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 2008-2009:

Expanded "Where Impact is Made" campaign through television, radio and billboard advertising in the fall of 2008 and spring of 2009. Saturated the market with print and electronic media; messaging, timing and placement aligned with enrollment shaping priorities. Advertising was freshened and released; billboards were added to the central Indiana marketplace to influence those who aid college students in their college choice decisions. To view 2008 print materials, ads and commercials visit: http://ocm.iupui.edu/current/

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

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

Evidence of Progress for 2008-2009:

Released second year high ability "Where Impact is Made" advertising campaign; evidence of success reflected in the increased number and academic quality of the undergraduate and graduate applications for admission received.

Introduced mobile technology solution to obtain feedback and collaborated with Indiana University on systemwide mobile strategy. B2B initiatives...
release of the product. R&D still underway.

Identify staff member to assign to develop alumni recruiting program in the next fiscal year with enrollment services and alumni relations.

Redesigned the IUPUI events calendar, including the training of staff in dozens of departments to utilize the system.

Saturated social media environment including new IUPUI presences on Facebook, MySpace, and Twitter.

Launched an industry leading closed-captioning video platform, integrated into the campus website (and, later, the IUB website).

Activities planned for 2009-2010:

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

Research, develop and release in fall 2009 year three "Where Impact is Made - Everyday" advertising campaign targeting CEOs and "influencers" who shape opinions about IUPUI and encourage students to attend.

Develop regional marketing plan for regional markets including Chicago, Cincinnati, St. Louis, Louisville and Michigan. Test Chicago market in Fall 2009 through ESPN.

Experiment with new media tools and expand and social networking activities to drive learners to IUPUI sites and information.

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

Develop a strategy to engage international alumni and international alumni chapters in the recruitment of 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 2008-2009:

Re-release "Where Impact is Made" graduate campaign with two television commercials, print ads, mail and transit signs in Central Indiana. Companion print ads saturated the media market during peak enrollment seasons. To view 2008 print materials, ads and commercials visit: http://ocm.iupui.edu/current/

Revised the graduate school website to capture the excitement of the campus and quality of the degree programs. To review the 2008 graduate school website video visit: http://www.iupui.edu/~gradoff/

Demonstrate the value of graduate education and research to policy makers through a graduate showcase with Purdue, IU and IUPUI at the Indiana Statehouse. March 2008
Evidence of Progress for 2008-2009:

Year 2 of the "Where Impact is Made" campaign drives admission applications and enrollments in programs with high capacity.

Hosted IUPUI/IUPUI graduate day at the Indiana State House to promote graduate education in the state of Indiana.

Activities planned for 2009-2010:

Evaluate the impact campaign CEO influencer campaign on graduate recruitment and enrollment. Release advertising in the fall 09 and spring 2010 to correspond with Graduate Recruitment Council and enrollment shaping priorities in Indiana.

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

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

☑ C. Establish IUPUI as a first choice institution among prospective 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 2008-2009:

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

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

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

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

Conducted initial research for a comprehensive community relations plan conducted and stakeholders identified.
Evidence of Progress for 2008-2009:

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

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

CLD Programs hosted on campus include:
- Business Orientation Project (BOP) with the Kelly School of Business
- 2nd Annual Citywide College Prep Conference
- College Prep Institute and SAT Prep
- Project M.R., Self Discovery, and Success Prep

IUPUI also partnered with CLD on their Youth Empowerment Walk and their 29th Annual Minority Business & Professional Achievers Recognition Awards Dinner. For a second year in a row an outstanding IUPUI staff member was recognized and honored as CLD's highest dinner award honoree. Ron Hunter was honored as the 2009 male recipient award winner and Dr. Khuala Murtadha as the female award recipient in 2008. Four (4) IUPUI CLD Norman Brown scholarships for the 2009-2010 academic year were also established and awarded to CLD participants at this year's dinner.

Activities planned for 2009-2010:

Re-evaluate our presence at Future Farmers of America and seek to strengthen our visibility in the marketplace during the convention in October 2010.

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

Increase the visibility of IUPUI through student based events in downtown, Lucas Oil Stadium and the convention center.

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

Re-evaluate our presence at FFA and seek to strengthen our visibility in the marketplace during their visits in October.

Host the Hoosier Science and Engineering Fair on March 27, 2010. Host the Scripps Regional Spelling Bee for Marion County on March 2, 2010, and host the Science Olympiad Build It Day on November 7, 2010.

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 2008-2009:

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

Launched the 40th Anniversary celebration in January 2009 to: To view the upcoming events, word marks, and activities http://forty.iupui.edu/

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

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

Conducted a series of town hall meetings and Chat with the Chancellor to promote communication with and among students, faculty and staff.

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/~iuhome/jagnews/

Continuously improve the events calendar for the campus, the hotspot on the home page and JagTV stories to reflect the excitement of the campus.

Collaborate with the Student Organization for Alumni Relations SOAR in developing the first Regatta on campus in the fall of 2009

Evidence of Progress for 2008-2009:

Revised and expanded the Spirit, Pride and Tradition activities and subsequent website to showcase the campus for former and existing members of the university community.

Successfully launched a host of celebratory events to honor 40th Anniversary of the founding of the campus. The campaign was complete with 40th mark, joint house/senate resolution recognizing the campus' anniversary, City-County Council Resolution and the series of vitals in the history and achievements of the campus.
Council Resolution, new banners, a mini-grant program for campus units to attract speakers to campus.

Awarded the Chancellor's Medallion to Senator Lugar.

Advanced the promotion of Translational Scholars through the production of print and electronic materials as well as hosting a community showcase. A print piece was produced and distributed to 1500 university presidents, provosts and research vice presidents.

---

**Activities planned for 2009-2010:**

40th Anniversary campus celebration to recognize the contributions of faculty and staff over 40 years, cross promote University College's anniversary and the renaming of Taylor Hall.

Host a 900 guest public concert at Madame Walker Theatre with Crispus Attucks graduate and IU Jacobs School of Music opera talent Angela Brown including a private concert for over 800 IPS students.

Award the Founder's Medallions to founders including Larry Borst, Rozelle Boyd, Ned Lamkin, John Mutz and Buert Servaes for their vision and leadership.

Host a Board of Advisors Reunion to re-introduce former community leaders to the campus of today and prepare for the next comprehensive campaign.

Award the Chancellor's Medallions to former Chancellors Irwin and Bepko at the state of the campus address and campus recognition breakfast.

Increase the visibility of the campus by finding speakers and promotions which extend the reach of the campus by awarding mini-grants for 40th anniversary events on the IUPUI campus.

Host the Inaugural IUPUI Regatta along the canal in downtown Indianapolis. Photos and information about Fall 2009 event [http://alumni.iupui.edu/regatta/](http://alumni.iupui.edu/regatta/)

Develop 2013 retention campaign with enrollment services.

Continuously improve the visibility of faculty and staff on all electronic media, the IUPUI magazine and internal communications.

Install a mural in Cavanaugh Hall atrium to celebrate the 40th Anniversary.

☑ 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 2008-2009:**

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

Evidence of Progress for 2008-2009:

Authored and edited electronic newsletters and new media stories to celebrate the excellence of IUPUI. Over 100 issues of the Jag News e-newsletter are produced annually to a subscriber base of 24,400, and over 48 issues of the Inside IUPUI faculty staff electronic newsletter were released with a subscriber base of 12,200. Over 100 videos were produced by staff and students in the JAGtv Internship Program, published on campus websites, JAGtv digital signage, campus cable, YouTube, and iTunes.

Activities planned for 2009-2010:

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

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

Reinforce the culture of civic engagement at IUPUI by developing a strategy to recognize achievement in civic engagement by faculty, students and staff.

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

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2008-2009:

Celebrated the 10th anniversary of the Top 100 program with over 629 student applicants in April 2009. The program was also broadened to showcase “where are the Top 100 now?” mini features on previous award winners. To view the awards program video visit http://alumni.iupui.edu/top100.html

Alumni councils conducted fall welcome back events for students in Physical Education and Tourism, Convention and Event Management, Herron School of Art and Design, Purdue School of Engineering and Technology, IU School of Dentistry, IU School of Nursing, IU School of Health and Rehabilitation Sciences and IU School of Law-Indianapolis.

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

Connected over 300 alumni to mentorship opportunities for undergraduate and graduate students at IUPUI.

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

Evidence of Progress for 2008-2009:

The Top 100 Outstanding Students program celebrated its 10 anniversary in April as part of IUPUI's 40th anniversary. Faculty and staff were responsible for 639 completed student nominations being received and over 600 students, family members and their guests as well as faculty and staff attended the awards banquet at the Marriott. Vice Admiral Adam Robinson, a graduate of the School of Medicine and Surgeon General for the Navy served as keynote speaker.

Activities planned for 2009-2010:

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

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

D. Recognize achievement of students through commencement activities.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2008-2009:

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 10th 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/2009/info.html

Evidence of Progress for 2008-2009:

Commencement activities will be evaluated and reviewed with the Chancellor and the President to continuously improve the quality of the experience and create a more student-centric.

Activities planned for 2009-2010:

Stage the 2010 commencement in a dual ceremony format. Student achievement will further be recognized through a
student centered pride video prior to the ceremony.

- Strengthen the diploma awarding and hooding process, increase the capacity of the band to match the significance of the event.
- 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 2008-2009:

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:

- RISE initiative brochure for distribution to 1500 Presidents, Chancellors, Provosts and Vice Presidents for Research nationwide.
- TRIP brochure to showcase translational research at IUPUI.

Evidence of Progress for 2008-2009:

Delivered the third year of the campus performance report to Presidents, Chancellors, Provosts and research Vice Presidents, the RISE brochure and TRIP piece. The direct mail campaign contributed to the rise in national name recognition of the campus as evidenced by the US News and World Report ranking of colleges to watch from 14 last year to 7 this year.

Activities planned for 2009-2010:

Distribute the Performance Report, national rankings direct mail letter, and outstanding awards to national peer group.

Identify national boards of prominence to encourage notable faculty and administrators to participate.

Develop and deploy a national campaign to attract top level administrative talent at IUPUI as key leaders retire.
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 2008-2009:

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

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

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

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

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

Evidence of Progress for 2008-2009:

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

Introduced mobile technology solution and seek feedback from campus collaborators for improvement. Joined forces with UITS Indiana University to release mobile technology prototype.

Activities planned for 2009-2010:

Continuously update the membership of the External Affairs Coordinating Council to advance the IUPUI Brand.

Create a strong coalition of new media content providers on campus to share new media content and cross promote events and successes, host a campus workshop to share lessons learned and best practices. Host a campus conference to continue professional development in October 2009.

Develop and deliver the IUPUI Web Policy.
Create new tools including news content management, robust calendar system, synchronized captioning system for video process.

Define specific tactics to improve internal communication based on survey results.

Develop strategies and tactics to keep campus informed of the changes that will be occurring as a result of construction of Wishard and the sports complex with the NCAA expansion.

☑ 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 2008-2009:**

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.

**Evidence of Progress for 2008-2009:**

**Activities planned for 2009-2010:**

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 2008-2009:**

1. Developed phase I of the Translating Research into Practice promotion to create awareness of IUPUI's leadership in translational research. For information on the program and special events [http://trip.iupui.edu/events](http://trip.iupui.edu/events)

  - Continuously improve the website and participating faculty in the TRIP database.
Print pieces have been distributed to peer institutions and community leaders showcasing the participating translational scholars.
Dialogue Spaces events were held with Ali Jafari and Anna McDaniels as the speakers.
A Community Showcase was held in April featuring 14 translational scholars.

Evidence of Progress for 2008-2009:

Activities planned for 2009-2010:

Recognize the achievement of nearly 300 translational scholars at IUPUI through website, special promotional hero cards, media relations and special events.

Promote and assist in the coordination of a third translational scholar showcase.

Promote future Dialogue Spaces luncheons.

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

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

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

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

Actions taken for 2008-2009:

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

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

Promoted scholarly research and creative activity of 14 faculty at IUPUI through Winter College in Florida in February.
Evidence of Progress for 2008-2009:

Launched a Neal-Marshall Indianapolis Club in the fall of 2008 to serve and engage our African American community in Central Indiana.

Delivered Winter College in February 2009 with increased enrollments to engage Indiana University Alumni in the work of the campus.

The IUPUI Alumni Council contributed over $100,000 for the distinguished alumni board room in the IUPUI campus center.

Activities planned for 2009-2010:

Dedicated a part time person to develop an alumni recruiting program with enrollment services and alumni relations to attract and recruit students from the region to IUPUI.

Expand collaborative interdisciplinary programs for alumni on the IUPUI campus including continuing education events and lifelong learning.

Develop the framework for a leadership summit bringing alumni volunteers and friends together for the 40th Anniversary of IUPUI in 2010.

Develop an alumni recruiting program to attract high ability students from the region to IUPUI.

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 2008-2009:

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, 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/
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.

Hosted the Chancellor's Report to the Community in February 2009 for 500 guests to promote the achievements, research and economic impact of IUPUI in the region. http://newscenter.iupui.edu/InTheNews/inthenewsarchive_08.htm

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

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

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

Evidence of Progress for 2008-2009:

Promoted the Indiana Innovation Alliance garnering support from the Indiana State Legislature for research and medical education.

Presented space requirements to representative of the Speedway Redevelopment Commission for expansion of Motorsports to the speedway development zone.

Activities planned for 2009-2010:

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

Deliver the State of the Community Report in spring 2010 to alumni and friends during the close of the 40th anniversary year.

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

Advance the Indiana Motorsports Education Alliance in collaboration with the Indiana Motorsports Association, Indiana Economic Development Corporation and other education and training partners.

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

☑ 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
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2008-2009:

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

Developed and delivered the IMPACT player campaign for delivery in Lucas Oil stadium for all visitors and guests to the Colts games in Indianapolis. Guests view IUPUI commercials and a special promotion on the IUPUI IMPACT player featuring faculty, staff, students or alumni who have made an impact on our community or the world.

Evidence of Progress for 2008-2009:

Activities planned for 2009-2010:

- C. Build credibility among media outlets for the significance and relevance of programs, faculty and initiatives at IUPUI through media relations.

  **Campus Planning Theme:** Civic Engagement

  **Secondary Goals:**
  
  **Sub Unit:**
  
  **Time Frame:**

Actions taken for 2008-2009:

Earned media demonstrated the impact of the IUPUI campus through the local media. From June 30, 2008 through July 1, 2009, IUPUI generated 348 press releases resulting in 8,994 stories in 152 newspapers with an advertising equivalency of $15.5 million. A total of 48.9 million viewers saw stories on Indiana television or heard radio stories citing IUPUI. The total publicity value of these 935 hits is $2.2 million. In addition, more than 3,142 alumni and friends received 11 issues of *IUPUI In the News* demonstrating the impact of IUPUI.

Evidence of Progress for 2008-2009:

Activities planned for 2009-2010:

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.
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.

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

Actions taken for 2008-2009:

Continued to develop and enhance the content and design of the IUPUI alumni magazine to project a strong quality image of the new IUPUI. Produced and distributed the "Personal Side of Impact" themed IUPUI Magazine to 114,000 graduates. To view the summer IUPUI Magazine visit: [http://magazine.iupui.edu/09Summer/](http://magazine.iupui.edu/09Summer/) and to visit the winter publication of "New Horizons" international themed IUPUI Magazine visit: [http://magazine.iupui.edu/09Winter/](http://magazine.iupui.edu/09Winter/)

Evidence of Progress for 2008-2009:

Activities planned for 2009-2010:

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

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

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

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

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:
Sub Unit:
Time Frame:

Actions taken for 2008-2009:

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

The Chancellor delivered his state of the campus address in the fall of 2008, report to the community in the winter of 2009 for over 500 guests, and the diversity report at the Martin Luther King Jr. Day dinner for over 400 guests in February 2009.

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

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

Evidence of Progress for 2008-2009:

Activities planned for 2009-2010:

Identify alumni recognition events for 40th Anniversary of the IUPUI campus.

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

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

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

Promote the advancement of the campus through the Chancellor’s Report to the Community Spring 2009 and Diversity Report Spring 2009.

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

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

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

Campus Planning Theme: Civic Engagement

Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2008-2009:

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.

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.

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.

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

Served as co-sponsor of the Spirit of Philanthropy annual event.

Evidence of Progress for 2008-2009:

Neal-Marshall Indianapolis

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

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

Activities planned for 2009-2010:

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

☐ 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 2008-2009:

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

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

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

Evidence of Progress for 2008-2009:

Activities planned for 2009-2010:

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

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

Reinvigorate the 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 2008-2009:

External Affairs researched and advanced the efforts of the Help America Vote Act through collaboration with the Secretary of State, Marion County Clerk and SPEA faculty to attract qualified poll workers to work the polls.

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

Supported an intern for the Political Engagement Project to assist with voter registration on campus.

Evidence of Progress for 2008-2009:
Activities planned for 2009-2010:

Re-established the American Democracy Project group to support efforts to engage the campus on political issues.

Promote a culture of civic responsibility in the election process.

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

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

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:

Actions taken for 2008-2009:

Promoted IUPUI's commitment to the community by managing and executing the campus United Way of Central Indiana Campaign raising $414,789 in 2008 as one of the top 20 employers in Indianapolis to support the United Way of Central Indiana.

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

Hosted the breast cancer research and awareness Race for the Cure event with over 40,000 visitors on campus.

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

Evidence of Progress for 2008-2009:

The overall participation level in the United Way Campaign is solid but not growing at a substantial rate. The campus is deeply engaged in Day of Caring, providing volunteer activities for local United Way agencies, Jam the Jag bus and the Back Pack Attack.

Activities planned for 2009-2010:

Continue to grow the relationship between United Way and the campus and increase the number of employees participating in the campaign. Hope to match contributions from last year at $414,000. However, 2009 looks particularly challenging due to the economic environment in the community and throughout the organization. Without pay
Increasing this academic year, the prospect of heightened charitable giving at a significant level is unlikely. To view the status of the current campaign for 2009 visit http://www.iupui.edu/~uwaycamp/

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

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

Join forces with the Center on Philanthropy to release a beta test survey of attitudes toward the United Way of our employees, faculty and staff.

Establish a database of community engagements with the Center for Service and Learning.

V. Integrated Image at IUPUI

Awards and Recognition

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

Actions taken for 2008-2009:

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

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

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

• 2008, Bronze Medal, CASE International Circle of Excellence Awards Program, Complete Institutional Web Site category, IUPUI Campus Website
• 2008, Gold Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, IUPUI Campus Website
• 2008, Bronze Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, "The Spot" podcast
• 2008, Merit Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, "Health & Life Sciences" podcast

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

Evidence of Progress for 2008-2009:

• 2008, Bronze Medal, CASE International Circle of Excellence Awards Program, "Horizons at IUPUI"
Activities planned for 2009-2010:

Continue recommending quality work for national recognition and awards.

Fiscal Health

Reallocation Plan

Other Question(s)

1) How are you dealing with the projected base budget reductions for 2009-10 and 2010-11? For instance, how will the projected base reductions affect your ability to deliver your current level of services to students, faculty, and staff? Will some planned initiatives have to be delayed or terminated?

External Affairs provides marketing and communication services to the campus including media relations, public and community relations, alumni and government relations, communications and marketing including website design and development. To minimize the impact on the day-to-day operations of the campus, it is our intention to reduce our advertising campaign expenditures. As advertising expenditures reduce, external affairs staff must shift attention to earned media, social media, public and alumni relations to continue reaching a key audiences.

A reduction in the advertising budget will permit us to continue the fall flight of advertising (2010) and eliminate or drastically reduce the spring advertising media buy (2010 and 2011). The current phase of the advertising campaign is designed to reach
CEOs and influencers through multi-media channels. Influencers include adults over 40 who influence students to enroll and/or influence higher education policy decisions. To reach this target audience, we utilize newspaper, television, radio, billboards, newspaper boxes, mail signage, and public transportation. Not only is this audience critical in attracting graduate students as well as high ability undergraduates, this target audience is essential to lay the foundation upon which our next comprehensive fundraising campaign will be successful at IUPUI.

In addition to the reduction of local media buys, a reduction in the advertising budget will also affect our national media campaign targeted toward alumni and peer institutions. We will reduce the number of direct mail and electronic pieces for the national reputation campaign and recycle existing public relations and media content. Our success in the peer institution campaign has led to improvements in our national rankings and visibility. If additional budget cuts are required, our next line of defense is to reduce the hours available for our hourly employees. Because our organization is dependent on hourly student workers - particularly in the generation of new media content for the web, we run the risk of delaying service or reducing services to the academic units.