

2002-2003 External Affairs

Section	Document Name
Goals and Objectives	•

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.
- ▶ 2. SHAPE THE ATTITUDES OF POLICYMAKERS ON INVESTMENT IN HIGHER EDUCATION BY DEMONSTRATING ACCOUNTABILITY TO OUR CONSTITUENTS.
- ▶ 3. ENGAGE THE COMMUNITY BY INVOLVING COMMUNITY LEADERS, ALUMNI, AND FRIENDS IN IUPUI ACTIVITIES.
- ▶ 4. CULTIVATE PROSPECTIVE SUPPORTERS FOR IUPUI TO ENCOURAGE INDIVIDUALS AND CORPORATIONS TO SUPPORT IUPUI.
- ▶ 5. SEEK ACTIVE PARTICIPATION IN CAMPUS OUTREACH.
- ▶ 6. DEMONSTRATE ACCOUNTABILITY TO OURSELVES AND OUR CONSTITUENTS INCLUDING LEGISLATORS, INDIANA UNIVERSITY, DEANS, AND PEERS.

Fiscal Health

Fiscal health report is attached as MS Excel spreadsheet.

Current fiscal health of the Office of External Affairs is very strong. No new initiatives are undertaken unless new funding sources are identified. A Venture 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.

Funds for television advertising are not part of External Affairs base budget.

Reallocation Plan

Other Question(s)