

2001-2002 External Affairs

Section

Document Name

Mission

The mission of the Office of External Affairs is to communicate the vision and mission of IUPUI; shape attitudes of policymakers on investment in higher education; assist efforts to engage the community; cultivate prospective supporters; seek participation in campus outreach; and demonstrate accountability to our constituents.

Goals and Objectives

1. COMMUNICATE THE VISION AND MISSION OF IUPUI (A) ESTABLISHING VISIBLE RELATIONSHIPS AMONG SCHOOLS AND THE UNIVERSITY; (B) STREAMLINING MARKETING MATERIALS TO IMPROVE COMMUNICATIONS AND REDUCE COSTS.

A. Integrate marketing strategies to increase the number of undergraduate students admitted and to increase the yield rate.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 Admissions applications increased 6.7%; 65% yield rate maintained.

2001 Admissions applications increased 9%; 62% yield rate w/new students; 69% yield rate w/transfer students.

2002 Admissions applications decreased 6%; transfers decreased 7%; 61% yield rate with new students; 65% yield rate with transfer students.

2002 Freshman enrollment saw a 1% increase in students enrolled who were in the top third of class; class rank rose 1 point, and average SAT rose 8 points. Transfer students increased by nearly ten percent (1600 transfer students) with an average transfer GPA of 2.80.

Evidence of Progress for 2001-2002:

applicants enrolled

Activities planned for 2002-2003:

Create and launch a streamlined multimedia advertising campaign that incorporates student recruitment, student placement, and identity building elements.

B. Design publications, videos, and promotional materials to communicate the vision and mission of IUPUI to increase enrollment.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 Created 20 IUPUI publications (11 for targeted audiences), and 4 videos. (419,000 pieces).
2002 Created 17 IUPUI publications and 1 video (300,000 pieces).

Evidence of Progress for 2001-2002:

applicants enrolled

Activities planned for 2002-2003:

- Continue to refine and implement the individual marketing plans for well prepared high school students, honors students, adults completing their baccalaureate degree, transfer students, and international students.
- Ensure that distribution plans are developed for each publication to ensure that the right audience receives the right publication within the right timeframe.

☒ C. Identify, archive, and store electronically high quality photographic images that are easily accessible to individual marketing units and external users.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: null

Actions taken for 2001-2002:

2002 Promoted the IUPUI campus through the development of a new photo archive of more than 2,000 photos of student life, buildings, and campus events.

Evidence of Progress for 2001-2002:

null

Activities planned for 2002-2003:

null

☒ D. Enhance public perception of IUPUI to increase recruiting and retention of students.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 246 staff and faculty received awareness training in reputation management.

2002 Ten presentations and discussions were delivered to 373 individuals in 58 schools and units to educate core internal campus groups about their effectiveness as a recruiting force.

Evidence of Progress for 2001-2002:

faculty/staff

Activities planned for 2002-2003:

- Continue to educate core internal groups.
- Develop an internal marketing plan to coordinate messages and ensure a unified response for timely and accurate information among departments.
- Revise orientation and communication materials.
- Create advertising featuring Indianapolis business leaders, alumni, students, and faculty speaking to a defined topic.

- ☑ E. Integrate marketing strategies to increase the number of students in the Honors program.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1998 18 students

1999 59 students

2000 300 students

2001 350 students

2002 400 students

Evidence of Progress for 2001-2002:

of honors students

Activities planned for 2002-2003:

Continue to refine targeted marketing for well prepared high school students and honors students.

- ☑ F. Provide technical assistance to all IUPUI schools to plan and design communications and marketing materials.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a
Time Frame: Annual

Actions taken for 2001-2002:

1997 25% of school
1998 50% of school
1999 52% of school
2000 75% of school
2001 100% of school
2002 100% of school

Evidence of Progress for 2001-2002:

enrolled students

Activities planned for 2002-2003:

- Enhance marketing materials to improve communication and reduce costs.
- Focus on multiyear messages to maximize production efficiency and ensure consistency.

☒ G. Refine IUPUI home web page and Inside IUPUI to align with messages in marketing and reputation management providing links to campus units and creating a user-friendly interface.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1999 Redesigned IUPUI gateway home page
2000 Created Inside IUPUI; JagNews.
2001 Created IUPUI News Center; Revised Athletics Home Page.
2002 Redesigned the IUPUI web homepage; redesigned and enhanced the IUPUI Athletics prospective students' recruiting page.

Evidence of Progress for 2001-2002:

enrolled students

Activities planned for 2002-2003:

Continue to refine the new IUPUI gateway homepage and INSIDE IUPUI providing technical assistance and

Continue to refine the new IUPUI gateway homepage and provide IUPUI providing technical assistance and consultation to campus schools.

- ☑ H. Increase the print media coverage of IUPUI and document the advertising value.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 2,266 articles published w/an ad value of \$2.1 million.

2001 4,075 articles published w/an ad value of \$2.4 million.

2002 3,417 articles published w/an ad value of \$2.7 million.

Evidence of Progress for 2001-2002:

Ad value

articles

Activities planned for 2002-2003:

- Provide media orientation and training to faculty to increase their understanding and awareness of the importance of media relations.
- Refine the News Center Web site section for journalists to provide past news releases, sources for journalists, and photos.

- ☑ I. Award the Urban University Medal and/or the Chancellor's Medallion.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1997 Urban University Medal created

1998 U.S. Secretary Richard Riley awarded first medal at University College dedication.

1999 Randall Tobias awarded University Medal at the Spirit of Philanthropy luncheon.

2000 Jonathan Weidberg awarded Chancellor's Medallion at Spirit of Philanthropy luncheon.

2001 Sam Jones awarded Chancellor's Medallion at Spirit of Philanthropy luncheon.

2002 William McGowan awarded Chancellor's Medallion at retirement dinner.

Evidence of Progress for 2001-2002:

Urban Medals awarded

Activities planned for 2002-2003:

- Seek funding for specifically identified programs and initiatives that build on IU's strengths and are consistent with the IU mission.
- Demonstrate accountability to policymakers by providing consistent, accurate data and information.

☒ B. Coordinate the Chancellor's Report to the Community to provide consistent, accurate data and information to elected officials, school superintendents, community leaders, and donors.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 160 guests on March 1, 2000

2001 175 guests on February 7, 2001

2002 225 guests on April 3, 2002

Evidence of Progress for 2001-2002:

guests

Activities planned for 2002-2003:

Chancellor's Report to the Community scheduled April 2, 2003

☒ 3. ENGAGE THE COMMUNITY BY INVOLVING COMMUNITY LEADERS, ALUMNI, AND FRIENDS IN IUPUI ACTIVITIES.

☒ A. Establish process for collaborative relationships among the IUPUI Board of Advisors Government and Community Relations Committee and the Deans' Committee on Community Partnerships as the role of the urban university and the community is enhanced.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 Facilitate community requests to determine outcome desired, consistency with IUPUI mission, and appropriate leadership within schools, offices, and centers.

Evidence of Progress for 2001-2002:

collaborative relationships

Activities planned for 2002-2003:

Increase outreach to area businesses, industry, and government; educational and cultural enterprises; and community organizations to expand internships and entrepreneurial partnerships.

- ☒ B. Proactively promote the resources of Indiana University to the corporate community to form strategic partnerships.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 The IU Foundation created a new position, New Corporate Relations, to focus on research/collaboration partnerships, internships and providing an educated workforce for employer recruitment.

Evidence of Progress for 2001-2002:

of corporate partnerships

Gifts received

Activities planned for 2002-2003:

Expand corporate research/collaboration partnerships.

- ☒ C. Increase the number of community volunteers participating in school alumni councils, advisory boards, and IUPUI Alumni Advisory Council.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1998 253 volunteers

1999 240 volunteers

2000 288 volunteers

2001 313 volunteers

2002 402 volunteers

Evidence of Progress for 2001-2002:

volunteers

Activities planned for 2002-2003:

Expand corporate linkages involving employers of large numbers of IUPUI alumni.

- ☒ D. Promote Jaguar license plate sales/renewals by the Office of Alumni Relations to increase scholarship assistance.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1997 342 license plates

1998 682 license plates

1999 410 license plates (253 renewals; 157 new)

2000 597 license plates (284 renewals; 313 new)

2001 590 license plates (414 renewals; 176 new)

Evidence of Progress for 2001-2002:

license plates sold

Activities planned for 2002-2003:

Market to faculty and staff who are graduates of IUPUI.

- ☒ E. Increase attendance by community guests at the Homecoming brunch, the Hall of Fame event, the Maynard K. Hine Alumni Leaders dinner, and the Tip-Off Luncheon.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 Hine (174); Hall of Fame (106); Tip-Off (230); Homecoming (250)

2002 Hine (163); Hall of Fame (80); Tip-Off (350); Ferocious Feast (110)

Evidence of Progress for 2001-2002:

community guests

Activities planned for 2002-2003:

Refine the comprehensive calendar to highlight campus events for external audiences.

☒ F. Market IUPUI Intercollegiate Athletics games as affordable family entertainment to Indianapolis families, neighborhood associations, and corporations.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1997-98 76 season tickets
1998-99 308 season tickets
1999-00 320 season tickets
2000-01 114 season tickets
2001-02 130 season tickets

Evidence of Progress for 2001-2002:

season tickets sold

Activities planned for 2002-2003:

Sell 300 basketball season tickets

☒ G. Pair adult volunteers in the Good Friends program with children in Indianapolis area schools to help students with reading, math, and science skills.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 114 adult volunteers paired with 115 children in 28 Indianapolis area schools.
2001 89 adult volunteers worked with children; 2445 hours.
2002 55 adult volunteers paired with 150 children in 18 Indianapolis area schools and two organizations; 2800 hours.

Evidence of Progress for 2001-2002:

adult volunteers in Good Friends program
children served

Activities planned for 2002-2003:

Create opportunities to recruit alumni for the Good Friends program from all schools.

- ☒ H. Demonstrate IUPUI's commitment to research and community service through coordinating the IUPUI team and hosting the Race for the Cure.

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 610 IUPUI members (21% increase); 18,850 total members.

2001 781 IUPUI members (28% increase); 23,000 total members.

2001 Komen Foundation awarded IUPUI more than \$390,000 for research from funds raised.

2002 894 IUPUI members (14% increase); 27,000 total runners and walkers.

Evidence of Progress for 2001-2002:

IUPUI team members
Research funds received

Activities planned for 2002-2003:

Increase research funds; increase IUPUI participation in Race.

- ☒ I. Increase opportunities for IUPUI to host academic leadership conferences and special events to increase the visibility of our schools and initiatives.

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit: n/a

Time Frame: null

Actions taken for 2001-2002:

null

Evidence of Progress for 2001-2002:

null

Activities planned for 2002-2003:

Identify leadership on boards, commissions, and councils to attract national and international conferences to Indianapolis and IUPUI.

☐ **4. CULTIVATE PROSPECTIVE SUPPORTERS FOR IUPUI TO ENCOURAGE INDIVIDUALS AND CORPORATIONS TO SUPPORT IUPUI.**

☒ **A. Encourage support through IU Foundation for student scholarships, faculty endowments, and technology initiatives through the IUPUI Comprehensive Campaign.**

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: 2004

Actions taken for 2001-2002:

1997 - \$18.6 million

1998 - \$24.8 million

1999 - \$34.2 million

2000 2001 - \$512 million (\$10 million from IUPUI faculty and staff)

2002 - \$706 million; 100.87% of goal

Evidence of Progress for 2001-2002:

\$ Gifts received

Donors

Activities planned for 2002-2003:

- Goal of \$700 million.
- Strengthen IUPUI's relationship with central Indiana and its alumni.
- Facilitate the major gift campaign.

☒ **B. Organize and deliver alumni events and class reunions through the U.S. for alumni, friends, faculty, and staff.**

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 106 alumni events; 32 class reunions; 11,000 participants; 78 board meetings
2001 131 alumni events; 38 class reunions; 11,402 participants; 82 board meetings
2002 130 alumni events; 39 class reunions; 14,826 participants; 84 board meetings

Evidence of Progress for 2001-2002:

alumni participation
events

Activities planned for 2002-2003:

Encourage all schools to have alumni boards.

☑ C. Increase distribution of Partnerships newsletter to 100% of alumni.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: null

Actions taken for 2001-2002:

1997 60% twice each year
1998 70% twice each year
1999 70% twice each year
2000 70% twice each year
2001 100% twice each year
2002 100% alumni receive Partnerships once each year; 100% in-state alumni plus out of state donors and members receive two issues

Evidence of Progress for 2001-2002:

alumni receiving Partnerships
alumni in association

Activities planned for 2002-2003:

Increase distribution to all alumni twice/year

☑ D. Promote membership in the Jaguars Athletics Club.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1998 134 members

1999 207 members

2000 258 members

2001 223 members

2002 240 members

Evidence of Progress for 2001-2002:

Donors

\$ Gifts

Activities planned for 2002-2003:

Seek corporate and friends support of Intercollegiate Athletics

- ☒ E. Encourage individuals, corporate entities, and faculty and staff to become a Chancellor's Circle member.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1998 36 individuals and corporate members

1999 52 individuals and corporate members

2000 75 individuals and corporate members

2000 75 individuals and corporate members

2001 81 individuals and corporate members

2002 71 individuals and corporate members

Evidence of Progress for 2001-2002:

Members

Gifts

Activities planned for 2002-2003:

Report to the Community prepared by Chancellor's Circle

▶ 5. SEEK ACTIVE PARTICIPATION IN CAMPUS OUTREACH.

⌵ A. Increase participation in the May IUPUI commencement ceremonies.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1997 57.7% (2,333/4,056 graduates)
1998 58.5% (2,390/4,087 graduates)
1998 58.5% (2,390/4,087 graduates)
1999 60.04% (2,493/4,152 graduates)
2000 60.75% (2,630/4,329 graduates)
2001 61.5% (2,653/4,313 graduates)
2002 59.2% (2,745/4,637 graduates)

Evidence of Progress for 2001-2002:

Percentage of graduates participating

Activities planned for 2002-2003:

Strengthen ceremony with commencement speakers

⌵ B. Support the Student Recognition Program through the IUPUI Alumni Advisory Council and the Student Organization for Alumni Relations to recognize the top 100 outstanding IUPUI undergraduate students for their leadership, academic standing, and service provided to the campus and surrounding community.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

Recognition dinners held in 2000, 2001 and 2002.

Evidence of Progress for 2001-2002:

of nominations received

Activities planned for 2002-2003:

Seek nominations from all schools

- ☑ C. Promote attendance by students at athletic events and University celebrations to instill a sense of pride about IUPUI.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1998 Created the new Jaguar spirit mark for IUPUI to develop a marketable identity for the entire campus and to build campus pride.

2000 Created the IUPUI fight song to instill pride on campus and to heighten spirit at athletic events.

2002 The IUPUI Jaguars mark was approved by the U.S. Patent and Trademark Office.

Evidence of Progress for 2001-2002:

Sculpture placed

Activities planned for 2002-2003:

Creation of Jaguars sculpture

- ☑ D. Promote attendance at home men's and women's basketball games.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1996-97 675 average spectators (men); 264 average spectators (women)

1997-98 832 average spectators (men); 731 average spectators (women)

1998-99 1086 average spectators (men); 690 average spectators (women)

1999-00 1170 average spectators (men); 656 average spectators (women)

2000-01 1186 average spectators (men); 604 average spectators (women)

2001-02 1,305 average spectators (men); 612 average spectators (women)

Evidence of Progress for 2001-2002:

of spectators

Activities planned for 2002-2003:

Recognize individual schools and community organizations at basketball games.

- ☒ E. Create Explore IUPUI, a day of learning and discovery to showcase quality programs and world-class facilities for the community and to build pride and enthusiasm among faculty, staff, and students.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Fall 2002

Actions taken for 2001-2002:

2002 Explore IUPUI promoted exploration and discovery through 392 hands-on activities by all IUPUI schools to 12,900 community visitors, faculty, staff and students.

Evidence of Progress for 2001-2002:

of community participants

Activities planned for 2002-2003:

Coordinate Explore IUPUI to promote learning, exploration, and discovery.

- ☒ F. Recognize the need for young children to be prepared to learn by coordinating the "Back Pack Attack" to collect school supplies.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Fall 2002

Actions taken for 2001-2002:

2000 225 Back Packs of supplies for IPS School 14

2001 404 Back Packs of supplies for IPS Schools 14, 15, 54 and 28; collected \$1,632 to help purchase supplies.

2002 400 Back Packs of supplies for IPS Schools 14, 15, 54 and 28; collected \$1,200 to help purchase supplies.

Evidence of Progress for 2001-2002:

children served

schools served

Activities planned for 2002-2003:

Seek support of all schools and units on the IUPUI campus.

- ☑ G. Benefit the community through “Jam the Jaguars Bus” food drive while bringing schools together as one campus.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 5 tons of food contributed; 45 IUPUI units participated

2002 5 tons of food collected; 46 IUPUI units participated, \$400 collected

Evidence of Progress for 2001-2002:

Tons of food collected

of schools/units participating

Activities planned for 2002-2003:

Seek support of all schools and units on the IUPUI campus.

- ▶ **6. DEMONSTRATE ACCOUNTABILITY TO OURSELVES AND OUR CONSTITUENTS INCLUDING LEGISLATORS, INDIANA UNIVERSITY, DEANS, AND PEERS.**

- ☑ A. Ensure that the goals of the Office of External Affairs Affirmative Action Plan are achieved including minority recruitment of athletes, coaches, staff, alumni board representatives, and committee members.

Campus Planning Theme: Campus Climate for Diversity

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

1998 IUPUI alumni board membership totals 253 (all schools except Business, Education, Liberal Arts and SPEA). Of the 253, 49% are males, 51% are females; 10% are minorities.

1999 IUPUI alumni board membership totals 240 (all schools except Business, Education, Liberal Arts and SPEA). Of the 240, 58.7% are males, 41.3% are females, and 10% are minorities.

2000 UI alumni board membership totals 288 (all schools except Business, Education, Liberal Arts and SPEA). Of the 288, 55.9% are males, 44.1% are females, and 11.86 are minorities.

2001 IUPUI alumni board membership totals 317 (all schools except Business, Education and SPEA). Of the 317, 54.9% are males, 45.1% are females, and 13.29% are minorities.

2002 IUPUI alumni board membership totals 402 (all schools except Business and Education). Of the 402, 215 (53%) are males, 187 (47%) are females, and 11.69% are minorities.

Evidence of Progress for 2001-2002:

volunteers

schools with alumni boards

Activities planned for 2002-2003:

Provide support to increase number of schools with alumni boards.

- ☒ B. Conduct market research essential in measuring prospective students and the general public's grasp of the messages placed through advertising and promotional activities.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 Conducted research on "Awareness and Image of IUPUI Among its Constituents" by the Public Opinion Laboratory.

2002 Conducted research on the impact of messages through advertising, and the overall effectiveness of communication materials by Gentlemen and Associates, and Smith Research.

Evidence of Progress for 2001-2002:

students enrolled

Gifts received

alumni participation

Appropriation received

Activities planned for 2002-2003:

- Continue to research and evaluate overall effectiveness of communications materials.
- Create templates for schools to develop basic brochures and recruitment materials to maintain quality.
- Continue to consult with schools and departments to develop coordinated materials to maintain quality levels achieved over the past two years.
- Conduct usability studies on the effectiveness of the redesigned IUPUI web homepage.

- ☒ C. Create marketing plans documenting effectiveness.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: n/a

Time Frame: null

Actions taken for 2001-2002:

2002

- Redesigned the “Why Not Both” television commercials based on prospective student research; the updated commercial assisted the IUPUI campus to reach record 2.4% increase in enrollment and 4.1% increase in credit hours from 2001.
 - Redesigned the course catalog for the Community Learning Network (CLN) increasing enrollment by 13%.
 - Created a marketing plan to recruit families in the part-time program of the Center for Young Children resulting in a 100% increase for fall 2001.
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Evidence of Progress for 2001-2002:

null

Activities planned for 2002-2003:

null

☑ D. Earn recognition by local peers.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 www.iupui.edu recognized by *Indianapolis Monthly* as one of the best local web pages.

2002 The Office of External Affairs, Communications and Marketing, earned recognitions from the National Admissions Marketing Advertising Awards for the faculty and staff newsletter *Campuscape* (silver award) and the television commercial “Why Not Both?” (merit awards for student recruitment, television advertising, and magazine advertising).

2002 Recognized by *NUVO News* weekly as Indianapolis’s best local college/university.

Evidence of Progress for 2001-2002:

of recognitions

Activities planned for 2002-2003:

Continue to strive for excellence in marketing materials.

☑ E. Encourage academic success among student-athletes.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000 41% of student-athletes achieved over 3.0 GPA

2001 42% of student-athletes achieved over 3.0 GPA

2002 52% of student-athletes achieved over 3.0 GPA

Evidence of Progress for 2001-2002:

GPA's

Graduation rate of student-athletes

Activities planned for 2002-2003:

Track GPA's of student-athletes and teams.

☒ F. Demonstrate integrity in all activities and relationships.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2001 IUPUI Department of Athletics was awarded the Mid-Continent Conference Sportsman Award.

2002 The Women's Basketball Coaches Association has recognized the 2001-02 IUPUI Women's Basketball Team as one of the top teams in the country academically; IUPUI placed 17th among all NCAA Division I institutions with a 3.288 cumulative GPA.

Evidence of Progress for 2001-2002:

conference awards received

Activities planned for 2002-2003:

Seek recognitions from peers.

☒ G. Earn recognition for coaching by Conference

Campus Planning Theme: Teaching and Learning

Secondary Goals:
Sub Unit: n/a
Time Frame: Annual

Actions taken for 2001-2002:

2001 Volleyball coach Steve Payne, women's Soccer coach Jean Delaski, and Swimming coach Jim Shuck named Mid-Continent Conference Coaches of the Year.

2001-02 Head Swimming and Diving Coach Jim Shuck and Head Golf Coach John Andrews were named Mid-Continent Conference Coaches of the Year for their sport.

Evidence of Progress for 2001-2002:

of coaches named

Activities planned for 2002-2003:

Seek recognitions from peers.

- ☒ H. Earn invitation to participate in NCAA Championships.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a

Time Frame: Annual

Actions taken for 2001-2002:

2000-01 IUPUI men's Soccer team earned an IUPUI first ever bid to an NCAA championship.

2001-02 IUPUI Men's Basketball runner-up Mid-Continent Conference Tournament Championship.

2001-02 The IUPUI Men's Golf team won the Mid-Continent Conference Championship and earned golf's first NCAA tournament berth.

Evidence of Progress for 2001-2002:

of championship tournament participation

Activities planned for 2002-2003:

Earn bids to NCAA championships.

- ☒ I. Capture Mid-Continent Conference Championships.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: n/a
Time Frame: Annual

Actions taken for 2001-2002:

2001 IUPUI Volleyball team awarded Mid-Continent Conference regular season championship.
2001-02 The IUPUI Men's Golf team won the Mid-Continent Conference Championship and earned golf's first NCAA tournament berth.

Evidence of Progress for 2001-2002:

Conference awards received

Activities planned for 2002-2003:

Win regular season competitions.

Fiscal Health

Current fiscal health of the Office of External Affairs is very strong. No new initiatives are undertaken unless new funding sources are identified. A Ventures Funding grant was awarded for the new Reputation Management initiative led by External Affairs, sponsors were solicited to offset costs associated with Explore IUPUI, new Chancellor Circle members are recruited for outreach efforts including the Chancellor's Report to the Community, and funds are raised each year to support the Division I Intercollegiate Athletics program.

Special attention in the future will need to be given to managing the Alumni Relations budget with increasing costs for the rental of the RCA Dome for commencement.

Reallocation Plan

Other Question(s)