Mission

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

Goals and Objectives

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

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

   Campus Planning Theme: Teaching and Learning

   Secondary Goals:

   Sub Unit: None

   Time Frame: Annual

Actions taken for 2003-2004:

2000 Admissions applications increased 6.7%; 65% yield rate maintained.
2001 Admissions applications increased 9%; 62% yield rate w/new students; 69% yield rate w/transfer students.
2002 Admissions applications decreased 6%; transfers decreased 7%; 61% yield rate with new students; 65% yield rate with transfer students.
2002 Freshman enrollment saw a 1% increase in students enrolled who were in the top third of class; class rank rose 1 point, and average SAT rose 8 points. Transfer students increased by nearly ten percent (1600 transfer students) with an average transfer GPA of 2.80.
2003 Freshman enrollment saw a 19.9% increase in high school rank who were in the top 10% of class; the average SAT was 988.
2004 Freshman enrollment saw a _____% increase in high school rank who were in the top 10% of class; the average SAT was 993.

Evidence of Progress for 2003-2004:

# applicants enrolled

Activities planned for 2004-2005:

- Create and launch a streamlined multimedia advertising campaign that incorporates student recruitment, student placement, and identity building elements.
B. Design publications, videos, and promotional materials to communicate the vision and mission of IUPUI to increase enrollment.

**Campus Planning Theme:** Best Practices  
**Secondary Goals:**  
**Sub Unit:** None  
**Time Frame:** Annual

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**Actions taken for 2003-2004:**

- 2001 Created 20 IUPUI publications (419,000 pieces) (11 for targeted audiences); and 4 videos.  
- 2002 Created 17 IUPUI publications (300,000 pieces); and 1 video.  
- 2003 Created 15 IUPUI publications (200,000 pieces); and 1 high-end IUPUI TV commercial.  
- 2004 Created 7 IUPUI publications (120,000 pieces); and 2 welcome videos from the chancellor to new students, faculty and staff.

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**Evidence of Progress for 2003-2004:**

# applicants enrolled

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**Activities planned for 2004-2005:**

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

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

**Campus Planning Theme:** Best Practices  
**Secondary Goals:**  
**Sub Unit:** None  
**Time Frame:** Ongoing

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**Actions taken for 2003-2004:**

- 2002 Promoted the IUPUI campus through the development of a new photo archive of more than 2,000 photos of student life, buildings, and campus events.  
- 2004 Completed the IUPUI marketing photo archive.

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**Evidence of Progress for 2003-2004:**

All schools on campus have now requested permission to utilize the photo archive.
Activities planned for 2004-2005:

null

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

Campus Planning Theme: Best Practices
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

2001 246 staff and faculty received awareness training in reputation management.
2002 Ten presentations and discussions were delivered to 373 individuals in 58 schools and units to educate core internal campus groups about their effectiveness as a recruiting force.
2003 Four presentations were delivered to individuals in four schools and the Student Life and Diversity Retreat about the importance of continuing to manage reputation.
2003 Refined the News Center website section for journalists to provide past news releases, sources for journalists, and photos.
2004 Logo wear expanded
2004 EACC SWOT analysis, steering committee prioritized campus messages and audiences, communications audit with Hetrick Communications.
2004 Promoted the IUPUI Jaguars mark in the city via billboards, city buses, cable television spots; continued to use high-end TV spot to advertise the campus; augmented the TV spot billboards around the city with consistent branding.

Evidence of Progress for 2003-2004:

- # faculty/staff
- Apparel sales are up considerably at the bookstore by 70%
- Pep band participation rose from 30 to 50 members
- Cheerleader squad increased from 13 to 26
- Dance team increased from 6 to 20 members.

Activities planned for 2004-2005:

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

E. Enhance IUPUI student perception of the history of IUPUI.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Secondary Goals:
Sub Unit: None
Time Frame: null

Actions taken for 2003-2004:

2003 Developed wall plaques for history corridor.
2004 Developed more history information on the new IUPUI web site, cross promote stories about IUPUI history in Jag News, Campus Scape and other publications.

Evidence of Progress for 2003-2004:

# of activities & frequency

Activities planned for 2004-2005:

- Create history corridor with plaques and kiosk.

G. Integrate marketing strategies to increase the number of students in the Honors program.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1998 18 students
1999 59 students
2000 300 students
2001 350 students
2002 400 students
2003 400 students
2004 200 students - Honor student standards were increased last year; We now have 13 Bepko Scholar students.

Evidence of Progress for 2003-2004:

# of honors students

Activities planned for 2004-2005:

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

G. Provide technical assistance to all IUPUI schools to plan and design communications and marketing materials.
Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1997 25% of schools
1998 50% of schools
1999 52% of schools
2000 75% of schools
2001 100% of schools
2002 100% of schools
2003 100% of schools
2004 100% of schools

Evidence of Progress for 2003-2004:

# enrolled students

Activities planned for 2004-2005:

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

H. Refine IUPUI home web page and Inside IUPUI to align with messages in marketing and reputation management providing links to campus units and creating a user-friendly interface; Create website for alumni including class composite.

Campus Planning Theme: Best Practices
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1999 Redesigned IUPUI gateway home page
2000 Created Inside IUPUI, JagNews.
2001 Created IUPUI News Center; Revised Athletics Home Page.
2002 Redesigned the IUPUI web homepage; redesigned and enhanced the IUPUI Athletics prospective students recruiting page.
2003 Reengineered the Student Life and Diversity web presence to focus on student needs.
2003 Developed online graphic identity guidelines for the campus including downloadable logos, spirit marks, website guidelines, and campus map.
2004 Redesigned and enhanced IUPUI web homepage and presence to better assist IUPUI target audience.
2004 Conducted marketing and communications orientation for new deans
2004 Conducted 451 communication audits and developed steering committee for communication plan
2004 Coordinated efforts with Faculty Development to develop new faculty recruitment elements, Solution Center, evaluate enrollment management sites.
Evidence of Progress for 2003-2004:

- # enrolled students
- Access to online graphic identity guidelines for the campus including downloadable logos.
- Target audience positive responses.
- 100% of schools have at least inquired about campus identity guidelines.

Activities planned for 2004-2005:

- Continue to refine the new IUPUI gateway homepage and Inside IUPUI providing technical assistance and consultation to campus schools.
- Enhance the new campus website to include virtual tour of campus and other tools that our audience expects three levels into the site.
- Seeking 100% consistent branding mark on the entire IUPUI website.
- Update the IUPUI identity site with new branding messages and graphics.

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

Campus Planning Theme: Best Practices

Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Articles published</th>
<th>Ad value</th>
<th>Newspapers</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>2,266</td>
<td>$2.1 million</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>4,075</td>
<td>$2.4 million</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>3,417</td>
<td>$2.7 million</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>4,098</td>
<td>$4.2 million</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>3,951</td>
<td>$3.3 million</td>
<td>132</td>
<td>79</td>
</tr>
</tbody>
</table>

LINK: http://www.newscenter.iupui.edu/

Evidence of Progress for 2003-2004:

- Ad value
- # articles
- # of releases written, articles placed, electronic media coverage, $1B announcement coverage in the Indianapolis Star, ICTC dedication...
- # counties
Activities planned for 2004-2005:

- Provide media orientation and training to faculty to increase their understanding and awareness of the importance of media relations.
- Provide professional development series for media relations liaisons in the schools and centers.
- Create new consistent ads that match objectives of the new campus communications plan.

☑️ J. Create and maintain campus crisis communication plan including stakeholder communication.

**Campus Planning Theme: Best Practices**

**Secondary Goals:**
- Sub Unit: None
- **Time Frame:** Annual

Actions taken for 2003-2004:

- 2001 Developed crisis communication plan to inform campus leadership about media process utilized during crisis.
- 2002 Created crisis contact plan to provide campus leadership with emergency contact information.
- 2003 No entry
- 2004 No entry

Evidence of Progress for 2003-2004:

- Current information.

Activities planned for 2004-2005:

- Evaluate and update the crisis communications plan for the campus.

☑️ K. Award the Urban University Medal and/or the Chancellors Medallion.

**Campus Planning Theme: Civic Engagement**

**Secondary Goals:**
- Sub Unit: None
- **Time Frame:** Annual

Actions taken for 2003-2004:

- 1997 Urban University Medal created
- 1998 U.S. Secretary Richard Riley awarded first medal at University College dedication.
- 1999 Randall Tobias awarded University Medal at the Spirit of Philanthropy luncheon.
- 2001 Sam Jones awarded Chancellors Medallion at Spirit of Philanthropy luncheon.
- 2002 William McGowan awarded Chancellors Medallion at retirement dinner.
Evidence of Progress for 2003-2004:

- Urban Medals awarded
- Chancellors Medallions awarded

Activities planned for 2004-2005:

- Nominate appropriate community leaders for recognition.

☑️ L. Re-engineer existing publications to address priorities of IUPUI to achieve its mission.
  
  Campus Planning Theme: Best Practices
  Secondary Goals:
  Sub Unit: None
  Time Frame: Ongoing

Actions taken for 2003-2004:

2002 Conducted an inventory of print materials produced across the IUPUI campus to determine consistency of graphic relationships.
2003 Launched On the Prowl magazine to increase awareness of contributions student-athletes make to IUPUI.
2004 Converted the IUPUI Campuscape print newsletter to an online newsletter.

Evidence of Progress for 2003-2004:

- Mini viewbook and campus map, Power of Two promotional piece.
- New campus 3D map that includes the relationship to downtown Indianapolis was requested by all major offices on campus.

Activities planned for 2004-2005:

null

☑️ 2. SHAPE THE ATTITUDES OF POLICYMAKERS ON INVESTMENT IN HIGHER EDUCATION BY DEMONSTRATING ACCOUNTABILITY TO OUR CONSTITUENTS.

☑️ B. Coordinate the Chancellors Report to the Community to provide consistent, accurate data and information to elected officials, school superintendents, community leaders, and donors.
  
  Campus Planning Theme: Civic Engagement
  Secondary Goals:
  Sub Unit: None
  Time Frame: Annual
Actions taken for 2003-2004:

2000 160 guests on March 1, 2000
2001 175 guests on February 7, 2001
2002 225 guests on April 3, 2002
2003 300 guests on April 2, 2003
2004 125 guests on February 12, 2004

Evidence of Progress for 2003-2004:

# guests

Activities planned for 2004-2005:

- Chancellors Report to the Community scheduled February 10, 2005.

☑ C. Create a comprehensive action plan for new community outreach initiative to address homelessness in Central Indiana.

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

Participate in community council to end homelessness.

Evidence of Progress for 2003-2004:

# of homeless

Activities planned for 2004-2005:

- Identify appropriate strategies in Blueprint.

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

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

Campus Planning Theme: Teaching and Learning

Secondary Goals:
Sub Unit: None
Time Frame: Annual
Actions taken for 2003-2004:

2001 Facilitate community requests to determine outcome desired, consistency with IUPUI mission, and appropriate leadership within schools, offices, and centers.
2003 Convened BOA Government and Community Relations Committee to identify strategies to enhance Civic Engagement in Central Indiana.
2004 Executed a Memorandum of Agreement with IUPUI, the City of Indianapolis and the City County Council to connect university research and service to key issues in the community.

Evidence of Progress for 2003-2004:

# collaborative relationships

Activities planned for 2004-2005:

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

☐ B. Initiate process to engage alumni in recruiting well-prepared undergraduate and graduate students to IUPUI.
   **Campus Planning Theme:** Best Practices
   **Secondary Goals:**
   **Sub Unit:** None
   **Time Frame:** Annual

Actions taken for 2003-2004:

2002 Active alumni boards have been created in all schools except Business and Education.
2004 Engage alumni association in a strategic planning process to develop a long range plan.

Evidence of Progress for 2003-2004:

# alumni involved in recruitment.
# students recruited to IUPUI.

Activities planned for 2004-2005:

- Work collaboratively with Deans to develop a process to actively engage alumni in recruitment activities.

☒ C. Proactively promote the resources of Indiana University to the corporate community to form strategic partnerships.
   **Campus Planning Theme:** Civic Engagement
   **Secondary Goals:**
   **Sub Unit:** None
   **Time Frame:** Annual
Actions taken for 2003-2004:

2001 The IU Foundation created a new position, New Corporate Relations, to focus on research/collaboration partnerships, internships and providing an educated workforce for employer recruitment. 2004 Support the marketing and promotion of the IUPUI Solution Center connecting business and industry to internship opportunities, research and business assistance. Provided orientation to the Board of Advisors and External Affairs Coordinating Council to the economic clusters of the region and IUPUI's impact on the growth of each cluster.

Evidence of Progress for 2003-2004:

- # of corporate partnerships
- Gifts received

Activities planned for 2004-2005:

- Expand corporate research/collaboration partnerships.

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

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1998 253 volunteers
1999 240 volunteers
2000 288 volunteers
2001 313 volunteers
2002 402 volunteers
2003 418 volunteers
2004 455 volunteers

Evidence of Progress for 2003-2004:

# volunteers

Activities planned for 2004-2005:

- Expand corporate linkages involving employers of large numbers of IUPUI alumni.
E. Promote Jaguar license plate sales/renewals by the Office of Alumni Relations to increase scholarship assistance.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** Annual

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**Actions taken for 2003-2004:**

- 1997 342 license plates
- 1998 682 license plates
- 1999 410 license plates (253 renewals; 157 new)
- 2000 597 license plates (284 renewals; 313 new)
- 2001 590 license plates (414 renewals; 176 new)
- 2002 488 license plates (311 renewals; 177 new)
- 2003 755 license plates (488 renewals; 267 new)

Note: Activity will always lag one year behind (i.e. 2001 reported in 2002, etc.).

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**LINK:** [http://www.iupui.edu/~alumrels/licenseplate.html](http://www.iupui.edu/~alumrels/licenseplate.html)

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**Evidence of Progress for 2003-2004:**

- # license plates sold

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**Activities planned for 2004-2005:**

- Market to faculty and staff who are graduates of IUPUI.

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

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** Annual

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**Actions taken for 2003-2004:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hine</th>
<th>Hall of Fame</th>
<th>Tip-Off</th>
<th>Ferocious Feast*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>174</td>
<td>106</td>
<td>230</td>
<td>250</td>
</tr>
<tr>
<td>2002</td>
<td>163</td>
<td>80</td>
<td>350</td>
<td>110</td>
</tr>
<tr>
<td>2003</td>
<td>195</td>
<td>***</td>
<td>350</td>
<td>150</td>
</tr>
<tr>
<td>2004</td>
<td>186</td>
<td>102</td>
<td>290</td>
<td>130</td>
</tr>
</tbody>
</table>

*In 2002 the Homecoming event was renamed the Ferocious Feast.*
Evidence of Progress for 2003-2004:

# community guests

Activities planned for 2004-2005:

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

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

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** Annual

Actions taken for 2003-2004:

1997-98 76 season tickets
1998-99 308 season tickets
1999-00 320 season tickets
2000-01 114 season tickets (comprehensive ticket package launched)
2001-02 130 season tickets
2002-03 167 season tickets
2003-04 198 season tickets

[LINK: http://www.iupui.edu/~jagsport/Tickets/index.html]

Evidence of Progress for 2003-2004:

# season tickets sold

Activities planned for 2004-2005:

- Sell 300 basketball season tickets

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

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** Annual
Actions taken for 2003-2004:

2000 114 adult volunteers paired with 115 children in 28 Indianapolis area schools.
2001 89 adult volunteers worked with children; 2445 hours.
2002 55 adult volunteers paired with 150 children in 18 Indianapolis area schools and two organizations; 2800 hours.
2003 147 adult volunteers paired with 200 children in 30 schools; 3800 hours.
2004 65 adult volunteers paired with 80 children in 14 sites; _______ hours.

Evidence of Progress for 2003-2004:

# adult volunteers in Good Friends program
# children served

Activities planned for 2004-2005:

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

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

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:
Sub Unit: None

Time Frame: Annual

Actions taken for 2003-2004:

2000 610 IUPUI members (21% increase); 18,850 total members.
2001 781 IUPUI members (28% increase); 23,000 total members.
2001 Komen Foundation awarded IUPUI more than $390,000 for research from funds raised
2002 894 IUPUI members (14% increase); 27,000 total runners and walkers.
2003 989 IUPUI members (11% increase); 37,110 total runners and walkers.
2004 842 IUPUI members (15% decrease); $17,500 raised for research funds.

Evidence of Progress for 2003-2004:

# IUPUI team members
Research funds received

Activities planned for 2004-2005:

- Increase research funds; increase IUPUI participation in Race.

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

**Campus Planning Theme:** Research, Scholarship and Creative Activity

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** null

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**Actions taken for 2003-2004:**

2003 Initiated database on faculty and staff appointment to boards, commissions, and councils.

2004 Promoted the successful execution of Rock the Vote, Bayh Service Leaders Summit serving 150 high school students. Secured a partnership with TechPoint to host Tech Tuesdays on IUPUI campus for 2004-2005 academic year.

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**Evidence of Progress for 2003-2004:**

null

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**Activities planned for 2004-2005:**

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

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

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

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** 2004

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**Actions taken for 2003-2004:**

1997 - $18.6 million
1998 - $24.8 million
1999 - $34.2 million
2000-2001 - $512 million ($10 million from IUPUI faculty and staff)
2000-2002 - $706 million; 100.87% of goal
2004 - Reached $1 Billion for the IUPUI Comprehensive Campaign, over 7,000 donors

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**Evidence of Progress for 2003-2004:**

null
Activities planned for 2004-2005:

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

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

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Alumni Events</th>
<th>Class Reunions</th>
<th>Participants</th>
<th>Board Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>106</td>
<td>32</td>
<td>11,000</td>
<td>78</td>
</tr>
<tr>
<td>2001</td>
<td>131</td>
<td>38</td>
<td>11,402</td>
<td>82</td>
</tr>
<tr>
<td>2002</td>
<td>130</td>
<td>39</td>
<td>14,826</td>
<td>84</td>
</tr>
<tr>
<td>2003</td>
<td>157</td>
<td>44</td>
<td>13,269</td>
<td>71</td>
</tr>
<tr>
<td>2004</td>
<td>162</td>
<td>45</td>
<td>14,010</td>
<td>93</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

- # alumni participation
- # events

Activities planned for 2004-2005:

- Encourage all schools including Education and Business to have alumni boards.

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

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: None
Time Frame: Ongoing

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>60%</td>
<td>twice each year</td>
</tr>
<tr>
<td>1998</td>
<td>70%</td>
<td>twice each year</td>
</tr>
<tr>
<td>1999</td>
<td>70%</td>
<td>twice each year</td>
</tr>
<tr>
<td>2000</td>
<td>70%</td>
<td>twice each year</td>
</tr>
<tr>
<td>2001</td>
<td>100%</td>
<td>twice each year</td>
</tr>
</tbody>
</table>
2002  100% alumni receive *Partnerships* once each year; 100% in-state alumni plus out of state donors and members receive two issues.

2003  100% alumni receive *Partnerships* twice each year; mail to 104,000 households.

2004  100% alumni receive *Partnerships* twice each year; mail to 108,000 households.

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**Evidence of Progress for 2003-2004:**

- # alumni receiving *Partnerships*
- # alumni in association

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**Activities planned for 2004-2005:**

- Promote high-profile alumni from all schools in *Partnerships*.

☐ D. Promote membership in the Jaguars Athletics Club.

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

- **Sub Unit:** None
- **Time Frame:** Annual

---

**Actions taken for 2003-2004:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
<th>Total Gifts</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998-99</td>
<td>134</td>
<td>$64,043</td>
<td>$379</td>
</tr>
<tr>
<td>1999-00</td>
<td>207</td>
<td>$57,746</td>
<td>$340</td>
</tr>
<tr>
<td>2000-01</td>
<td>258</td>
<td>$68,215</td>
<td>$497</td>
</tr>
<tr>
<td>2001-02</td>
<td>223</td>
<td>$104,850</td>
<td>$470</td>
</tr>
<tr>
<td>2002-03</td>
<td>240</td>
<td>$114,767</td>
<td>$479</td>
</tr>
<tr>
<td>2003-04</td>
<td>270</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Unrestricted | 132 | $144,317 | $1,093 |

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**Evidence of Progress for 2003-2004:**

- # Donors
- $ Gifts

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**Activities planned for 2004-2005:**

- Seek corporate and friends support of intercollegiate Athletics.
- Increase donors to 300 individuals and increase gifts to $200,000.
- Hire a full time development officer for Athletics October 2004.
E. Encourage individuals, corporate entities, and faculty and staff to become a Chancellors Circle member.

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1998 36 individuals and corporate members
1999 52 individuals and corporate members
2000 75 individuals and corporate members
2001 81 individuals and corporate members
2002 71 individuals and corporate members
2003 48 individuals and corporate members
2004 59 individuals and corporate members

Evidence of Progress for 2003-2004:

# Members
# Gifts

Activities planned for 2004-2005:

- Deliver Report to the Community sponsored by Chancellors Circle.
- Attracted committed staff to the IU Foundation to support the Chancellors Circle stewardship, prospect identification and solicitation. 2004 figures reflect YTD activity and does not include major solicitation effort at year end.

5. SEEK ACTIVE PARTICIPATION IN CAMPUS OUTREACH.

A. Increase participation in the May IUPUI commencement ceremonies.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1997 57.7% (2,333/4,056 graduates)
1998 58.5% (2,390/4,087 graduates)
1999 58.5% (2,390/4,087 graduates)
1999 60.04% (2,493/4,152 graduates)
2000 60.75% (2,630/4,329 graduates)
2001 61.5% (2,653/4,313 graduates)
2002 59.2% (2,745/4,637 graduates)
2003 60.4% (2,743/4,540 graduates)
2004 61.5% (2,939/4,846 graduates)

Evidence of Progress for 2003-2004:

Percentage of graduates participating

Activities planned for 2004-2005:

Strengthen ceremony with commencement speaker.

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

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

- 2003 22% increase in nominations received.
- 2004 14 schools participated; 501 guests attended the recognition dinner; 182 nominations received.

Evidence of Progress for 2003-2004:

# of nominations received
# of schools participating, # of guests at the recognition dinner

Activities planned for 2004-2005:

Seek nominations from all schools

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

Campus Planning Theme: Best Practices
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1998 Created the new Jaguar spirit mark for IUPUI to develop a marketable identity for the entire campus and to build campus pride.
2000 Created the IUPUI fight song to instill pride on campus and to heighten spirit at athletic events.

2002 Approval granted by the U.S. Patent and Trademark Office of the IUPUI Jaguars mark.

2003 Launched the term "Jagnificent" for Jaguars basketball.

2003 Organized the Basketball Marketing Committee with Student Life and Diversity to promote attendance.

2004 Developed pride mural in the IUPUI gymnasium and pride banners in the Natatorium hallways.

2004 Grew student involvement to over 50 pep band members, 23 cheerleaders, and 20 IUPUI dancers.

2004 Launched the nickname for the IUPUI Gym "The Jungle".

2004 Redesigned the athletic department's website consistent with Division I status.

Evidence of Progress for 2003-2004:

Sculpture placed

Activities planned for 2004-2005:

- Creation of Jaguars sculpture

☑ D. Promote attendance at home mens and womens basketball games.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: None

Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>men</td>
</tr>
<tr>
<td>1996-97</td>
<td>675</td>
</tr>
<tr>
<td>1997-98</td>
<td>832</td>
</tr>
<tr>
<td>1998-99</td>
<td>1086</td>
</tr>
<tr>
<td>1999-00</td>
<td>1170</td>
</tr>
<tr>
<td>2000-01</td>
<td>1186</td>
</tr>
<tr>
<td>2001-02</td>
<td>1305</td>
</tr>
<tr>
<td>2002-03</td>
<td>1384</td>
</tr>
<tr>
<td>2003-04</td>
<td>1649</td>
</tr>
</tbody>
</table>
Evidence of Progress for 2003-2004:

# of spectators

Activities planned for 2004-2005:

- Recognize individual schools and community organizations at basketball games.
- Sell-out four mens basketball home games (Wisconsin-Green Bay, Ball State, Western Illinois, and Valparaiso).

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

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Fall 2002

Actions taken for 2003-2004:

2002 Explore IUPUI promoted exploration and discovery through 392 hands-on activities by all IUPUI schools to 12,900 community visitors, faculty, staff and students.
2003
2004 Exceeded the 12,900 visitors, increased corporate sponsorships and included RadioNow as a sponsor.

Evidence of Progress for 2003-2004:

# of community participants

Activities planned for 2004-2005:

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

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

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: None
Time Frame: Fall 2002

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Back Packs of supplies</th>
<th>Donated to</th>
<th>Collected to help purchase supplies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>225</td>
<td>IPS School 14</td>
<td>-----</td>
</tr>
<tr>
<td>2001</td>
<td>404</td>
<td>IPS School 14</td>
<td>-----</td>
</tr>
<tr>
<td>Year</td>
<td>Code</td>
<td>Description</td>
<td>Cost</td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>---------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>2001</td>
<td>404</td>
<td>IPS Schools 14, 15, 54 and 28</td>
<td>$1,652</td>
</tr>
<tr>
<td>2002</td>
<td>400</td>
<td>IPS Schools 14, 15, 54 and 28</td>
<td>$1,200</td>
</tr>
<tr>
<td>2003</td>
<td>510</td>
<td>IPS Schools 28, 49, and 54</td>
<td>$1,667</td>
</tr>
<tr>
<td>2004</td>
<td>27,307 supplies *</td>
<td>*</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*To benefit four IPS Schools and the Hispanic Center. Supplies also used to provide supplies to children served through the Children’s Museum Back-to-School Night.

Evidence of Progress for 2003-2004:

- # children served
- # schools served

Activities planned for 2004-2005:

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

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

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

- Sub Unit: None
- **Time Frame:** Annual

Actions taken for 2003-2004:

- 2001 5 tons of food contributed; 45 IUPUI units participated
- 2002 5 tons of food collected; 46 IUPUI units participated, $400 collected
- 2004 Added 5 new partners and added additional benefiting organizations including the Hispanic Center.

Evidence of Progress for 2003-2004:

- Tons of food collected
- # of schools/units participating

Activities planned for 2004-2005:

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

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

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

**Campus Planning Theme:** Campus Climate for Diversity

**Secondary Goals:**
- **Sub Unit:** Alumni Relations
- **Time Frame:** Annual

### Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total IUPUI alumni board members</th>
<th>Includes</th>
<th>% of Total Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>male</td>
</tr>
<tr>
<td>1998</td>
<td>253</td>
<td>All schools except Business, Education, Liberal Arts and SPEA</td>
<td>49%</td>
</tr>
<tr>
<td>1999</td>
<td>240</td>
<td>All schools except Business, Education, Liberal Arts and SPEA</td>
<td>58.7%</td>
</tr>
<tr>
<td>2000</td>
<td>288</td>
<td>All schools except Business, Education, Liberal Arts and SPEA</td>
<td>55.9%</td>
</tr>
<tr>
<td>2001</td>
<td>317</td>
<td>All schools except Business, Education and SPEA</td>
<td>54.9%</td>
</tr>
<tr>
<td>2002</td>
<td>402</td>
<td>All schools except Business and Education</td>
<td>215</td>
</tr>
<tr>
<td>2003</td>
<td>418</td>
<td>All schools except Business and Education</td>
<td>226</td>
</tr>
<tr>
<td>2004</td>
<td>455</td>
<td>All schools except Business and Education</td>
<td>247</td>
</tr>
</tbody>
</table>

### Evidence of Progress for 2003-2004:

- # volunteers
- # schools with alumni boards

### Activities planned for 2004-2005:

• Provide support to increase number of schools with alumni boards.

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

**Campus Planning Theme:** Best Practices

**Secondary Goals:**
- **Sub Unit:** None
- **Time Frame:** Annual
Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>Conducted research on “Awareness and Image of IUPUI Among its Constituents” by the Public Opinion Laboratory.</td>
</tr>
<tr>
<td>2002</td>
<td>Conducted research by Gentlemen &amp; Associates and Smith Research on the impact of messages through advertising and the overall effectiveness of communication materials.</td>
</tr>
<tr>
<td>2003</td>
<td>Conducted research by Gentleman and Associates on the impact of “Why Not Both?” and the overall effectiveness of communication materials with high school students accepted by IUPUI.</td>
</tr>
<tr>
<td>2004</td>
<td>Conducted communication audit of 451 communication pieces, conducted dozens of interviews with communication liaisons at IUPUI with Hetrick and Associates. Observations and recommendations are under discussion for implementation in 2005.</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

- # students enrolled
- Gifts received
- # alumni participation
- Appropriation received

Activities planned for 2004-2005:

- Conduct briefings of communication audit results seek feedback from Dean’s, directors, opinion leaders.
- Create a strategy to deploy the action items in the communication plan.
- Repeat the research studies conducted in 1998 and 2001 by the Public Opinion Lab measuring the overall reputation, awareness and quality of degree at IUPUI.
- Continue to research and evaluate overall effectiveness of communications materials.
- Create a literature system and identity system for schools to develop basic brochures and recruitment materials to maintain quality.
- Continue to consult with schools and departments to develop coordinated materials to maintain quality levels achieved over the past two years.
- Conduct usability studies on the effectiveness of the redesigned IUPUI web homepage.

C. Create marketing plans documenting effectiveness.

Campus Planning Theme: Best Practices

Secondary Goals:
Sub Unit: None
Time Frame: null

Actions taken for 2003-2004:

2002

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

2003
- Developed marketing plan for the re-engineered Student Life and Diversity website; the website advanced from 2 visitors/hour the first week on-line to 109 visitors/hour by the end of the third week.

2004
- In the fall of 2004 produced the first high end quality TV commercial for the campus; total enrollment increased by 835 to 29,860 students, a 2.9 percent increase; and credit hours taken increased by 12,177 (296,193 to 308,370), a 4.1 percent increase.

Evidence of Progress for 2003-2004:

null

Activities planned for 2004-2005:

null

☐ D. Earn recognition of IUPUI by local peers.

Campus Planning Theme: Teaching and Learning

Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td><a href="http://www.iupui.edu">www.iupui.edu</a> recognized by Indianapolis Monthly as one of the best local web pages.</td>
</tr>
<tr>
<td>2002</td>
<td>The Office of External Affairs, Communications and Marketing, earned recognitions from the National Admissions Marketing Advertising Awards for the faculty and staff newsletter Campuscpe (silver award); the television commercial “Why Not Both?” (merit awards for student recruitment, television advertising, and magazine advertising); and the single ad “Why Not Both?” (bronze award).</td>
</tr>
<tr>
<td>2002</td>
<td>Recognized by NUVO News weekly as Indianapolis’s best local college/university.</td>
</tr>
<tr>
<td>2003</td>
<td>Recognized by NUVO News weekly as Indianapolis’s best local college/university.</td>
</tr>
<tr>
<td>2003</td>
<td>Earned the “Best Non-Profit Booth” recognition from Indiana Black Expo.</td>
</tr>
<tr>
<td>2004</td>
<td>Recognized by NUVO News weekly as Indianapolis’s best local college/university.</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

# of recognitions

Activities planned for 2004-2005:
Activities planned for 2004-2005:

- Continue to strive for excellence in marketing materials.

E. Earn individual recognition by peers.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

2002

- Cheryl Sullivan appointed by Governor OBannon to be Chair of the Juvenile Law Commission.

2003

- Cheryl Sullivan appointed by Governor Kernan to be Cabinet Secretary of the Family and Social Services Administration.
- Byron Clark, Business Manager, was selected to participate in the 2003-04 NCAA Leadership Institute of Ethnic Minority Males.
- Ron Hunter awarded the 2003 Images of Excellence award by the Black Coaches Association; recognized by the IUPUI Faculty Council with a Resolution of Congratulations; and earned an Indiana General Assembly resolution for his achievement of Coach of the Year.
- Kelly Young elected to Indianapolis Stanley K. Lacy Leadership Association (SKLLA) Board.

Evidence of Progress for 2003-2004:

# of External Affairs staff appointed/elected.

Activities planned for 2004-2005:

null

F. Encourage academic success among student-athletes.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

1999-2000 41% of student-athletes achieved over 3.0 GPA

2000-2001 42% of student-athletes achieved over 3.0 GPA
2001-2002 52% of student-athletes achieved over 3.0 GPA
2002-2003 49% of student-athletes achieved over 3.0 GPA
2003-2004 53% of student-athletes achieved over 3.0 GPA

Evidence of Progress for 2003-2004:

- GPAs
- Graduation rate of student-athletes

Activities planned for 2004-2005:

- Track GPAs of student-athletes and teams.

☑️ G. Earn national student-athlete recognitions.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003-04</td>
<td>Women’s basketball player Tiffany Kyser, graduate of School of Education, IUPUI, named Indiana’s state winner of NCAA Women of the Year Award and was a National Finalist for excelling in academics, athletics, and community leadership.</td>
</tr>
<tr>
<td>2003-04</td>
<td>Men’s Tennis Players Luke Recker, Marc Pyatt and Nick Tarvin and Women’s Tennis Player Amanda Valse were named ITA Scholar Athletes by the intercollegiate Tennis Association.</td>
</tr>
<tr>
<td></td>
<td>Men’s Tennis Player Luke Recker was named Second Team Verizon Academic All-American and First Team Academic All-District.</td>
</tr>
<tr>
<td></td>
<td>Women’s Tennis Player Amanda Valse was named Third Team Verizon Academic All-American and First Team Academic All-District.</td>
</tr>
<tr>
<td></td>
<td>Women’s Basketball Player Brooke McAfee was recognized by the NCAA for leading the country in blocked shots.</td>
</tr>
<tr>
<td></td>
<td>Men’s Soccer Player Brandon Meyer was named Third Team Verizon Academic All-American and First Team Academic All-District.</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

Number of IUPUI student-athletes recognized nationally.
Activities planned for 2004-2005:

-- promote attendance at basketball attendance for last year. (note big jump in attendance at mens games)

-- earn national student-athlete recognition

-- earn recognition for coaching

-- earn participation in NCAA Championships

-- capture Mid-Con Championships

-- Finish at least in top four in regular season Mid-Con competition for all sports.

☐ H. Demonstrate integrity in all activities and relationships.

Campus Planning Theme: Best Practices

Secondary Goals:

Sub Unit: None

Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>2000-01</th>
<th>IUPUI Department of Athletics was awarded the Mid-Continent Conference Sportsman Award.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
<td>The Women’s Basketball Coaches Association has recognized the 2001-02 IUPUI Women’s Basketball Team as one of the top teams in the country academically: IUPUI placed 17th among all NCAA Division I institutions with a 3.288 cumulative GPA.</td>
</tr>
<tr>
<td>2002-03</td>
<td>IUPUI earned an USA Today-NCAA Academic Achievement Award for the highest student-athlete graduation rate above the average student body (21%) for all Division I-AAA institutions (55%) based on incoming class of 1996-97.</td>
</tr>
<tr>
<td>2002-03</td>
<td>The Women’s Cross Country Team was named 2002 Academic All-American by the Women’s Intercollegiate Cross Country Association.</td>
</tr>
<tr>
<td>2003-04</td>
<td>The Women’s Soccer team was awarded the Team Academic Award by the National Soccer Coaches Association of America (NSCAA). The Women’s Cross Country team was named Academic All-America by the Women’s Intercollegiate Cross Country Association. The Mens’ Cross Country Team was named Academic All-American by the United State Cross Country Coaches Association. The Men’s Tennis Team was named All-Academic Team by the Intercollegiate Tennis Association.</td>
</tr>
<tr>
<td>2004-05</td>
<td>The IUPUI men’s and women’s soccer teams were awarded the Team Academic Award by the National Soccer Coaches Association of America (NSCAA).</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

# conference awards received
# national recognition and awards received
Activities planned for 2004-2005:

- Seek recognitions from peers.
- Emphasize degree completion is the goal for intercollegiate athletics.

1. Earn recognition for coaching.
   
   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:** None
   **Sub Unit:** None
   **Time Frame:** Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>Head Volleyball coach Steve Payne, Head women's Soccer coach Jean Delaski, and Head Swimming coach Jim Shuck named Mid-Continent Conference Coaches of the Year.</td>
</tr>
<tr>
<td>2001-02</td>
<td>Head Women's Basketball Coach Kris Simpson was inducted into the Calcedonia (Michigan) High School Hall of Fame.</td>
</tr>
<tr>
<td>2001-02</td>
<td>Head Men's Swimming and Coach Jim Shuck and Head Golf Coach John Andrews were named Mid-Continent Conference Coaches of the Year for their sports.</td>
</tr>
<tr>
<td>2002-03</td>
<td>Head Men's Basketball Coach Ron Hunter and Head Women's Tennis Coach Debbie Peirick were named Mid-Continent Conference Coaches of the Year for their sports.</td>
</tr>
<tr>
<td>2003-04</td>
<td>Head Women's Swimming Coach Jim Shuck and Head Men's Tennis Coach Rich Lord were named Mid-Continent Conference Coaches of the Year for their sports.</td>
</tr>
<tr>
<td>2004-05</td>
<td>Women's Soccer Head Coach Named Chris Johnson was named Mid-Continent Conference Coach of the Year</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

# of coaches named

Activities planned for 2004-2005:

- Seek recognitions from peers.

2. Earn invitation to participate in NCAA Championships.
   
   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:** None
   **Sub Unit:** None
   **Time Frame:** Annual
Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>IUPUI Men’s Soccer team won the Mid-Continent Conference tournament championship and earned IUPUI's first ever bid to an NCAA championship. The volleyball team won the Mid-Continent Conference regular season championship.</td>
</tr>
<tr>
<td>2001-02</td>
<td>IUPUI Men’s Basketball team was runner-up Mid-Continent Conference Tournament Championship.</td>
</tr>
<tr>
<td>2001-02</td>
<td>The IUPUI Men’s Golf team won the Mid-Continent Conference Championship and earned Golf’s first NCAA tournament berth.</td>
</tr>
<tr>
<td>2002-03</td>
<td>The Men’s Basketball team won the Mid-Continent Conference tournament championship. The IUPUI Women’s Tennis team won their first ever Mid-Continent Conference regular season and tournament Championship and participated in the NCAA Tournament.</td>
</tr>
<tr>
<td>2002-03</td>
<td>Earned Men’s Basketball’s first participation in the NCAA Tournament.</td>
</tr>
<tr>
<td>2003-04</td>
<td>The IUPUI Women’s Tennis team won their second straight Mid-Continent Conference tournament Championship and participated in their second consecutive NCAA Tournament. The IUPUI Men’s Tennis team won their first-ever Mid-Con regular season championship and was runner-up in the Mid-Con Tournament.</td>
</tr>
</tbody>
</table>

Evidence of Progress for 2003-2004:

- # of championship tournament participation

Activities planned for 2004-2005:

- Earn bids to NCAA championships.

K. Capture Mid-Continent Conference Championships.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Annual

Actions taken for 2003-2004:

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999-00</td>
<td>IUPUI Men’s Soccer Team won Mid-Continent Conference regular season championship.</td>
</tr>
<tr>
<td>2000-01</td>
<td>IUPUI Volleyball team won Mid-Continent Conference regular season championship.</td>
</tr>
<tr>
<td>2001-02</td>
<td>The IUPUI Men’s Golf team won the Mid-Continent Conference Championship and earned Golf’s first NCAA tournament berth.</td>
</tr>
<tr>
<td>2002-03</td>
<td>The IUPUI Men’s Basketball team won the Mid-Con Tournament championship and earned basketball’s first participation in the NCAA Tournament. The IUPUI Women’s Tennis team won the Mid-Continent Conference regular season and tournament championships.</td>
</tr>
</tbody>
</table>
The IUPUI Men’s Tennis team won their first Mid-Con regular season championship. The Women’s Tennis Team won their second straight Mid-Con Tournament Championship and NCAA Tournament bid.

Evidence of Progress for 2003-2004:

# Conference awards received

Activities planned for 2004-2005:

Win regular season competitions.

☑️ L. Finish at least in top four in regular season Mid-Con competition for all sports.

Campus Planning Theme: Campus Climate for Diversity

Secondary Goals:

Sub Unit: None

Time Frame: Ongoing

Actions taken for 2003-2004:

2003-04:

- Mens Basketball tied for 2nd
- Womens Swimming 2nd (no regular season Mid-Con competition. Only Mid-Con competition is conference championship meet)
- Womens Golf 3rd (no regular season Mid-Con competition. Only Mid-Con competition is conference championship meet)
- Mens Tennis 1st
- Womens Tennis 2nd
- Volleyball 3rd

2004-05 to date:

- Volleyball 4th (6th straight year in top 4)
- Mens Cross Country 2nd (no regular season Mid-Con competition. Only Mid-Con competition is conference championship meet)

Evidence of Progress for 2003-2004:

null

Activities planned for 2004-2005:
Fiscal Health

*** Fiscal health report for 2004-05 is attached as PDF file. ***

Reallocation Plan

Other Question(s)

How do you plan to maintain/increase quality in the face of diminishing resources? What processes do you have in place to do this, for example, how are faculty involved in decision-making?

How do you cultivate a climate for diversity -- how do you recruit, develop, and retain diverse students, faculty, and staff? How do you incorporate diversity in the curriculum, in research, in civic engagement?

Five years from now what proportion of your faculty do you expect to be in the following categories: tenure track faculty, clinical faculty, research faculty, lecturers, or other academic specialties (percentages should total 100%)?

Please prepare an EXECUTIVE SUMMARY of no more than one page summarizing your most significant accomplishments of the past year (including items from the period from July 1, 2003 to the present) and the major initiatives you plan to undertake in 2004-05.