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

A. Establish IUPUI as a first choice institution among high ability prospective undergraduates through advertising and promotions.

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

Actions taken for 2007-2008:

1. Where Impact is Made campaign expanded through television, radio and billboard advertising in the fall of 2007 and spring of 2008. The market was saturated with print and electronic media; messaging, timing and placement aligned with enrollment shaping priorities. Advertising was freshened and released; billboards were added to the central Indiana marketplace to influence those who aid college students in their college choice decisions. To view print materials, ads and commercials visit: http://ocm.iupui.edu/portfolio/communications.html.

2. Launched new media opportunities to build a social network among prospective and current students through the development of You Tube presence for IUPUI containing over 100 videos. To view the You Tube site visit: http://www.youtube.com/user/iupuiocm

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Develop regional marketing plan for regional markets including Chicago, Cincinnati, St. Louis, Louisville and Michigan.

2. Elevate the production quality of television ads and continue promotional efforts in Indiana.

3. Experiment with new media tools and expand and social networking activities to drive learners to
3. Develop & launch an alumni-student recruitment program in the top 5 regional markets to connect prospective students to IUPUI.
4. Develop a strategy to engage international alumni and international alumni chapters in the recruitment of undergraduate students across the globe.

B. Establish IUPUI as a first choice institution among prospective graduate students through advertising and promotions.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

**Actions taken for 2007-2008:**

1. Re-released Where Impact is Made graduate campaign with two television commercials, print ads, mall and transit signs in Central Indiana. Companion print ads saturated the media market during peak enrollment seasons. To view print materials, ads and commercials visit: [http://ocm.iupui.edu/current/](http://ocm.iupui.edu/current/).
2. Revised the Graduate school website to capture the excitement of the campus and quality of the degree programs. To review the graduate school website video visit: [http://ocm.iupui.edu/current/](http://ocm.iupui.edu/current/).
3. Demonstrated the value of graduate education and research to policy makers through a graduate showcase with Purdue, IU and IUPUI at the Indiana Statehouse.

**Evidence of Progress for 2007-2008:**

**Activities planned for 2008-2009:**

1. Revise television & print commercials and re-release in central Indiana market in the fall of 2008 and spring 2009. Align placement and messaging to correspond with Graduate Recruitment Council and enrollment shaping priorities in Indiana.
2. Elevate the production quality of television commercials.
3. Develop & launch an alumni-student recruitment program in the top 5 regional markets to connect prospective students to IUPUI.
4. Develop a strategy to engage international alumni and international alumni chapters in the recruitment of graduate students across the globe.
5. Develop graduate recruitment strategy for Herbert Fellow program in collaboration with the STEM/HBCU partners.

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

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

**Actions taken for 2007-2008:**
1. IUPUI hosted its second regional Science Olympiad competition drawing 174 top science students from five high schools and six middle schools. IUPUI will host a state competition in 2009. Through events like Science Olympiad, The Hoosier Science and Engineering Fair, The Evan Bayh Youth Leadership Summit and the IUPUI Poetry Contest, organized by academic affairs.

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

3. Developed a strategic relationship with the Center for Leadership Development to attract underrepresented students to IUPUI.

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

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Prepare and deliver statewide competition in the spring of 2009 which will bring 1,000 top middle and high school students to campus.

2. Host the Evan Bayh Leadership Service Summit on campus in the fall of 2008.

3. Increase visibility of IUPUI at the FFA national convention in the fall of 2008.

4. Provide support for programs such as Project Stepping Stone.

5. Provide support for Center for Leadership Development programs on the campus of IUPUI, develop an alumni program for CLD graduates affiliated with IUPUI.

II. Support and enhance effective teaching.

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

   Campus Planning Theme: Teaching and Learning

   Secondary Goals:

   Sub Unit:

   Time Frame:

Actions taken for 2007-2008:

1. Spirit, pride and tradition established a history wall in the IUPUI Campus Center to showcase the history and tradition of the campus. To view Spirit, Pride and Tradition initiatives visit: http://www.iupui.edu/spirit/.

2. Promoted the grand opening of the IUPUI Campus Center.

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

Evidence of Progress for 2007-2008:
Activities planned for 2008-2009:

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

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

Actions taken for 2007-2008:

1. Enhanced internal communication by producing video profiles of twenty faculty, staff and students on the IUPUI homepage. Produced weekly spot videos to promote culture achievement and life at IUPUI on the web and through JAG TV campus-wide television network. To view the spot and Jag TV visit: [http://jagtv.iupui.edu/](http://jagtv.iupui.edu/).
2. Promoted achievements of the faculty and staff through an internal electronic newsletter *Inside IUPUI* releasing 52 issues and with a subscriber base of 11,018. To view the *Inside IUPUI* archive visit: [http://info.iupui.edu/archives/insiderarchive.htm](http://info.iupui.edu/archives/insiderarchive.htm).

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

☑ C. Recognize student academic and service excellence through Top 100 event.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

Actions taken for 2007-2008:

1. Over 600 nominations were submitted by faculty and staff for the alumni program Top 100 recognition event which attracted over 600 guests in April 2008.
2. Alumni councils conducted fall welcome back events for students in Herron, Engineering and Technology, Dentistry, Nursing, Health and Rehabilitation Sciences and Law.
3. Awarded $43,550 in scholarships to 41 outstanding students through school based and campus based alumni programs. Special scholarships include the Schools of Law, Nursing, Engineering and Technology, Social Work, Dentistry and Herron School of Art and Design.
4. Connected over 300 alumni to mentorship opportunities for undergraduate and graduate students at IUPUI.

Evidence of Progress for 2007-2008:
Activities planned for 2008-2009:

☐ D. Build pride in IUPUI through the recognition and accomplishments of student athletes.

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

Actions taken for 2007-2008:

1. Conducted special promotions for the Summit League, IUPUI Jaguar Letter Club, Tip Off Luncheon and YouTube videos showcasing the achievements of student athletes.
2. The Office of Alumni Relations coordinated the Athletics Hall of Fame banquet and induction ceremony, recognized athletic achievement at the student’s end of year and awards ceremony and banquet, and staged Coaches’ Corner luncheon throughout the season for the men’s and women’s basketball programs.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

☑ E. Recognize achievement of students through commencement activities.

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

Actions taken for 2007-2008:

1. The Office of Alumni Relations staged commencement exercises for the IUPUI campus in the Indiana Convention Center. Due to the construction of the Lucas Oil Stadium and closure of the RCA Dome, a double commencement ceremony was staged on May 11th at which over 34,000 family members and guests were in attendance. Extensive videography and IUPUI visual identity elements improved the professionalism and intimacy of the commencement hall. The photo gallery and video can be viewed at http://alumni.iupui.edu/commencement/2008/info.html.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Stage the 2009 commencement in a dual ceremony format. Student achievement will further be recognized through the establishment of a faculty recognition brunch.
through a student centered pride video prior to the ceremony.
2. Hire a video production intern to capture the events and activities on campus and promote them on You Tube, the campus websites and other social networking sites.
3. Advance the synchronized captioning on websites to make the information accessible to all students.
4. Feature more components of “life at IUPUI” on YouTube.
5. Continuously improve international programming, faculty and students on websites and international campus promotions.

III. Provide support to increase scholarly activity and external funding

A. Enhance the reputation of IUPUI among peer institutions through marketing advertising and promotions.

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

Actions taken for 2007-2008:

1. Developed a national marketing campaign to increase visibility of IUPUI among peer institutions. Launched Phase I of the IUPUI “Where Impact is Made” campaign with:

   o Distributed a brochure on the IUPUI Signature Center Initiative to 1500 Presidents, Chancellors, Provosts and Vice Presidents for Research nationwide.
   o Created a print presence for IUPUI promoting executive searches and opportunity at IUPUI in the Chronicle of Higher Education and Diversity publication.
   o Distributed an IUPUI introductory brochure and the academic plan brochure to university Presidents and Provosts nationwide.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Develop and deliver Translational Research direct mail piece promoting IUPUI as THE translational campus.

2. Continue national ad placement and regional market promotions of TRIP.

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

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

Actions taken for 2007-2008:

1. Launched and implemented the Indiana University Visual Identity program. Phase I of the signature implementation is complete with over 3,000 signatures developed and deployed. The Integrated Image
Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Increase ownership of the IUPUI brand through the development of critical campus partnerships, offering tools to faculty and staff to continue the momentum, develop a campaign to drive employees and students to the homepage for frequent time sensitive information.
2. Update the membership of the External Affairs Coordinating Council to the IUPUI Brand Management Council
3. Create a strong coalition of new media content providers on campus to share new media content and cross promote events and successes.
4. Develop IUPUI Fax template for campus partners.
5. Develop and deliver the IUPUI Web Policy
6. Develop a strategy to earn national recognition for marketing and electronic communications.
7. Create new tools including news content management, robust calendar system, synchronized captioning system for video process.

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

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

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

Actions taken for 2007-2008:

1. Continued the contract with a national media relations representative with particular expertise in health and life sciences to promote IUPUI research.
2. Deployed media data gathering service to capture and measure media exposure for IUPUI.
3. IUPUI hosted US Diving Olympic Trials in June 2008 with live network television broadcasting with over 237 million household impressions with an estimated value of $4.8 million in advertising. 2 million household impressions were in Indianapolis.

Evidence of Progress for 2007-2008:
Activities planned for 2008-2009:

1. Continue IUPUI sponsorship of Sound Medicine in local market and extending the syndication nationally.
2. Produce faculty video interviews for centers of excellence, signature centers, national distinctions and achievements.

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

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

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

Actions taken for 2007-2008:

1. Developed phase I of the Translating Research into Practice promotion to create awareness of IUPUI’s leadership in translational research.
   
   - Website went live in the fall 2007.
   - First translational panel luncheon launched during Celebrate IU week 2007.
   - Print pieces have been distributed showcasing the participating translational scholars.
   - A Dialogue Spaces luncheon was held with Lorraine Blackman as the speaker.
   - A Community Showcase was held in April featuring 14 translational scholars.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Recognize the achievement of nearly 300 translational scholars at IUPUI through website, special promotional hero cards, media relations and special events.
5. Promote the CTSI initiatives for life sciences at IUPUI, highlighting in the IUPUI magazine, website and electronic media.
6. Leverage campus TRIP events and other activities as news pitches including mining campus calendars for news stories to promote.
7. Produce a dozen faculty videos to showcase on the TRIP website, campus website and You Tube.
8. Continue to engage alumni in TRIP events on campus.

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

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

**Secondary Goals:**

**Sub Unit:**
Time Frame:

Actions taken for 2007-2008:

1. Over 15,000 alumni attended events during the academic year and over 500 volunteers serve on advisory and alumni boards on the IUPUI campus. Six schools held class reunion and alumni weekend programs touching over 1,530 participants.
2. Delivered continuing education and lifelong learning programs through school based programs like Continuing Legal Education and Sports Law in the School of Law-Indianapolis, Fall Dental Conference for the School of Dentistry, School of Social Work Mental Health Conference to interdisciplinary programs including &dash; the Healthy Living Conference, Going Green, Global Environment for Change.
3. Promoted scholarly research and creative activity at IUPUI through alumni programs Winter College in Florida reaching 80 alumni and showcasing 14 faculty from IUPUI as well as Lee Hamilton and Dan Coats as keynote speakers.
4. Delivered 25 Dean Visits, 14 out of state, to connect regional and out of state alumni to programs and achievements of schools on the IUPUI campus.
5. IUPUI Alumni Council pledged to raise $100,000 for the Distinguished Alumni Board Room in the IUPUI Campus Center.
6. Alumni events were conducted in every major city in Indiana.
8. 1,530 alumni attended health sciences alumni weekend with Schools of Nursing, Medicine, Law, Health and Rehabilitation Sciences, Dentistry and Social Work.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Expand collaborative interdisciplinary programs for alumni on the IUPUI campus including continuing education events and lifelong learning.
2. Develop the framework for a leadership summit bringing alumni volunteers and friends together for the 40th Anniversary of IUPUI in 2009.

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

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

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2007-2008:
1. Community Relations advanced economic development efforts of Indiana by promoting IUPUI education, research and civic engagement opportunities at Indiana Health Industry Forum, TechSummit, Mira Awards, Connexion.  I did this in 07-08 that I know of.  Indiana Black Expo, Indiana State Fair, Fiesta, the Motorsports conference and more. To learn more about Community Relations at IUPUI visit http://www.iupui.edu/outreach/.

2. Brought several meetings to the Campus Center to broaden awareness of the new face of IUPUI among business leaders. These included Indianapolis Downtown Inc., Indianapolis Downtown Marketing Inc., the Community Affairs Discussion Group and the Indiana Sports Corporation President's Council and board of directors.

3. The Office of Alumni Relations hosted on site industry luncheon events at key corporations employing IUPUI alumni with Deans and faculty as speakers to talk about IUPUI research and schools.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Advance IUPUI’s research and life sciences visibility in the Indiana Innovate Alliance, BioCrossroads Linx project and Indude database initiatives.
2. Deliver the State of the Community Report to 500 alumni and friends during the launch of the 40th Anniversary.

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

☑️ B. Build a reputation for IUPUI faculty, students and staff as newsmakers in relevant areas of research and civic engagement.

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

Actions taken for 2007-2008:

1. Media Relations demonstrated the impact of IUPUI through IUPUI In the News to thought leaders, alumni and policy makers through the distribution of 14 electronic newsletters to a subscriber base of 5,000.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

☑️ C. Build credibility among media outlets for the significance and relevance of programs, faculty and initiatives at IUPUI
Actions taken for 2007-2008:

1. Earned media demonstrated the impact of the IUPUI campus through the local media. IUPUI generated 361 press releases resulting in 9,290 stories in 151 newspapers with an advertising equivalency of $16.6 million. A total of 55.4 million viewers saw stories on Indiana television or heard radio stories citing IUPUI. The total publicity value of these 996 hits is $2.5 million.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Evaluate the success of our media relations efforts across campus through data analysis and message analysis.
2. Grow the IUPUI in the News database to 15,000 friends and leaders and expand the IUPUI in the News to all alumni populations.
3. Recycle video clips from the schools, alumni association, IU Foundation and other relevant university partners through IUPUI in the News.
4. Integrate IUPUI news stories into the Indiana University IU News Daily and media relations gateway initiative.
5. Promote the scholarly achievements of the Signature Centers by producing at least one media tip sheet a month.
6. Broaden the use of new media in capturing the campus research and engagement through blogs, RSS feeds, Facebook and YouTube.
7. Incorporate video clips on the news center site.
8. Increase the visibility of IUPUI distinctions in Indiana University news releases, websites, and research publications.
9. Expand campus media experts in ProFact, INdorse, BioCrossroads and IUPUI websites.
10. Target editorial calendars of Chronicle of Higher Education, Diverse Issues in Higher Education and other national publications for opportunities to promote faculty and program achievements and distinctions.
11. Expand new media options to enhance coverage of the campus by developing content for trade publications, websites and news blogs.
12. Develop media saturation and impact reports through media data gathering service, Meltwater.

D. Educate IUPUI alumni and friends on the programs and significance through the publication and distribution of the IUPUI Magazine and companion electronic magazine.
1. Continued to develop and enhance the content and design of the IUPUI alumni magazine to project a strong quality image of the new IUPUI. Produced and distributed the Information Technology themed IUPUI Magazine to 114,000 graduates. To view the IUPUI Magazine visit: http://magazine.iupui.edu/07/.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

1. Develop and deliver significant and relevant stories about programs faculty and staff organized along economic clusters. Each publication will also provide highlights of translational scholars.
2. Produce IUPUI Magazine for health and life sciences, information technology, advanced manufacturing and logistics, nonprofit sector professions including business, education and law.
3. Continue the development of video stories for the online publication and plan for their re-use in IUPUI in the News.
4. See national recognition for the quality of the IUPUI Magazine publication.

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

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2007-2008:

1. The impact of IUPUI is demonstrated through a series of engagements with alumni and community professionals. Over 150 alumni program activities reached 15,000 alumni and friends. Over 500 alumni volunteered their time to campus alumni councils, boards and committees. To learn more about alumni programs at IUPUI visit: http://alumni.iupui.edu/.
2. Nearly 900 alumni and friends representing all school on campus participated on in the annual IUPUI Alumni Holiday Night at The Children’s Museum.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

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

☐ F. Recognize the contributions of alumni through special events.

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

Actions taken for 2007-2008:

1. Alumni and friends were recognized at the IUPUI Alumni Leaders Dinner for 240 guests; three distinguished leaders were recognized for their service with the awarding of Maynard K. Hine Award.
2. The Schools of Nursing, Medicine, Law, Social Work, Physical Education and Tourism Management, Herron, Dentistry, Engineering and technology recognized alumni achievement by honoring distinguished alumni at special events.
3. The IUPUI Athletics Hall of Fame Banquet and induction ceremony, sponsored by the Jaguars Letter Club, saw three outstanding athletes inducted before an audience of over 250 alumni, student athletes and friends.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

☐ G. Continuously renew IUPUI’s commitment to the region through the cultivation of policy makers.

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

Actions taken for 2007-2008:

1. The impact of IUPUI was promoted to political leaders by expanding the Board of Advisors to include Mayors from Lawrence and Carmel, and engaging elected officials in problem solving activities through the Academic Partnership with the City of Indianapolis, and City County Council.
   1. Met informally with members of the Indianapolis City-County Council and State Representatives and Senators from Central Indiana.
Activities planned for 2008-2009:

**2008-2009 Initiatives:** Develop and maintain a government relations strategy for the City of Indianapolis, surrounding mayors and councils.

1. Develop and maintain a government relations strategy for the City of Indianapolis, surrounding mayors and councils.
2. Create opportunities for faculty, staff and students to meet and talk with elected officials on campus and throughout the community.
3. Reinvigorate the MOU Public Academic Partnership with the council and city of Indianapolis.

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

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

Actions taken for 2007-2008:

1. External Affairs researched and advanced the efforts of the Help America Vote Act through collaboration with the Secretary of State, Marion County Clerk and SPEA faculty to attract qualified poll workers to work the polls. Together a multi-institutional effort was launched to meet the shortage of poll workers in Marion County in the Fall 2007 election.
2. IUPUI also hosted two debates for the 7th Congressional District, one for the Special Election and one for the Democratic Primary for the General Election.
3. Sponsored the American Civil Liberties Union monthly brown bag lunch series on topics of interested to the community.

Evidence of Progress for 2007-2008:

Activities planned for 2008-2009:

**2009 Initiatives:**

1. Develop a plan with Office of Service Learning, FEP program and Hoesier Scholars Helping Democracy to promote voter registration and support the implementation of the plan.
2. Seek opportunities to host political debates on campus. We have applied to host a Gubernatorial debate in the fall.
3. Promote a culture of civic responsibility in the election process.
4. Work to keep area elected officials apprised of activities at IUPUI, including the campus master planning effort, and educate them on the impact IUPUI has on the life sciences industry for the state.
5. Host the ACLU brown bag lunch series at the Campus Center.
6. Coordinated visits by surrogates of the Hillary Clinton and Barack Obama campaigns.

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

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2007-2008:**

1. Promoted IUPUI’s commitment to the community by managing and executing the campus United Way of Central Indiana Campaign raising $330,000 earning IUPUI one of the top 20 employers participating in Central Indiana. Provided leadership to the UWCI Back Pack Attack providing over 22,000 supplies to school children. Hosted the breast cancer research and awareness Race for the Cure event with over 40,000 visitors on campus.

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**Evidence of Progress for 2007-2008:**

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**Activities planned for 2008-2009:**

**2008-2009 Initiatives:**

1. Increase percentage of employees participating in UWCI and total contribution to the cause.
2. Coordinate literacy programs with those in the UWCI connecting alumni, faculty and staff to mentorship and literacy opportunities.
3. Support the School of Education’s alliance with Crispus Attucks through volunteer and service programs.

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V. Integrated Image at IUPUI

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**Awards and Recognition**

**Campus Planning Theme:** Best Practices

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2007-2008:**

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**Evidence of Progress for 2007-2008:**

**2007-2008 Achievements:**

- The impact of IUPUI as a national leader in new media was exhibited in 2007.
- The following awards were received:
1. Gold Award, Admissions Marketing Report 22nd Annual Admissions Advertising Awards program in the Internet/world wide web category for schools over 20,000 students
3. Silver Medal, Pride of CASE V 2007 Awards, Best Institutional Website
4. Bronze Medal, Pride of CASE V 2007 Awards, Best Website, Individual Page or Section, IUPUI Winter 2007 Website

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

Activities planned for 2008-2009:

**Fiscal Health**

**Reallocation Plan**

**Other Question(s)**

1. If you had to implement a budget reduction of 3-5% in your base general fund budget, a) what would be your budget priorities and b) what strategies would you employ to walk the fine line of maintaining critical operations and investing in your future? Please describe how faculty and other stakeholders will be involved in the decision making process.

Budget Priorities: Our budget priorities align with our organizational priorities. In order to attract and retain a diverse student population, we must maintain our position in the marketplace through the continuation of the IMPACT campaign. Our efforts to enhance the reputation of IUPUI among peer institutions will be essential to compete for diminishing national resources and such campaigns must continue through promotions, public relations and media relations. We will continue the development of alumni programs and intensify our commitment and accountability to Indianapolis and the state of Indiana.

Balance Operations with Investment: We will accomplish our goals by investing in our full time talent, reducing external contracts, and reducing part-time hourly wages, professional development and travel. We will have to suspend or delay sponsorship of community based activities in areas other than health and life sciences, motor sports, diversity programs through the hispanic and african american communities.

Stakeholder Involvement: The external affairs advisory council, metropolitan affairs committee, and public affairs and government relations will serve as advisory groups for new directions or program realignment.

2. Please describe current commitments or plans that require multiple year funding, including the amount of funding required and the length of time the initiative’s funding is required.

The three most significant multi-year priorities include the continuation of the IMPACT campaign to attract a competitive applicant pool for graduate and undergraduate programs, development of alumni programing to meet the changing needs of alumni from an urban university, and advancing our national reputation campaign. Current funding levels can sustain our commitments and continue to advance IUPUI.

3. How do you intend to use your reserves over the next four years? Please provide the information by fiscal year.

We maintain only the university required minimum reserve balance each year.

4. How do you define return on investment for diversity efforts in your unit (e.g., numbers of faculty/staff/students recruited and retained, metrics applied for rogual idership, or internal placement of graduates, grademicuation)? What are the impacts of your diversity efforts on your budget?
We strive to diversify board appointments by the campus administration, school based and campus alumni boards and seek to cultivate new members of the university community at every opportunity. Our community sponsorships and relationship building efforts forge new relationships with the hispanic business community, and african american community.

Our marketing promotions and advertising campaigns seek to reflect the diverse nature of the urban campus. Through our focus groups we have learned that prospective students have received our message regarding the importance of diversity at IUPUI. Our business units have made attempts to attract and retain underrepresented populations (women in IT functions, underrepresented groups in leadership positions.) While we have not been successful attracting and hiring full time staff from underrepresented groups in our alumni office, we have been successful in developing new programs in partnership with community relations and the IU Foundation.