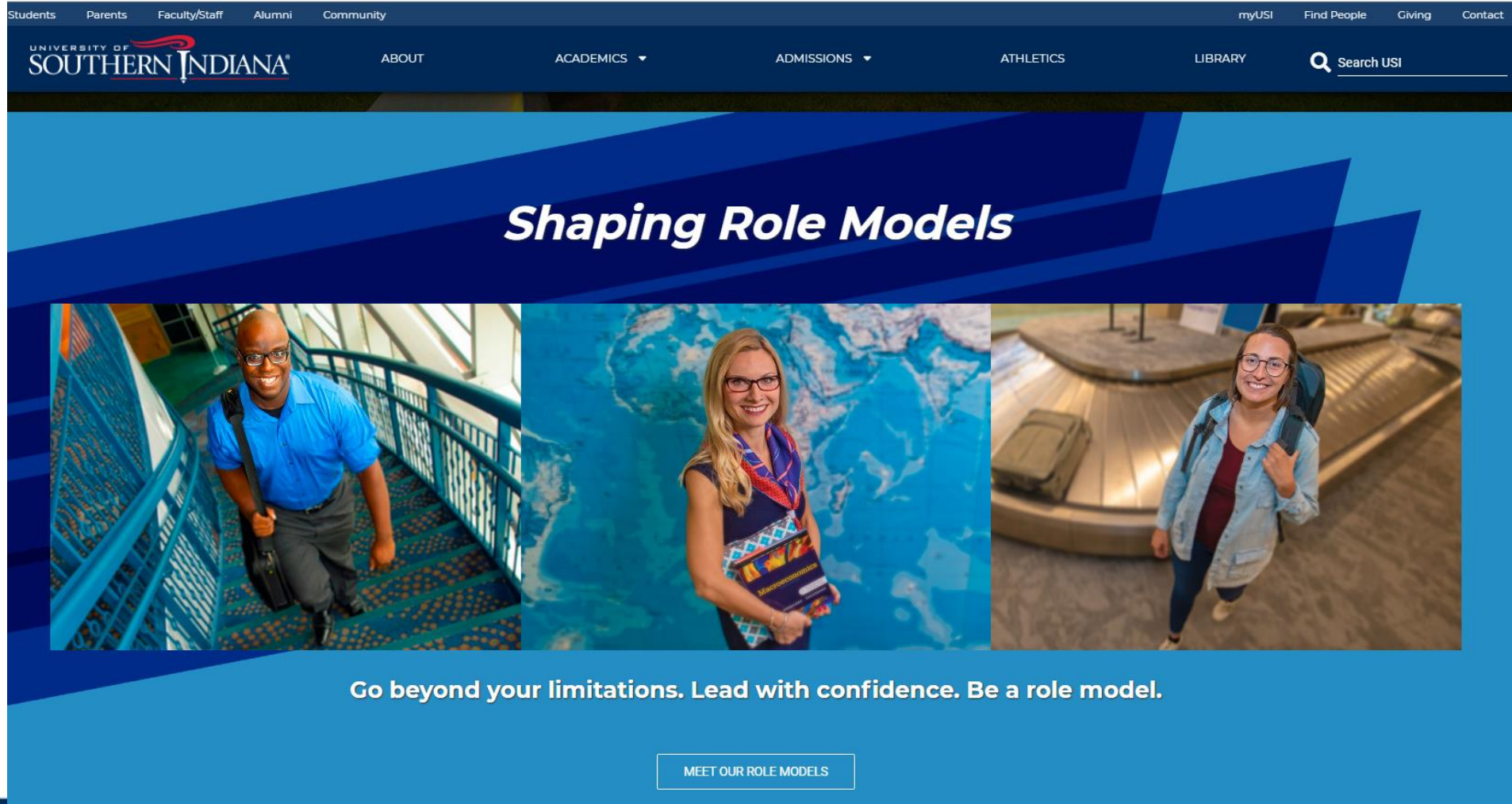


Digital, print and outdoor advertising



Role Model Campaign (Phase 2) *Shaping Role Models*

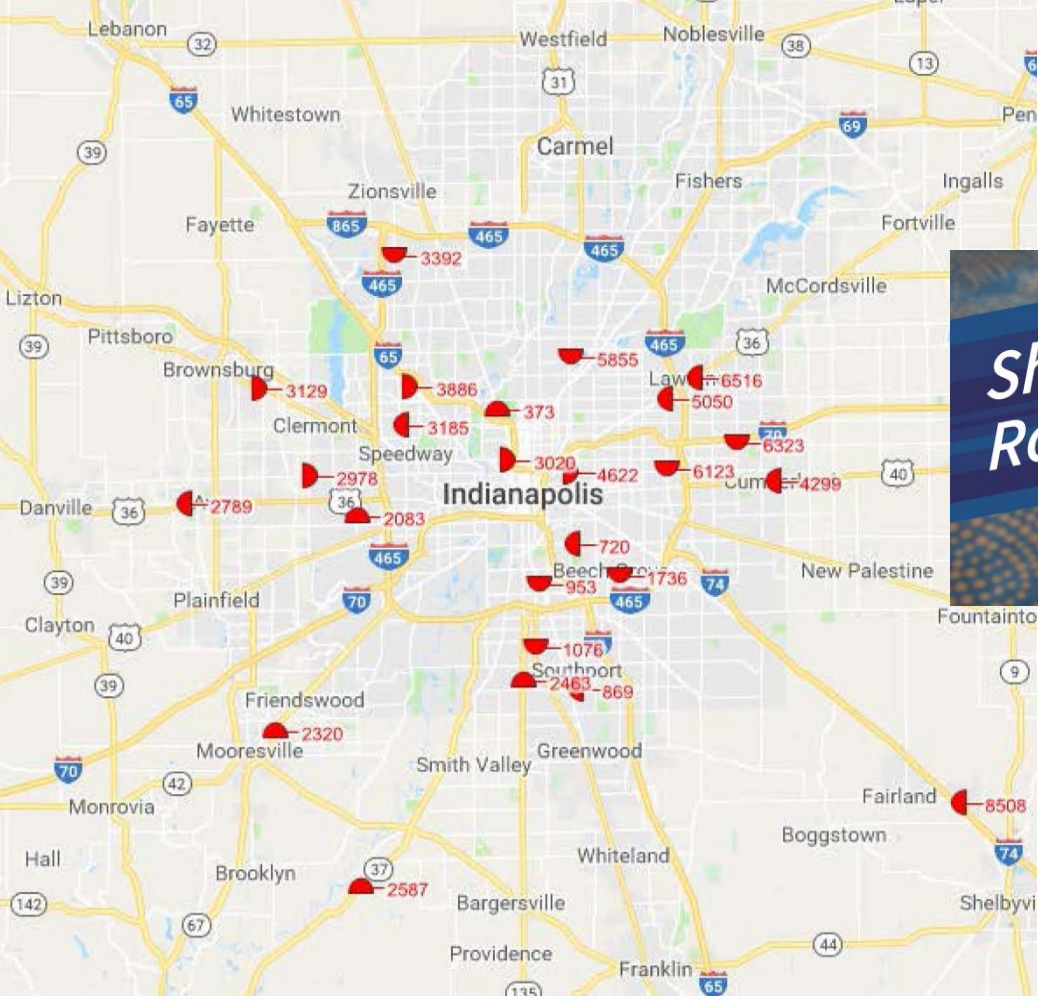
New website launched August 14, 2018



Role Model Campaign Indianapolis

Shaping Role Models

25 poster billboards
9/3-9/29



Evansville



Six poster rotations
8/6-9/30 & 10/1-10/28





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UNIVERSITY OF SOUTHERN INDIANA®

WHERE ROLE MODELS ARE SHAPED

ESCAPE POD: Inside the City's First Float Center

EVANSVILLE

A publication of Evansville Living & Tucker Publishing Group

Business

October/November 2018

The Rise of Rochon

USI's fourth president finds his stride



Plus
Family-owned businesses offer secrets to success

UNIVERSITY OF SOUTHERN INDIANA®



"Everything you do amounts to something. The connections you make, the lessons you learn, it all serves a purpose greater than yourself. I believe in inspiring the next generation for greatness."

Shaping Role Models

Chaze Patrick M'18
Former President



"The relationships I've been able to create at USI are the foundation for my future. USI has prepared me to face the challenges of my profession by providing me with opportunities to develop my skill set and exposing me to diverse groups of people."

Shaping Role Models

Anjali Patel '19 • Biology Major (Pre-Medicine) • Economics Minor • Peer Advisor • Governor-appointed student trustee (USI Board of Trustees)

USI.edu



"You're doing a disservice to yourself and others if you are not trying to be all you can. That was a key takeaway from my USI role models."

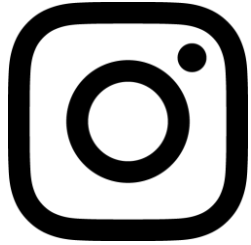
Shaping Role Models

Evan Stieler '17 • USI Alumnus • Biology Major (Pre-Medicine) • USI Student Ambassador • Governor-appointed Student Trustee (USI Board of Trustees)

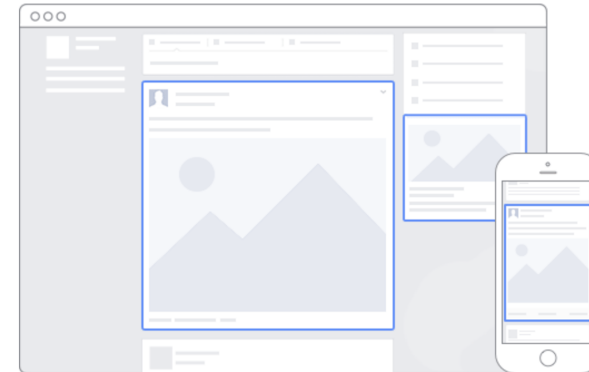
USI.edu

PRINT

Carousel Ads



Facebook Desktop and Mobile



Instagram Mobile



The Weather Channel

Show me the weather in... city, zip, or place FIND ME

US | °F

MENU

58° Evansville, IN

Today Hourly 5 Day 10 Day Weekend Monthly Maps More Forecasts

UNIVERSITY OF SOUTHERN INDIANA SHAPING ROLE MODELS

EVANSVILLE, IN
as of 3:47 pm CST

58°
RAIN
feels like 57°
H -- L 50
UV Index 0 of 10

Timing for Tonight's Dangerous Storms

RIGHT NOW
Wind SE 8 mph
Humidity 82%
Dew Point 53°
Pressure 29.77 in ↓
Visibility 3.0 mi

Big Brothers Big Sisters
Watch life-changing stories unfold.
START SOMETHING™

RAIN IS IN VIEW
Expect occasional thunderstorms to end at 9:30pm.

Eastland Mall Sky Banners



Indianapolis International Airport

Two backlit
62" x 43"
diorama signs



Annual Passengers:
8,511,959
Impressions: 23,833,485



Evansville Regional Airport

| 22"W | 16"W | 22"W | 16"W |
|----------------------------|------------------------------------|----------------------------|------------------------------------|
| | 4 ACADEMIC COLLEGES | | 4 ACADEMIC COLLEGES |
| | 11,000+ students | | 11,000+ students |
| Shaping Role Models | 130+ AREAS OF STUDY | Shaping Role Models | 130+ AREAS OF STUDY |
| USI.edu | USI University of Southern Indiana | USI.edu | USI University of Southern Indiana |
| 24 average class size | 140+ student organizations | 24 average class size | 140+ student organizations |
| 1,400 faculty and staff | 1,400 faculty and staff | 1,400 faculty and staff | 1,400 faculty and staff |

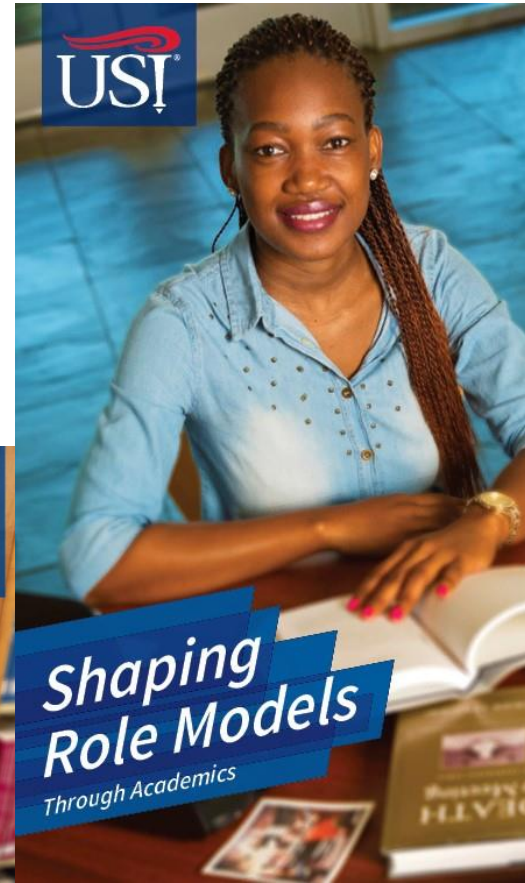
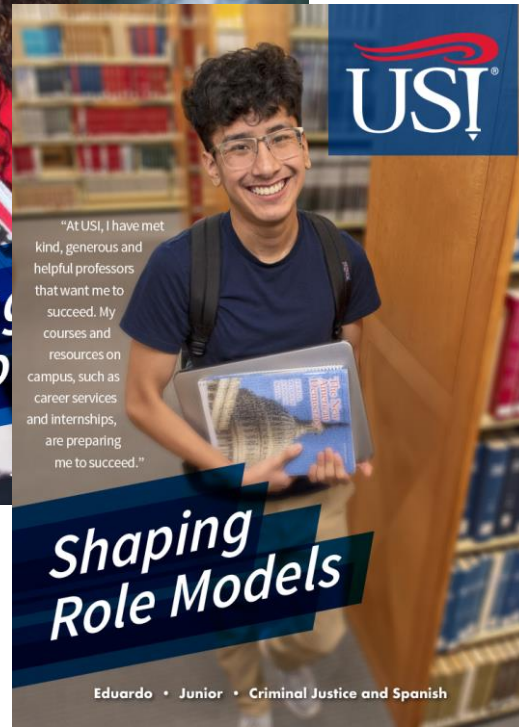
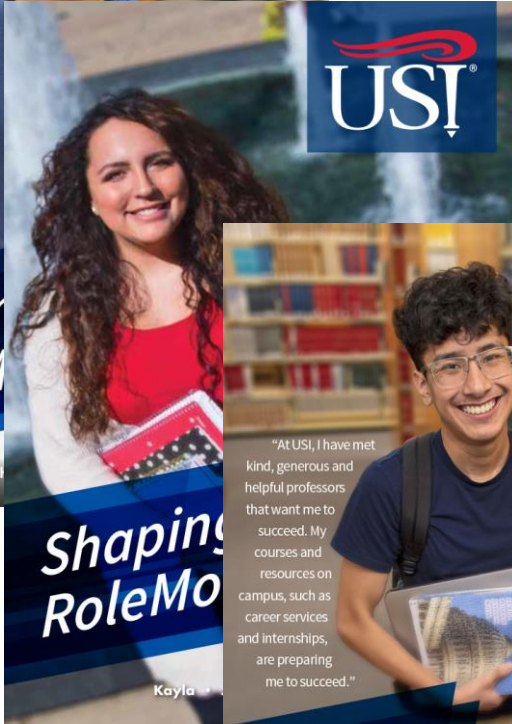
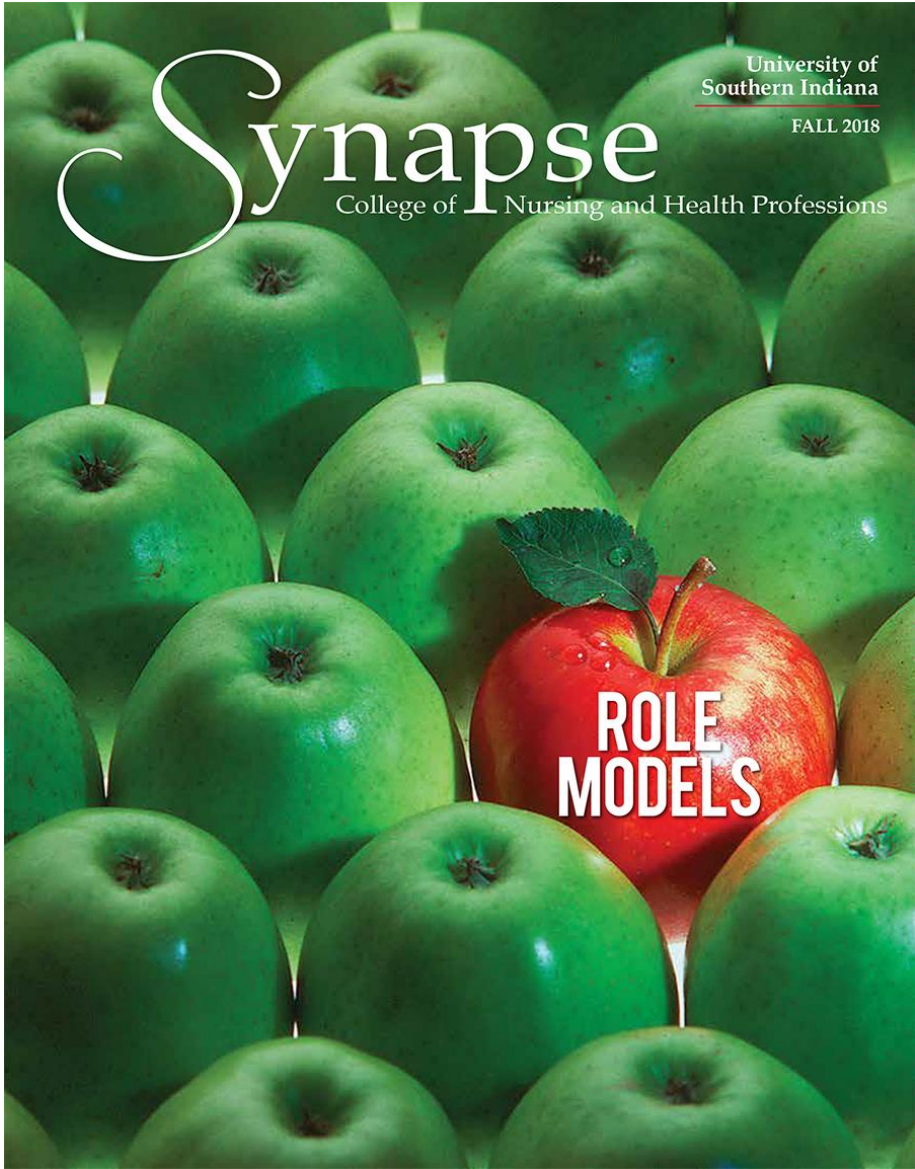
| 22"W | 16"W | 22"W | 16"W |
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| 1,400 faculty and staff | 1,400 faculty and staff | 1,400 faculty and staff | 1,400 faculty and staff |



Evansville Regional Airport



7-panel window — 28 feet wide X 8 feet tall
graphic in family waiting area



#USIRoleModels



USI Health Prof.
@USL_CNHP

Follow

The [#USIRoleModels](#) on our faculty strive to connect with students about more than just their field of study. For Dr. Scheller, that means focusing on the important things in life.

usi.edu/dr-kent-schell...



12:03 PM - 30 Nov 2018



USI Outreach
@USIOutreach

Following

Throughout his college career, Stringfield's career path has changed drastically. bit.ly/2PzDnRQ Find out where Evan Stringfield, USI '17, is headed next! [#USIRoleModels](#)



6:33 PM - 23 Aug 2018



USI SGA
@USISGA

Following

STUDENT INVOLVEMENT FAIR TODAY! Come see us on the quad from 2pm-5:30pm! We can't wait to talk to you about what we're passionate about...SGA! 🌟🦅 [#usisga](#)
[#usirolemodels](#)

10:15 AM - 5 Sep 2018

10 Likes



Romain College
@usircob

Following

Thank you to all the professionals who spoke to Acct101 classes in our Accountants in the Classroom program: BKD, Toyota, Heritage Federal, Evansville Water & Sewer, and Riney Hancock talked about their careers in private and public accounting. [#USIRoleModels](#)

3:35 PM - 12 Dec 2018



Ret. General Colin Powell
“Leadership: Taking Charge”
Thursday, April 4
6 p.m.



SAVE THE DATE

for

THE INAUGURATION
OF
UNIVERSITY OF
SOUTHERN INDIANA'S
FOURTH PRESIDENT

RONALD S. ROCHON

Friday, April 5, 2019

Screaming Eagles Arena
University of Southern Indiana



Formal invitation to follow