

**2008 Pride of CASE V
ABSTRACT**

Title: *Redbird Moments*

Category: #20: Best Video/DVD/CD-ROM – Student Recruitment

Institution: Illinois State University

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General description:

This show is designed for use as a part of presentations made to prospective students during daily tours and periodic open house sessions. The show is not intended to be an all inclusive informational/instructional tool, but rather an entertaining opportunity to experience aspects of campus life that are difficult to present during brief campus visits and tours.

Goals and objectives:

The primary goal of this production is to let the responses to interviews provide the script or pathway through the show. This method ensures a more realistic outcome that differs markedly from scripted dialog. The show includes visuals of places and activities on campus that are difficult-to-impossible to experience during casual tours or through photographs in publications or on the Web. The objective is to provide a real sense of the character and “feel” of Illinois State University.

Fit with overall institutional/advancement goals:

Illinois State University is in the envious position of having too many applicants. The institution seeks to build a diverse student body of high achieving, motivated students. Recruitment efforts such as this production can therefore be tailored to those objectives—relying more on emotion and entertainment than competitive factors.

Audience:

This production is designed for prospective students and their parents.

Staff involvements:

One in-house staff producer develops the concepts, arranges the schedules and set-ups, participates in the acquisition and editing, and executive produces the production. Contact video services are hired to perform professional level acquisition and creative editing functions.

Budget:

The budget for this production, excluding in-house staff involvements, was \$32,000.

Special circumstances/challenges:

The greatest challenge in a production of this nature is coordinating the hundreds of volunteers needed as extras, the scheduling of rooms and special set-ups, and working around the weather.

Results:

This show, like its predecessors, has been very well received. There is always laughter during the show. There is always spontaneous applause at the end of the show. We are constantly told by members of the audience that this show is the best of those they've seen at other schools, and that they were pleasantly informed while being entertained.