Mission

Mission:

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

Goals and Objectives

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

2. Analyze & enhance Jag Days, Campus Days and other onsite recruitment efforts.

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

Actions taken for 2005-2006:

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

3. Deploy an integrated approach to attract high ability students in Bepko Scholars, Nina Mason Pulliam, Sam Jones & honors programs.

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

Actions taken for 2005-2006:

- Established a significant presence at the Intel International Science and Engineering Fair attracting 1500 high ability students to Indianapolis, and 600 middle school students. IUPUI awarded 15 scholarships and hosted 55 students for activities on the IUPUI campus.
- Showcased campus civic engagement efforts, capitalizing on the campus’ reputation as a leader in civic engagement.
Promoted IUPUI today through sponsorships of Indianapolis Indians’ Baseball in Education program, Indiana Black Expo, Fiesta, Indiana State Fair, Tech Summit, and Innovation convention with the Indiana Health Industry Forum.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

- Educate high school teachers and community leaders about academic programs, campus life, undergraduate research and civic engagement.
- Engage alumni in recruiting well-prepared undergraduate and graduate students; advance the prototype launched in 2005 with Enrollment Services.

☑ Design & develop marketing, communications & advertisements promoting the academic quality of programs at IUPUI.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2005-2006:

Media Relations:

- A total of 28.5 million people saw on television or heard on the radio stories citing IUPUI. The total publicity value of these "hits" is $1.2 million.
- Prepared 252 news releases, an average of 21 per month.
- More than 8,000 newspaper clips citing IUPUI appeared in 175 newspapers located in all 92 counties in Indiana. The advertising equivalency of these clips is $14.3 million.

Advertising & Marketing:

- Promoted the excitement, diversity and health and life sciences at IUPUI by developing and distributing five TV spots targeted to high achieving undergraduate prospects promoting the excitement of learning, diversity and campus life.
- Created IUPUI e-card and podcast, demonstrating IUPUI spirit and connecting contemporary students to life at IUPUI.
- Designed a coordinated unified brochure system to reduce costs, enhance quality, and streamline the IUPUI look and feel through comprehensive strategy. Developed a prospective student folder and card system.
- Produced 5 IUPUI publications of over 100,000 pieces each to promote the campus and attract students.
• Worked extensively with Community Learning Network on the design, creation and placement of print, TV and Web advertisements which led to a significant increase in enrollment, particularly from Hendricks and Johnson counties.

• The alumni office launched a new publication VITALSIGNS with the IU School of Medicine, and the IUF to reach key stakeholders.

**Video Production:**

• Developed a campus center fly over video to promote the new campus center, Welcome to IUPUI video featuring Chancellor Bantz, the IUPUI Experience student life video, Orientation video, International Student recruitment video, student recognition and achievement video debut at 2006 Commencement.
• Produced 5 television spots targeted to high ability students focusing on the excitement, diversity and health and life sciences at IUPUI.

**Web Promotions:**

• Created an e-card podcast to promote IUPUI and demonstrate the spirit of campus life.
• Launched amazing student profiles on the campus website.

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**Evidence of Progress for 2005-2006:**

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**Activities planned for 2006-2007:**

**Advertising & Marketing:**

• Plan 2006-2007, and 2007-2008 enrollment management marketing strategy for undergraduate and graduate recruitment.

**Web Promotions:**

• Enhance Jag TV promoting campus life to prospective students.
• Increase streaming video and podcasts showcasing student life, alumni success and outstanding faculty.
• Develop & deploy multimedia promotional package for Fall/Spring Campus day.

**Develop a graduate recruitment strategy with specific emphasis on health and life science opportunities.**

**Campus Planning Theme:**

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2005-2006:**

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**Evidence of Progress for 2005-2006:**
Activities planned for 2006-2007:

☐ Engage alumni in recruiting well prepared undergraduates & graduate students.

Campus Planning Theme: Collaboration

Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

Promoted the IU Alumni Association Mentoring Program to graduates from the IUPUI campus.

Developed a prototype of student recruitment program in conjunction with Office of Alumni Programs and Enrollment Services.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

Advance promotion of Alumni Mentorship program and build programing to recognize mentors and their students at IUPUI.

Identify opportunities to; connect alumni to recruitment events, promote opportunities in IUPUI magazine to alumni.

Establish an Alumni program for undergraduate and graduate; student recruitment at IUPUI.

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

☐ Build pride in IUPUI by showcasing the history, culture and traditions of IUPUI.

Campus Planning Theme: Teaching and Learning

Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

Developed promotional videos for the campus including campus center fly over, Chancellor’s Welcome to Campus, IUPUI Experience, International Student video, Orientation Video, Student Achievement and IUPUI Today through Commencement Video.

Advanced student focused electronic newsletter Jag News showcasing students, student news, and links to newly designed campus/community calendar.

Created Jaguars on the Streets program to connect students with the community. Trained and managed 51 IUPUI
Publicize opportunities to study abroad, as well as campus efforts to provide a global experience to IUPUI students even if they never step foot off the IUPUI campus.

Promote comprehensive campus efforts to retain students and to assist them to succeed academically, including featuring Gateway Scholars program and the College Preparatory Initiative (CPI) embedded in the curriculum.

Deployed a coordinated plan for all IUPUI spirit squad; joined forces with the student retention committee. Upgraded the professional appearance of the cheerleaders, spirit squads and mascots with new uniforms.

Developed a spirit, pride and traditions activities calendar in collaboration with Campus Life and the graduate school.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

Develop and deliver marketing and event management plan for the campus center opening.

Promote Study Abroad.

Promote Civic Engagement.

Promote Research.

Market intercollegiate athletics to students staff, faculty, their friends and family.

Campus Planning Theme: Collaboration

Secondary Goals:

Sub Unit: 

Time Frame:

Actions taken for 2005-2006:

Developed and delivered coaches corner events to promote athletics to nearly 275 participants; the kick off luncheon served 200 participants.

Designed and delivered television commercial to air during basketball season on cable channels like ESPN.

Designed and developed posters, website for athletics, print ads promoting the JAGS men and women basketball.

Promoted athletic events, developed an electronic tracking system to measure attendance and create a pathway to expand outreach to athletic fans.

Promoted athletic events through Jag News, Inside IUPUI and other vehicles.

Promoted license plate sales (708) in 2005 and sales projected to be (742) in 2006.
Promoted license plate sales (768) in 2005 and sales projected to be (742) in 2006.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

Promote athletics as a vehicle to retain and graduate students at IUPUI; showcase successful athletes in their academic pursuit.

Continue license plate promotions and increase sales of license plates to 800 in 2007.

☑ Support and advance student recognition events and activities.
Campus Planning Theme: Collaboration
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

Conducted Top 100 Students event with 500 guests to showcase student achievement, pride and traditions. The majority of schools’ alumni conducted new student welcome events to build a sense of community.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

3. Recruit and retain talented diverse faculty & staff.

☑ Increase distribution and effectiveness of internal communications through publications like Inside IUPUI, IUPUI in the News, JagNews.
Campus Planning Theme: Collaboration
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

Prepared 48 issues of Inside IUPUI, the only campus-wide e-newsletter that focuses the accomplishments of faculty, students, programs, and staff, providing the campus community with the kind of information that enables them to promote IUPUI with family, friends, neighbors and others.

&nbsp;
Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

Promote achievements of faculty in teaching & learning, research, and civic engagement on campus and to future prospects.

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

Actions taken for 2005-2006:

- Provided media assistance to the Faculty Recruitment Committee to enhance outreach, website and recruitment materials.
- Featured faculty, research grants and awards through Inside IUPUI to faculty; distributed IUPUI Magazine Health and Life Sciences edition to faculty unifying research and teaching experiences at IUPUI.
- Featured outstanding faculty on the home page of IUPUI promoting achievements in research, teaching and learning and civic engagement.
- Featured faculty from all schools on campus through &nbsp;Inside IUPUI, the campus e-newsletter promoting IUPUI to faculty, staff and friends of IUPUI.
- Enhanced the events calendar to promote international, athletic, academic and cultural events on campus, in the community and city-wide.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

4. Raise public and private funding capacity for IUPUI.

Advance national visibility of the campus by highlighting health and life science assets, research and teaching and discovery at IUPUI through media relations.

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

Actions taken for 2005-2006:

- Developed tip sheets to draw attention to high quality faculty to assist with undergraduate and graduate recruitment as well as showcase IUPUI as a campus of first choice. Tip sheets, for example concerning the release of the movie the DaVinci Code, parlay campus experts into national publications.
- Researched candidates for national media relations promotions with particular emphasis on health and life sciences.
- Propose funding for a national media relations expert to advance the work of IUPUI in national media outlets.
• Propose funding for a national strategy to increase the visibility of IUPUI among peer institutions and impact national rankings.
• Successfully promoted forensics gaining national exposure in Washington Post, MSNBC News and other major media.
• Promoted motor sports at IUPUI supporting the local economy in central Indiana gaining national exposure for the program in USA Today as well as other publications.

Local Media:

• Prepared 252 news releases averaging 21 per month to promote research, discovery and learning at IUPUI. 8,000 + clips citing IUPUI appeared in 175 newspapers - in all 92 Indiana counties.
• Earned media provided an advertising equivalency of $14.3 million - the highest in recorded history for the campus.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

National Media Relations:

• Hire national media relations expert to promote IUPUI’s health and life sciences faculty and programs.
• Hire a marketing firm to target communications to peer institutions impacting national rankings.

☑ Collaborate with the IU Foundation to map the future development strategy for IUPUI.

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

Actions taken for 2005-2006:

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

☐ 5. Forge more and stronger civic, internship, placement and technology transfer partnerships.

☑ Engage policy makers in the vision, values and impact of IUPUI through implementation of State Relations plan, one-on-one engagements and relationship building.

Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:
Actions taken for 2005-2006:

- Developed communications plan with University Relation for state relations, hosted Women’s Caucus on campus, and maintain communications with policy makers. (Goal 5)

- Maintain a Memorandum of Agreement with the City of Indianapolis and foster the award of $745,000 grant to IUPUI to assist with Juvenile Justice issues through the Early Intervention Planning Council. (Goal 5)

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

- Fuel alumni understanding of programs, faculty and goals ignite the passion for IUPUI by connecting alumni to recruitment, improving communications, and enhancing events and activities.

  **Campus Planning Theme:** Civic Engagement

  **Secondary Goals:**

  **Sub Unit:**

  **Time Frame:**

Actions taken for 2005-2006:

- Reconfigured the IUPUI Alumni Magazine to the IUPUI Magazine focusing on health and life sciences in print and online. The Magazine includes 13 articles from 9 schools on campus is distributed to over 114,000 graduates of the campus and to 3,000 faculty. The magazine is produced at least twice a year.

- Developed alumni programs with Schools of Science and Liberal arts to cross promote science and faith; Healthy Living Conference with health schools and domestic violence program in multidisciplinary format.

- Launched "Live Mail" electronic mail service for alumni making the service available to 135,000 alumni.

- Implemented new alumni event management software.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

**Expand Membership:**

- Increase alumni association membership among graduates of the IUPUI campus by 5%.

- Increase the visibility of alumni programs among people of color. Develop strategies to increase the participation rate of graduates from underrepresented groups including partnerships with the Neal Marshall program.
Web Promotions:

- Define messages for alumni by economic cluster; develop a communication strategy for alumni from the IUPUI campus to promote research, discovery and opportunities for engagement.

☑ Grow and develop IUPUI champions among community and civic leaders through improving communications, increasing frequency of contact and engagement and relationship building.

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2005-2006:**

- Initiated "IUPUI in the News" an electronic newsletter highlighting IUPUI programs, faculty, staff and students that were cited or featured in the news media. Distributed to 1,158 community members. Six issues were published in the first six months of 2006.
- Increase activity in the information technology economic sector by delivering 10 Tech Tuesday seminars on the IUPUI campus attracting over 250 business, government, and nonprofit leaders. Hosted the Solutions Conference through the IUPUI Solution Center showcasing degrees, programs, research and internships available at IUPUI.
- Spearheaded the production of the Chancellor’s annual Statement of Diversity to inform stakeholders of campus efforts and commitment to recruiting and maintaining a diverse faculty, student body and employee base.
- Develop op-ed pieces that enabled the Chancellor to share the expertise of the campus on important issues of the day.

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**Evidence of Progress for 2005-2006:**

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**Activities planned for 2006-2007:**

☑ Ignite the passion for IUPUI by connecting alumni to recruitment, improving communications, and enhancing events and activities.

**Campus Planning Theme:**

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2005-2006:**

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**Evidence of Progress for 2005-2006:**

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**Activities planned for 2006-2007:**

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Renew our commitment to education, life sciences and the economic clusters of the region through advancing programs like GOOD FRIENDS, UWCI, and collaboration with social, government and business agencies.

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

Actions taken for 2005-2006:

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

6. Refresh and maintain the campus image, logo, integrated image style guides & messages at IUPUI.

Provide leadership & technical assistance to schools, centers & service units in marketing, advertising, public relations & communications.

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

Actions taken for 2005-2006:

- Collaborate with Indiana University on the development and execution of the IU Life Sciences Marketing Plan.
- Coordinated the IU Integrated Image research and design effort at IUPUI.
- Completed training that will enable campus to communicate effectively with the media in the first hours of a crisis.

Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

Update crisis communication plan.

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

Actions taken for 2005-2006:

- Completed training that will enable the campus to communicate effectively with the media in the first hours of a crisis.
- Drafted initial crisis communication plan with campus police.
Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

- Complete the review of the campus communication plan and seek approval from campus administration.
- Finalize critical data essential for plan deployment.
- Educate and orient campus administration, Deans and key personnel, and university administration on revised crisis communication plan.

Fiscal Health

* Fiscal health report for 2006-07 is attached as PDF file.

Reallocation Plan

Other Question(s)

1) *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)?

2) *Diversity:* What actions have you taken and what results have you achieved in retaining and graduating a diverse student body; enhancing diversity in research, scholarship, and creative activity; and recruiting, developing, and supporting diverse faculty and staff?

3) *Campus collaboration:* In what ways has your unit collaborated with other units to enhance teaching and learning and/or research and scholarship? What plans do you have to strengthen collaborative activities in coming years?

4) *International scholarship:* How extensively are faculty in your school involved in research on international topics or in collaborations with international colleagues? Please cite some examples.

5) *Internationalization of curriculum:* How extensive are international perspectives and content in curricula in your school? Are international perspectives present in the core requirements for undergraduate degrees? Are there degree or certificate programs with an international emphasis? Do you have study abroad programs?