

**Below are different approaches to reaching prospective students based on the possible pre-existing attitudes they may have about Ball State.**

### **Indecisive/uninterested**

Hi, how are you doing today? My name is Anna Wainscott and I'm representing Ball State. Have you applied to any universities yet? Ball State is an excellent school. We specialize in education, architecture, business, communications, fine arts, sciences and humanities, and health professions. Until the end of this month, Ball State is waiving the \$60 application fee, so right now is the perfect time to apply! Would you like to sign up now to receive the email that allows you to apply with no charge?

### **Hostile**

Are you finding everything alright? Great, if you have a second, I would love to talk to you about an amazing opportunity. My name is Anna and I'm representing Ball State University. Ball State is ranked as one of the top 5 universities in the state. We specialize in education, architecture, business, communications, fine arts, sciences and humanities, and health professions. While those are our specialty, we have about 120 different majors for students to choose from. Not only will you receive a great education, you will also get to experience a great campus filled with amazing people and great food. We have restaurants like Chick-Fil-A, Taco Bell, Starbucks, Papa Johns and plenty of other great options. Another great thing about our University is that we are a test score optional school. If your S.A.T. scores aren't too great, you can still apply without submitting those scores! Would you be interested?

### **Close-Minded/Authoritarian**

Hi, how are you folks doing this afternoon? I'm Anna Wainscott and I am representing Ball State today. Have you considered any colleges yet? Well, the great thing about Ball State is that since you are from Indiana, you can get in state tuition which, that's always good to hear right mom and dad? Our university is one of the top five colleges in the state, yet it is also more affordable than most top colleges. Right now we are offering access to apply without the \$60 application fee. Would you be interested?

### **Skeptical**

Hi, how are you? Have you started looking at colleges yet? Yeah? That's fantastic! Any chance you've considered Ball State University? Okay great, it's always a good idea to keep your options open. Ball State does have a little bit of a party school reputation, but a lot of people don't realize that we are also one of the top 5 colleges in the state of Indiana. We have a large variety of majors, and we specialize in education, communications, journalism, architecture, and we also have a great nursing program. The telecommunications department has also really developed over the years. David Letterman is an alumni from here, and he's really helped shine light on how great our programs equip students for their future. Would you like an application?

### **Shopping around**

Hi, my name is Anna Wainscott and I'm representing Ball State University. Have you heard of us? Awesome! Now is a great time to apply to Ball State. We specialize in education, architecture, business, communications, fine arts, sciences and humanities, and health professions. Ball State is an awesome school to attend. It is a well-respected state school, but it

isn't quite as big as Purdue or IU, for example. Lots of students love our the size of our campus because they feel it is the perfect size, not too big or too small. I would be more than happy to help you schedule a tour of the campus where you could even meet with professors to discuss a major. The application is due by March 1st, but right now we are waiving the \$60 application fee if you sign up for emails from us right now. Would you be interested?

### **Intelligent/Educated**

Hi! How are you? My name is Anna Wainscott, if you have a second I would love the chance to talk to you about Ball State University. Have you heard of us? That's great! Do you know what major you might be planning on studying? Perfect! A lot of people think that Ball State is mainly a teacher's college or a communication based college, but we actually have an excellent nursing program. We do a great job of encouraging hands-on learning for our nursing students by having labs where you can get real experience for the medical field. We have plenty of professors that would be willing to meet with you and tell you more. Would you like to schedule a tour?

## References

Priority Admission Deadlines. (n.d.). Retrieved from

<https://www.bsu.edu/admissions/undergraduate-admissions/apply-now/dates-and-deadlines>