

MARKETING CAMPAIGN UPDATE & Web Integration

A photograph of a university campus with a large blue semi-transparent overlay in the center. The overlay contains the text 'FALL LAUNCH' in white, bold, sans-serif capital letters. The background shows a multi-story brick building with a glass-enclosed upper section, a paved walkway, trees, and several students walking. A sign on the left identifies the building as the 'Education Science Center' at the 'University of South Florida'.

FALL LAUNCH

Placement Strategy



Grouped by Vendor	Q4 2025												Today		Quarter	
	13	20	27	November			10	17	24	December			1	8	15	22
Hybrid	UG Fall Admissions · Planned															
	Graduate & Online - Fall · Planned															
Lamar	Rotary Static - N/S LLOYD E/O ROSENBERGER F/W · Proposed															
	Digital - W/S GREENRIVER N/				Digital - N/S MORGAN E/O GREEN RIVER RD F/SW · Prop				Digital - E/S BURKHARDT 500' N/O OAK GROVE F/S · Pro				Di			
	Digital - E/S BURKHARDT @ L				Digital - S/S 66 E/O TRIPLE CROWN F/W · Proposed				Digital - W/S 41 @ WEST LLOYD OFF RAMP F/S · Propose				Di			
	Digital - N/S LLOYD W/O BURKH															
Tucker Publishing	City View · Live															
	Sept/Oct Evansville Living · Planned												Dec/Jan Evansville Business · Proposed			
	Oct/Nov Evansville Business · Planned															
Reagan Outdoor	Indianapolis Digital Outdoor, Rotator // Fall · Planned															
Evansville Outdoor																
WFIE																
IBJ																
WNIN	WNIN Promotional Reads · Planned															



Program
Specific
Audience



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Audience

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AND your career

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Digital Display

WHERE
PURPOSE

*Meets
Possibility*



Adult
Learners



OPEN
> BOOKS

open doors



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WHERE
> SMART

meets heart



View Majors

Parents



BIG
> SHIFTS

start small



Apply Now

Transfer
Students



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YOU
ARE**
*See who
you'll become.*
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ARE**
*See who
you'll become.*
UNIVERSITY OF
SOUTHERN INDIANA®



THIS
IS WHAT WE
Scream
FOR
USI®

Slate Campaign Headers

We have a history
*of making
our own
history.*

Our continued campus growth is no accident.

When Founding President David L. Rice laid out the first campus master plan in 1965, it looked very much like what you see today on our modern and vibrant campus. This fall, we broke ground on the renovation and expansion of one of our oldest campus structures, the Wright Administration Building. The project is expected to be completed in 2027.

We're Growing with Purpose!

UNIVERSITY OF
**SOUTHERN
INDIANA®**

Fall
Issue
of
Illume

Evansville
Airport
Column
Wraps

**LIFT
UP**

**UP
LIFT**

**LIFT
UP**

**UP
LIFT**

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**SOUTHERN
INDIANA
SCREAMING EAGLES**

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GET TICKETS

Preview

Commercial Production

USI Commercial :30 "Progress Happens Here"

PG. 2



SCENE 4

VO: *It dares you to catch fire.*

ACTION: College students lean forward, anticipation on their faces. A PROFESSOR stands by an eight-foot tower of hydrogen bubbles. She light it on fire.



SCENE 4

VO:

ACTION: Top-down — the fiery blast surges toward the lens, engulfing the frame.



SCENE 4

VO:

ACTION: Flame reflecting in her eye. Light from the fire illuminates students face.



SCENE 5

VO:

ACTION: NURSING STUDENTS work a SIM MANNEQUIN with calm precision.



SCENE 6

VO: *At USI, change isn't just a constant; it's our calling.*

ACTION: TIME-LAPSE symbolizes the



SCENE 7

VO: *Over sixty years of pushing forward...*

ACTION: RUNNERS in weight vests and headlamps thread the dark, cones of light



SCENE 8

VO: *Turning the unsure into the unstoppable.*

ACTION: Our continuing education



SCENE 9

VO: *Every scream...*

ACTION: TOP-DOWN CRANE: the LONE SOCCER PLAYER under raining SPRINKLER

- Four versions, one overarching with cut downs to focus on academics, athletics, student life
 - (1-:30, 3-:15s)
- Editing now
- Debut next month



Thematic applications

- Inauguration Theme
 - Built on Purpose
- Google Search
 - Landing Pages
- WNIN
 - Adult Learner, Online Campaign
- YouTube and Organic Video Strategy

A photograph of a university campus featuring a large, multi-story building with a prominent arched window and a series of columns. The foreground is a green lawn with scattered autumn leaves. Two people are walking across the lawn. A large, semi-transparent blue rectangle is overlaid on the center of the image, with the word "WEBSITE" in white, bold, sans-serif capital letters. The top of the blue rectangle has a thin red border.

WEBSITE

TURN YOUR MAJOR *into something major.*

Find your program

GO

REQUEST INFO

VISIT

APPLY



Computer Science

As a computer science major, you will build a strong foundation in programming logic, software development and algorithm design, sharpening your critical thinking and problem-solving skills. This core knowledge prepares you to specialize in sought-after fields such as cybersecurity, data analytics and artificial intelligence.



Maximize your potential for success in the rapidly growing field of computer science

Computer science puts you at the forefront of exciting, in-demand, and highly paid careers in computing technology. As a computer science major at USI, you will develop creative skills in critical thinking and analytical problem solving while learning fundamentals of computer and programming logic, security, data sciences, software development and algorithm design before specializing in greatly sought-after fields such as cybersecurity, data analytics, software engineering, artificial intelligence, web development, networking and database management. The USI computer science curriculum also makes it easy to include elective courses in entrepreneurship, cybersecurity, data analytics, computer information systems (CIS), graphic arts, mathematics and electrical engineering.

What differentiates the USI computer science program from other universities?

Our computer science program is uniquely housed in a business school. Students not only dive deep into computer fundamentals, but they can take elective business-related courses such as entrepreneurship, management, agribusiness and drones—enhancing their marketability in an ever-changing job market. Students gain additional education from participating in case competitions and joining computer clubs. The CyberSecurity Operations Center (SOC) is a hands-on learning lab where students monitor and intervene in cybersecurity threats to the University. The program culminates in a capstone Senior Project course that solves an actual computer-related challenge for a business or organization, at the local, national, or international level. Projects have included developing self-flying drones, databases, e-business solutions, artificial intelligence, and interactive maps.

The computer science program has 12 hours of directed electives which count toward a CyberSecurity Certificate, a Data Analytics for Business Certificate, or other areas of student interest.

The computer science program at USI currently has more than 200 declared majors, four full-time faculty members and an average class size of 23. Computer science students are eligible for scholarships, take 48 hours of computer science, electrical engineering and CIS courses, and have 12 hours of electives.

Ready to get started?

To find out how USI's computer science program can prepare you for career success and graduate school opportunities, contact [USI Admissions](#) at 800-467-1965.

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A photograph of a university campus featuring a large, multi-story building with a prominent arched entrance and a series of windows. The building is partially obscured by a large, semi-transparent blue rectangular overlay that covers the middle portion of the image. The foreground consists of a green lawn with scattered fallen leaves, and two people are walking across it. The sky is clear and blue, and some tree branches are visible at the top of the frame.

Questions?