

Indiana University-Purdue University Indianapolis  
**Indianapolis Faculty Council (IFC)**

**Minutes**

**February 7, 2017 ~ Campus Center Room 450A ~ 3-5 p.m.**

**Faculty and Guests Present:** Doug Acheson, Kacy Allgood, Rachel Applegate, Leslie Ashburn-Nardo, Simon Atkinson, Mark Bannatyne, Andy Barth, Amy Blevins, Ben Boukai, Boyd Bradshaw, Camy Broeker, Troy Brown, Angela Bruzzaniti, Dwight Burlingame, Amber Comer, Andrea Copeland, Thomas Davis, Cornelis De Waal, Rebecca Dixon, Brian Dixon, Stephanie Doty, Joseph Dynlacht, Aaron Fields, Amanda Friesen, Amanda Friesen, Janice Froehlich, Andy Gavrin, Gina Gibau, Anita Giddings, James Gladden, Charles Goodlett, Joan Haase, Stephen Hundley, Josette Jones, Liz Joss, Jim Klenner (alt: Kristi Beach), Leonidas Koniaris, Sarah Koskie, David Lewis, Gina Londino-Smolar, Lindsey Mayo, Stacy Morrone, Miriam Murphy, Megan Musgrave, Bill Orme, Michael Patchner, Nasser Paydar, Tod Perry, Christine Picard, Lynn Pike, Rebecca Porter, William Potter, Rick Ralston, Stephen Randall, Simon Rhodes, David Russomanno, Ron Sandwina, Todd Shelton, Li Shen, Jodi Smith, Peggy Stockdale, Sean Stone, Joseph Unthank, Thomas Upton, Mark Urtel, Ruben Vidal, John Watson, Jeff Watt, Eric Weldy, Clark Wells, L. Jack Windsor, Marianne Wokeck, Michele Yip-Schneider, and Robert Yost

**Members Absent:** Gregory Anderson, Tina Baich, Robert Barr, Ed Berbari, Janice Blum, Terri Bourus, Ken Carow, Gregory Druschel, Valerie Eickmeier, Rob Elliott, Jennifer Embree, Anthony Firulli, Philip Goff, Claudia Grossman, Raymond Haberski, Paul Halverson, John Hassell, Jennifer Herron, Jay Hess, Reinhold Hill, Andy Hudman, Robin Hughes, Erik Imel, Richard Jackson, Jeremiah Jagers, Benjamin James, Kathy Johnson, Kevin Jones, Mark Kaplan, Andy Klein, Daniella Kostroun, Joan Kowolik, Mosopefoluwa Ladapo, Alan Ladd, Suzann Lupton, Jane Luzar, Wei Li, Chen Lin, Joyce Mac Kinnon, David Malik, Marc Mendonca, Willie Miller, Robert Minto, Bethany Neal-Beliveau, Jim Nehf, David Nelson, Robin Newhouse, Mathew Palakal, Kristi Palmer, Megan Palmer, Amir Pasic, Taylor Rhodes, Lilliard Richardson, Eva Roberts, Dan Rusyniak, Jim Scheurich, Saba Siddiki, Ross Silverman, Robert Siwec, Deborah Stiffler, David Stocum, Kate Thedwall, Diane Von Ah, Ron Wek, Ken Wendeln, John Williams, Jr., Frank Yang, Michael Yard, Hiroki Yokota, Domenick Zero, and Ayoung Yoon

**Agenda Item I: Welcome and Call to Order**

IUPUI Faculty Council Vice President Jeff Watt called the meeting to order. Newly appointed Vice Chancellor for Student Affairs Eric Weldy was introduced.

**Agenda Item II: Adoption of the Agenda as the Order of Business for the Day**

The Agenda was adopted as the Order of Business for the Day.

**Agenda Item III: Memorial Resolution: John C. Buhner (School of Liberal Arts)**

Circular 2017-04 appended to the minutes.

A moment of silence was given by the assembly, and the resolution was entered into record.

**Agenda Item IV: [Action Item] Bicentennial Grant Application Process for Course Development and Project Proposals**

Kelly Kish, Director of IU Bicentennial

Kish presented the appended presentation slides. Bicentennial professors will be appointed, scholarships awarded, honorary alumni named, as well as special medals and awards given during the bicentennial. New programs will include historical markers, a possible museum, expansive archives, and an oral history project. Over 40 students are participating in the internship programs doing historical-related projects. Students are available to assist IU departments who may want historical work done. Cost is through the

bicentennial project. Eight grants have been approved so far. Course development grants are \$3,000 (see 200.iu.edu for details).

#### **Agenda Item V: Updates/Remarks from the Chancellor**

Nasser Paydar, Indiana University Executive Vice President and Chancellor of IUPUI

Paydar reported on the following:

- Paydar reiterated the university's belief that anyone from any background or country can come to Indiana University. His message was in response to immigration plans by President Donald Trump. He highlighted his statement to the campus on January 30. President McRobbie said the same during the Board of Trustees' meeting on February 3.
- Budget hearings are taking place. Every dean at IUPUI is being reviewed yearly. Discussion is on what they are doing, what their issues are, what they are proud of, and providing feedback to them.
- Renovation of the Campus Center will begin in a few months creating a 9,000 square foot fitness center. The location will be in part of the bookstore area. It should open in January 2018.
- Welcoming Campus Initiative: Funds have been designated (\$1 million) for proposals. There will be an information session on February 9 regarding the initiative.

#### **Agenda Item VI: Updates/Remarks from the IFC President**

Rachel Applegate, IUPUI Faculty President

Applegate reported on the following:

- Searches for an associate vice chancellor for faculty diversity and inclusion and the senior associate vice chancellor for academic affairs is ongoing.
- Further work from the Center for Teaching and Learning Task Force report continues.
- Workshop for leaders across campus for legislation and lobbying was last week. IU has a very professional staff to do lobbying and keeping an eye on immigration rules, research funding, and other items being discussed in the general assembly. At the state level, it is quite stable. There is a funding model – drivers are student persistence and graduation. All that we do to help student success is turned into funding in which we do quite well.
- Board of Trustees – Chancellor Paydar gave a presentation on the campus highlighting the new fitness center and informal learning spaces. Enrollment is good at IUPUI, but not as well at the regional campuses. Dean Hess (School of Medicine) spoke about a regional medical center on the edge of the IUB campus and about medical education at IUPUI.
- The RCM review will include how incentives work on this campus.

#### **Agenda Item VII: Call for IFC or UFC Standing Committee Reports**

- Library Affairs Committee (LAC): Brian Dixon, chair, reported on the following (printed as submitted):

This year the Library Affairs Committee has been focused on advancing six goals:

1. Providing input to and advocating for the University Library at IUPUI. This year our discussions have centered on renovations to UL, principally the 3<sup>rd</sup> and 4<sup>th</sup> floors. The library staff have been working closely with the campus to plan for renovations that will create additional work spaces for students given increasing enrollment over time of full-time as well as higher caliber students. Planning efforts to date aim to create 400 additional student study spaces, including some enclosed/reserved space for up to 40 graduate/doctoral students. The remaining space will accommodate open work spaces available as first come, first serve. The space will be roughly 13,000 square feet, of which 8,000 is immediately available. The remaining space will come through a reduction in print materials – mostly journals which are

- available either electronically through services like JSTOR or remain in print at the IUB library. Approximately 1400 titles have been targeted for reduction, titles which have had less than 10 uses in the last 7 years. Library liaisons are currently reaching out to Deans and units to communicate these plans so all units are aware of the proposed changes. Renovation could begin as early as this summer, but will be planned for times when library has lower than normal usage. These plans were presented at the IU Trustees meeting in February.
2. Ensure access to campus-specific resources for students who take online courses. The technical method by which campus-level library resources can be made available to students from another campus enrolled in an online course has been resolved and implemented. However, many faculty are unaware that flipping the switch to make this happen requires intervention from the instructor. Our committee is therefore recommending two action items:
    - a. We suggest that an item be added to the Canvas course creation checklist that directs the instructor to read the KB article on this subject.
    - b. We further recommended that IU Online add a statement to the faculty welcome email that is sent to instructors of courses with an IUB designation since many of the challenges were associated with regional students needing access to IUB resources.Dean Lewis is communicating these recommendations to IU Online this month.
  3. Explore adding doctoral student thesis information to IUPUI transcripts. This is an item advanced IU-wide by the university Registrar. Yet it was unknown how it would happen. Recently our committee convened a meeting between the library, registrar, and graduate school recorders to discuss the issue. The meeting was very positive with everyone agreeing it was something we wanted to get accomplished. Our campus is unique in its split between IU and PU; for example, many (but not all) PU doctoral graduates have their thesis information listed on their PU transcript from West Lafayette. So some of our graduates already have this. However, whose info is handled by West Lafayette is not program specific, making it hard. We agreed upon a process by which ScholarWorks will ask for student permission, which will be communicated to the Registrar's system once the student graduates. So this will not be something that happens overnight, nor will it occur retrospectively. Furthermore, the registrar's office is considering expanding from just PhD to Master's degrees too. The respective offices agreed upon some next steps and will follow up to ensure the program can be implemented for the next academic year.
  4. Link open access uploading to Activity Insight system. While the current Digital Measures program does allow faculty to indicate their publications were supported by federal grants and that they would like to be contacted by OA staff, this process is inefficient as faculty tend to upload pubs into DM at the end of the year and many of them have already been uploaded to OA by the time the DM record is generated. Our committee would therefore prefer to see the opposite direction be implemented. Namely that when the proactive staff at OA secure a new publication from a faculty member, the metadata for that publication is transferred into DM. This would mean that at the end of the year many publications would already be in DM limiting the amount of re-work for the faculty member when preparing for their annual report. Our committee will be meeting with the DM team and library staff to discuss how to make this work and putting it on a development timeline for Activity Insight.
  5. Continue to monitor the implementation of the Open Access policy passed by IFC. We are happy to report that IUPUI is not only a leader among the institutions that have similar policies but we are likely #1 with respect to compliance with more than 70% of faculty opting to share their scholarship openly to improve dissemination and enhance impact. We should all be proud of this and appreciate the hard work the OA staff put into designing efficient methods for our faculty to share the results of their scholarly labor.
  6. Our committee is committed to ensuring that the library is meeting the needs of IUPUI faculty. To that end, we held discussions around the changing nature of the scholarly record in the

academy. This includes moving beyond OA publications to open data, open lab books, etc. At the end of March, we will meet jointly with the IFC Research Affairs Committee to discuss the changing scholarly record and needs of IUPUI faculty. We plan to have an open dialogue about how the library might support efforts to create and sustain public records of research activity as well as impact. Faculty representatives from both committees will be reaching out to their units soon to gather input to bring to the discussion.

- Academic Affairs Committee (AAC): Mark Bannatyne, chair, reported on the following: Survey sent to deans asking them to respond about how to accept credits from other institutions. This is to help the committee get information as each school and university does this differently. They want to work on best practices for our students to enable better transfer credits and admission. They are also looking at what constitutes residency. He will submit an end-of-semester report from the fall semester to the IFC-EC next week. Those items are expected to come to the IFC before the end of the academic year. Question was asked if the committee was in contact with the Division of Undergraduate Education. Bannatyne said they will, but that will come after their initial review of materials collected.
- Student Affairs Committee (SAC): Robert Yost, reporting for the chair, reported on the following: The committee has three working groups – rights, campus climate for older students, and pedestrian safety (i.e., sidewalks, bicycles). The workgroup on campus climate is considering the definition of an older student using surveys on campus climate, welcoming campus, and student satisfaction.
- Distance Education Committee (DEC): Gina Londino-Smolar, chair, reported on the following: Talking with IU Online regarding monitoring online exams, teaching and learning, and support. They are also discussing Taskstream and Quality Matters. They have met with Center for Teaching and Learning staff on teaching/learning designs. The first IU Online conference was held in 2016. They will continue to hold the conference this fall. One-third of all students are taking online classes. The Office of Online Education provided best practices for faculty who are developing online courses. An online committee has been formed by Prof. Carolyn Gentle-Genitty to talk about what faculty are doing in the online environment. The DEC has also discussed Taskstream – the largest tool being used for e-Portfolios. Taskstream is under review by the university. If renewed, each campus will have their own contract versus one contract for all.

### **Agenda Item VIII: Faculty Affairs Committee**

Marianne S. Wokeck, Chair

Circular 2017-02: IUPUI Emeritus Policy

Circular 2017-03: Clinical Faculty Promotion Criteria and Expectations

Wokeck introduced the circulars.

- IUPUI Emeritus Policy – Wokeck asked for endorsement for the change to the policy as follows:

#### **IUPUI Faculty Affairs Committee recommendation for clarifying language in the IUPUI Emeritus Policy**

##### Rationale:

The intent of the IUPUI Emeritus Policy states that contributions to the university in the field of teaching may merit recognition by granting emeritus status but in the list of particular faculty ranks senior lecturers are omitted. This omission warrants correction in the wording of the policy; it is not a change in the policy or its procedure.

## **IUPUI Emeritus Policy**

### **Preamble**

The emeritus/emerita title (hereafter simply “the title”) may be awarded upon retirement from IUPUI to faculty members, librarians, administrators, clinical professors, senior scientists, ~~and~~ senior scholars, and senior lecturers as recognition of substantial contributions to the university in the fields of **teaching**, research, and/or service. Upon recommendations by the department, chair, dean, executive vice chancellor and chief academic officer, and chancellor, the Board of Trustees awards the title as recognition of scholarly and professional contributions made before retirement and, to a lesser degree, as encouragement for continued association with IUPUI and continued pursuit of scholarly and other professional interests.

### **Eligibility**

Faculty members, librarians, administrators, clinical professors, senior scientists, ~~and~~ senior scholars, and senior lecturers may, upon retirement, be awarded the title if they meet the following criteria:

1. have been full or associate professors or librarians or have reached the highest level of attainment in administration (dean or higher) or in the clinical, scientist, ~~and~~ scholar, and teaching ranks;
2. have been at IUPUI for a significant period of time (ordinarily at least ten years); and
3. have made substantial scholarly and professional contributions for the university.

In cases where retirees have made exceptional contributions for the university and have been recommended by their department and/or unit, they may be awarded the title even if they do not meet all the foregoing criteria.

No changes recommended in the procedure.

The committee made the motion so no second was needed. Dean Rhodes asked why not senior lecturers. Wokeck said the committee would entertain a motion for lecturer or senior lecturer. Lecturers do not have long-term contracts. Paydar said the requirement of no senior lecturer came from IU. All campuses are following this except IUPUI and that the campus is not enforcing the requirement. There could be lecturers, but IUPUI had decided not to do it. Wokeck said they would accept an amendment to include lecturer or senior lecturers. Upton said all the ranks listed in the policy has promotion criteria tied to them. Wokeck said that is why senior lecturers were added. A vote was taken and passed unanimously.

- Clinical Faculty Promotion Criteria and Expectations: Wokeck said the committee was informed that there are different ways in which clinical faculty can go up for promotion at different system schools. Unfairness was created. They discussed this and brought the question with a suggested to the IFC Executive Committee. They said since there is a faculty Promotion and Tenure Committee, there is a meeting at the end of the process to discuss changes to the promotion and tenure guidelines for the next year, but the conversation does not always include faculty concerns. The committee suggested a policy or guideline change that is faculty driven and should be discussed by the campus committee at the same time other changes are considered or in a special meeting. The following recommendation was presented:

## **Faculty Affairs Committee Recommendation Regarding Clinical Faculty Promotion Criteria and Expectations**

Currently, at IUPUI Guidelines for Promotion and Tenure do not allow clinical faculty to present a balanced case for promotion.

**The Faculty Affairs recommends to the Faculty Council that IUPUI Clinical Faculty be allowed to present a balanced case for promotion to clinical associate or full professor. In particular, the recommendation is to adopt the language for criteria and expectations in the IUB P&T Guidelines (see below) for inclusion into the IUPUI P&T Guidelines.**

### Rationale:

Amending the IUPUI Guidelines for Promotion and Tenure addresses current inequities within Indiana University, that is between and among campuses. Since programs have expanded across two or more campuses within the University and since more programs are developed and implemented system-wide the proposed this change provides equity among colleagues in the clinical rank in units and programs at IUB and IUPUI.

- Clinical faculty on the IUB campus are allowed to present a balanced case, while IUPUI faculty may only be considered on a basis of excellence in either teaching or service and are prohibited from presenting a balanced case
- Tenured and Tenure-Track faculty on the IUPUI campus can present a balanced case, but clinical faculty are prohibited from presenting a balanced case.

### **IUPUI 2017-18 P&T GUIDELINES**

<https://academicaffairs.iupui.edu/media/2d50fea9-c481-4fcd-abde-7119d017c733/z2t-g/AAContent/02-PromotionTenure/PromotionAndTenure/PTGuidelinesCLEANfuture.pdf>

• **Clinical faculty are required to be excellent in either teaching or service and satisfactory in the other area.** They have no formal research requirements for promotion although scholarship is required in their area of excellence (p. 30). See also p. 37 for description of standard of excellence.

**IU BLOOMINGTON P&T GUIDELINES (MARCH 19, 2015)**  
[http://vpfaa.indiana.edu/docs/promotion\\_tenure\\_reappointment/pt-revised-review-guidelines.pdf](http://vpfaa.indiana.edu/docs/promotion_tenure_reappointment/pt-revised-review-guidelines.pdf)

### **CRITERIA AND EXPECTATIONS (p.3)**

**Evaluative Categories.** In evaluating Research/Creative Activity, and Service/Engagement, four categories are used to rate the candidate's performance: Excellent, Very Good, Satisfactory and Unsatisfactory. In evaluating Teaching, the categories are: Excellent, Very Good, Effective and Ineffective.

**Area(s) of Performance/Basis for Tenure/Promotion.** Candidates for tenure and promotion must be Excellent in one performance area and at least Satisfactory/Effective in the other two. **In exceptional circumstances, candidates may be put forward on the basis of balanced strengths that promise excellent overall performance of comparable benefit to the university** – their performance in all three areas must be Very Good ("balanced case"). Except for the "balanced case," candidates must choose one and only one performance area on which



to base their case for tenure or promotion (although that choice does not preclude the possibility that performance in one or both other areas will be judged Excellent). Review committees and administrators (at all levels) should remember that the dossier materials (including external letters) were gathered and presented in order to justify tenure or promotion

Also,

<https://www.indiana.edu/~vpfaa/academicguide/index.php/E.Tenure/Reappointment/Promotion/Salary>

### **Tenure, Promotion, and Performance Areas**

Candidates for promotion and tenure are required to rate as Excellent in one performance area and at least Satisfactory/Effective in the other two. Candidates are required to choose a single performance area on which to predicate their application for tenure or promotion (although this decision does not rule out the possibility that performance in one or both of the other areas will also be assessed Excellent). Throughout the process, review committees and administrators should keep in mind that the dossier materials (including external letters) were compiled and submitted to make the case for tenure or promotion on the basis of Excellence in the one performance area chosen by the candidate.

**In exceptional instances, a candidate may present evidence of balanced strengths that promise excellent overall performance of comparable benefit to the University. Candidates preferring to be judged on the “balanced case” must be rated as Very Good in all three performance areas.** As in instances where a candidate has selected a single performance area for tenure or promotion purposes, review committees and administrators should remain aware that dossier materials (including external letters) are collected and submitted to demonstrate the superior achievements of the candidate.

Wokeck said the recommendations after the promotion and tenure process should be discussed at the end of the year P&T meeting, and then reported to the IFC-EC. Wokeck said the FAC is also still working on full-time nontenureline faculty ranks. A report on this will come later.

### **Agenda Item IX: [First Read] Election Slates for Faculty Grievance Advisory Panel, Board of Review Pool, and At-Large Representatives (Tenure Track and Non-Tenure-Track)**

Pamela Napier, Chair, Nominations Committee

Napier read the following election slates. A motion was made and seconded to approve the slates. Motion passed.

#### **IUPUI Faculty Council: Slate for Faculty Grievance Advisory Panel**

**Term: February 1, 2017, through January 30, 2019**

Number to Elect: 3; Number to Slate: 6

Last Name	First Name	Rank	School	Department Description
Boyne	Shawn	Tenured 01	Law	Law
Goff	Philip	Tenured 01	Liberal Arts	Religious Studies
Humphrey	Richard	Tenured L02	Law Library	Law Library
Mayo	Lindsey	Tenured 02	Medicine	Pediatrics
Mendonca	Marc	Tenured 01	Medicine	Radiation Oncology
Schild	John	Tenured 02	E&T	Biomedical Engineering

**IUPUI Faculty Council: Slate for Board of Review Pool****Term: February 1, 2017, through January 30, 2019**

Number to Elect: 10; Number to Slate: 15

Last Name	First Name	Rank	School	Department Description
Bannatyne	Mark	Tenured 02	E&T	E&T
Belecky-Adams	Teri	Tenured 02	Science	Biology
Boyne	Shawn	Tenured 01	Law	Law
Dent	Alexander	Tenured 01	Medicine	Microbiology and Immunology
Goff	Philip	Tenured 01	Liberal Arts	Religious Studies
Haug	Steve	Tenured 01	Dentistry	Prosthodontics
Humphrey	Richard	Tenured L02	Law	Law Library
Kowolik	Michael	Tenured 01	Dentistry	Support Services
Lahiri	Debomoy	Tenured 01	Medicine	Psychiatry
Li	Lei	Tenured 02	Science	Chemistry
Pavalko	Fred	Tenured 01	Medicine	Cellular and Integrated Physiology
Platt	Jeffrey	Tenured 02	Dentistry	Biomedical and Applied Sciences
Urtel	Mark	Tenured 02	PETM	Physical Education
Warner	Cheryl	Tenured 02	IUPUC	Science
Williams	Jane	Tenured 02	Science	Psychology

**IUPUI Faculty Council: Slate for At-Large Rep (Non-Ten/Tenure Track)****Term: June 2017 through June 2019**

Need to elect 4 (1 for Clinical; 3 for Lecturer); Number to slate 8 (at least)

Last Name	First Name	Rank Title	School	Department Description	Category for Election
Angermeier	Lisa	Clinical Assoc. Prof.	PTEM	Physical Education	Clinical
Brown	Darrell	Clinical Assoc. Prof.	Business	Business	Clinical
Flowers	Natasha	Clinical Assoc. Prof.	Education	Education	Clinical
Contino	Lisa	Senior Lecturer	Science	Psychology	Lecturer
Donahue	Kimberly	Senior Lecturer	Business	Business	Lecturer
Herold	Debora	Senior Lecturer	Science	Psychology	Lecturer
Londino	Gina	Senior Lecturer	Science	Chemistry	Lecturer
Murphy	Emily	Lecturer	Business	Business	Lecturer
Slayback-Barry	Denise	Lecturer	Science	Biology	Lecturer
Visovatti Weaver	Kathleen	Senior Lecturer	Health & Rehab Sci.	Health & Rehabilitation Sci.	Lecturer

**IUPUI Faculty Council: Slate for At-Large Rep (Ten/Tenure Track)****Term: June 2017 through June 2019**

Need to elect 21; number to slate 42.

Last Name	First Name	Rank	School	Department
Agha	Anila	TEN FT2	IN-HERR	IN-HERR
Anton	Marta	TEN FT1	IN-LART	IN-LANG
Ashburn-Nardo	Leslie	TEN FT2	IN-SCI	IN-PSY
Berbari	Nicolas	NTK FT3	IN-SCI	IN-BIOL
Bhatwadekar	Ashay	NTK FT3	IN-MED	IN-OPHTH
Chernoff	Ellen	TEN FT2	IN-SCI	IN-BIOL



Comer	Amber	NTK	FT3	IN-AHLT	IN-AHLT
Copeland	Andrea	NTK	FT2	IN-INFO	IN-SLIS
Cummins	Theodore	TEN	FT1	IN-SCI	IN-BIOL
Curtis	Edward	TEN	FT1	IN-LART	IN-REL
De Groot	Mary	TEN	FT2	IN-MED	IN-MDEP
Edwards	Paul	NTK	FT1	IN-DENT	IN-DSPM
Ekser	Burcin	NTK	FT3	IN-MED	IN-SURG
Fedorikhin	Sasha	TEN	FT2	IN-BUS	IN-BUS
Firulli	Anthony	TEN	FT1	IN-MED	IN-PED
Goff	Philip	TEN	FT1	IN-LART	IN-REL
Goodlett	Charles	TEN	FT1	IN-SCI	IN-PSY
Hoffmann-Longtin	Krista	NTK	FT3	IN-LART	IN-COMM
Lahiri	Debomoy	TEN	FT1	IN-MED	IN-PSYC
Mayo	Lindsey	TEN	FT2	IN-MED	IN-PED
Mendonca	Marc	TEN	FT1	IN-MED	IN-RAON
Merritt	Cullen	NTK	FT3	IN-SPEA	IN-SPEA
Miller	Willie	NTK	LT2	IN-LIBR	IN-LIBR
Neal-Beliveau	Bethany	TEN	FT2	IN-SCI	IN-PSY
Nho	Kwangsik	NTK	FT3	IN-MED	IN-RADY
Orme	William	TEN	LT2	IN-LIBR	IN-LIBR
Pollok	Karen	NTK	FT2	IN-MED	IN-PED
Potter	William	TEN	FT2	IN-HERR	IN-HERR
Randall	Stephen	TEN	FT1	IN-SCI	IN-BIOL
Rebein	Robert	TEN	FT1	IN-LART	IN-ENG
Roberts	Eva	TEN	FT1	IN-HERR	IN-HERR
Savage	Jesse	NTK	FT3	IN-MED	IN-SNEU
Schild	John	TEN	FT2	IN-ENGT	IN-ENGT
Sheeler	Kristina	TEN	FT1	IN-LART	IN-COMM
Shen	Li	TEN	FT2	IN-MED	IN-RADY
Smith	Jodi	TEN	FT2	IN-MED	IN-SNEU
Tezanos-Pinto	Rosa	TEN	FT2	IN-LART	IN-LANG
Thorington Springer	Jennifer	TEN	FT2	IN-LART	IN-ENG
Vidal	Ruben	TEN	FT1	IN-MED	IN-PATH
Watson	John	TEN	FT2	IN-SCI	IN-BIOL
White	Fletcher	TEN	FT1	IN-MED	IN-ANES
Zero	Domenick	TEN	FT1	IN-DENT	IN-DSPD

### **Agenda Item X: [Information Item] IU Branding Guidelines**

Liz Joss, Assistant Director of Strategic Communications

Troy Brown, Assistant Vice President, Marketing

Joss and Brown reported on the appended presentation. Question was asked about how to show that Purdue is part of the brand. Brown said it is up to us to tell our constituents. We have one brand and one brand architecture. More discussion was on the lack of Purdue in the brand. If it is our responsibility to tell people, why do we need to avoid using the word “Purdue?” Paydar said nothing stops a school from talking about PU degrees. In 1969, it was determined that this is an IU campus. That is why the university wants to have the IU connection. That does not mean you cannot use the Purdue word in your schools. The brand does not prohibit schools from saying they are Purdue and grant Purdue degrees. Dean Rhodes said one thing the School of Science struggles with is that all the instructions are fine for IUB, but they do not follow the rules. With the IUB Twitter feed, IUB says they are IU, but they are not, they are one campus of IU. Brown said they are trying to educate people to use the Indiana University words. We have to start the process somewhere so that people will understand there is one campus with multiple campuses. Rhodes said even

Brown's unit needs to uphold this rule. Dean Russomanno agrees with Paydar's words; however, the issue is that if you are talking about leveraging branding, many share the opinion that schools that have Purdue degrees are not leveraging the brand. Brown responded with needing to build their own brand. Applegate spoke about localization. She does not see anything that gives students more localization. Brown said people recognize the jaguar and we should be using it. In the fall, there will be a hashtag campaign using the jaguar. Dean Gladden said Purdue is mentioned in the banner of the IUPUI websites. Koskie said Purdue has a brand and those schools do not need a new one. Brown said yes, they do, the IU brand, but they also offer the Purdue degree. Dixon asked about letterhead, signature, etc. for schools say "Indiana University School of ---- at IUPUI." Does that change? Brown said that does not change. He encouraged the members to contact their marketing directors in their schools to be sure they are saying on the brand. Paydar said we refer to schools as we list them on our diplomas. If anyone sees a violation to let Troy or Joss know.

Joss said IU Communications has three entities – branding, social media, and news and media. Joss works with all the strategic communications plans such as Commencement. Their main goals are is to talk about student success, health and life sciences, and how IUPUI benefits the city, state, country, and world.

#### **Agenda Item XI: Question/Answer Period**

There were no questions.

#### **Agenda Item XII: Unfinished Business**

There were no unfinished business items.

#### **Agenda Item XIII: New Business**

There were no new business items.

#### **Agenda XIV: Report from the IUPUI Staff Council**

Kristy Beach, Second Vice President

Beach reported on the following:

- The Staff Development Committee reviewed ten applications for the staff professional development grants. Six were awarded. The next grant deadline is April 1.
- The Special Events Committee is practicing community outreach by working with Paws Pantry for donations from the campus. They are also working on their summer retreat.
- A staff member issued a concern about a sidewalk that butted up to a parking spot. If you tried to get to the sidewalk from the parking lot, you had to walk through the grass/mud. The concern was taken to Emily Wren who fixed the problem within a day.

#### **Agenda XV: Final Remarks and Adjournment**

With no further business appearing, a motion was made to adjourn. The motion passed and the meeting was adjourned.

Minutes prepared by Karen E. Lee, Director of Academic Affairs and Strategic Initiatives  
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**MEMORIAL RESOLUTION  
ON BEHALF OF**

**JOHN C. BUHNER**

May 18, 1920 - January 10, 2017

Professor Emeritus of Political Science and Public and Environmental Affairs  
Vice Chancellor and Dean of Faculties, IUPUI  
Chancellor, Indiana University Northwest

John—Jack, as he was known—was the son of John H. and Marietta Sawyer Buhner, and he was born in Seymour, Indiana. He earned a bachelor's degree from Franklin College (1942). Then, after marrying Betty Bevis of Sullivan, Indiana, he spent nearly four years in the U.S. Army Air Force during WWII. Serving overseas in the China-Burma-India theater of operations as a radioman, he rose to the rank of tech sergeant. The correspondence between Betty and Jack Buhner (along with other family members) from 1938 to 1945 is preserved as a collection of over 700 letters and photographs at the Indiana Historical Society. After the war, he received a Master's degree (1949) and a PhD (1963), both from Indiana University.

He began teaching political science at IU Northwest in Gary in 1948 as a lecturer in public and environmental affairs, and he eventually rose to become Dean and Acting Chancellor there (1966-1969). He assumed many different titles in between his initial appointment and his departure from Gary to Indianapolis, reflecting the dynamic and rapid changes occurring across Indiana University as it became a multi-campus institution. In 1969, following the establishment of IUPUI through the merger of the Indiana and Purdue extension divisions with medicine, law, dentistry, physical education, and the Herron School of Art, he transferred to Indianapolis, where he played a central role in the development of the new campus as Vice Chancellor for Academic Affairs (1969-1977) and Dean of Faculties (1970-1977). During this time, Buhner oversaw the transformation of IU and Purdue regional campus programs into full-fledged departments housed in newly created schools. In a period of tumultuous change, he contributed not only to the successful emergence of the new campus but also to the attainment of good working relations among faculty and students in each and all of the participating academic units. During this formative period in American higher education, when new urban campuses were being established around the nation, he also served for five years as a Commissioner of the North Central Association, now the Higher Learning Commission, the body responsible for the accreditation of colleges and universities in the Midwest.

In the wake of major transformations in IUPUI's administrative structure, Buhner left the administration in 1978 and returned to teaching in the Department of Political Science of the School of Liberal Arts and the School of Public and Environmental Affairs. In 1984, he retired from Indiana University, and he and his wife moved to Punta Gorda, Florida, where they remained until returning to Indiana in 2011. In 2006, he and Betty were recipients of the IUPUI Spirit of Philanthropy Award for their support of the IU School of Liberal Arts. His portrait hangs in the IUPUI Library along with other administrative leaders of the campus.

Betty, a teacher, interior designer, and dedicated volunteer, preceded Jack in death in 2012. He is survived by three children, Carol (Charles) Ward, Byron (Terri) Buhner, both of Indianapolis, and John (Sally) Buhner, Jr., of Houston, Texas; five grandchildren and seven great grandchildren. Carol, Byron, and John all hold degrees from Indiana University (Bloomington

and IUPUI). Byron has continued the family's service to the University as a member of the School of Liberal Arts Dean's Advisory Council and Liberal Arts Alumni Association Board.

WHEREAS, Dr. John C. Buhner served our country nearly four years in the U.S. Army Air Force during WWII in the China-Burma-India theater of operations as a radioman and technical sergeant.

WHEREAS, Dr. Buhner completed his Masters and Ph.D. at Indiana University,

WHEREAS, Dr. Buhner instructed students in Political Science and the School of Public and Environmental Affairs at Indiana University for more than thirty-five years,

WHEREAS, Dr. Buhner served as Dean and Acting Chancellor of IU Northwest in Gary Indiana from 1966 until 1969,

WHEREAS, Dr. Buhner played a central role in the transforming the Indiana and Purdue extension divisions into Indiana University – Purdue University Indianapolis as Vice Chancellor for Academic Affairs from 1969 until 1977 and Dean of Faculties from 1970 until 1977,

WHEREAS, Dr. Buhner contributed to the successful emergence of the new campus but also to the attainment of good working relations among faculty and students in each and all of the participating academic units,

WHEREAS, Dr. Buhner served five years as a Commissioner of the North Central Association, now the Higher Learning Commission,

WHEREAS, Dr. Buhner and his wife Betty Bevis Buhner received the 2006 IUPUI Spirit of Philanthropy Award for their support of the IU School of Liberal Arts,

BE IT RESOLVED: that the School of Liberal Arts Faculty Assembly recognizes and celebrates the life and legacy of a dear colleague and cherished friend,

AND BE IT FURTHER RESOLVED: that the Assembly expresses on behalf of IUPUI, our condolences to John and Betty's children, beloved grandchildren and great-grandchildren.

THUS, BE IT RESOLVED: that this memorial resolution be placed in the minutes of the School of Liberal Arts Faculty Assembly for January 27, 2017, with a moment of silence observed in his honor. A copy of this memorial resolution will be delivered to his children.

*This resolution was written on behalf of Professor Buhner's colleagues in the IUPUI School of Liberal Arts and the IUPUI School of Public and Environmental Affairs and prepared by Edmund F. Byrne, Professor Emeritus of Philosophy and Philanthropic Studies, and William M. Plater, Chancellor's Professor Emeritus of Public Affairs, Philanthropic Studies, and English, and Executive Vice Chancellor and Dean of the Faculties Emeritus.*

*Adopted by the IUPUI Faculty Council at their meeting on February 7, 2017.*



1820-2020

**INDIANA UNIVERSITY  
BICENTENNIAL**



**Indiana University Bicentennial**  
**February 2017**

## Background

- Key moment in university history (and public university history—IU is among top 15 oldest public universities)
- Heritage programs provide launch pad for future advancement
- Explore themes that highlight IU's unique contributions to the world and put IU on the map
- University-wide, all campuses, all constituents
- Three program periods:
  - Pre-Anniversary Programs: 2016-2019
  - Bicentennial Celebratory Year: 2019-2020
  - Legacy Programs: 2020 and Beyond

### US Public University Founding

*William and Mary, 1693*

*Delaware, 1743*

*Rutgers, 1766*

*Georgia, 1785*

*Pittsburgh, 1787*

*North Carolina Chapel Hill, 1789*

*Vermont, 1791*

*Tennessee, 1794*

*South Carolina, 1801*

*Ohio University, 1804*

*Maryland-Baltimore, 1807*

*Miami of Ohio, 1809*

*Michigan, 1817*

*Virginia, 1819*

***Indiana University, 1820***



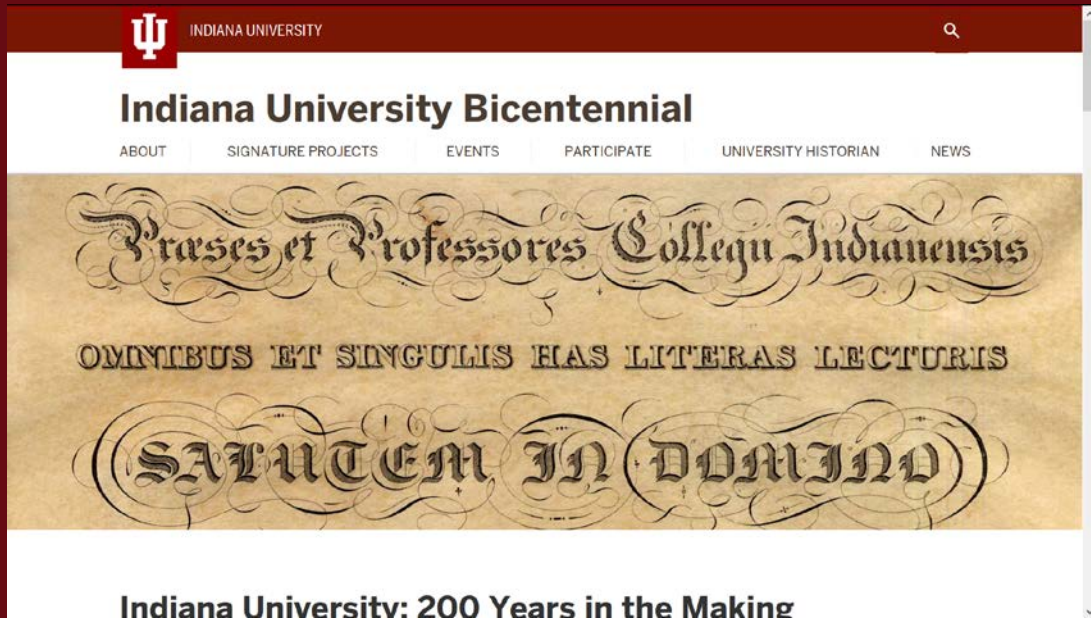
# Indiana University Bicentennial



1820-2020

## Program At-A-Glance

- Bicentennial Commemoration
  - 25 Signature Projects
  - 2 Grant Programs
  - 1 Internship Program
  - New Historical Content
  - New Supporters and Friends
  - June 6, 2020 Gala



# Indiana University Bicentennial



1820-2020

## Program Framework

- Through focused study and criticism, reflection, celebration, and documentation, we demonstrate how Indiana University has served and continues to serve as an exemplar of...a “people’s university.”
- Following the wisdom of our late colleague and Nobel Laureate Lin Ostrom, how do we reclaim the role of public higher education as a shared and crucial resource for the common good? How we do contribute to the public good?
- Indiana University is the ideal seat of this emphasis owing to the interdisciplinary and globally impactful scholarship on the commons, the common good, public goods, and public uses that have been developed here over the last half century.



Ball Residence Hall, c. 1945



Maennerchor Building  
(McKinney), n.d.

## Signature Project Status

### *Bicentennial Recognition Programs*

- Professorships
- Scholarships
- Honorary Alumni
- Bicentennial Medal and Commemorative Coins



Dr. Suzanne Knoebel

# Indiana University Bicentennial



1820-2020

## Signature Project Status

### *Bicentennial Lectures, Reunions, and Conferences*

- Global Alumni Celebration and Reunion
- Curated Lecture Series
- Special Topic Symposia
- Guest Conferences across IU
- Political Engagement Program 2020

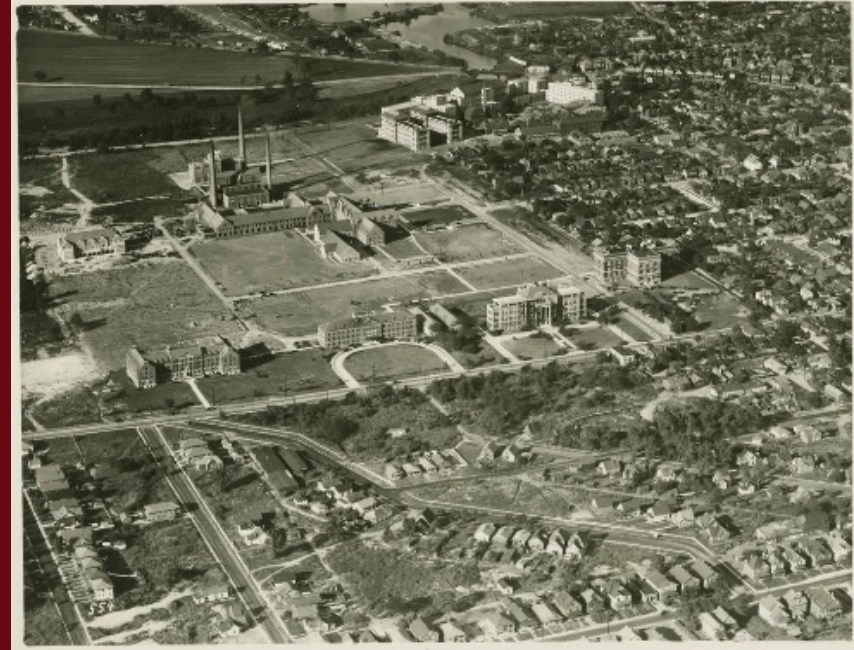


Pan American Games; CBS Sports at Conference Center, 1987

## Signature Project Status

### *Public Art and Campus Beautification Program*

- Public Art Strategic Plan
- Campus Beautification Efforts
- Bicentennial Building Program



IUPUI Campus, c. 1931



# Indiana University Bicentennial



1820-2020

## Signature Project Status

### *Bicentennial Heritage and Legacy Program*

- Historic Marker Program
- IU Museum
- University Archival Development and Deployment
- Oral History Project



First University Building, 1856



Indiana Avenue Marker



## Signature Project Status

### *Bicentennial Public Programs and Outreach*

- Traveling Exhibit/Program
- Publication and Media Series
- K-12 Initiative
- Faculty Research Day
- IU “Amazing Race”
- IU Service Day

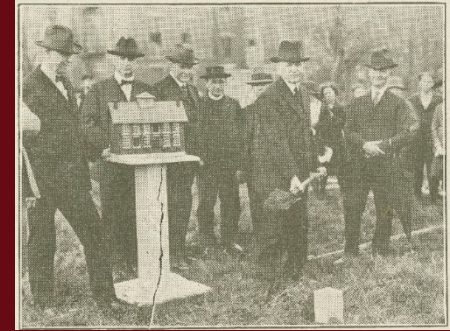


Moon Rock Exhibit, 1970

## Signature Project Status

### *Bicentennial Academic and (Co-, Extra-) Curricular Innovations*

- Bicentennial Student Engagement
- Traditions and Cultures of IU Expansion
- Time Capsule



William Lowe Bryan, time capsule, 1922



Time Capsule, City Hospital, 1925

## Internship Program

- 40+ students from all campuses
- Research Projects vs. Program Assistants
- External Mentors and Supervisors
- Research Project Topics: ROTC, Women's History of IU, 100 Years before Women's Basketball, GLBT Stories, IU Building Histories, Mini 500
- Program Assistant Topics: Oral History Program, TC Steele Paint Out, Student Organization Archive Development, Themester Beauty Tours



Women's gymnasium, 1922

## Grant Programs Summary

8 Project Grants awarded:

Misch Kohn Exhibit (IU Kokomo)

IUSM Symposium (William Schneider, Indianapolis)

Digitization of Student Newspapers (Allison Stankrauff, IUSB and Melanie Hughes, IUS)

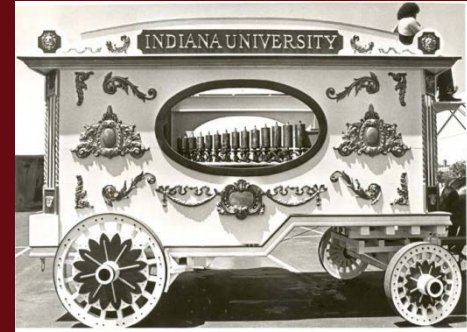
Dance Theater of Harlem Traveling Program (IU Auditorium to regional campuses)

Calliope Restoration (IUAA)

Kent State Shootings Oral History Lecture (Craig Simpson, Lilly Library)

Mathers Museum Architecture Lecture (Mathers Museum)

1 Course Grant awarded to Lisa Zwicker, IUSB



Calliope, 1976



1820-2020

**INDIANA UNIVERSITY  
BICENTENNIAL**



**200.iu.edu**



IUPUI Faculty Council  
February 7, 2017

## **Brand and Strategic Communications Update**

Troy Brown, AVP, Marketing  
Liz Joss, Assistant Director, Strategic Communications



# Brand Update

# The Brand

“A brand is what you stand for **in the minds** of the people you’re trying to reach, influence, and move to action.” *(Maue, 2014)*

“It’s a perception shaped by **every single experience** someone has with your organization.”  
*(Moore, 2010)*



# The Brand

- In the past 3.5 years, IU Marketing has undertaken a disciplined process to develop a compelling, differentiated, and enduring brand strategy for IU.
- Fulfilling the Promise
- We are one university—multiple campuses
- We share one brand architecture





# INDIANA UNIVERSITY

FULFILLING *the* PROMISE

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**IUPUI**

FULFILLING *the* PROMISE



**IUPUC**



**INDIANA UNIVERSITY NORTHWEST**



**INDIANA UNIVERSITY**  
BLOOMINGTON



**INDIANA UNIVERSITY**  
KOKOMO



**INDIANA UNIVERSITY**  
EAST



**INDIANA UNIVERSITY**  
SOUTHEAST



**INDIANA UNIVERSITY**  
SOUTH BEND

## BRAND ARCHITECTURE

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### 1. CORE TARGET

Prospective students who value the strength of a world-class education in a supportive and caring environment

### 2. INSIGHT

Choosing the right college is one of the most important decisions I will make in my life. I want to choose the place that will best prepare me for a lifetime of success.

### 3. KEY BENEFIT

The world-class academic institution committed to the lifetime potential of each and every student

# FULFILLING *the* PROMISE

### 4. REASONS TO BELIEVE

- World-class education
- Quintessential college experience
- Strong career development
- Great faculty-student engagement
- One of the largest alumni networks
- Global perspectives/experiences
- Experiential learning environment
- Excellent research opportunities
- Exposure to diverse point of views
- Flexibility/choices to finish degree
- Strong value for my dollar

### 5. BRAND ASSETS

- IU degrees
- IU red (crimson) and trident
- History and tradition
- Breadth of academic offerings
- Extraordinary faculty
- Multiple campuses
- One of the largest alumni networks

### 6. BRAND PERSONALITY

- Smart
- Welcoming/Approachable
- Global citizen
- Supportive
- Confident
- Exploratory
- Fun

### 7. BRAND VALUES

- Commitment to the individual
- Integrity
- Respect/Commitment to diversity
- Research and exploration
- Global citizenship
- Service to the world community
- Academic freedom

# The Brand

- Today, IU Marketing is deploying the new “Fulfilling the Promise” campaign across all media vehicles, including digital/mobile, television, print, outdoor, and sponsorships.
- IU Marketing has developed best practices in both the web and print space, driving stronger messaging and consistency across the institution.



# Comprehensive IU Media Plan

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Digital												
Television												
Print												
Outdoor												
Sponsorships												





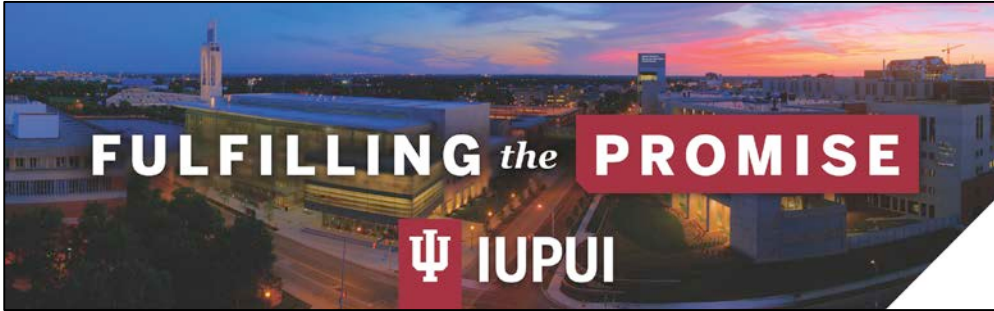




# IUPUI

FULFILLING *the* PROMISE

[iupui.edu](http://iupui.edu)







# Brand Guidelines

STRATEGY & MESSAGING

DESIGN

DOWNLOADS

TOOLS & RESOURCES

REQUESTS & APPROVALS

CONTACT

Marketing Lockups

Official Signatures

Social Media

Stationery

Email Marketing

Digital Signage

Email Signatures

**Your guide to mastering the Indiana  
University brand**

# How can you help?

- Log on to **brand.iu.edu** to learn about the Indiana University brand
- Create your official campus email signature **today**
- Contact the **marketing director** in your school or department for questions about staying on brand
- For **all brand related questions**, send an email to [brand@iu.edu](mailto:brand@iu.edu)



# Strategic Communications Update