2004-2005 External Affairs

Mission

The mission of the Office of External Affairs is to advance the perception of IUPUI, its faculty and its wide-range of degree programs in order to recruit a diverse undergraduate and graduate population, retain and graduate students, and shape the attitudes of policy makers, peer institutions, alumni, friends donors, corporate and civic leaders.

External affairs has defined goals and objectives to align with campus core mission activities Teaching & Learning, Civic Engagement, Research Scholarship & Creative Activity. Campus diversity indicators are articulated in each core mission and best practices.

Goals and Objectives

1. Recruit more, better qualified and diverse students in state, out of state and international.

A. Design, develop & deliver marketing, communications & advertising promoting the academic quality of programs at IUPUI.

**Campus Planning Theme:** Teaching and Learning
**Secondary Goals:**
**Sub Unit:** Attract & support a well prepared and diverse student population
**Time Frame:** Annual

Actions taken for 2004-2005:

**Marketing Activities:**
Assisted admissions and enrollment offices with funding for admissions recruitment materials, viewbook, information cards, envelopes, counselor newsletter, tablecloths for college nights, health and technical majors brochures, Campus map.

**Advertising Activity:**

Placed advertising in back to school and planning for college guides including: Indianapolis Monthly, Indiana business Journal NEXT and GRAD magazines, Indianapolis Star, NUVO News weekly and in Southport, Greenfield, Lebanon, North Central & Ben Davis high school newspapers.

Purchased print ads for Explore IUPUI and Campus Day in area weeklies (ex. Flyer group), Star, Nuvo, McCoy Center Daily Planner, The Indianapolis Recorder.

Produced radio spots for Campus Day on WHHH, Radio Now, The Song, drive time weather and traffic sponsorships. ESPN950, and WTPI

Secured outdoor advertising placement for IUPUI image campaign (4 large billboards and 3 square boards in the city and donut areas ("IUPUI the Right Choice")
Conceptual design, production and placement of TV spots cable (early spring 04 only "IUPUI The Right Choice" spots) Indy Music Channel

Produced collateral materials for prospective students, school counselors or parents through the IUPUI High School Link Newsletter to counselors, 12 admission information cards for students and prospects, and the IUPUI viewbook to showcase the campus to parents and prospective students.

Advanced the look and usability of the IUPUI homepage including new Amazing Students and Outstanding Faculty sections, created a unique point of entry for parents, improved navigation of the website to respond to recommendations from prospects and students. Conducted market research to showcase information of interest to the target audiences including information on the campus and the events and activities of the city.

Evidence of Progress for 2004-2005:

2004 Freshman admission saw an increase in high school rank who were in the top 10% of class rise from 11.6% of the admits to 12.1% of the admits; the average SAT for the admitted class rose from 996 to 998.

Transfer applications are up significantly for spring 06 admits (73 students) by promoting and demonstrating the quality of academics and student life. Special emphasis has been placed on recognizing the campus proximity to the Capital City and the internships and vibrant city life.

Established recruitment goals with EMC and developed strategies to attract a talented diverse graduate applicant pool to programs with high capacity.

Attracted a talented diverse faculty applicant pool for consideration at IUPUI.

Activities planned for 2005-2006:

Revive the "prepare your future and Indianas changing economy" campaign. Direct the message at prospective graduate students, business community, and undergraduates statewide and nationally.

Educate Central Indiana civic and business leaders that IUPUI is the premier health and life sciences campus with opportunities to impact Indianas economy.

Promote the quality of academics and student life at IUPUI, Indiana's Health and Life Sciences campus near a vibrant exciting action-packed city through TV, Radio and Print Ads. Including IBJ, Inside Indiana Business, and Indianapolis Star.

GRADUATE STUDENT RECRUITMENT
Gather data on priority programs seeking graduate students at IUPUI. Design targeted electronic marketing and outreach to faculty in feeder departments likely to influence students to attend IUPUI for graduate school.

Support graduate programs in establishing a series of graduate open houses, Deans dinners, and refer a friend specialized events. Connect alumni to prospects for special events, campus tours and lunch with faculty.

Identify key faculty nationwide to pitch graduate opportunities to their undergraduate students. Deploy electronic newsletter focused on research to promote IUPUI as the health and life sciences campus of Indiana and the wide range of graduate programs available at IUPUI.

Develop advertising placement in key college guides, college newspapers, and other publications.

Develop a strategy to engage and grow our own graduate students.

B. Design publications, videos, and promotional materials to communicate the vision and mission of IUPUI to increase enrollment.

**Campus Planning Theme:** Teaching and Learning  
**Secondary Goals:**  
**Sub Unit:** Attract & support a well-prepared and diverse student population.  
**Time Frame:** Annual

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**Actions taken for 2004-2005:**

2004 Created 7 IUPUI publications (120,000 pieces); and 2 welcome videos from the chancellor to new students, faculty and staff.

2004 produced the first high quality TV commercial showcasing the campus; total enrollment increased 835 to 29,860 representing a 2.95% increase. Credit hour enrollments increased by 12.177 (296,193 to 308,370) representing a 4.1% increase.

2005 created 5 IUPUI publications and information cards (over 100,000 pieces); and assisted with funding and consultation on 3 new videos: Student diversity welcome and middle school.

Provided marketing consultation for student video including conceptual design and production and general marketing creative services.

Produced new IUPUI promotional folders for the campus

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**Evidence of Progress for 2004-2005:**

**Videos completed and deployed.**
Activities planned for 2005-2006:

Develop 3 new TV/web/promotional campus spots (from existing footage of videos produced to save money) building on the excitement of campus life & strong academic standards and showcasing the City as our campus.

Launch an IUPUI spirit blog run by Amazing Students and students from the professional schools.

Continuously improve the IUPUI web presence to make it more attractive to prospective students.

☐ C. Integrate marketing strategies to increase the number of students in the Bepko Scholars, Pulliam Scholars, Honors program and other high ability student programs.

Campus Planning Theme: Teaching and Learning

Secondary Goals:
Sub Unit: Attract and support a well-prepared and diverse student population

Time Frame: Annual

Actions taken for 2004-2005:

Phase I of a unified student communication plan is under development. Freshmen communication mapping with student service units and academic units has been conducted.

Resources for marketing have been identified for Spring 06 implementation.

Evidence of Progress for 2004-2005:

2003 400 students
2004 200 students - Honor student standards were increased last year; we now have 13 Bepko Scholar students.

Activities planned for 2005-2006:

Upon completion of the current student communication calendar, prospect communications will be mapped in spring 06 and fall 06.

Bepko and high ability student recruitment and marketing strategies will be jointly developed with EA and critical academic units. Strategies will be deployed as early as spring 06.

Educate influencers and high ability prospects about competitive academic programs and opportunities at IUPUI.
D. Analyze & re-engineer Explore IUPUI, a day of learning and discovery to showcase quality programs and world-class facilities for the community and to attract undergraduate and students.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: Attract & support a well-prepared and diverse student population
Time Frame: Annual

Actions taken for 2004-2005:

The steering committee of Explore IUPUI evaluated the impact of the event on student recruitment and community engagement. It was recommended that the event not be conducted on the IUPUI campus in Fall 05.

Jag Days were developed to bring student recruits to campus.

Define a plan to bring high school students to campus by subsidizing the transportation costs for bus tours to campus

Evidence of Progress for 2004-2005:

Resources were redirected toward direct recruitment activities including Jag Days.

Activities planned for 2005-2006:

Campus Day will be held in the Spring 06 and may be conducted in the Fall 06.

Develop a student recruitment calendar for 06-07 academic year including events to be conducted for undergraduate and graduate students.

Seek sponsorship to fund the plan to bring high school students to campus by subsidizing the transportation costs for bus tours to campus.

Explore IUPUI will be re-engineered to meet the needs of the community or of student recruitment initiatives.

E. Engage alumni in recruiting well-prepared undergraduate and graduate students to IUPUI.

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: Attract & support a well-prepared and diverse student population
Time Frame: Annual

Actions taken for 2004-2005:

Reviewed alumni association goals from the strategic plan

Identified opportunities to connect alumni to IUPUI student recruitment strategies
Promoted opportunities through Partnership publication to reach alumni in a meaningful way

Developed a prototype of alumni/recruitment event with Enrollment Services

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Evidence of Progress for 2004-2005:

Identify 25 alumni to participate in recruitment, conduct at least 1 orientation per semester, identify at least 2 recruitment opportunities at existing alumni events

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Activities planned for 2005-2006:

Work with campus deans and outreach personnel in the schools to engage alumni in recruiting activity

Establish a process to orient and train alumni, coordinate outreach opportunities with Admissions & Schools

Identify strategies to attract alumni children & other high ability students to IUPUI

10. Raise public and private funding by promoting campus achievements, distinctions and centers of excellence to local and national aspirational peer institutions.

A. Improve campus national rankings & promote excellence among aspirational peers.

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit: Promote the impact and perceived quality of the environment for research & scholarly activity.

Time Frame: Annual

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Actions taken for 2004-2005:

- Identified key national rankings which align with IUPUI’s achievements or centers of excellence.
- Identified local and peer institutions & contacts of influence.

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Evidence of Progress for 2004-2005:

Improvement in rankings and reputation nationally and locally.

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Activities planned for 2005-2006:

- Design electronic communications to promote IUPUI’s Centers of Excellent and distribute to key academic decision makers nationwide.
- Create a public relations campaign to inform and excite local educational institutions about IUPUI’s research and academic distinctions.
B. Promote the breadth, depth and impact of IUPUI research with particular emphasis on health and life sciences.

Campus Planning Theme: Research, Scholarship and Creative Activity
Secondary Goals:
Sub Unit: Promote the impact of research & scholarship & creative activity.
Time Frame: Annual

Actions taken for 2004-2005:
N/A

Evidence of Progress for 2004-2005:

- Increase visibility of IUPUI health and life sciences research through on message media impressions in 06-07.
- Media relations plan established for Health & Life Sciences

Activities planned for 2005-2006:

- Develop tip sheets on health and life science research at IUPUI
- Develop relationships with national media focused on health and life sciences
- Identify key stories throughout the campus to pitch to media
- Collaborate with the Council of Health Deans and Indiana University to develop a comprehensive media relations plan.
- Promote health and life sciences research through alumni programs like Healthy Living Spring 06 program

11. Establish and maintain campus image, messages and logo guidelines and coordinate the use and implementation throughout the campus.

C. Reflect the changing nature of the Community Relations Office with a revised website.

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

Actions taken for 2004-2005:
N/A

Evidence of Progress for 2004-2005:

Website up and running with plan for continuous improvement.
Activities planned for 2005-2006:

Re-design the Community Relations website so that it is not focused exclusively on campus events but reflects the new department programs, tours and speaking opportunities.

D. 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: Quality of Services
Time Frame: Annual

Actions taken for 2004-2005:

Evidence of Progress for 2004-2005:

Activities planned for 2005-2006:

F. Create and maintain campus crisis communication plan including stakeholder communication.

Campus Planning Theme: Best Practices
Secondary Goals:
Sub Unit: Quality of Services
Time Frame: Annual

Actions taken for 2004-2005:

Review of 2002-2003 IU and IUPUI communication plans.

Evidence of Progress for 2004-2005:

Deliver a new crisis communication plan for 2006-2007

Activities planned for 2005-2006:

- Establish working group to update the crisis communication plan.

- Establish standard operating procedures for EA, correspondence standards, electronic file management, customer service benchmarks and periodic updates to Deans & campus administrators.

A. Identify, archive, and store electronically high quality photographic images, logos, powerpoint templates and talking points that are easily accessible to campus marketing units and external users.

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

Actions taken for 2004-2005:

- 2004 Completed the IUPUI marketing photo archive.
- Reviewed initial results of Integrated Image report. Design standards are under development.
- Reduced and nearly eliminated the use of the campus-scape on official documents.
- Enhanced logo & image standards to improve usability.

Evidence of Progress for 2004-2005:

- All schools and academic units have access to photo & logo archive.

Activities planned for 2005-2006:

- Roll out integrated image guidelines Spring 06 with complete design standards available for Fall 06 implementation.
- Training and orientation on images & logo use.
- Continuously improve websites and articulate the appropriate design and use guidelines.

☑ B. Provide technical assistance to all IUPUI schools to plan and design communications and marketing materials.

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

Actions taken for 2004-2005:

- All schools have received assistance from communications & marketing.
- Assisted Herron School of Art & Design in promotions and media relations for move to campus.
- Supported the media relations for Campaign with IUF
- Provided Bepko Scholars marketing assistance
- Initiated preliminary discussion on literature system
Evidence of Progress for 2004-2005:

At least 3 new School/Department website revisions, Banner Policy and guidelines established, communicated and implemented.

Activities planned for 2005-2006:

- Advance the website development of priority sites including University College, Enrollment Services
- Revise policy and enforce graphic guidelines for use of banner poles on campus to further the mission, image and messages of the campus.

☑️ E. Develop a comprehensive communication plan.

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

Actions taken for 2004-2005:

- 2004 conducted communications audit of 451 pieces, dozens of interviews and prioritized audiences and action items.
- Reduce or eliminate use of the campus scape.
- Establish standards for business cards & other print materials
- Participate in IU integrated image study and receive preliminary results
- Attract new community relations director to focus on strategic initiatives and relationships.
- Continuously improve IUPUI home web page and assist campus units in sending a unified message inviting and exciting visitors

Evidence of Progress for 2004-2005:

Develop and implement a communication plan involving all campus service units, academic units and centers.

Activities planned for 2005-2006:

- Tie student recruitment activities to the priorities of the Enrollment Management Group goals focusing first on traditional undergraduates, second transfer students including Ivy Tech and other IU campuses, graduate students & international students.
- Protect integrity, use and visibility of IUPUI wordmark as defined in preliminary IU Integrated image results.
- Deploy new university logo and word mark standards in Spring 2006.

☐ 2. Retain and graduate more students by energizing the campus and creating a sense of community.

☐ E. Analyze and re-engineer IUPUI pre, post and commencement ceremonies to build participation and promote the
B. Analyze and re-engineer graduation pre, post and commencement ceremonies to build participation and promote the significance of campus achievements.

**Campus Planning Theme:** Teaching and Learning  
**Secondary Goals:**  
**Sub Unit:** Enhance undergraduate & graduate student learning and success  
**Time Frame:** Annual

**Actions taken for 2004-2005:**

- Coordinate efforts with Communications & marketing to inform and excite commencement visitors to the bold confidence of IUPUI.
- Inform and educate IU of the 2008 location change and opportunities for improvement.
- 2004 commencement attendance 61.5% (2,939 attended / 4,846 graduates) total guests?

**Evidence of Progress for 2004-2005:**

Promote new and improved commencement 2005, increase graduate and guest participation by 10%.

**Activities planned for 2005-2006:**

- Develop a 2008 campus planning committee to map an alternative location for 2008 commencement.
- Develop strategies to increase the impact of pre, post and commencement experiences for 2007 and beyond.

F. Support the Student Recognition Program through the IUPUI Alumni Council recognizing 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:** Enhance undergraduate student learning & success  
**Time Frame:** Annual

**Actions taken for 2004-2005:**

- 2004 14 schools participate in the event with 501 guests in attendance, 182 nominations were received.
- Award recipient media releases generated, students profiled on Amazing Students campus homepage.

**Evidence of Progress for 2004-2005:**

Maintain level of participation of students, guests and schools.
Activities planned for 2005-2006:

- Expand 2005 nominations to all schools & programs

- A. Enhance IUPUI student perception of the history of IUPUI.

  **Campus Planning Theme:** Teaching and Learning
  **Secondary Goals:**
  **Sub Unit:** Enhance undergraduate student learning & success
  **Time Frame:** Annual

Actions taken for 2004-2005:

2005 Created history corridor along the Library/BS Corridor.

Launched 2005 Chili for Charity to create sense of community within IUPUI and connectedness to Central Indiana.

Hired a coordinator of pride, spirit and traditions charged with heightening the awareness of campus pride, spirit and traditions at IUPUI.

- Developed a contact list of student leaders & student organizations
- Established relationship with SLD Executive Committee to recommend collaborations.

- Initiated a coordinated plan for all IUPUI Spirit squad under single leadership
- Listening participant on the campus retention committee
- Generated a list of ideas to engage students, faculty and staff on the history and tradition of the campus

Evidence of Progress for 2004-2005:

- Establish success benchmarks in alignment with other urban universities
- Establish a pride and spirit offices

Activities planned for 2005-2006:

- Join the Campus Retention Committee to become immersed in the retention activities and initiatives on campus.
- Develop an annual Pride Spirit and Traditions activities calendar, build on the work of Campus Life and Diversity, the Graduate School and monitor activities to improve campus retention.
- Foster relationships with each unit on campus on a monthly basis to determine activities calendar outside the classroom that contributes to the retention of students from a campus spirit perspective.
Create programs and ideas to get campus involved and informed about athletic events as part of the campus retention rate efforts.

Work in conjunction with the athletic department on game activities and promotions and timing.

Coordinate efforts of campus spirit groups: cheerleaders, spirit squads, pep band, mascot, etc., and focus on campus-wide (students, faculty, and staff) awareness of campus traditions and the importance of their place in student retention.

Serve as the External Affairs liaison to the Athletic department and the Athletic development director staying abreast of community relations and sponsorships with athletics department.

Serve as a member of the IUPUI Alumni office activities group (staying informed) and attend student body council meetings, regularly interacting with student leadership.

B. Market IUPUI Intercollegiate Athletics games as affordable family entertainment to campus students, faculty and staff.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:** Enhance undergraduate student learning & success.

**Time Frame:** Annual

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**Actions taken for 2004-2005:**

2004 Logo wear expanded

Improved the website for athletics, assisted in the production of marketing materials and e-releases.

Cross promoted athletic events on new campus events calendar.

Enhanced the tip-off luncheon with top quality video enhancements, banners.

Hired a new staff member to build pride in the campus including athletics.

Conducted 5 Coaches Corner events

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**Evidence of Progress for 2004-2005:**

Number of participants in Coaches Corner (5 events x 35 participants) 175 with roughly 10% from off campus. Increase season ticket holders by 5% in 2006.

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**Activities planned for 2005-2006:**
Create opportunities for volunteers, alumni and friends to participate in athletic events including Tip Off Luncheon, Coaches Corner. Increase percentage of alumni and friends attending events by 2%. Increase percentage of alumni & friends purchasing season tickets by 2% (198 in 2004).

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

**Campus Planning Theme:** Teaching and Learning
**Secondary Goals:**
**Sub Unit:** Enhance undergraduate student learning and success.
**Time Frame:** Annual

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**Actions taken for 2004-2005:**

- Developed marketing materials for athletics at IUPUI.
- Designed, developed and implemented a comprehensive campus events calendar to connect students to campus and community events.
- Focused deployment of Jag News & Inside IUPUI
- Concerts & cultural events

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**Evidence of Progress for 2004-2005:**

Increase participation in athletic events among faculty, students & staff.
Increase participation of graduates and families in commencement

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**Activities planned for 2005-2006:**

- Improve the IUPUI commencement experience, & promote 2005 commencement to students, faculty and staff
Evaluate and enhance the Junior Jaguars Club to connect children in the region to IUPUI.

D. Market IUPUI license plate opportunities to faculty, staff, students, alumni and friends.

**Campus Planning Theme:** Teaching and Learning
**Secondary Goals:**
**Sub Unit:** Enhance undergraduate student learning & success
**Time Frame:** Annual

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**Actions taken for 2004-2005:**

- 2002 488 license plates (311 renewals, 177 new)
- 2003 755 license plates (488 renewals, 267 new)
2004 Data Pending

Evidence of Progress for 2004-2005:

Number of plates sold or renewed from 788. Increase number of plates to 888 in 2006.

Activities planned for 2005-2006:

Increase visibility of IUPUI plate program generating 100 new plates or renewals annually.

3. Recruit and retain talented diverse faculty & staff by showcasing the quality of the institution, energizing the campus with spirit.

'B. Improve the retention of faculty by strengthening connections between faculty and the community to improve their retention develop more partnerships and link their students to the community.'

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
Time Frame: Annual

Actions taken for 2004-2005:

N/A

Evidence of Progress for 2004-2005:

Number of participants in tours

Number of faculty serving in leadership capacities on civic and nonprofit boards.

Activities planned for 2005-2006:

Develop themed whirlwind tours in each of the economic clusters which allow faculty to tour businesses and organizations in the greater Indianapolis area which relate to their fields of study.

Pair research faculty with industry leaders with interest in the practical application of faculty research (TRIP initiative)

Collaborate with Office of Service Learning and Dean of the Faculties to create a means to encourage faculty to participate in community organizations by volunteering and serving on boards.

A. Assist in promoting opportunities for Faculty at IUPUI.
Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit:
Time Frame: Annual
Actions taken for 2004-2005:
N/A

Evidence of Progress for 2004-2005:

Increase the number of new faculty hired at IUPUI.

Activities planned for 2005-2006:

Provide technical assistance to the Faculty Recruitment Committee to enhance outreach, website and recruitment materials.

4. Forge more and stronger civic, internship placement & technology transfer partnerships.

✓ A. Pair students, alumni and adult volunteers in the Good Friends program with children in Indianapolis area schools to help students with reading.

   Campus Planning Theme: Civic Engagement
   Secondary Goals:
   Sub Unit: Enhance civic activities, & partnerships locally, nationally or globally
   Time Frame: Annual

Actions taken for 2004-2005:

- 2003 147 adults paired with 200 children in 30 schools; 3800 hours of service.

2004 65 adult volunteers paired with 80 children in 14 sites; 1500 hours of service.

Evidence of Progress for 2004-2005:

- Number of volunteers 65, number of children 90 to be increased in 2006 by 5%.

Activities planned for 2005-2006:

Evaluate the Good Friends program, update the roles and responsibilities of alumni and friends, and maintain quality reading program & increase number of alumni and volunteers by 5% increase the number of children served by 5%.

✓ B. Manage and oversee community-based and campus events including Race for the Cure, Service Leadership Event, Jam the Jags, Back Pack Attack, Day of Caring, Translating Research into Practice series, VIP Tours.

   Campus Planning Theme: Civic Engagement
   Secondary Goals:
   Sub Unit: Enhance civic activities, partnerships & services at the local level.
   Time Frame: Annual
Actions taken for 2004-2005:

- Health & life Sciences:
  - Race for the Cure – 2004 842 IUPUI members raising $17,500 for research funds. Fall 2005?

- Service & Civic Engagement:
  - Service Leadership Event – 2004 # of Schools, # students, 2005 # schools, # students
  - Day of Caring – 2005 joined forces with Office of Service Learning to tie UWCI day of caring to campus service learning & outreach goals.

- Education & Nonprofit Organizations:
  - Jam the Jags – 2004 Added 5 new partners and added additional benefiting organizations including the Hispanic Center, 2005 # orgs, impact.
  - Back Pack Attack-2004 donated 27,307 supplies and collected $1,500 to assist IPS schools with back to school supplies, 2005 33,000 supplies, 4 schools and $1,500 donated.

Evidence of Progress for 2004-2005:

Increase participation & impact among faculty, staff, students, alumni and friends

Activities planned for 2005-2006:

- Increase visibility of research activity through Translating Research Into Practice activities with IUF.
- Focus event activity on critical mission of the university; health and life sciences, youth and education, civic engagement.

C. Increase the diversity and number of alumni engaged with IUPUI, recommended to serve on school outreach councils, Board of Advisors or IUPUI Alumni Council.

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: Enhance civic activities, partnerships & services

Time Frame: Annual

Actions taken for 2004-2005:

N/A

Evidence of Progress for 2004-2005:

- Identify, cultivate and recommend at least 25 underrepresented alumni to serve on IUPUI boards, committees or participate in key campus events.
Activities planned for 2005-2006:

- Assist community relations in the evaluation of the composition of IUPUI advisory boards and identify potential alumni to be engaged
- Identify underrepresented alumni to participate more vigorously in alumni and school based activity, provide contacts to Community Relations for event invitations, receptions and other campus events.
- Identify alumni to be recognized and cultivated by IUAA and IUPUI Chancellor, coordinate small group meetings with IUAA President and provide recommendations for engagement to External Affairs

D. Expand the frequency & quality of the continuing education program for alumni with particular emphasis on interdisciplinary activity.

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:** Enhance civic activities, partnerships and services.

**Time Frame:** Annual

**Actions taken for 2004-2005:**

2004 events included Dentistry continuing education events.

2004 200 guests attended the interdisciplinary Conference on Aging seminar including Nursing, Social Work, Physical Education, Medicine, Health & Rehabilitation Sciences, HPER, and the Central Indiana Chapter of IUAA.

Dean's Day Understanding Islam in the School of Liberal Arts, Mental Health Day & Ethics Conference for Social Work Alumni

Law School reunion weekend on Ethics.

Conduct School Based Tours: German Heritage Walking Tour with the School of Liberal Arts, Crown Hill Cemetery Tour with SPSA, Zionsville Historic Tour and Massachusetts Avenue Tour with the School of Continuing Studies, Motor Speedway Tour with School of Dentistry

**Evidence of Progress for 2004-2005:**

Increased involvement in alumni in continuing education activities.

**Activities planned for 2005-2006:**

2005 Domestic Violence continuing education seminar including community partners the Julian Center & Indianapolis Police Department.

Evaluate opportunities to replace traditional school-based alumni events with interdisciplinary events and continuing education seminars.

Health & Rehabilitation Science & Physical Therapy continuing education program (February 2006)

Deans’ Day with Science and Liberal Arts (March 2006)

Social Work Alumni events on Changing Face of Families (March 2006) & additional events South Bend, Bloomington & Evansville.
E. Organize alumni events, & class reunions for alumni, friends, faculty, and staff.

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**
- **Sub Unit:** Enhance civic activities, partnerships & services.

**Time Frame:** Annual

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Actions taken for 2004-2005:

- Hosted the Alumni Leaders’ dinner with 186 participants
- Hosted 162 alumni events, 45 class reunions touching 14,010 participants. Conducted 93 board meetings.
- Developed and delivered alumni mentorship program engaging nearly 350 alumni with career services program.

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**Evidence of Progress for 2004-2005:**

Developed strategic planning activities for Dentistry, Medicine, health and Rehabilitation Sciences, Liberal Arts, Spea, Engineering & Technology, Social Work

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Activities planned for 2005-2006:

- Execute 2006 Alumni Leaders’ Dinner
- Evaluate the impact of school-based alumni events with alumni boards and Deans including class reunions & board meetings. Recommend strategies to increase impact & engagement.
- Deploy online mentoring opportunity connecting IUPUI students to university alumni.

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5. Shape the attitudes of alumni and friends by establishing world-class alumni relations program.

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A. Coordinate website development with IUPUI, IU Alumni Association and Purdue Alumni Association to reflect the attitudes & priorities of the IUPUI campus.

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**
- **Sub Unit:** Enhance activities, partnerships & services.

**Time Frame:** Annual

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Actions taken for 2004-2005:

- Aligned Alumni Association priorities with campus priorities
- Coordinated information and design with IUAA and IUPUI; created appropriate links to PAA information

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**Evidence of Progress for 2004-2005:**

Increased involvement of alumni.
Activities planned for 2005-2006:

- Establish benchmarks for success in website improvements

- Recognize IU and Purdue brands and build identity for graduates of programs from the IUPUI campus

'B. Create orientation program for IUPUI boards & volunteers highlighting Fast Facts about IUPUI, programs, services and goals.'

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
Time Frame: Annual

Actions taken for 2004-2005:

- Develop an orientation kit - IUPUI in a box - to highlight vision mission and facts about IUPUI for each advisory and alumni board.

- Establish Welcome Ambassadors program to welcome visitors to events hosted on the IUPUI campus, and thank them for coming. Follow up with event coordinators to get feedback and share information on IUPUI.

Evidence of Progress for 2004-2005:

Activities planned for 2005-2006:

- Orientation Kit created & delivered to at least 25 events in 2006.

- Volunteers can articulate the vision and mission of the campus as evidenced by focus group data.

'C. Produce and deliver Partnerships publication from 2 times a year to 3 times a year, focusing one of the issues on health and life sciences.'

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
Time Frame: Annual

Actions taken for 2004-2005:

- 2004 all alumni of IUPUI campus receive Partnerships twice a year reaching 108,000 households

- Upgraded the look and feel of the publication to be more consistent with the bold confidence of IUPUI

Evidence of Progress for 2004-2005:
Activities planned for 2005-2006:

- Seek opportunities to develop 3 publications a year, one focused solely on health and life sciences at IUPUI.
- Develop content to showcase the civic engagement of IUPUI its faculty, staff and students.
- Promote high profile alumni working in key economic clusters.

6. Shape the attitudes of city, state and federal elected officials by articulating IUPUI priorities and accomplishments.

A. Facilitate communication with all members of the Indiana Congressional delegation, with appropriate leadership of state/federal agencies, and with national organizations to strengthen the understanding of the urban university.

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

Actions taken for 2004-2005:

Evidence of Progress for 2004-2005:

Activities planned for 2005-2006:

C. Connect community leadership, alumni and friends and underrepresented groups with IUPUI leadership.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
Time Frame: Annual

Actions taken for 2004-2005:

- Identified key IUPUI community leaders; continuously improve.
- Conducted a dozen small group meetings with the Chancellor to share ideas and promote the work of the campus.
- Hosted the Fall semester Dialogue Group meeting on campus.
- Coordinated with the IUF to extend and track invitations with community leaders (event invitations, community sponsorship tables, Report to the Community and other activities.)

Evidence of Progress for 2004-2005:
Activities planned for 2005-2006:

- Continuously update community leadership talent and match with campus administration or academic units
- Engage more women and underrepresented alumni and friends on IUPUI advisory boards, committees etc.
- Support the events and communications with the Dialogue Group
- Evaluate the composition of IUPUI advisory boards and identify potential alumni & friends to be engaged
- Promote opportunities for women, small and minority owned businesses to do business with IUPUI and to learn more about the goals of the campus.

D. Increase awareness and familiarity with campus assets among community leaders, legislators and alumni.

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
Time Frame: Annual

Evidence of Progress for 2004-2005:

Number of participants on tours

Number of speakers placed through the speakers' bureau.

Activities planned for 2005-2006:

Create and promote themed tours of the campus.

Create campus-wide speakers bureau to ease access to speakers for the public and create a means to proactively get faculty and staff into the community speaking about IUPUI.

Develop talking points about campus and how IUPUI contributes to each of the economic clusters

E. Facilitate communication with all members of the Indiana Congressional delegation, with appropriate leadership of state/federal agencies, and with national organizations to strengthen the understanding of the urban university.

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, central Indiana and the state.
Time Frame: Annual

Actions taken for 2004-2005:

N/A
Actions taken for 2004-2005:

- AHEC funding secured to support Area Health Education Centers
- Congressional Earmark proposals accepted from campus schools & units.
- Priorities established for CEO Cities and liaison established at IUPUI through Academic Affairs
- Established relationship with new IU Federal Relations team

Evidence of Progress for 2004-2005:

Contacts established, relationships developed and key legislation monitored

Activities planned for 2005-2006:

- Coordinate a communication strategy with IU for all local and national congressional offices & congressmen
- Congressional earmark prioritization within IU
- Monitor, identify and connect the campus to legislation of importance to the campus in health & life sciences, higher education, workforce development, technology & the arts.
- Inform and educate Deans, Directors and key administrators of emerging issues of importance

F. Increase visibility of IUPUI in IU State Relations efforts.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit: Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
Time Frame: Annual

Actions taken for 2004-2005:

N/A

Evidence of Progress for 2004-2005:

Comprehensive communication plan established with IU University Relations & increased participation of legislators in key campus initiatives.

Activities planned for 2005-2006:

Coordinate communications efforts with IU University Relations-State Relations Team.

Work with Chancellor, faculty, staff, alumni and others to convey support or opposition for legislative proposals before the Indiana General Assembly.
Create a communications plan with IU University Relations-State Relations Team for year-round relationship building with state officials and legislators.

Inform and invite legislators to campus events, speakers, and activities.

G. Increase visibility of IUPUI in City & County government relations.

**Campus Planning Theme:** Civic Engagement  
**Secondary Goals:**  
**Sub Unit:** Intensify commitment and accountability to Indianapolis, Central Indiana and the state.  
**Time Frame:** Annual

**Actions taken for 2004-2005:**

N/A

**Evidence of Progress for 2004-2005:**

- Contact with all surrounding Mayors; (Mayors Cantwell and Brainard added to the Board of Advisors), MOU with the Council executed and proposal before the Council for Juvenile Justice.

**Activities planned for 2005-2006:**

**Activities Planned 05-06:**

- Establish relationships with Mayors and council leadership in the surrounding 8 county area.
- Monitor the progress of key initiatives under consideration by the City County Council.
- Advance the Academic Public partnership by launching a strategic relationship with the City and City-County Council and Judiciary Branch in juvenile justice.

H. Increase visibility of IUPUI with the Indiana Higher Education Commission.

**Campus Planning Theme:** Civic Engagement  
**Secondary Goals:**  
**Sub Unit:** Intensify commitment and accountability to Indianapolis, Central Indiana and the state.  
**Time Frame:** Annual

**Actions taken for 2004-2005:**

N/A

**Evidence of Progress for 2004-2005:**

- Communication plan in place and initiatives deployed.

**Activities planned for 2005-2006:**
B. Coordinate the Chancellors Report to The Community luncheon 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:** Intensify commitment and accountability to Indianapolis, Central Indiana and the state.
- **Time Frame:** Annual

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**Actions taken for 2004-2005:**

- 2003 300 guests on April 2, 2003
- 2004 125 guests on February 12, 2004

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**Evidence of Progress for 2004-2005:**

- Increase number of guests to 200, with 50% participants from outside IUPUI.
- Establish electronic newsletter to outside key constituents & alumni

Establish new communication tools for superintendents, key community leaders 7 others.

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**Activities planned for 2005-2006:**

- Report to The Community to be conducted in February 2006 at the new University Place Hotel and Conference Center with 200 guests.
- Inform key community leaders on initiatives underway at IUPUI in health and life sciences and centers of excellence.
- Inform superintendents & principals of feeder schools and central Indiana school systems to showcase # of enrollments, performance of students, and new opportunities at IUPUI for scholarships & research. Showcase successful students & alumni from each school district whenever possible.
- Evaluate effectiveness of Chancellors newsletter
- Create "outside IUPUI" electronic communication to reach key constituents with relevant time sensitive data.

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8. Promote IUPUI as a world-class health and life sciences campus through the media locally, regionally, nationally and internationally.

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

**Campus Planning Theme:**

**Secondary Goals:**
- **Sub Unit:**
- **Time Frame:**
Actions taken for 2004-2005:

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

Evidence of Progress for 2004-2005:

- Generated 110 press releases to highlight campus, faculty, staff and student accomplishments & research in 2005.
- Articulate baseline impressions for media coverage locally and nationally and seek an increase in impressions and impact 06-07.

Activities planned for 2005-2006:

- Focus media relations activity on obtaining greater national coverage.
- Assist campus communication liaisons in distributing releases to local media for greater local coverage.
- Develop an IUPUI electronic newsletter for external audiences highlighting research, teaching & learning, and civic engagement.
- Investigate a software package to track impressions and impact of media placement in local and national media.

B. Promote the breadth, depth and impact of IUPUI research with particular emphasis on health and life sciences.

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

Actions taken for 2004-2005:

Evidence of Progress for 2004-2005:

Increase visibility of IUPUI health and life sciences research through on message media impressions in 06-07.

Activities planned for 2005-2006:

- Develop tip sheets on health and life science research at IUPUI
- Develop relationships with national media focused on health and life sciences
Develop relationships with national media focused on health and life sciences
Identify key stories throughout the campus to pitch to media
Collaborate with the Council of Health and Life Sciences Deans to develop a joint media relations plan.

9. Advance the fundraising capacity of the IUPUI campus.

A. Facilitate strategic planning for campus funding priorities with the IU Foundation.

Campus Planning Theme: Best Practices
Secondary Goals:
Sub Unit: Diversification & growth of revenue Streams
Time Frame: Annual

Actions taken for 2004-2005:

Hire a Vice President for the IU Foundation in Indianapolis.

Evidence of Progress for 2004-2005:

% of faculty & staff participating in campus campaign
Number of Chancellor Circle members.
Strategic planning process in place to establish priorities for the campus.

Activities planned for 2005-2006:

Establish fundraising priorities and goals for the campus.

Double the number of members of the Chancellor’s Circle.

Increase percentage of IUPUI faculty and staff participating in the campus annual giving campaign.

Launch relationship building activities for members of the Chancellor’s Circle.

Coordinate table sponsorships, dinners and correspondence with the IUF to recognize, acknowledge and engage existing donors and prospects.

Coordinate TRIP series, campus / community speakers program.

Fiscal Health

*** Fiscal health report for 2005-06 is attached as PDF file.***

Reallocation Plan

Other Question(s)

Doubling goals. In what ways has and will your responsibility center contribute to the Chancellor’s doubling goals for enrollment (retention and graduation rates and degree conferrals), research and scholarship (grants and contracts), and civic engagement (service learning, internships, community collaborations)?
Diversity. What actions have you taken and what results have you achieved in diversifying your student body (particularly in improving the success rates of minority students) and your faculty and staff?

Campus coordination and cooperation. Are you willing to work with an adjudicative group in resolving conflicts in course and program offerings in the spirit of reducing campus duplication and overlap? If so, what forum or format would be most helpful to you? Please cite examples of your cooperation with other units in resolving such conflicts.

4) What actions have you taken to promote the retention of all students, and in particular, individuals who would diversify the student body, e.g., ethnic, racial, and gender minorities?

5) What uses are you making of the student technology fee?