2006-2007 External Affairs

Section	Document Name
Mission Statement	• 2008_Highlights_7.19.08[1].doc
Mission Statement	• 2008AnnualReport-Revision-7.19.08[1].doc
Fiscal Health	• Ext Affairs.pdf
All Sections	• 2007 Annual Report 11 5 07 Revised.doc

Mission

Mission:

External Affairs will advance the perception of IUPUI, its faculty and its wide-ranging degree programs to recruit and retain students, faculty and staff and shape the attitudes of policy makers, peer institutions, alumni, friends, donors, corporate, government and civic leaders.

Goals and Objectives

I. Attract more, better prepared and diverse students to IUPUI.

A. Attract a diverse group of high ability undergraduates to IUPUI through marketing and advertising.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

<!--[if !supportLists]--><!--[endif]-->**2006-2007 Achievement:** Released five undergraduate television commercials in the Central Indiana market to attract high ability students to IUPUI. Saturated the market with companion print ads, print publications and web promotions resulting in an increase in applications for admissions. Researched and developed a unified marketing plan for student recruitment in 2007-2008 with Enrollment Services. To view print materials, ads and commercials visit: http://ocm.iupui.edu/portfolio/communications.html.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

2007-2008 Initiatives:

1. <!--[if !supportLists]-->Regional and State Markets: Deliver undergraduate television, radio and billboard promotions in the spring and fall of 2008. Align placement, messaging and timing to correspond with enrollment shaping priorities in Indiana.
2. <!--[if !supportLists]-->National Markets: Develop and deliver direct mail, radio and promotional pieces to support enrollment shaping priorities in Chicago, Cincinnati, St. Louis, Louisville and Michigan

support enrollment shaping priorities in Chicago, Cincinnati, St. Louis, Louisville and Michigan.

3. <!--[if !supportLists]--><!--[endif]-->International: Develop virtual tours of IUPUI including the history, student life and public art for prospective student tours.

B. Attract a diverse group of high ability undergraduates to IUPUI through special events.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2007 Achievement: IUPUI hosted a regional Science Olympiad competition drawing 143 top science students from seven high schools and five middle schools. IUPUI will host another regional Science Olympiad competition in 2008 and a state competition in 2009. Through events like Science Olympiad, The Hoosier Science and Engineering Fair, The Evan Bayh Youth Leadership Summit and the inaugural IUPUI Poetry Contest, organized by academic affairs, IUPUI promotes IUPUI as a destination campus for high ability students.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Prepare and deliver the regional Science Olympiad competition in the spring of 2008 and prepare for the statewide competition in the spring of 2009.
2. Host the Senator Evan Bayh Leadership Service Summit on campus in the fall of 2007 and 2008.
3. Increase visibility of IUPUI at the FFA national convention in the fall of 2007 and 2008.

C. Attract a diverse group of graduate students to IUPUI through marketing and advertising.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Released two graduate television commercials in the Central Indiana market to attract high ability students to graduate programs at IUPUI. Promoting Indiana's graduate campus, IUPUI increased the visual identity of the graduate school and homepage to promote this campus distinction. Companion print ads saturated the media market during peak enrollment seasons. To view print materials, ads and commercials visit: http://ocm.iupui.edu/current/.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

Activities planned for 2007-2008:

1. Regional Market: Deliver graduate television, radio, print and billboard promotions in the spring and fall 2008. Align placement, messaging and timing to correspond with Graduate Recruitment Council and enrollment shaping priorities in Indiana.
2. State Market: Deliver a graduate showcase with Indiana University and Purdue University at the Indiana Statehouse.
3. International: Monitor and improve the graduate school website to attract international students.

D. Define and develop an alumni student recruitment program in the Midwest region according to enrollment shaping priorities.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

Establish IUPUI as a first choice institution among prospective undergraduates and graduates through active alumni recruiting.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Hire an alumni recruiting program director.
2. Prioritize national and international alumni chapters and build a recruitment program.

II. Support and enhance effective teaching.

A. Retain and graduate more students by energizing the campus and creating a sense of community through special events and promotions.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Spirit, pride and tradition established a campus recognition event to reward excellence. The Essence of IUPUI recognition event for students, faculty and staff recognized contributions to the spirit, pride and tradition of IUPUI. To view Spirit, Pride and Tradition initiatives visit: http://www.iupui.edu/spirit/.

Produced video profiles of outstanding students at IUPUI to promote the essence of IUPUI among students. Weekly spots promote the culture and life at IUPUI through Jag TV campus network. To view the "spot" and Jag TV visit: http://jagtv.iupui.edu/.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Expand Spirit, Pride and Tradition activities.
2. Develop a multicultural programs web presence at IUPUI.
3. Increase quality and effectiveness of electronic communications including JagNews and Jag TV.

B. Retain and graduate more students by energizing the campus and creating a sense of community through special events and promotions.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievements: The Office of Alumni Relations coordinated and staged the 2007 IUPUI Commencement Exercises for the IUPUI campus on May 13 at which 5,611 (4640 IU and 971 PU) degrees were conferred and at which over 34,000 family members and guests were in attendance.

Over 600 nominations were submitted for the alumni program Top 100 recognition event which attracted over 500 guests in May 2007. The Student Organization for Alumni Relations' membership grew to 236 students.

 The IUPUI Jaguars Letter Club's Athletics Hall of Fame drew a record crowd at University Place Hotel. Greg Wright, Nicole Ellis, Armando Femia, and Karrie Reising were inducted during ceremonies held in February as part of Athletics Homecoming Weekend.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Establish a commencement experience by redesigning & delivering 2008 Commencement in a dual ceremony format. Student achievement will further be recognized through a student centered pride video prior to the ceremony, including student speaker into commencement, and provide opportunity for students to receive a diploma during the commencement exercises.
2. Engage Top 100 students as presenters and speakers for campus pride, alumni recognition or community programs.

C. Retain and attract diverse faculty and staff through quality electronic communications and promotions.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:

Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Enhanced internal communications initiatives on the IUPUI homepage by producing video profiles of sixteen faculty, staff and students. Produce weekly spot videos to promote culture achievement and life at IUPUI on the web and through JAG TV campus-wide television network.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Retain Faculty: Increase the quality and effectiveness of electronic communications including Inside IUPUI and Jag TV.
2. Retain and Attract: Implement web guidelines as defined in action team reports.
3. Attract: Continue promoting executive search opportunities at IUPUI in national publications.

III. Provide support to increase scholarly activity and external funding

A. Raise public and private funding capacity of IUPUI by promoting IUPUI to peer institution leadership.

Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2007 Achievement: Developed a national marketing campaign to increase visibility of IUPUI among peer institutions. Launched phase I of the IUPUI "Where Impact is Made" campaign with distribution of a brochure on the IUPUI Signature Center Initiative to Presidents, Chancellors, Provosts and Vice Presidents for Research nationwide. Over 1500 Signature Center pieces have been distributed. Created a print presence for IUPUI promoting executive searches and opportunity at IUPUI in the Chronicle of Higher Education and Diversity publication.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Place "Where Impact is Made" ads in national publications
2. Develop and deliver IUPUI direct mail piece promoting IUPUI as Indiana's premier urban institution to Presidents, Chancellor and Provosts.
3. Develop and deliver Translational Research direct mail piece promoting IUPUI as THE translational campus.

B. Raise public and private funding capacity of IUPUI through expanded national media relations.

Campus Planning Theme: Research, Scholarship and Creative Activity

Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Hired a national media relations representative with particular expertise in health and life sciences to promote IUPUI research. Achieved placement of the Moi University strategic alliance article in the Chronicle of Higher Education – June 2007 titled "Thinking Locally, Acting Globally." Placement of a story in the New York Times promoting the IU and Historically Black College STEM initiative on campus.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Maintain contract with national media relations expert with emphasis on IUPUI's leadership in health and life sciences.
2. Continue IUPUI sponsorship of Sound Medicine in local market with syndication nationally in 2008.

C. Raise public and private funding capacity for IUPUI by promoting IUPUI as a translational campus.
Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Developed phase I of the Translating Research into Practice promotion to create awareness of IUPUI's leadership in translational research. Website is in production to go live in the fall 2007. Print pieces have been distributed showcasing three translational scholars. First translational panel luncheon launched during Celebrate IU week 2007.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Recognize the achievement of nearly 300 translational scholars at IUPUI through website, special promotional hero cards, media relations and special events.
2. Promote translational scholar panel in fall 2007 and showcase in spring 2008.
3. Plan a strategic translational campus event for 40th Anniversary of IUPUI in 2009.

D. Raise public and private funding capacity for IUPUI by educating alumni on the excellence and distinction of faculty and staff at IUPUI.

programs at IUPUI.

Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Promoted scholarly research and creative activity at IUPUI through alumni programs Winter College in Florida reaching 89 alumni and showcasing faculty from Herron School of Art & Design, School of Medicine, School of Liberal Arts, School of Public and Environmental Affairs, School of Law-Indianapolis, School of Physical Education and Tourism Management, School of Health and Rehabilitation Sciences, School of Engineering and Technology, School of Informatics, School of Nursing, and the School of Science.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Build a world class alumni program by expanding professional development programming for alumni and friends and developing a framework for a leadership summit bringing alumni volunteers and champions together for the 40th Anniversary of IUPUI.
2. Grow the Winter College program.
3. Launch a Neal Marshall chapter in Central Indiana in 2008.
4. Enhance Office of Alumni Relations website and electronic communications to capture the essence of IUPUI today.
5. Engage alumni in campus opening events, Marching Toward Justice and Translational Research activities.

IV. Intensify commitment and accountability to Indianapolis, Central Indiana and Indiana.

A. Forge strong partnerships with civic, business and government education leaders by demonstrating IUPUI's role in advancing the economy in key economic clusters.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Community Relations advanced economic development efforts of Indiana by promoting IUPUI education, research and civic engagement opportunities at Indiana Health Industry Forum, TechSummit, Mira Awards, Logistics Conference, Indiana Black Expo, Indiana State Fair, Fiesta, the Motorsports conference and more. To learn more about Community Relations at IUPUI visit: http://www.iupui.edu/outreach/.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Position the Chancellor as primary spokesperson for IUPUI.
2. Initiate a study by the Center for Urban Policy and the Environment on the economic and social value of IUPUI providing data to support IUPUI's economic impact claim.
3. Coordinate economic development strategies in the region with Indiana University.

B. Forge strong partnerships with civic, business, government and education leaders through media relations and electronic communications.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievements: Media Relations demonstrated the impact of IUPUI through IUPUI In the News to thought leaders, alumni and policy makers through the distribution of 11 electronic newsletters to a subscriber base of 5,000.

Earned media demonstrated the impact of the IUPUI campus through the local media. IUPUI generated 258 press releases resulting in 9,876 stories with an advertising equivalency of $16.2 million. A total of 46.2 million people saw stories on Indiana television or heard radio stories citing IUPUI. The total publicity value of these 995 hits is $2.1 million.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Continue promoting executive search opportunities at IUPUI in national publications.
2. Grow the IUPUI in the News database to 15,000 friends and leaders and expand the IUPUI in the News to all alumni populations.
3. Recycle video clips from the schools, alumni association, IU Foundation and other relevant university partners through IUPUI in the News
4. Integrate IUPUI news stories into the Indiana University IU News Daily and media relations gateway initiative.
5. Develop and deliver significant and relevant stories about programs faculty and staff organized along economic clusters. Each publication will also provide highlights of translational scholars.

C. Forge strong partnerships with alumni through the publication and distribution of the IUPUI Magazine and companion electronic magazine.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Continued to develop and enhance the content and design of the IUPUI alumni magazine to project a strong quality image of the new IUPUI. Produced and distributed the Information Technology themed IUPUI Magazine to 126,000 graduates. To view the IUPUI Magazine visit: http://magazine.iupui.edu/07/.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Produce IUPUI Magazine for health and life sciences, information technology, advanced manufacturing and logistics, nonprofit sector, professions including business, education and law.
2. Continue the development of video stories for the online publication and plan for their re-use in IUPUI in the News.
3. Seek national recognition for the quality of the IUPUI Magazine publication.

D. Forge strong partnerships with alumni and friends to demonstrate IUPUI's excellence.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievements: The impact of IUPUI is demonstrated through a series of engagements with alumni and community professionals. Over 150 alumni program activities reach 12,000 alumni and friends. Four hundred and thirty-nine alumni volunteer their time to campus alumni councils. This spring 350 alumni and community professionals participated in an interdisciplinary conference on Human Trafficking. To learn more about alumni programs at IUPUI visit: http://alumni.iupui.edu/ .

Alumni and friends were recognized at the IUPUI Alumni Leaders Dinner for 200 guests three distinguished leaders were recognized for their service with the awarding of Maynard K. Hine Award.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Identify alumni recognition events for 40th Anniversary of the IUPUI campus.
2. Continue Chancellor correspondence with alumni boards and increase contact with campus leadership through visits, events and activities.
3. Increase the IUPUI presence at each alumni event and in alumni news magazine.
4. Build IUPUI VIP tour program to showcase the campus to industry leaders, alumni and friends.
5. Promote the advancement of the campus through the Chancellor's Report to the Community spring 2008 and Diversity Report spring 2008.
6. Distribute the Performance Report to key leaders, elected officials, alumni and friends Winter 2008.

E. Forge strong partnerships with government organizations to demonstrate IUPUI's commitment to the community, state and nation.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: The impact of IUPUI was promoted to political leaders by expanding the Board of Advisors to include Mayors from Lawrence and Carmel, and engaging elected officials in problem solving activities through the Academic Partnership with the City of Indianapolis, and City County Council.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Develop and maintain a government relations strategy for the City of Indianapolis, surrounding mayors and councils.
2. Create opportunities for faculty, staff and students to meet and talk with elected officials on campus and throughout the community.
3. Reinvigorate the MOU Public Academic Partnership with the council and city of Indianapolis.
4. Deepen relationships with IU Federal Relations and IU State Relations and implement recommendations from the Action Teams.

F. Forge strong partnerships with civic organizations to demonstrate IUPUI's commitment to the community.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: External Affairs researched and advanced the efforts of the Help America Vote Act through collaboration with the Secretary of State, Marion County Clerk and SPEA faculty to attract qualified poll workers to work the polls. Together a multi institutional effort was launched to meet the shortage of poll workers in Marion County in the fall 2007 election.

Evidence of Progress for 2006-2007:

Activities planned for 2007-2008:

1. Develop a plan with Office of Service Learning, PEP program and Hoosier Scholars Helping Democracy to promote voter registration and support the implementation of the plan.
2. Seek opportunities to host political debates and discussions on campus and throughout the community.
3. Promote a culture of civic responsibility in the election process.

V. Integrated Image at IUPUI

A. Refresh and maintain the campus image, logo and integrated image style guidelines and messages at IUPUI.

Campus Planning Theme: Best Practices
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2006-2007:

2006-2007 Achievement: Indiana launched the Integrated Image/Visual Identity program in the fall 2006 to unify the logo and signatures of academic programs and campuses throughout the system. IUPUI developed an Integrated Image Roundtable, website and identified contacts for all academic units. The first phase of the program was launched with the creation of over 3,000 signatures for IU schools on the IUPUI campus. All IU signatures are completed and in various stages of deployment. The Purdue schools, IUPUC campus and IUPUI campus unit signatures are in production to be released and implemented during the 07-08 academic year. http://ocm.iupui.edu/integratedimage/

Evidence of Progress for 2006-2007:

2006-2007 Awards:

- The impact of IUPUI as a national leader in web design and development was exhibited in 2007.
- IUPUI earned 1st place honors in the 22nd Annual Admissions Advertising Awards program in the Internet/world wide web category for schools with over 20,000 students.
- IUPUI received the highest award presented in the 2007 International Council for the Advancement of Education "Circle of Excellence Awards" competition. Category: Entire web site, schools over 20,000 students.
- CASE 5 Silver Award for Top 100

Activities planned for 2007-2008:

1. Develop a strategic communications program for the campus with consistent message and look for all audiences.
2. Maintain consistency in the visual identity, word mark and verbal brand tools for IUPUI. http://ocm.iupui.edu/logo/
3. Establish web site design guidelines to assist webmasters in implementing visual identity components at IUPUI.
4. Maintain the campus banner identity program. http://ocm.iupui.edu/tools/
5. Improve the crisis communication plan and establish improved emergency preparedness web presence.

Fiscal Health

Resource Allocation

The fiscal health for 2006-2007 is strong. We invested additional resources on behalf of the campus to generate signatures for

academic units to comply with the Indiana University visual identity standards. This cost was unanticipated but an essential investment to comply with the new integrated image standards released in fall 2006 and spring 2007.

In order to accomplish our enrollment shaping goals in the region, nationally and internationally, additional base funding will be necessary for advertising and marketing.

New initiatives referenced in 2007-2008 may not be possible to advance this academic year without additional staff to develop and execute the alumni student recruitment initiative. If adequate funding is not available to execute these initiatives in 2007-2008, the initiatives will advance to 2008-2009 for student recruitment and alumni program development.

In addition to student recruitment, IUPUI cannot reach national prominence without an investment in marketing materials to reaching and influence peer institutions beyond the current budget for 2007-2008. Phase I has been developed and deployment has begun with the Signature Center promotion.

Given the campus' prime location in the state's government center and largest metropolitan area, IUPUI is likely to play a more dominant role in economic development, public affairs and government relations. Additional staffing in the areas of special events and VIP tours, as well as government relations would be prudent and advisable.

Reallocation Plan

Other Question(s)

1) *Diversity*. In the past year (July 1, 2006-June 30, 2007) what actions have you taken and what results have you achieved in retaining and graduating a diverse student body; enhancing diversity in research, scholarship, and creative activity; and recruiting, developing, and supporting diverse faculty and staff?

2) *International activities*. Over the past year, in what international projects and activities have your faculty, staff, and students engaged? What new efforts have been undertaken to internationalize the curriculum?