

## **Making an IMPACT**

IUPUI partners with the Indianapolis Colts to promote the IMPACT message.

**Date:** January 20, 2009

**Duration:** 3:59

### **Transcript**

[Narrator] Please welcome your IUPUI Impact Person of the Week, Marty Posch. Mr. Posch of the IUPUI Office of Community Relations makes an impact by overseeing the campus commitment to civic engagement. He was awarded the 2008 Edna B. Lacy Community Service Award and named the 2008 United Way of Central Indiana Volunteer of the Year Award. IUPUI - where IMPACT is made.

[T. Brown] The Colts approached us, thought our IMPACT campaign was great, which it is, and were wanting to make sure that they could take advantage of that. Decided "How can we sponsor the Colts and how are we going to get together with them?"

[B. Beery] Actually I saw the IMPACT campaign, and I thought it was a great idea. Great way to convey the exciting things that are happening at IUPUI. I thought we'd be a great match for that. I sat down and talked with Troy from the marketing department, and we came up with a creative way to tell IUPUI's story through its people, which are actually what make the campus.

So we started with the IMPACT Person Program, and we feature those people at each home game. Someone that's either a member of the faculty, coaching staff, or student or an alumnus of IUPUI, and it's been an exciting and rewarding program to be involved with.

[M. Posch] I was nominated and had received the Impact Person of the Week from my work here. But then we handle projects like the Jam the Jaguars Bus Food Drive, Race for the Cure, the Back Pack Attack collecting school supplies for IPS children. We just finished our Season of Giving Adopt a Family Program. We adopted 37 families from the near west-side here.

A lot of this stuff that we do is engaging our staff and students and helping the community. Also, I have created a non-profit in town called [Giving Sum](#). Its goal is to engage professionals in the community with non-profits.

[B. Beery] When you look at the quality people that are coming out of the university now and the quality people that are teaching there, I think we have a great audience to tell the story to. The combination between the Indianapolis Colts, a successful franchise, and the quality university like IUPUI, which has just done a tremendous amount for our community at several different levels, I think it just made a lot of sense. Whenever you have a partnership that both organizations can contribute equally to, I think that's when you have success.

[T. Brown] Our brand right now is synergy - the IUPUI brand. The thing that the IMPACT campaign did for us is, it puts the IUPUI brand, the IMPACT campaign in front of 60,000 people every Sunday with the potential of reaching 670,000 Hoosiers and visitors to the state. It was a no brainer. The Colts realized that our brand was surging. The IMPACT is all over the place. Brad did mention that and that's why he came to us and thought it would be a perfect marriage.

We want to get to people. We have the IMPACT brand, the IUPUI brand, and of course, the Colts have the hottest brand in the state. So, it's just a perfect, perfect marriage.

[All] IUPUI. That's where IMPACT is made.