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GREETINGS FROM IUPUI

June 2013

This summer will bring a new look and feel to the campus in various ways.

New banners on campus, the IUPUI homepage, and social media sites are adopting a new design. It will soon carry forward on print materials, brochures, ads, invitations, etc.

That is because Indiana University has undertaken a major rebranding initiative that extends to all its campuses, including its urban campus in Indianapolis. Perhaps the most noticeable change is the new campus wordmark, which has an IU block logo with "IUPUI" written alongside or below. This rebranding better clarifies IUPUI's relationship with IU, in that the campus is an IU-managed campus that offers select Purdue programs.

The Purdue presence is a key component of IUPUI and the new brand acknowledges this. The campus name, written in full, will still be Indiana University-Purdue University Indianapolis. The degree the schools offer is still the Purdue University degree. Graduates are still members of the Purdue Alumni Association. The Purdue schools will represent themselves as part of IUPUI in the same way as they did in the past. Only the campus mark has changed.

For athletics-related communications, the Jaguar head will continue to be used to represent the aggressive, competitive urban spirit of the IUPUI campus.

IUPUI is also phasing out its long-standing campus-specific tagline "IUPUI. Where impact is made—every day," in favor of the new university-wide tagline, "What matters. Where it matters." Use of this tagline reinforces the concept that degrees earned on any IU campus bear the same value and quality of the IU brand.

Within this new, shared identity, we will continue to expand upon what has kept IUPUI robust and dynamic—and which is distinctive to us—our urban location, history of cross-sector collaboration, and tradition of community engagement.

Another new look and feel is coming to the former University Place Conference Center and Hotel. For more than a year-and-a-half, a team from various departments and contractors has worked to renovate the facility so that it will be the new University Tower residence hall and Hine Hall classroom building. The classrooms were ready for use in January, but during the summer, other components of the transformation are being rolled out, beginning this month with the reopening of Chancellor's Restaurant.

Chancellor's Restaurant reopened on June 4 with a new decor and new menu that offers faculty, staff, and visitors a conveniently located dining destination with quality cuisine including both light lunches and full meals. The restaurant remains in its previous location on the ground floor. It is open from 11:30 a.m. to 6 p.m. Monday-Friday, with extended hours beginning in the fall. The Bistro, previously located on the second floor, is closed permanently.

University Tower (previously the hotel part of the building) has been renovated to provide housing for 560 students. Having this many more students living on campus will definitely make IUPUI feel different, much like the opening of the Campus Center did in 2008. University Tower will not only

have a state-of-the-art dining hall with a variety of food choices and meal plans, but also a computer lab, laundry and workout facilities, informal meeting spaces, and several other amenities. It will be officially open for use in time for the inaugural cohort of residents for University Tower that will move in on August 17. Faculty, staff, students and the public will be able to use the dining hall beginning August 18.

The renowned educational theorist John W. Gardner once observed:

“Where community exists, it confers upon its members identity,
a sense of belonging, and a measure of security.
A community has power to motivate its members
to exceptional performance.
It can set standards of expectation for the individual
and provide the climate in which great things happen.”

It is in that spirit that we look forward to the transformation of IUPUI that will occur as more students live on campus. Indeed, local and national research indicates on-campus housing has a direct impact on student success. Given the success of the Riverwalk Apartments (dedicated in 2004), the overflow demand we have accommodated in Park Place in recent years, and the high number of applications for rooms in University Tower, this new housing is a major step forward in helping our students succeed.

Help us celebrate this milestone, and save the date for the grand opening of University Tower, set for 10-11 a.m. August 20!

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CHANCELLOR CHARLES R. BANTZ



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