2011-2012 External Affairs

Section	Document Name
Mission Statement	• FINAL EA Highlights 2013 07 22 13.docx

Mission

IUPUI Office of External Affairs will advance the perception of IUPUI faculty, research and academic programs to retain students, faculty and staff and shape the attitudes of policy makers, government, corporate and civic leaders, peer institutions, alumni, friends, and donors.

Goals and Objectives

I. Attract more better qualified and diverse students.

A. Establish IUPUI as a first choice for high ability undergraduates and graduates through advertising, promotion and new media.

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

Actions taken for 2011-2012:

Expanded "Where Impact is Made" campaign through television, radio and billboard advertising in the spring of 2009. Saturated the market with print and electronic media; messaging, timing and placement aligned with enrollment shaping priorities. Advertising was freshened and released; billboards were added to the central Indiana marketplace to influence those who aid college students in their college choice decisions. Tested the Chicago Market for Impact campaign. To view 2009 print materials, ads and commercials visit: http://ocm.iupui.edu/current/

Experimented with new media tools and social networking to drive learners to IUPUI website. Launched social network initiatives among prospective and current students through the development of You Tube presence for IUPUI containing over 100 videos. To view the You Tube site visit: http://www.youtube.com/user/iupuiocm

Presented IUPUI to local, national and international visitors to Lucas Oil Stadium as part of a three year Colt's sponsorship.

Evidence of Progress for 2011-2012:

Delivered the final stage of the "Where Impact is Made" advertising campaign targeting 35-54 adult audience who influence charitable giving to IUPUI and student decisions to attend IUPUI. The campaign includes billboards, and Indianapolis Business Journal advertisements in Central Indiana and underscores the four campaign themes, urban research, health and life sciences, student success and civic engagement. Scheduled to sunset by Fall 2013, the campaign aided in achieving the $1.25 billion campaign goal and record admission applications for beginning student fall admissions with an increase in admitted students in the top 10% of their graduating class. (To view the "Where Impact is Made" campaign visit: http://impact.iupui.edu/)

Secured a sponsorship with the Indiana Pacers which provides exposure throughout the year at Bankers Life Fieldhouse. Benefits include an IUPUI game night with greeters, giveaways, and an honorary scorekeeper, a fascia sign in the arena, a 30-second radio ad on all game broadcasts, and an ad in the program.

Continued IUPUI's sponsorship of the WFYI radio program Sound Medicine.

Coordinated the IUPUI focus groups for the Lipman Hearne branding study conducted for Indiana University.

Working to develop an IUPUI Visitors Guide to replace the maps and fact cards about IUPUI printed in the past. Content will include information on visiting the campus, programs available, student life and more. Initial run will be for 20,000 copies.

IUPUI marketing and communications staff and budget were transferred to IU Communications on July 1, 2011. Responsibility for IUPUI marketing decisions was transferred to AVP Rebecca Carl effective September 2012. IUPUI Office of External Affairs continued to coordinate marketing plans with Rebecca Car and Margie Smith-Simmons of IU Communications, Sandy Bate of the IU Alumni Association and the IU Foundation.

Activities planned for 2012-2013:

Focus the CEO/Influencer marketing campaign on the 4 themes of the IUPUI IMPACT comprehensive campaign and priorities established in the Chancellor's Roadmap.

Develop a social media strategy to advertise the campus to high ability students.

Initiate a regional marketing plan for regional markets including Chicago, Cincinnati, St. Louis, Louisville and Michigan.

Attract 250 alumni volunteers to recruit undergraduate and graduate students to IUPUI in key target markets as defined by the Office of Undergraduate Admission and the Graduate Recruitment Council.

Support the Office of International Affairs in its international student recruitments initiatives through alumni contacts and chapters programs

B. Establish IUPUI as a first choice institution among prospective undergraduates and graduates through recruitment activity and events that bring students to campus.

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

Actions taken for 2011-2012:

Re-release "Where Impact is Made" graduate campaign with two television commercials, print ads, mall and transit signs in Central Indiana. Companion print ads saturated the media market during peak enrollment seasons. To view 2009 print materials, ads and commercials visit: http://ocm.iupui.edu/expertise/marketing/advertising/

materials, ads and commercials visit: http://ocm.iupui.edu/expertise/marketing/advertising/

Revised the graduate school website to capture the excitement of the campus and quality of the degree programs. To review the graduate school website video visit: http://www.iupui.edu/~gradoff/

Demonstrate the value of graduate education and research to policy makers through a graduate showcase with Purdue, IU and IUPUI at the Indiana Statehouse. March 2008

Evidence of Progress for 2011-2012:

IUPUI is a destination campus for high ability students through events like Science Olympiad Build It Day on November 3, 2012, the Scripps Spelling Bee on March 20, 2012, the Hoosier Science and Engineering Fair on March 31, 2012, the Scholastic Art and Writing Competition awards ceremony on February 26, 2012, and We The People regional and state constitutional competitions in November 2012. The Hoosier Science and Engineering Fair attracts 100 middle and high school students chosen as winners at 12 regional science fairs held across Indiana, to present their results of their scientific inquiry in one-on-one discussions with judges from the academic and business communities. From this group 34 high school students and their teachers will advance to the Intel International Science and Engineering Fair (Intel ISEF). Also coordinated IU and IUPUI's participation in Celebrate Science, a community-wide, free event at the State Fairgrounds designed to interested middle and high school students in the STEM fields.

Activities planned for 2012-2013:

Evaluate the IUPUI IMPACT CEO influencer campaign on graduate recruitment and enrollment. http://ocm.iupui.edu/expertise/marketing/advertising/

Prepare materials for Grad Expo, continuously improve the Graduate Office website. http://www.iupui.edu/~gradoff/

Review graduate recruitment collateral material needs with graduate office staff in 2011- reprint materials to reflect the IMPACT campaign elements.

Release advertising in the fall 2010 and depending on the legislative climate, release the ads in the spring 2011 to correspond with Graduate Recruitment Council and enrollment shaping priorities in Indiana.

Develop & launch an alumni-student recruitment program in the top 5 regional markets to connect prospective students to IUPUI.

Develop a strategy to engage international alumni and international alumni chapters in the recruitment of graduate students across the globe.

C. Establish IUPUI as a first choice institution among prospective students and their families through events that bring students to campus.

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

Actions taken for 2011-2012:

IUPUI hosted statewide Science Olympiad competition in the spring of 2009 drawing nearly 800 top science students from 52 high school and middle school teams. Through events like Science Olympiad, The Hoosier Science and Engineering Fair, The Evan Bayh Youth Leadership Summit and the IUPUI Poetry Contest, organized by academic affairs we expose high ability students and their families to all that IUPUI has to offer.

Promote IUPUI as a destination campus for high ability students through hosting over 70 Latino students as part of a weeklong program with the National Hispanic MBA association through Project Stepping Stone.

Developed a strategic relationship with the Center for Leadership Development to attract underrepresented students to IUPUI hosting dozens of events on campus.

Hosted the second state-wide college program for CLD members at IUPUI reaching over 300 students and their families.

Conducted initial research for a comprehensive community relations plan conducted and stakeholders identified.

Evidence of Progress for 2011-2012:

High ability student applications continue to rise, focus groups results indicate a strong sense of excitement and pride in the IUPUI campus among prospective undergraduates and their families.

Hosted the Evan Bayh Leadership Service Summit on campus on October 24, 2009 with 160 high school students from around the state recognized for community service. IUPUI provided student mentors for the day of service and an opportunity to interact with Senator Bayh.

In IUPUI's second year of partnership with the Center for Leadership Development (CLD), the campus hosted 1,050 high school and middle school students and 770 parents in seven (7) CLD program orientations, program sessions, and graduations.

- CLD Programs hosted on campus include: The Business Orientation Project (BOP) with the Kelly School of Business, 2nd Annual Citywide College Prep Conference, College Prep Institute and SAT Prep, Project M.R.,Self Discovery, and Success Prep. IUPUI also partnered with CLD on their Youth Empowerment Walk and their 29th Annual Minority Business & Professional Achievers Recognition Awards Dinner.
- For a second year in a row an outstanding IUPUI staff member was recognized and honored as CLD's highest dinner award honoree. Ron Hunter was honored as the 2009 male recipient award winner and Dr. Khaula Murtadha as the female award recipient in 2008. Four (4) IUPUI CLD Norman Brown scholarships for the 2009-2010 academic year were also established and awarded to CLD participants at this year's dinner. http://newscenter.iupui.edu/3900/Coach-Hunter-Wins-Top-Minority-Business-and-Professional-Achievers-Award

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Activities planned for 2012-2013:

IUPUI hosted the Hoosier Science and Engineering Fair on March 27, 2010 and the Scripps Regional Spelling

for 3. hosted the Hoosier Science and Engineering Fair on March 27, 2010 and the Scripps Regional Spelling Bee for Marion County on March 2 2010. IUPUI will host the Science Olympiad Build It Day on November 6, 2010; the Scripps Marion County Spelling Bee on February 28, 2011.
http://community.iupui.edu/education/scienceolympiad/

Launch the IUPUI Legacy Project http://community.iupui.edu/education/legacy/

The Evan Bayh Youth Leadership Summit was not held in the fall of 2010 and will not be held in 2011.

Re-evaluate the IUPUI presence at Future Farmers of America and seek to strengthen visibility in the marketplace during the convention in 2011.

Grow programs reaching underrepresented groups such as Indianapolis Public Schools, Project Stepping Stone and Center for Leadership Development at IUPUI.

Develop a comprehensive middle school student reputation campaign program through in school promotions, social media, Jinx visits, achievement acknowledgement for scholarship.

II. Support and enhance effective teaching.

A. Recognize student, faculty and staff excellence through special events and campus promotion.

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

Actions taken for 2011-2012:

Spirit, Pride and Tradition showcased the history wall as part of the 40th anniversary of the campus, enhanced the website with campus timeline and history of the campus. To view Spirit, Pride and Tradition initiatives visit: http://www.iupui.edu/spirit/.

Launched the 40th Anniversary celebration in January 2009 to:

- recognize campus founders and leaders of IUPUI
- research and produce a book with Liberal Arts and Herron faculty to capture the history of the neighborhoods in which IUPUI was established.
- authorize a digital archive of key founders of the IUPUI campus
- build pride in the campus in the history and achievements of IUPUI

To view the anniversary events, word marks, and activities http://forty.iupui.edu/

Developed and delivered a 40th Anniversary recognition event for Senator Richard Lugar awarding him the Chancellor's Medallion with over 400 community guests.

Promoted student and faculty achievement and excellence through the student electronic newsletter *Jag News* releasing over 100 issues annually and with a subscriber base of over 27,000. To view the archive visit: http://www.iupui.edu/~iuihome/jagnews/

Improved the functionality of the events calendar for the campus, the hotspot on the home page and JagTV stories to reflect the excitement of the campus. http://events.iupui.edu/

Collaborated with the Student Organization for Alumni Relations SOAR in developing the first Regatta on campus in the fall of 2009 http://alumni.iupui.edu/regatta

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Evidence of Progress for 2011-2012:

Special Events: Planned and executed the public guest lecture of former Indianapolis Mayor, Reverend Bill Hudnut in January 2012. In conjunction with the Lake Distinguished Visitor Program, The Office of Community Relations orchestrated and hosted a centennial celebration public event for The Church Federation of Greater Indianapolis. This lecture titled: 'Personal Journey, Informed by Faith, Through Public Service,' featured an open discussion for community feedback and an awards presentation of the IUPUI Chancellor's Medallion.

Special Events: Produced and presented the award winning Top 100 student recognition event with over 640 guests in attendance in April 2012. Office of Alumni Relations also managed and executed Commencement 2012 activities for 6,000 graduates and 35,000 guests in May 2012 at the Indiana Convention Center. (To learn more about the Top 100 nomination and selection process visit: http://alumni.iupui.edu/top100.html To view commencement 2012 visit: http://alumni.iupui.edu/commencement/2012/info.html)

Promotions: Participated in the Mayor's Veterans Appreciation Day and assisted with the Veteran's celebration week (week in November 2012) with the Office for Veterans and Military Personnel to host their third annual week celebrating and honoring student/faculty/staff and community veterans. (For more information about these activities, please see http://veterans.iupui.edu)

Promotions: Strategic Partnerships coordinated the 4th Annual Last Lecture with the Senior Academy and Office of Academic Affairs to 220 guests at Eskenazi Hall, Basile Auditorium at the Herron School of Art and Design in the spring of 2012. Lecture presented by retired faculty member, James Lemons, M.D., IU School of Medicine. (To view the Last Lecture program visit: http://www.iupui.edu/lastlecture/)

Promotions: Developed and implemented a new multi-year athletics marketing plan including in January 2012: BigBoldJaguars through signage, posters, web presence, events, promotional materials, etc. As part of the Indiana University communications and marketing integration, athletic promotions were transferred to the Vice Chancellor of Student Life portfolio at IUPUI on July 1, 2012

Activities planned for 2012-2013:

Complete the 40th Anniversary celebration activities through the fall 2010.

- Price of Progress book to be completed with a book signing at Madame Walker for key elders who contributed stories and content. Book produced by faculty in Liberal Arts and in Herron School of Art and Design 1500 copies were printed.
- 40th Anniversary closing ceremony event with a Metro-Retro Night event for students, faculty and staff in January 2010. Honoring our history as the Metros, players wore red and yellow Metros throwback jerseys to commemorate this part of IUPUI's history. Former players, coaches, mascots, cheerleaders, managers, and band members were recognized during men's basketball game versus Oral Roberts, held at Conseco Fieldhouse.

Alumni reception held prior to game.

Coordinate and assist with the opening of the Multicultural Center in the fall of 2010, Honors College Grand Opening and design a commemorative permanent installation piece honoring the start of the Honors College as part of the 40th Anniversary of the Campus.

Begin the planning and design phases of Iconic life size Jaguar Sculpture to be placed on campus as a representation of IUPUI pride and spirit; collaboration with the School of Medicine Visual Media department. Sculptor – Jim Beck, who has sculpted several busts on campus. Project will continue through 2011.

Spring 2010, Strategic Partnerships coordinated the 2nd Annual Last Lecture with the Senior Academy to a standing room only crowd at the Lilly Auditorium, with accompanying reception. Lecture presented by retired faculty member, Jan Shipps, of Liberal Arts.

Developed the centennial celebration materials, marks and events for the IU School of Social Work to be launched in 2011. Work with the Graduate Office on Grad Expo Fair marketing and promotion materials and presence.

Alumni, staff and students attended "Tony Dungy: Uncommon Leadership" speech at University Place Hotel in the spring 2010 sponsored by several schools and units on campus.

IUPUI's mens basketball team was honored at IUPUI Alumni Relations distinguished alumni event in honor of the 40th anniversary of the campus.

Develop and implement new Athletics 3 year marketing plan: BigBoldJaguars through signage, posters, web presence, events, promotional materials, etc. I

Initiate IUPUI Impact Award to recognize staff who are having an impact on our community through volunteer efforts. http://community.iupui.edu/

Appreciation week planned for spring 2011 to recognize students, staff and faculty members who are making significant contributions to our community.

The 2nd Regatta, a canoe race on the downtown canal, saw 96 teams of students, faculty, staff and alumni join together for a fun day. Over 3,000 attended the day's activities. In addition to the canoe race, over 30 artists participated in a Regatta painting competition. This SOAR sponsored event has become a great campus tradition in just two years.

B. Identify and recognize outstanding contributions of faculty, staff and students through web promotions.

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

Time Frame:

Actions taken for 2011-2012:

Enhanced internal communication by producing video profiles of faculty, staff and students on the IUPUI homepage. Produced weekly spot videos to promote culture achievement and life at IUPUI on the web and through JAG TV campus-wide television network. To view the campus homepage visit: http://www.iupui.edu and Jag TV visit: http://jagtv.iupui.edu/.

Promoted achievements of the faculty and staff through an internal electronic newsletter *Inside IUPUI* releasing 52 issues and with a subscriber base of 11,018. To view the Inside IUPUI archive visit: http://info.iupui.edu/archives/insiderarchive.htm

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Evidence of Progress for 2011-2012:

Authored and edited electronic newsletters and new media stories to celebrate the excellence of IUPUI. Over 100 issues of the Jag News e-newsletter are produced annually to a subscriber base of 24,400, and over 48 issues of the Inside IUPUI faculty staff electronic newsletter were released with a subscriber base of 12,200.

Over 100 videos were produced by staff and students in the JAGtv Internship Program, published on campus websites, JAGtv digital signage, campus cable, YouTube, and iTunes.

Activities planned for 2012-2013:

Enhance Inside IUPUI with special feature from the desk of the Chancellor to share news and information from the Chancellor to the members of the university community.

Feature translational scholars in the office of research's monthly electronic newsletter.

Post short faculty and staff recognition features in Inside IUPUI.

Highlight faculty, staff and student expertise in programmatic areas through narrative videos on the homepage.

C. Recognize student academic and service excellence through Top 100 event, commencement, multicultural programs and athletic events.

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

Actions taken for 2011-2012:

Alumni Relations hosted the Toop 100 student recognition event to showcase academic achievement, leadership and service.

Academic unit alumni councils conducted fall welcome back events for students in Physical Education and Tourism, Convention and Event Management, Herron School of Art and Design, Purdue School of Engineering and Technology,

IU School of Dentistry, IU School of Nursing, IU School of Health and Rehabilitation Sciences and IU School of Law-Indianapolis.

Awarded over $43,550 in scholarships to 41 outstanding students through school based and campus based alumni programs. Special scholarships include the Schools of Law, Nursing, Engineering and Technology, Social Work, Dentistry and Herron School of Art and Design.

Connected over 300 alumni to mentorship opportunities for undergraduate and graduate students at IUPUI. http://alumni.iupui.edu/

The IUPUI Office of Alumni Relations staged commencement exercises for the IUPUI campus in the Indiana Convention Center. Through the double commencement ceremony on May 10, 2009, 34,000 family members and guests were in attendance. Extensive videography and IUPUI visual identity elements improved the professionalism and intimacy of the commencement hall. School based ceremonies preceeded and followed the two main ceremonies throughout the convention center to honor the achievements of teh 2009 graduates.

The photo gallery can be viewed: http://alummi.iupui.edu/commencement2009/info.html

Student athletes were recognized through special promotions for the Summit League, IUPUI Jaguar Letter Club, Fall 2009 and Fall 2010 Tip Off Luncheon at Conseco Fieldhouse and You Tube videos. The Office of Alumni Relations coordinated the Athletics Hall of Fame banquet and induction ceremony, recognized athletic achievement at the students end of year and awards ceremony and banquet, and staged Coaches Corner luncheon throughout the season for the men and womens basketball programs.

Evidence of Progress for 2011-2012:

In the spring 2010, 630 students, faculty, staff and guests celebrated the 11th year of the Top 100 student recognition program featuring alumnus Richard Reed as keynote speaker.
To view the awards program video visit http://alumni.iupui.edu/top100.html

Commencement activities were evaluated and reviewed to improve the quality of the experience and create a more student centric experience. A student speaker was introduced, video profiles were enhanced to capture the achivement and excitement of the graduating class. Hooding ceremonies were improved and the diploma awarding process was streamlined and dignified. The musical presentation was enhanced and additional signage was created to parallel the significance of the event. Over the two days of ceremonies, over 35,000 family members and guests joined in the celebration of their student's achievement. http://alumni.iupui.edu/commencement/2010/info.html

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Activities planned for 2012-2013:

Continue to advance the award winning Top 100 student program with broad representation of undergraduates across the campus as a signature event.

The 2011 commencement will continue in the dual ceremony format honoring student achievement.

Continue to encourage campus engagement in the celebration of athlete scholars.

III. Provide support to increase scholarly activity and external funding

A. Enhance the reputation of IUPUI among peer institutions through marketing, advertising and media relations.

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

Actions taken for 2011-2012:

In 2009, launched Phase II of the IUPUI "Where Impact is Made" national reputation campaign with 2 direct mailings. The Translating Research Into Practice (TRIP) brochure and Research International Service and Experiential Learning (RISE) brochure reached national academic leaders through direct mail to 1500 presidents, chancellors, provosts and vice presidents for reasearch nationwide.

In 2010, released 2 additional mailings to the national list of 1500 university presidents, provosts and admissions officers touting IUPUI's ranking in USNWR's list of schools to watch, and the Chancellor's 2009 Performance Report.

Introduced the Indianapolis flight Southwest Airlines campaign to parallel Indianapolis' economic development campaign.

Researched the top 25 national markets for the reputation campaign.

Evidence of Progress for 2011-2012:

Marketing: For the fourth year in a row, IUPUI was ranked as an up and coming national university by peer institutions in U.S. News and World Report. Forbes magazine ranked IUPUI the 8th best public college in the Midwest. IUPUI continues the peer institution campaign with direct mailings to a national list of 1500 university presidents and provosts highlighting awards IUPUI has received and updates on accomplishments.

Promotions: Promoted IUPUI as the nation's translational campus through the Chancellor's Translating Research into Practice initiative (TRIP). Community Showcases, nationally-known speakers, Website promotions, faculty scholar hero cards, profiles of translational scholars in the monthly Office of Research newsletter, and video interviews put a face on translational research at IUPUI. IUPUI promoted faculty excellence on the web, in print publications, campus promotions, annual report and electronic newsletters reaching thousands of off campus alumni, friends, and policy makers. (To view TRIP website: http://trip.iupui.edu/)

Marketing/Earned Media: Continue to target editorial calendars of Chronicle of Higher Education, Chronicle of Philanthropy, and Diverse Issues in Higher Education to reinforce the excellence of faculty research, innovation and program achievement. All media relations efforts are promoted through Margie Smith-Simmons, IU Communications' Indianapolis office, effective July 1, 2012.

Activities planned for 2012-2013:

Develop and distribute at least two mailings to the national list of 1500 academic leaders, the Chancellor's Performance Report, national rankings direct mail letter and other distinguished awards.

Identify national boards of prominence to encourage notable faculty and administrators to participate.Develop and deploy a national campaign to attract top level adminsitrative talent at IUPUI as key leaders retire.

Promote IUPUI as the nation's translational campus through the Chancellor's Translating Research into Practice initiative. Website promotions, faculty scholar hero cards, and video interviews put a face on translational research at IUPUI. IUPUI promoted faculty excellence on the web, in print publications, campus promotions, annual report and electronic newsletters reaching thousands of off campus alumni, friends, and policy makers including profiles of translational scholars in the monthly Office of Research newsletter. To view TRIP website: http://trip.iupui.edu/

Increase the quality and content of websites to attract top level faculty to IUPUI. New content, photographs, images and stories will populate the site.

B. Provide campus communicators the necessary tools to promote the IUPUI Brand.

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

Actions taken for 2011-2012:

Implemented the balance of the IU Visual Identity program. The signature implementation is complete with over 3,000 signatures developed and deployed. Web banners are revised to reflect the new guidelines. To view more visit: http://ocm.iupui.edu/integratedimage/

Updated and re-formatted campus talking points and facts on the OCM website. Refreshed key messages with supportive data for Deans.

Developed a campus based promotions plan including consistent messaging, verbal brand tools and talking points for campus leadership. Conducted workshops with the Council of Deans and External Affairs Coordinating Council releasing new commercials, advertising and promotion strategies. To view more visit: http://ocm.iupui.edu.

Developed a series of workshops for communicators and an inventory of tools for campus communicators http://ocm.iupui.edu/resources/

Conducted an internal survey to evaluate the effectiveness of internal communication tools and strategies.

Began development of mobile technology solutions for the IUPUI campus to provide students with real time information about news, events and maps at IUPUI.

Developed website and communications plan for construction projects on campus.

Worked with Parking and Transportation to communicate availability of parking on campus and new permit options.

Evidence of Progress for 2011-2012:

All business units have adopted the IUPUI or IU wordmarks on their electronic and print publications. Some Centers and institutes have not yet migrated to the trustee approved visual identity plan but progress is made each quarter in unifying the image. Planning meetings have been conducted with Law and Dentistry to strengthen their local and national visibility.

Introduced mobile technology solution and joined forces with UITS Indiana University to release mobile technology prototype.

Introduced and manage the campus skywalk signage program. Developed a process to feature various school and unit messages and provide creative and design services to the schools interested in utilizing the advertising space.

Developed and implemented campus outdoor signage policies (yard signs, directional signs, event promotion signs) in collaboration with the architect's office, communications and marketing, and the campus grounds staff. Proposal of the use of installation of outdoor digital signs.

Significantly improved internal communications regarding construction projects and parking changes to improve traffic and mobility on campus.

Conducted marketing and communication consultations with IU School of Dentistry, School of Science, Enrollment Services and Finance and Administration.

Hosted campus communicators electronic communications workshop October 2010. http://edudev.iupui.edu/

Activities planned for 2012-2013:

Message Management:

- Continue to refresh messaging for campus and align it with messaging for the IMPACT IUPUI campaign messages.
- Develop and deliver a message strategy to inform internal audiences of the Chancellor's roadmap and its alignment with President McRobbie's Principles for Excellence. Establish measurement tools to measure effectiveness of communication strategies and tools.
- Develop strategies and tactics to keep campus informed of the changes that will be occurring as a result of construction of Wishard and the sports complex with the NCAA expansion.
- Conduct faculty and administrator media training sessions through half-day sessions.

Build a Culture of Excellence:

- Develop training and workshops for campus communicators including media training for academics, effective use of new technologies through eduDEV and better utilize the EACC to convey these messages to schools and units and how they can incorporate them into their communications.
- Launch and support a new campuswide blog platform free of charge to campus users; update the documentation for electronic campuswide platforms maintained by OCM.
- Develop and deliver a strategy for promoting involvement in the campus re-accreditation.
- Create a strong coalition of new media content providers on campus to share new media content and cross promote events and successes, host a campus workshop to share lessons learned and best practices. Host a campus conference to continue professional development in November 2010.

Brand Management:

- Develop a "brand delivery effectiveness program for the IU School of Dentistry and service and brand delivery audit for Human Resources.

Policy Development:

- Establish new campus policies for on campus filming, photography, outdoor signage, vehicle signage and communication postings.
- Collaborate with Indiana University Vice President of Public Affairs and Government Relations on communications and marketing integration, strategy development and cost benchmarking.
- Provide consultation to IUPUC and IU Kokomo for marketing and promotion.
- Review results of IUB survey of faculty and staff communication preferences and adjust our communications accordingly.
- Continuously update the membership of the External Affairs Coordinating Council to advance the IUPUI Brand.
- Develop and deliver the IUPUI Web Policy.

C. Build national reputation for IUPUI faculty, research and programs through media relations and advertising.

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

Actions taken for 2011-2012:

Continued the contract with a national media relations representative with particular expertise in health and life sciences to promote IUPUI research.

Deployed media data gathering service to capture and measure media exposure for IUPUI.

Evidence of Progress for 2011-2012:

IUPUI CEO influencer campaign delivered through Southwest Airlines to reach audiences travelling to and from Indianapolis to the southwestern region of the US.

National and international markets evaluated for IUPUI promotions. Initial strategy developed for 2010.

Placed regional, national and international advertisements in Newsweek Top 20 largest metro areas in the United States with circulation 1,415,000 and readership 9,140,900. International placements in Newsweek Asia with circulation of 200,000 and readership 570,000 including China, India, Korea and Australia.

Activities planned for 2012-2013:

Continue IUPUI sponsorship of Sound Medicine in local market and extending the syndication nationally.

Produce faculty video interviews for centers of excellence, signature centers, national distinctions and achievements.

Produce news releases on achievements of centers of excellence.

Continue regional, national and international advertisements in Newsweek Top 20 largest metro areas in the United States with circulation 1,415,000 and readership 9,140,900. International placements in Newsweek Asia with circulation of 200,000 and readership 570,000 including China, India, Korea and Australia.

D. Enhance IUPUI's reputation as a national leader in translational research through the Translating Research into Practice initiative.

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

Actions taken for 2011-2012:

- Developed phase I of the Translating Research into Practice promotion to create awareness of IUPUI's leadership in translational research. For information on the program and speical events http://trip.iupui.edu/events/
  - Continuously improve the website and participating faculty in the TRIP database.
  - Print pieces have been distributed to peer institutions and community leaders showcasing the participating translational scholars.
  - Dialogue Spaces events were held with Ali Jafari and Anna McDaniels as the speakers.
  - A Community Showcase was held in April featuring 14 translational scholars.

Evidence of Progress for 2011-2012:

Promoted IUPUI as the nation's translational campus through the Chancellor's *Translating Research into Practice* initiative. Website promotions, faculty scholar hero cards, and video interviews put a face on translational research at IUPUI. IUPUI promoted faculty excellence on the web, in print publications, campus promotions, annual report and electronic newsletters reaching thousands of off campus alumni, friends, and policy makers including profiles of translational scholars in the monthly Office of Research newsletter.

To view TRIP website: http://trip.iupui.edu/

Activities planned for 2012-2013:

Work with TRIP Faculty Fellow to advance TRIP Initiative and assist in planning of related events and promotional opportunities.

Feature scholars on the IUPUI homepage and other high-traffic communications channels.

Encourage blogging by scholars to increase search engine presence and national reputation in narrow research interests.

Promote the CTSI initiative for life sciences at IUPUI, highlighting research talent in IUPUI magazine, on billboards, in multi-media

multi-media

Feature scholars in the research newsletter at IUPUI and other research electronic and paper publications.

E. Educate alumni on the excellence and distinction of faculty and programs at IUPUI today through programs, special events and communication vehicles.

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

Actions taken for 2011-2012:

Over 15,000 alumni attended events during the academic year and over 500 volunteers serve on advisory and alumni boards on the IUPUI campus. Six schools held class reunion and alumni weekend programs touching over 1,530 participants.

Delivered continuing education and lifelong learning programs through school based programs like Continuing Legal Education and Sports Law in the School of Law-Indianapolis, "Homicide Investigation: From Crime Scene to Court" A Continuing Education Conference for alumni from the Schools of Law, Medicine, Continuing Studies, Liberal Arts, Science, SPEA, and the Central Indiana Alumni Chapter continued the effort to collaborate in alumni programming between schools. Over 350 alumni and friends attended this event which showcased faculty from the campus.

Promoted scholarly research and creative activity of 14 faculty at IUPUI through Winter College in Florida in February 2009. Winter College attracted the largest audience to date with 140 alumni and friends participating in the three day conference focusing on "Globalization. Is It a Small World After All?"

900 alumni and family members attended the IUPUI Alumni Holiday Night at The Children's Museum.

Produced and distributed the IUPUI Magazine to over 130,000 alumni nationwide.

Evidence of Progress for 2011-2012:

Informed and engaged nearly 147,000 alumni through the production of two issues of the IUPUI Magazine in collaboration with the IU Alumni Association and IU Foundation-Indianapolis. The magazine is mailed to every graduate of the IUPUI campus for whom we have addresses and, as such, is an important piece in keeping alumni engaged and informed about the IUPUI campus. (View digital versions of the IUPUI Magazines for fall 2011 and spring 2012 at: http://magazine.iupui.edu/11Fall/index.shtml http://magazine.iupui.edu/12Spring/index.shtml)

Increased alumni pride and IUPUI identity through an active e-newsletter campaign to graduates of the IUPUI campus with a subscriber base of 60,000 and 108 issues released. (To learn more about alumni relations at IUPUI visit: http://alumni.iupui.edu/)

Promoted meaningful engagement of alumni through volunteer leadership on 20 alumni advisory boards, including the IUPUI Alumni Relations Council, Neal Marshall Alumni Club Indianapolis, Board of Advisors and the Dialogue Group. Planned, executed and delivered alumni events serving 15,000 campus alumni annually though networking events, workshops, student awards and scholarship events. (IUPUI Office of Alumni Relations http://alumni.iupui.edu/ IUPUI Alumni Council http://alumni.iupui.edu/council.html Neal Marshall Alumni Club Indianapolis leadership http://alumni.iupui.edu/indynmac/board.html IUPUI Board of Advisors http://www.iupui.edu/administration/boa/index.html)

Recognized the achievement of alumni from the IUPUI campus at the Alumni Leadership awards dinner recognizing Steve Brinegar, Tonja Conour Eagan, and Karen Yoder in February 2012 with 186 guests, alumni and friends in attendance. (View information on the Maynard K. Hine Award presented at the leadership dinner http://alumni.iupui.edu/hinemedallion.html)

Promoted scholarly research and creative activity at the Indiana University Alumni Assocation's Winter College 2012 in San Diego, California. Over 100 special guests participated in the program showcasing five faculty from IUPUI. (To visit the 2012 Winter College agenda: http://alumni.indiana.edu/together/winter-college/courses.html)

Promoted and advanced the success of the $1.25 IUPUI Impact comprehensive campaign through alumni and friends. Managed tight coordination with the IU Foundation-Indianapolis including planning and execution of recognition and naming events, advertising and promotion of four major campaign priorities: supporting extraordinary student success, excelling as the center of health and life sciences, championing civic engagement and thriving as an urban research campus. (http://impactcampaign.iupui.edu/)

Coordinated and managed the Athletic Hall of Fame dinner for 137 guests. (To learn more: http://alumni.iupui.edu/halloffame.html)

Showcased the excitement of a high energy urban campus through the execution of the Third Annual IUPUI Regatta, a half mile canoe relay for students, alumni and faculty. The daylong event attracts families from across the region to the canal just east of campus. (Visit the Regatta at: http://www.iupui.edu/~soar/regatta/)

Celebrated and recognized the scholarly achievement of students at IUPUI by hosting the Top 100 student event in April 2012 attracting over 640 students, guests, alumni, staff and faculty. The university commencement ceremonies were conducted in May 2012 with 6,000 graduates and over 30,000 family members and guests in attendance. (http://www.iupui.edu/~soar/ select Top 100, http://alumni.iupui.edu/commencement/2012/ view commencement information)

Activities planned for 2012-2013:

Winter College 2011 will be moved to Miami, Florida and will be used leverage and help support the Impact Campaign.

The interdisciplinary campus based Dean's day conference will be themed "Wired"

Expand collaborative interdisciplinary programs for alumni on the IUPUI campus including continuing education events

and lifelong learning.

Continue collaboration with the IUAA and IUF to connect alumni to the IUPUI Impact Comprehensive $1.25 Billion campaign.

Provide editorial support of the IUPUI Magazine and alumni e-newsletters.

Develop and deliver significant and relevant stories about programs, faculty and staff organized along economic clusters. Each publication will provide highlights of translational scholars.

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

A. Demonstrate IUPUI's role in advancing Indiana's economy through partnership with industry leaders in key economic clusters.

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

Actions taken for 2011-2012:

Demonstrated IUPUI's impact on the health and life sciences, information technology and motorsports economic clusters through sponsorships and partnerships with the Indiana Health Industry Forum, Tech Point and the Tech Summit, MIRA awards, Indianapolis Chamber of Commerce and the Hispanic Business Council's Conexion event, Indiana Black Expo, Fiesta, BioCrossroad's Indiana Life Science Summit, the IBJ's Life Sciences Breakfast, and the Economic Club of Indianapolis. To learn more about community relations visit http://www.iupui.edu/outreach/.

The Chancellor hosted nearly 500 guests for the Report to the Community, distributed 10 electronic newsletters to a subscriber base of 3,123 corporate and community leaders. Over 2,000 copies of the campus performance report were distributed to policy makers, community & civic leaders. To view the Chancellor's Newsletters visit: http://www.iupui.edu/administration/chancellor/chancellorsnews.html

Produced and delivered the IUPUI Performance Report to key opinon leaders and elected officials (2000). Produced and distributed electronically and direct mail 10 issues of the Chancellor's Newsletter to over 3,123 opinion leaders in Central Indiana. http://www.iupui.edu/administration/chancellor/chancellorsnews.html

Advanced the motorsports educational alliance to promote the motorsports industry in the region.

Researched the economic development opportunities to deliver research and training to the motorsports industry cluster in Speedway Indiana.

Evidence of Progress for 2011-2012:

Demonstrated IUPUI's impact on the health and life sciences, information technology and motorsports economic clusters through sponsorships and partnerships to maximize campus visibility. The following sponsorships reinforced the outreach goals of the campus:

- **Strengthen Indiana's economy in key economic clusters** through participation in the Techpoint Innovation

- **Strengthen Indiana's economy in key economic clusters** through participation in the Techpoint Innovation Summit and Mira Awards, IndyHub, Hispanic Business Council-Conexion, Indiana Working Group on China, Economic Club of Indiana, Indianapolis Downtown Inc., Governor's Non-Profit Capacity-Building
- **Attract diverse students and maintain visibility of the campus with underrepresented audiences** through sponsorship of the Indianapolis Urban League, Center for Leadership Development, Madame Walker Theatre, Indiana Black Expo, 100 Black Men, Indiana Latino Expo, La Plaza, Indiana Latino Scholarship program, Indy Pride Festival, Chinese Festival, Nationalities Council, International Festival, IPS Foundation, Indianapolis Indians' Baseball in Education, Girls Inc., WFYI, PBS Kids in the Park, Spirit and Place Festival, Indianapolis Arts Council, College Mentors for Kids and Sister Cities Celebration
- **Support the campus's commitment to health and life sciences research** through Juvenile Diabetes Walk, Celebrate Science Indiana, 500 Festival Health Fair and Kids Day, Race for the Cure, Coalition for Homelessness Intervention and Prevention, Mary Rigg Community Center, and United Way of Central Indiana.

The Chancellor hosted nearly 250 guests for the 2012 Report to the Community to inform civic leaders of the progress the university has made in strengthening the region's economy. (To view the Chancellor's speech visit: http://www.iupui.edu/chancellor/messages/)

Distributed 10 electronic newsletters to a subscriber base of 3,123 corporate and community leaders. Over 2,700 copies of the campus Performance Report were distributed to policy makers, community & civic leaders. (To view the Chancellor's Newsletters and the Performance Report visit: http://www.iupui.edu/administration/chancellor/chancellorsnews.html and http://iport.iupui.edu/pr)

Promoted the Indiana Motorsports Education Alliance in collaboration with the trade association and Indiana Economic Development Corporation.

Organized a group of campus faculty, students and staff involved in the Super Bowl XLVI in order to coordinate activities, create consistent policies, and communicate to the campus and the public the myriad ways that IUPUI was engaged with the event. External Affairs created a website (www.iupui.edu/superbowl) that included information on parking during the event, how many of our faculty, students and staff were involved with the Super Bowl, FAQs about the impact of the game on campus and other pertinent information. Social Media was also used to engage the community with many of the ways that IUPUI helped to make the Super Bowl a success.

Activities planned for 2012-2013:

Host the Chancellor's Report to the Community in February 2011 focusing IUPUI's contributions to urban research and the 4 central themes of the IUPUI IMPACT comprehensive $1.25 billion campaign.

Host the first annual meeting of the IUPUI Impact Comprehensive Campaign prior to the Chancellor's Report to the Community.

Advance the Indiana Motorsports Education Alliance in collaboration with the trade association, and Indiana Economic Develoipment Corporation.

Building on Indianapolis' rich tradtion as the volunteer sports capital of the world, IUPUI hosted the closing ceremony and reception for members of the Indianapolis Tennis Center in Summer of 2010.

Explore opportunities to manage the Indianapolis Economic Club and how to maximize this opportunity for the campus.

Develop an economic impact website for the campus along with a companion print piece to be sent to key stakeholders. Develop collateral materials for key audiences.

Advance IUPUI's research and life sciences visibility in collaboration with the IU Office of Enagement.

Produce, print and distribute copies of the IUPUI Performance Report and distribute to key policy makers, influencers and civic leaders.

Grow sponsorship visibility with the Indiana Health Industry Forum, Tech Point, Indiana Black Expo and the Greater Indianapolis Chamber of Commerce.

B. Build credibility among media outlets for the significance and relevance of IUPUI faculty and programs at IUPUI through media relations.

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

Actions taken for 2011-2012:

Last academic year, IUPUI leveraged earned media through the local media. From June 30, 2008 through July 1, 2009, IUPUI generated 348 press releases resulting in 8,994 stories in 152 newspapers with an advertising equivalency of $16.5 million. A total of 48.9 million viewers saw stories on Indiana television or heard radio stories citing IUPUI. The total publicity value of these 935 hits is $2.2 million.

Evidence of Progress for 2011-2012:

Responsibility for IUPUI Media Relations was transferred to Margie Smith-Simmons in IU Communications in January 2012.

Activities planned for 2012-2013:

Evaluate the success of our media relations efforts across campus through data analysis and message analysis and report that success to campus leadership and the faculty executive committee.

Develop media saturation and impact reports through media data gathering service, Meltwater.

Continue and expand *IUPUI in the News* database to 15,000 friends and leaders and expand the *IUPUI in the News* to all alumni populations.

Recycle video clips from the schools, alumni association, IU Foundation and other relevant university partners through *IUPUI in the News.*

Create tip sheets and video highlights to feature the accomplishments of faculty, staff and students.

Integrate IUPUI news stories into the Indiana University IU News Daily and media relations gateway initiative.

Promote the scholarly achievements of the Signature Centers by producing at least one media tip sheet a month.

Broaden the use of new media in capturing the campus research and engagement through blogs, RSS feeds, Facebook and You Tube.

Incorporate video clips on the news center site.

Increase the visibility of IUPUI distinctions in Indiana University news releases, web sites, and research publications.

Expand campus media experts in Profnet, INdure, BioCrossroads and IUPUI websites.

Target editorial calendars of Chronicle of Higher Education, Diverse Issues in Higher Education and other national publications for opportunities to promote faculty and program achievements and distinctions.

Expand new media options to enhance coverage of the campus by developing content for trade publications, websites and news blogs.

C. Educate IUPUI alumni and friends on the programs and significance 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 2011-2012:

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 "Personal Side of Impact" themed IUPUI Magazine to 114,000 graduates. To view the summer IUPUI Magazine visit: http://magazine.iupui.edu/09Summer/ and to visit the winter publication of "New Horizons" international themed IUPUI Magazine visit: http://magazine.iupui.edu/09Winter/

Evidence of Progress for 2011-2012:

Issued 2 releases of the IUPUI Magazine to 140,000 graduates of the campus nationally and internationally. To view the summer and winter IUPUI Magazines visit: http://magazine.iupui.edu/09Summer/ and http://magazine.iupui.edu/10Winter

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Activities planned for 2012-2013:

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.

Produce *IUPUI Magazine* for health and life sciences, information technology, advanced manufacturing and logistics, nonprofit sector professions including business, education motorsports and law.

Produce a campaign insert in the IUPUI Magazine Winter 2011.

Continue the development of video stories for the online publication and plan for their re-use in *IUPUI in the News*.

Seek national recognition for the quality of the *IUPUI Magazine* publication.

D. Create excitement about the programs, faculty and achievements of the campus by providing programs to connect alumni to the campus.

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

Actions taken for 2011-2012:

The impact of IUPUI is demonstrated through a series of engagements with alumni and community professionals. Over 150 alumni program activities reached 15,000 alumni and friends. Over 500 alumni volunteered their time to campus alumni councils, boards and committees. To learn more about alumni programs at IUPUI visit: http://alumni.iupui.edu/.

The Chancellor delivered his diversity report at the Martin Luther King Jr. Day dinner for over 400 guests in February 2010. http://www.iupui.edu/administration/chancellor/_Assets/state_of_diversity_2009.pdf

Nearly 900 alumni and friends representing all school on campus participated on in the annual 2009 IUPUI Alumni Holiday Night at The Children 's Museum.

Develop 40th Anniversary lectures, tours, concerts and events throughout the year. Collaborate with Community Learning Network to deliver a "Tour of the Times" tour of the arts and culture in and around IUPUI and the Spirit and Place Festival. http://forty.iupui.edu/tour/

Formed the Neal Marshall Indianapolis Alumni Chapter to support African American alumni in Central Indiana.

- The Indianapolis Chapter of the Neal-Marshall Alumni Club (Chapter) was chartered on December 10, 2008 with a purpose to primarily establish a network of close fellowship and cooperation among members of the IUPUI family (alumni, parents of students, and friends) and secondarily promote networking amongst all IU system-wide African American alumni residing in the Indianapolis metropolitan area. Approximately 6,000 of these alumni reside in the metropolitan area.Over 156 individuals have participated in club sponsored membership and recognition events.

Evidence of Progress for 2011-2012:

School Alumni Associations continued to host welcome events for students in Engineering and Technology, Physical Education and Tourism Management, Herron School of Art and Design, and Nursing, and Health and Rehabilitation Sciences

Over $50,000 was awarded in scholarship to 45 outstanding students through school based and IU Alumni Association programs

Over 300 alumni continued to serve as mentors to IUPUI students

The Office of Alumni Relations, through the Jaguars Letter Club, sponsored the annual Athletics Hall of Fame. A special induction of the first IUPUI Men's Basketball team was a highlight. Student athletes were recognized at the year event for academic achievement.

were recognized at the year-end event for academic achievement.

40th Anniversary Campus Tours planned and promoted, Spirit and Place Mari Evans and David Baker event to be conducted in the fall of 2009.

Neal Marshall Indianapolis Alumni Club:

- Executive Board Established and two chapter events conducted with 156 guests at two quarterly business meetings and membership prospecting events. http://alumni.iupui.edu/indynmac/
- Neal Marshall Indianapolis participated in the IUPUI Black Student Union MLK Dinner in January 2009, Shadows and Substance Exhibit at Indiana State Museum and IU alumni reception at Indiana Black Expo
- Neal Marshall hosted with the Black Faculty Staff Council 2009 & 2010 IUPUI Black Graduates Celebration for 400 invited recent graduates.
- Neal Marshall received a diversity grant award for $2,500 from the Neal-Marshall Alumni Club and earned a Chapter of the Year Award from NMAC.

Activities planned for 2012-2013:

Continue Chancellor correspondence with alumni boards and increase contact with campus leadership through visits, events and activities.

Increase the IUPUI presence at each alumni event and in alumni news magazine.

Build IUPUI VIP tour program to showcase the campus to industry leaders, alumni and friends.

Promote the advancement of the campus through the Chancellor's Report to the Community Spring 2010 and Diversity Report Spring 2011; present a distinguished alumni award at the diversity report in collaboration with the Neal Marshall Indianapolis Alumni Club.

Distribute the IUPUI Performance Report to key leaders, elected officials, alumni and friends Winter 2010.

E. Recognize the contributions of alumni through special events.

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

Actions taken for 2011-2012:

Alumni and friends were honored at the annual IUPUI Leader's Dinner at which over 200 guests were attendance. Jean Bepko, Dan Powell and Mark Antresian were recognized for their service and presented the Maynard K. Hine Medallion. http://alumni.iupui.edu/hinemedallion.html

Schools continued to recognize the achievements of their alumni. Nursing, Law, Medicine, Science, Engineering and Technology, Health and Rehabilitation Sciences, Dentistry, and Social Work recognized alumni at special events.

alumni at special events.

The IUPUI Athletics Hall of Fame Banquet and induction ceremony, sponsored by the Jaguars Letter Club, saw three outstanding athletes inducted before an audience of over 250 alumni, student athletes and friends.

Served as co-sponsor of the Spirit of Philanthropy annual event recognizing the achievements of volunteers and donors to the IUPUI campus.

Evidence of Progress for 2011-2012:

Over 300 alumni continued to serve as mentors for IUPUI students.

The Office of Alumni Relations, through the Jaguars Letter Club, sponsored the annual Athletics Hall of Fame. A special induction of the first IUPUI Men's Basketball team was a highlight. Student athletes were recognized at the year event for academic achievement.

With 15,000 alumni attending events during the academic year, over 500 remain active volunteers. The Office of Alumni Relations received honors for the Top 100 student recognition program, the Best Collaborative Program "Homicide Investigation from Crime Scene to Court" and the Best Student Alumni Organization program for the IU School of Law-Indianapolis Alumni Association Operation LAWS (law alumni working with students.)

The IU Alumni Association also recognized two campus graduates with the President's Award.

The Neal Marshall Indianapolis Chapter also recognized a graduate at its spring event and the IUAA Asian affiliate group recognized a campus alumnus.

Thousands of alumni from all schools continue to participate in a wide range of well-organized and executed alumni programs ranging from personal enrichment to social and service.

The number of programs offered and the attendance at those programs continue to grow demonstrating the pride IUPUI alumni have for their campus.

Activities planned for 2012-2013:

Host the IUPUI IMPACT comprehensive campaign kick-off event in October 2010 with 400 alumni, donors and friends.

Develop additional programs and opportunities to connect Neal Marshall Indianapolis alumni with students and programs at IUPUI.

Develop councils to engage Latino Alumni and (GLBT) Gay Lesbian, Bisexual and Transgender alumni in programs of interest in central Indiana.

Coordinate and manage the Athletic Hall of Fame dinner for alumni and friends http://alumni.iupui.edu/halloffame.html

F. Continuously renew IUPUI's commitment to the region through the cultivation of policy makers and promoting voter engagement in the election process.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit:
Time Frame:

Actions taken for 2011-2012:

Participated in the Hoosiers for Higher Education Day at the Statehouse which featured researchers from IUPUI.

Coordinated elected official visits to campus, federal and state legislative reporting, and update political activity guidelines for access to campus facilities and public events.

Met informally with members of the Indianapolis City-County Council and State Representatives and Senators from Central Indiana.

Hosted the Governor and the Mayor and elected officials on campus for school or campus based events.

Hosted the State Budget Committee in June 2010 with a tour of Crispus Attucks Medical Magnet School and an explanation of IUPUI's engagement with them.

Hosted the Indiana Commission for Higher Education in March 2010 with tour of the ICTC building.

Sent members of the Indiana General Assembly copies of the IUPUI Performance Report.

Responded to requests for information from IU state and federal relations representatives, legislative and congressional staff, and state agency representatives.

Participated in Hoosiers for Higher Education cultivation events at the Indiana Statehouse February and March 2008 and February and March 2009. To learn more about special events at the statehouse with HHE visit : http://www.iupui.edu/administration/extaff/events/

Evidence of Progress for 2011-2012:

Coordinated federal and state legislative reporting activity for IUPUI provide legislative support to State and Federal Relations teams at Indiana University.

Continued to work with the campus American Democracy Project group, a program of American Association of Colleges and Universities, to facilitate events, projects and curriculum that engage students in discussions about politics and public policy.

Worked with the Indiana Public Policy Institute's Policy Choices for Indiana's Future project to host a sold-out Gubernatorial candidate discussion in August 2012. Developed a plan to educate the campus leadership and faculty on key issues of legislative interest to the university, and promote good citizenship to faculty, staff and students.

Informed area elected officials of key issues affecting their district – enrollment and alumni data, economic impact data, campus master planning, and health and life sciences initiatives.

Activities planned for 2012-2013:

Develop and maintain a government relations strategy for the City of Indianapolis, surrounding mayors and councils.

Create opportunities for faculty, staff and students to meet and talk with elected officials on campus and throughout the community.

Host the Indiana Black Legislative Conference in September 2010.

Host Representative Andre Carson's Job Fair in August 2010.

Develop an economic impact website for the campus along with a companion print piece to be sent to key stakeholders.

Review and advance federal earmark requests for IUPUI campus fall 2010 and spring 2011.

G. Demonstrate good citizenship through promoting voter registration and engagement in the election process.

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

Actions taken for 2011-2012:

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.

Sponsored the American Civil Liberties Union monthly brown bag lunch series on topics of interested to the community.

Supported the Political Engagement Project.

Evidence of Progress for 2011-2012:

Activities planned for 2012-2013:

Re-establish the American Democracy Project group to facilitate events, projects and curriculum that engage students in discussions about politics and public policy.

Propose IUPUI as site with the Debate Commission; host the debate between candidates for U.S. Senate in October 2010.

Develop a plan to educate the campus leadership and faculty on key issues of legislative interest to the university, and promote good citizenship to faculty, staff and students.

Work to keep area elected officials apprised of activities at IUPUI, including the campus master planning effort, and educate them on the impact IUPUI has on the life sciences industry for the state.

Coordinate visits by policy makers and federal agency heads as well as candidates for office.

H. Enhance IUPUI's reputation as an engaged campus through support of the United Way of Central Indiana and other promotions.

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

Actions taken for 2011-2012:

Raised over $414,000 for the United Way of Central Indiana in 2009 earning recognition as one of the top 20 employers in Central Indiana to contribute to the United Way.

The 2009 BackPack Attack, a city wide school supply drive was led by External Affairs. This drive collects school supplies for the underprivileged children of Indianapolis. Over 80% of IPS children are on free and reduced lunch and BackPack Attack strives to eliminate the extra burden of these children having to purchase school supplies at the beginning of the school year. The 2009 drive collected over 650,000 supplies (a 62 percent increase from 2008), 15,100 backpacks (a 43 percent increase) and had over 300 businesses participating.

Over 400 students, staff, and faculty volunteered with the 2009 Day of Caring. Keep Indianapolis Beautiful designated service projects for participants to help create and maintain a greener downtown Indianapolis.

The 2009 "Season of Giving" adopt a family holiday program set a record with staff and students adopting 62 families for the holiday season. This was a dramatic increase from the 39 families adopted during the 2008 campaign. Families from our neighboring west side agencies the Christamore House and Hawthorne Community Center enjoyed the holidays due to the generosity of IUPUI staff and students. http://community.iupui.edu/community/seasonofgiving/

The 2009 Jam the Jaguars Bus Food Drive collected almost 3 tons of food to be delivered to 18 churches and non profit agencies around Indianapolis to begin the holiday season.

IUPUI provided 3 tons of canned goods and nonperishables to the Jam the Jags food drive benefiting 16 local nonprofit agencies.

The 2010 Race for the Cure was a record breaking year for IUPUI. For the first time IUPUI had over 1,000 members of its race team at 1054. The fundraising for Team IUPUI also surged from $7200 in 2009 to $21,655 in 2010. IUPUI also hosted the event which brought over 40,000 people together to raise awareness and funds for breast cancer research as well as remember and celebrate those affected by breast cancer.
http://community.iupui.edu/partnerships/raceforthecure/

The Office of External Affairs launched a new campus wide online events system. This system more accurately alerts service providers on campus as to what type of events are coming to campus. This new user friendly sites keeps a large campus informed of service providers responsibilities to upcoming events, making us an even stronger community partner.

Provided leadership and supply warehouse space to the UWCI Back Pack Attack. Collaborating with over 8 strategic business partners, the record breaking Back Pack Attack provided over 667,215 supplies to every IPS school, 800 central Indiana students and 15 nonprofit agencies in central Indiana. To view the program visit http://www.iupui.edu/outreach/community/programs/bpa/

Evidence of Progress for 2011-2012:

Raised over $341,257.56 in the fall 2011 United Way of Central Indiana campaign earning recognition as one of the top 20 employers in Central Indiana to contribute to the United Way. The 2012 Campaign has raised $303,294.01 to date, which is 84% of the goal set at $360,000 pledged to the United Way of Central Indiana. (To view the current campaign visit: http://www.iupui.edu/~uwaycamp/)

Over 400 students, faculty and staff participated in the 2012 Day of Caring. Service projects engage volunteers at a dozen community sites working with children, cleaning and landscaping, painting facilities and more.

The Office of Community Relations revived the Jr. Jaguar Kids Club program for children ages 12 and under. The program's goal is to promote positive interactions with IUPUI to this audience. Since September 2012, 36 kids have joined the club. Membership is free and includes a t-shirt, quarterly newsletters, membership card, birthday card, and free admission to athletic games. Campus partners involved with Jr. Jaguars include Admissions, Athletics, Student Life, Herron School of Art and Design and Auxiliary Services

The 2012 BackPack Attack, a city wide school supply drive, was led by External Affairs. This drive collects school supplies for disadvantaged children of Indianapolis. Over 88% of IPS children are on free and reduced lunch and BackPack Attack strives to eliminate the extra burden of these children having to purchase school supplies at the beginning of the school year. The 2012 drive collected over 16,400 backpacks representing an 18% increase from 2011 from 132 local businesses participating.

Over 27,000 participants brought attention to breast cancer research and celebrated those affected by the disease .The 2012 Race for the Cure IUPUI 'walking donors' consisted of over 500 faculty, staff, students and family members. Team IUPUI raised over $20,000 for cancer research through the Race for the Cure. (To learn more visit: http://community.iupui.edu/partnerships/raceforthecure/)

The 2011 Season of Giving adopt a family holiday program assisted with purchasing wish-list gifts for 17 families from the Indianapolis west-side Christamore House and Hawthorne Community Center.

The 2011 Jam the Jaguars Pantry Food Drive collected 2.5 tons of food which was distributed to Gleaners Food Bank and the Midwest Food Bank to feed area families.(For more information visit: http://community.iupui.edu/community/jamthepantry/)

Initiated a community speaker series with IndyHub in 2012 to bring young professionals to campus for professional development workshops. Kelley School of Business and The Office of Community Relations hosted 146 community

members in the inaugural year to highlight IUPUI's strength as an academic and civic neighbor.

Continued IUPUI's partnership with the Indianapolis Indians through the 'Baseball in Education' events during the spring of 2012. Over the course of four baseball games, approximately 32,000 kindergarten –twelfth grade students were engaged in a mixed curriculum focused on lessons of the ballgame hosted by IUPUI. Our student and staff volunteers assisted with various marketing opportunities, games and outreach to highlight IUPUI academics and athletics.

The Office of Community Relations continued the management of special event registrations for smooth campus wide planning and execution. This application website hosts the policies affecting events for both external and internal guests, and communicates the needs of each group to the necessary resources on campus. One hundred seventy-two events used the application and were reviewed between November 2011 and November 2012.

Activities planned for 2012-2013:

Promote and advance the Back Pack Attack donations for central Indiana school children.

Advance the IUPUI relationship with Crispus Attucks through volunteer and service programs.

Develop a database of community connections with the Center for Service and Learning in order to better facilitate these relationships and communicate about them.

Raise $415,000 for the United Way of Central Indiana Campaign in the fall 2010.

Initiate the IUPUI Impact Award, presented to staff members to recognize them for their work in the community.

Initiate IUPUI Appreciation Week in the spring 2011 to recognize work of IUPUI faculty, staff and students in our community.

Partner with the Indianapolis Colts, Clarian, and the Indiana Blood Center (Be the Match division) to sponsor/host Gary Brackett's Drive for Life bone marrow drive at University Place Conference Center.

V. Integrated Image at IUPUI

Awards and Recognition

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

Actions taken for 2011-2012:

Develop a strategy to earn national recognition for marketing and electronic communications.

2008 IUPUI wins the Gold Award for **admissions websites** for institutions over 20,000 students in 22nd Annual Admissions Advertising Awards

2008, Best of Show and Gold Award, Admissions Marketing Report 23rd Annual Advertising Awards, IUPUI **"Where Impact is Made" Total Advertising Campaign**

2008, Bronze Medal, CASE International Circle of Excellence Awards Program, **Complete Institutional Web Site category**, IUPUI Campus Website

2008, Gold Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, **IUPUI Campus Website**

2008, Bronze Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, **"The Spot" podcast**

2008, Merit Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, **"Health & Life Sciences" podcast**

2008 IUPUI Office of Alumni Relations received the CASE V Silver Award for **Best Student Programming for the Top 100** Student recognition program.

Evidence of Progress for 2011-2012:

2009, Bronze Medal, CASE International Circle of Excellence Awards Program, **"Happening at IUPUI"**

2009, Gold Award, Admissions Marketing Report 24th Annual Admissions Advertising Awards, **IUPUI Events Calendar**

2009, Merit Award, Admissions Marketing Report 24th Annual Admissions Advertising Awards, **IUPUI Video & Captioning Platform**

2009, Merit Award, Admissions Marketing Report 24th Annual Admissions Advertising Awards, **IUPUI Performance Report**
2009 IUPUI Office of Alumni Relations to receive CASE Silver Award for **Best Collaborative Program for "Homicide Investigation: From Crime Scene to Court"** a continuing education conference.

2009 IUPUI Office of Alumni Relations to receive CASE Silver Award for **Best Student Alumni Program Indiana University School of Law-Indianapolis Alumni Association Operation LAWS** (law alumni working with students)

2010, International recognition for IUPUI TV Spots through the 2010 Bronze Telly Award for "Where Impact is Made-Everyday."

Activities planned for 2012-2013:

Continue recommending quality work for national recognition and awards by evaluating top marketing and electronic award winners and create innovative strategies to earn national recognition.

Fiscal Health

Reallocation Plan

Other Question(s)