



University Marketing and Communication

Board of Trustees
November 3, 2022



Elevating the Visibility and
Reputation of the
University of Southern Indiana

The College Tour ▶

The College Tour – USI Episode

Experience college and campus life at the University of Southern Indiana through stories shared by real students. The College Tour is a one-of-a-kind TV series streaming on multiple platforms, including Amazon Prime Video and Roku, showcasing colleges and universities across the country. Host Alex Boylan introduces you to 10 USI students who share their USI experience and talk about why USI is such a great university.

[WATCH NOW](#)

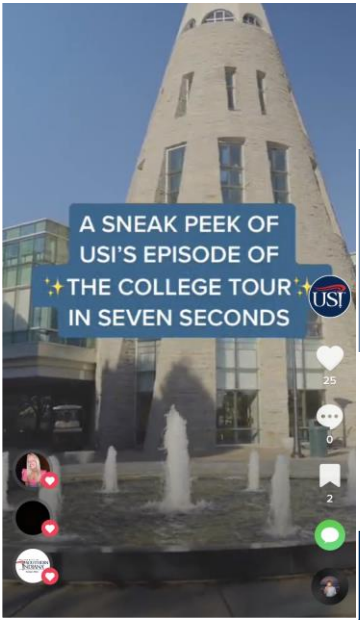


USI's College Tour Episode airs May 10, 2022 on

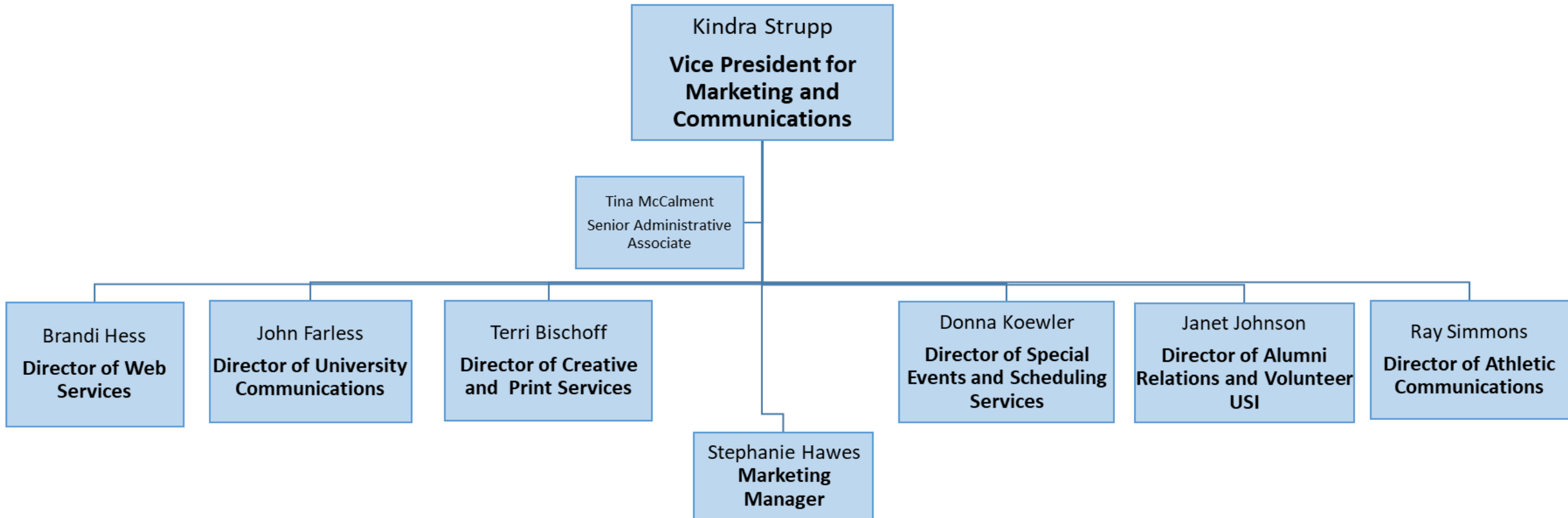


USI's College Tour Launch Party

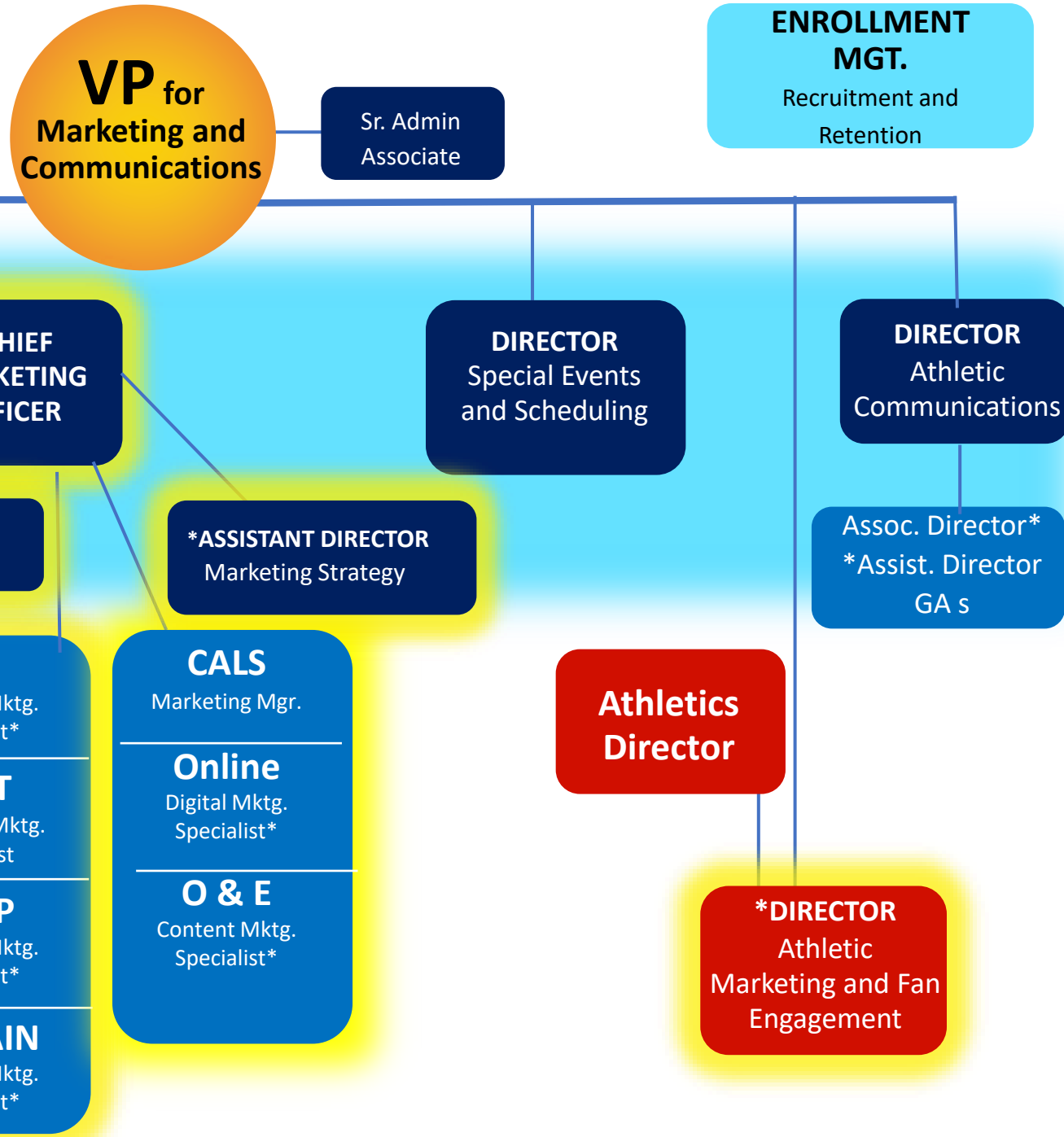
Social Media Posts



University Marketing and Communications Leadership

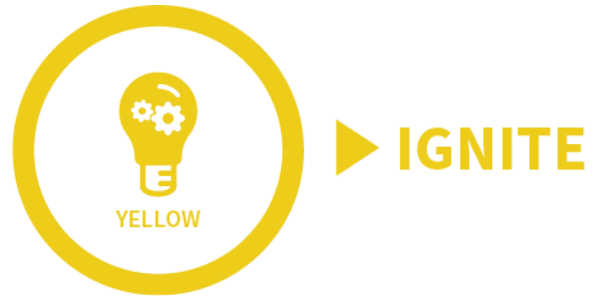


New Structure: University Marketing and Communications



*Asterisks to left—new position/partner
Asterisks to the right—new title*

USI Brand Personality





FROM HERE WE

1 DARE

SOUTHERN INDIANA BASKETBALL

BE PART OF USI BASKETBALL HISTORY

FANDOM DEAL

HOME OPENING WEEKEND – BUY TICKETS FOR EITHER GAME, GET THE OTHER FREE

Women's Basketball vs. Western Illinois
Friday, November 11 • 6 p.m.
Screaming Eagles Arena

Men's Basketball vs. Southern Illinois
Sunday, November 13 • 3 p.m.
Screaming Eagles Arena

Website Graphic

SOUTHERN INDIANA BASKETBALL

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2022-2023 Season Tickets

Direct Mail

SOUTHERN INDIANA ATHLETICS

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USIScreamingEagles.com/tickets

Outdoor Billboard

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