2010-2011 External Affairs

<table>
<thead>
<tr>
<th>Section</th>
<th>Document Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goals and Objectives</td>
<td>• 2011-12 Marketing and Communications Plan 10.11 (2).doc</td>
</tr>
<tr>
<td>Goals and Objectives</td>
<td>• Annual Report Draft 11.14.11.doc</td>
</tr>
<tr>
<td>Goals and Objectives</td>
<td>• Highlights 2010 11.14.11.doc</td>
</tr>
<tr>
<td>Fiscal Health</td>
<td>• EXTAFF.pdf</td>
</tr>
</tbody>
</table>

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 2010-2011:

Expanded "Where Impact is Made" campaign through television, radio and billboard advertising in the 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. Tested the Chicago Market for Impact campaign. To view 2009 print materials, ads and commercials visit: http://ocm.iupui.edu/current/

Experimented with new media tools and social networking to drive learners to IUPUI website. Launched social network initiatives 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

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 2010-2011:

Second year of the high ability "Where Impact is Made" advertising campaign produced evidence of success through 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 release of the product. R&D still underway.

Assigned a staff member to develop alumni recruiting program in the next fiscal year with enrollment services and alumni relations. The program was successfully launched with 130 volunteers assigned in key market areas outside Indiana and select areas inside Indiana. First time Send-Off events were hosted by alumni for students and parents in South Bend and Evansville.

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)

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

Activities planned for 2011-2012:

Focus the CEO/Influencer marketing campaign on the 4 themes of the IUPUI IMPACT comprehensive campaign and priorities established in the Chancellor’s Roadmap.

Develop a social media strategy to advertise the campus to high ability students.

Initiate a regional marketing plan for regional markets including Chicago, Cincinnati, St. Louis, Louisville and Michigan.

Attract 250 alumni volunteers to recruit undergraduate and graduate students to IUPUI in key target markets as defined by the Office of Undergraduate Admission and the Graduate Recruitment Council.

Support the Office of International Affairs in its international student recruitment initiatives through alumni contacts and chapters programs

☑ 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 2010-2011:

Re-release "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 2009 print materials, ads and commercials visit: http://ocm.iupui.edu/expertise/marketing/advertising/

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://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 2010-2011:

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

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

Activities planned for 2011-2012:

Evaluate the IUPUI IMPACT CEO influencer campaign on graduate recruitment and enrollment.  
http://ocm.iupui.edu/expertise/marketing/advertising/

Prepare materials for Grad Expo, continuously improve the Graduate Office website. http://www.iupui.edu/~gradoff/

Review graduate recruitment collateral material needs with graduate office staff in 2011- reprint materials to reflect the IMPACT campaign elements.

Release advertising in the fall 2010 and depending on the legislative climate, release the ads in the spring 2011 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 students and their families through events that bring students to campus.

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

Actions taken for 2010-2011:

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 weeklong 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 2010-2011:

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.

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

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: The 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. [http://newscenter.iupui.edu/3900/Coach-Hunter-Wins-Top-Minority-Business-and-Professional-Achievers-Award](http://newscenter.iupui.edu/3900/Coach-Hunter-Wins-Top-Minority-Business-and-Professional-Achievers-Award)

Activities planned for 2011-2012:

IUPUI hosted the Hoosier Science and Engineering Fair on March 27, 2010 and the Scripps Regional Spelling Bee for Marion County on March 2 2010. IUPUI will host the Science Olympiad Build It Day on November 6, 2010; the Scripps Marion County Spelling Bee on February 28, 2011. [http://community.iupui.edu/education/scienceolympiad/](http://community.iupui.edu/education/scienceolympiad/)

Launch the IUPUI Legacy Project [http://community.iupui.edu/education/legacy/](http://community.iupui.edu/education/legacy/)

The Evan Bayh Youth Leadership Summit was not held in the fall of 2010 and will not be held in 2011.

Re-evaluate the IUPUI presence at Future Farmers of America and seek to strengthen visibility in the marketplace during the convention in 2011.
Grow programs reaching underrepresented groups such as Indianapolis Public Schools, Project Stepping Stone and Center for Leadership Development at IUPUI.

Develop a comprehensive middle school student reputation campaign program through in school promotions, social media, Jinx visits, achievement acknowledgement for scholarship.

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 2010-2011:

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:

- 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

To view the anniversary events, word marks, and activities http://forty.iupui.edu/

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

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/

Improved the functionality of the events calendar for the campus, the hotspot on the home page and JagTV stories to reflect the excitement of the campus. http://events.iupui.edu/

Collaborated with the Student Organization for Alumni Relations SOAR in developing the first Regatta on campus in the fall of 2009 http://alumni.iupui.edu/regatta

Evidence of Progress for 2010-2011:

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, new banners, a mini-grant program for campus units to attract speakers to campus. Additional activities:
• Cross promoted University College’s 10th anniversary and the renaming of Taylor Hall.
• Hosted 900 guest public concert at Madame Walker Theatre for community guests, Crispus Attucks graduates, with opera talent Angela Brown including a private concert for 800 IPS students.
• Awarded IUPUI Founder’s Medallions to Larry Borst, Rozelle Boyd, Ned Lamkin, and John Mutz for their vision and leadership in establishing IUPUI in January 1969.
• Funded speakers and promotions campuswide through a mini-grant program celebrating the 40th anniversary.

Activities planned for 2011-2012:

Complete the 40th Anniversary celebration activities through the fall 2010.

• Price of Progress book to be completed with a book signing at Madame Walker for key elders who contributed stories and content. Book produced by faculty in Liberal Arts and in Herron School of Art and Design 1500 copies were printed.
• 40th Anniversary closing ceremony event with a Metro-Retro Night event for students, faculty and staff in January 2010. Honoring our history as the Metros, players wore red and yellow Metros throwback jerseys to commemorate this part of IUPUI’s history. Former players, coaches, mascots, cheerleaders, managers, and band members were recognized during men’s basketball game versus Oral Roberts, held at Conseco Fieldhouse. Alumni reception held prior to game.

Coordinate and assist with the opening of the Multicultural Center in the fall of 2010, Honors College Grand Opening and design a commemorative permanent installation piece honoring the start of the Honors College as part of the 40th Anniversary of the Campus.

Begin the planning and design phases of Iconic life size Jaguar Sculpture to be placed on campus as a representation of IUPUI pride and spirit; collaboration with the School of Medicine Visual Media department. Sculptor – Jim Beck, who has sculpted several busts on campus. Project will continue through 2011.

Spring 2010, Strategic Partnerships coordinated the 2nd Annual Last Lecture with the Senior Academy to a standing room only crowd at the Lilly Auditorium, with accompanying reception. Lecture presented by retired faculty member, Jan Shipps, of Liberal Arts.

Developed the centennial celebration materials, marks and events for the IU School of Social Work to be launched in 2011. Work with the Graduate Office on Grad Expo Fair marketing and promotion materials and presence.

Alumni, staff and students attended “Tony Dungy: Uncommon Leadership” speech at University Place Hotel in the spring 2010 sponsored by several schools and units on campus.

IUPUI’s mens basketball team was honored at IUPUI Alumni Relations distinguished alumni event in honor of the 40th anniversary of the campus.

Develop and implement new Athletics 3 year marketing plan: BigBoldJaguars through signage, posters, web presence, events, promotional materials, etc. I

Initiate IUPUI Impact Award to recognize staff who are having an impact on our community through volunteer efforts. http://community.illinois.edu/
Appreciation week planned for spring 2011 to recognize students, staff and faculty members who are making significant contributions to our community.

The 2nd Regatta, a canoe race on the downtown canal, saw 96 teams of students, faculty, staff and alumni join together for a fun day. Over 3,000 attended the day’s activities. In addition to the canoe race, over 30 artists participated in a Regatta painting competition. This SOAR sponsored event has become a great campus tradition in just two years.

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 2010-2011:**

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 campus homepage visit [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](http://info.iupui.edu/archives/insiderarchive.htm)

**Evidence of Progress for 2010-2011:**

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 2011-2012:**

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.

Post short faculty and staff recognition features in Inside IUPUI.

Highlight faculty, staff and student expertise in programmatic areas through narrative videos on the homepage.

☑️ C. Recognize student academic and service excellence through Top 100 event, commencement, multicultural programs and athletic events.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

---

**Actions taken for 2010-2011:**

Alumni Relations hosted the Top 100 student recognition event to showcase academic achievement, leadership and service.

Academic unit 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.

[http://alumni.iupui.edu/](http://alumni.iupui.edu/)

The IUPUI Office of Alumni Relations staged commencement exercises for the IUPUI campus in the Indiana Convention Center. Through the double commencement ceremony on May 10, 2009, 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. School based ceremonies preceded and followed the two main ceremonies throughout the convention center to honor the achievements of the 2009 graduates.

The photo gallery can be viewed: [http://alumni.iupui.edu/commencement2009/info.html](http://alumni.iupui.edu/commencement2009/info.html)

Student athletes were recognized through special promotions for the Summit League, IUPUI Jaguar Letter Club, Fall 2009 and Fall 2010 Tip Off Luncheon at Conseco Fieldhouse and YouTube videos. 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 women’s basketball programs.

---

**Evidence of Progress for 2010-2011:**

In the spring 2010, 630 students, faculty, staff and guests celebrated the 11th year of the Top 100 student recognition program featuring alumnus Richard Reed as keynote speaker.

To view the awards program video visit [http://alumni.iupui.edu/top100.html](http://alumni.iupui.edu/top100.html)
Commencement activities were evaluated and reviewed to improve the quality of the experience and create a more student-centric experience. A student speaker was introduced, video profiles were enhanced to capture the achievement and excitement of the graduating class. Hooding ceremonies were improved and the diploma awarding process was streamlined and dignified. The musical presentation was enhanced and additional signage was created to parallel the significance of the event. Over the two days of ceremonies, over 35,000 family members and guests joined in the celebration of their student's achievement. http://alumni.iupui.edu/commencement/2010/info.html

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 2010-2011:

In 2009, launched Phase II of the IUPUI "Where Impact is Made" national reputation campaign with 2 direct mailings. The Translating Research Into Practice (TRIP) brochure and Research International Service and Experiential Learning (RISE) brochure reached national academic leaders through direct mail to 1500 presidents, chancellors, provosts and vice presidents for research nationwide.

In 2010, released 2 additional mailings to the national list of 1500 university presidents, provosts and admissions officers touting IUPUI's ranking in USNWR's list of schools to watch, and the Chancellor's 2009 Performance Report.

Introduced the Indianapolis flight Southwest Airlines campaign to parallel Indianapolis' economic development campaign.

Researched the top 25 national markets for the reputation campaign.

Evidence of Progress for 2010-2011:

The national reputation 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.

Placed regional, national and international advertisements in the top 20 metro areas in the United States and in Asia to reinforce the reputation campaign.

---

**Activities planned for 2011-2012:**

Develop and distribute at least two mailings to the national list of 1500 academic leaders, the Chancellor’s Performance Report, national rankings direct mail letter and other distinguished awards.

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.

Promote IUPUI as the nation’s translational campus through the Chancellor’s *Translating Research into Practice* initiative. Website promotions, faculty scholar hero cards, and video interviews put a face on translational research at IUPUI. IUPUI promoted faculty excellence on the web, in print publications, campus promotions, annual report and electronic newsletters reaching thousands of off campus alumni, friends, and policy makers including profiles of translational scholars in the monthly Office of Research newsletter. To view TRIP website: [http://trip.iupui.edu/](http://trip.iupui.edu/)

Increase the quality and content of websites to attract top level faculty to IUPUI. New content, photographs, images and stories will populate the site.

---

**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 2010-2011:**

Implemented the balance of the IU 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/](http://ocm.iupui.edu/integratedimage/).

Updated and re-formatted campus talking points and facts on the OCM website. Refreshed key messages with supportive data for Deans.

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/](http://ocm.iupui.edu/).

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

Developed website and communications plan for construction projects on campus.

Worked with Parking and Transportation to communicate availability of parking on campus and new permit options.

Evidence of Progress for 2010-2011:

All 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 joined forces with UITS Indiana University to release mobile technology prototype.

Introduced and manage the campus skywalk signage program. Developed a process to feature various school and unit messages and provide creative and design services to the schools interested in utilizing the advertising space.

Developed and implemented campus outdoor signage policies (yard signs, directional signs, event promotion signs) in collaboration with the architect’s office, communications and marketing, and the campus grounds staff. Proposal of the use of installation of outdoor digital signs.

Significantly improved internal communications regarding construction projects and parking changes to improve traffic and mobility on campus.

Conducted marketing and communication consultations with IU School of Dentistry, School of Science, Enrollment Services and Finance and Administration.

Hosted campus communicators electronic communications workshop October 2010. http://edudev.iupui.edu/

Activities planned for 2011-2012:

Message Management:

- Continue to refresh messaging for campus and align it with messaging for the IMPACT IUPUI campaign messages.
- Develop and deliver a message strategy to inform internal audiences of the Chancellor’s roadmap and its alignment with President McRobbie’s Principles for Excellence. Establish measurement tools to measure effectiveness of communication strategies and tools.
- 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.
- Conduct faculty and administrator media training sessions through half-day sessions.

Build a Culture of Excellence:
- Develop training and workshops for campus communicators including media training for academics, effective use of new technologies through eduDEV and better utilize the EACC to convey these messages to schools and units and how they can incorporate them into their communications.
- Launch and support a new campuswide blog platform free of charge to campus users; update the documentation for electronic campuswide platforms maintained by OCM.
- Develop and deliver a strategy for promoting involvement in the campus re-accreditation.
- 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 November 2010.

Brand Management:

- Develop a “brand delivery effectiveness program for the IU School of Dentistry and service and brand delivery audit for Human Resources.

Policy Development:

- Establish new campus policies for on campus filming, photography, outdoor signage, vehicle signage and communication postings.
- Collaborate with Indiana University Vice President of Public Affairs and Government Relations on communications and marketing integration, strategy development and cost benchmarking.
- Provide consultation to IUPUC and IU Kokomo for marketing and promotion.
- Review results of IUB survey of faculty and staff communication preferences and adjust our communications accordingly.
- Continuously update the membership of the External Affairs Coordinating Council to advance the IUPUI Brand.
- Develop and deliver the IUPUI Web Policy.

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

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2010-2011:

Continued the contract with a national media relations representative with particular expertise in health and life sciences to promote IUPUI research.

Deployed media data gathering service to capture and measure media exposure for IUPUI.

Evidence of Progress for 2010-2011:

IUPUI CEO influencer campaign delivered through Southwest Airlines to reach audiences travelling to and from Indiana facilitating the expansion of the US.
Indianapolis to the southwestern region of the U.S.

National and international markets evaluated for IUPUI promotions. Initial strategy developed for 2010.

Placed regional, national and international advertisements in Newsweek Top 20 largest metro areas in the United States with circulation 1,415,000 and readership 9,140,900. International placements in Newsweek Asia with circulation of 200,000 and readership 570,000 including China, India, Korea and Australia.

Activities planned for 2011-2012:

Continue IUPUI sponsorship of Sound Medicine in local market and extending the syndication nationally.

Produce faculty video interviews for centers of excellence, signature centers, national distinctions and achievements.

Produce news releases on achievements of centers of excellence.

Continue regional, national and international advertisements in Newsweek Top 20 largest metro areas in the United States with circulation 1,415,000 and readership 9,140,900. International placements in Newsweek Asia with circulation of 200,000 and readership 570,000 including China, India, Korea and Australia.

☑️ 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 2010-2011:

- 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 2010-2011:

Promoted IUPUI as the nation’s translational campus through the Chancellor’s Translating Research into Practice initiative. Website promotions, faculty scholar hero cards, and video interviews put a face on translational research at IUPUI. IUPUI promoted faculty excellence on the web, in print publications, campus promotions, annual report and electronic newsletters reaching thousands of off campus alumni, friends, and policy makers including profiles of translational scholars in the monthly Office of Research newsletter.

To view TRIP website: [http://trip.iupui.edu/](http://trip.iupui.edu/)
Activities planned for 2011-2012:

Work with TRIP Faculty Fellow to advance TRIP initiative and assist in planning of related events and promotional opportunities.

Feature scholars on the IUPUI homepage and other high-traffic communications channels.

Encourage blogging by scholars to increase search engine presence and national reputation in narrow research interests.

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 2010-2011:

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 2009. Winter College attracted the largest audience to date with 140 alumni and friends participating in the three day conference focusing on 'Globalization. Is It a Small World After All?'

900 alumni and family members attended the IUPUI Alumni Holiday Night at The Children's Museum.

Produced and distributed the IUPUI Magazine to over 130,000 alumni nationwide.

Evidence of Progress for 2010-2011:
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 Florida to university alumni in February 2009. Winter College celebrates its 5th year and continues to showcase outstanding faculty as lecturers.

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

Promoted scholarly research and creative activity at IUPUI through alumni programs including Winter College 2010 in Florida reaching 140 alumni and showcasing IUPUI faculty.

Launched an interdisciplinary program entitled Food for Thought attracting over 240 IUPUI graduates to campus.

---

Activities planned for 2011-2012:

- Winter College 2011 will be moved to Miami, Florida and will be used leverage and help support the Impact Campaign.
- The interdisciplinary campus based Dean's day conference will be themed “Wired”
- Expand collaborative interdisciplinary programs for alumni on the IUPUI campus including continuing education events and lifelong learning.
- Continue collaboration with the IUAA and IUF to connect alumni to the IUPUI Impact Comprehensive $1.25 Billion campaign.
- Provide editorial support of the IUPUI Magazine and alumni e-newsletters.
- Develop and deliver significant and relevant stories about programs, faculty and staff organized along economic clusters. Each publication will provide highlights of translational scholars.

---

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 2010-2011:

Demonstrated IUPUI’s impact on the health and life sciences, information technology and motorsports economic clusters through sponsorships and partnerships with the Indiana Health Industry Forum, Tech Point and the Tech Summit, MIPA awards, Indianapolis Chamber of Commerce and the Hispanic Business Council’s
and the Tech Summit, MIB awards, Indianapolis Chamber of Commerce and the Hispanic Business Council’s Conexión event, Indiana Black Expo, Fiesta, BioCrossroad’s Indiana Life Science Summit, the IBJ’s Life Sciences Breakfast, and the Economic Club of Indianapolis. To learn more about community relations visit [http://www.iupui.edu/outreach](http://www.iupui.edu/outreach).

The Chancellor hosted nearly 500 guests for the Report to the Community, distributed 10 electronic newsletters to a subscriber base of 3,123 corporate and community leaders. Over 2,000 copies of the campus performance report were distributed to policy makers, community & civic leaders. To view the Chancellor’s Newsletters visit: [http://www.iupui.edu/administration/ chancellor/chancellorsnews.html](http://www.iupui.edu/administration/chancellor/chancellorsnews.html)

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](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 2010-2011:**

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.

Delivered the Chancellor’s Report to the Community in the Spring of 2010.

---

**Activities planned for 2011-2012:**

Host the Chancellor’s Report to the Community in February 2011 focusing IUPUI’s contributions to urban research and the 4 central themes of the IUPUI IMPACT comprehensive $1.25 billion campaign.

Host the first annual meeting of the IUPUI Impact Comprehensive Campaign prior to the Chancellor’s Report to the Community.

Advance the Indiana Motorsports Education Alliance in collaboration with the trade association, and Indiana Economic Development Corporation.

Building on Indianapolis’ rich tradition as the volunteer sports capital of the world, IUPUI hosted the closing ceremony and reception for members of the Indianapolis Tennis Center in Summer of 2010.

Explore opportunities to manage the Indianapolis Economic Club and how to maximize this opportunity for the campus.

Develop an economic impact website for the campus along with a companion print piece to be sent to key...
Develop an economic impact website for the campus along with a companion print piece to be sent to key stakeholders. Develop collateral materials for key audiences.

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

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

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

B. 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 2010-2011:**

Last academic year, IUPUI leveraged earned media 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 $16.5 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.

---

**Evidence of Progress for 2010-2011:**

In fiscal year 2009-2010, IUPUI leveraged earned media through the local media by generating 361 press releases resulting in 3,295 reported articles through US Meltwater with an advertising equivalency of $29,306,235.

Media relations prepares and distributes IUPUI in the News to more than 3,142 alumni and friends in 11 issues of IUPUI In the News demonstrating the impact of IUPUI.

---

**Activities planned for 2011-2012:**

Evaluate the success of our media relations efforts across campus through data analysis and message analysis and report that success to campus leadership and the faculty executive committee.

Develop media saturation and impact reports through media data gathering service, Meltwater.

Continue and expand *IUPUI in the News* database to 15,000 friends and leaders and expand the *IUPUI in the News* to all alumni populations.

Recycle video clips from the schools, alumni association, IU Foundation and other relevant university partners through *IUPUI in the News.*
Create tip sheets and video highlights to feature the accomplishments of faculty, staff and students.

Integrate IUPUI news stories into the Indiana University IU News Daily and media relations gateway initiative.

Promote the scholarly achievements of the Signature Centers by producing at least one media tip sheet a month.

Broaden the use of new media in capturing the campus research and engagement through blogs, RSS feeds, Facebook and You Tube.

Incorporate video clips on the news center site.

Increase the visibility of IUPUI distinctions in Indiana University news releases, websites, and research publications.

Expand campus media experts in ProNet, INdure, BioCrossroads and IUPUI websites.

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.

Expand new media options to enhance coverage of the campus by developing content for trade publications, websites and news blogs.

C. 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 2010-2011:**

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 2010-2011:**

Issued 2 releases of the IUPUI Magazine to 140,000 graduates of the campus nationally and internationally. To view the summer and winter IUPUI Magazines visit: [http://magazine.iupui.edu/09Summer/](http://magazine.iupui.edu/09Summer/) and [http://magazine.iupui.edu/10Winter](http://magazine.iupui.edu/10Winter)

**Activities planned for 2011-2012:**

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.
Produce a campaign insert in the IUPUI Magazine Winter 2011.

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.

D. 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 2010-2011:**

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/](http://alumni.iupui.edu/).


Nearly 900 alumni and friends representing all school on campus participated on in the annual 2009 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. [http://forty.iupui.edu/tour/](http://forty.iupui.edu/tour/)

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

- 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. Over 156 individuals have participated in club sponsored membership and recognition events.

**Evidence of Progress for 2010-2011:**

School Alumni Associations continued to host welcome events for students in Engineering and Technology, Physical Education and Tourism Management, Herron School of Art and Design, and Nursing, and Health and Rehabilitation Sciences

Over $50,000 was awarded in scholarship to 45 outstanding students through school based and IU Alumni Association programs
Over 300 alumni continued to serve as mentors to IUPUI students.

The Office of Alumni Relations, through the Jaguars Letter Club, sponsored the annual Athletics Hall of Fame. A special induction of the first IUPUI Men’s Basketball team was a highlight. Student athletes were recognized at the year event for academic achievement.

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

Neal Marshall Indianapolis Alumni Club:

- Executive Board Established and two chapter events conducted with 156 guests at two quarterly business meetings and membership prospecting events. http://alumni.iupui.edu/indymac/
- 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.
- Neal Marshall hosted with the Black Faculty Staff Council 2009 & 2010 IUPUI Black Graduates Celebration for 400 invited recent graduates.
- Neal Marshall received a diversity grant award for $2,500 from the Neal-Marshall Alumni Club and earned a Chapter of the Year Award from NMAC.

Activities planned for 2011-2012:

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 2010 and Diversity Report Spring 2011, present a distinguished alumni award at the diversity report in collaboration with the Neal Marshall Indianapolis Alumni Club.

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

E. Recognize the contributions of alumni through special events.

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

Actions taken for 2010-2011:

Alumni and friends were honored at the annual IUPUI Leader’s Dinner at which over 200 guests were attendance. Jean Benko. Dan Powell and Mark Antresian were recognized for their service and
presented the Maynard K. Hine Medallion. [http://alumni.iupui.edu/hinemedallion.html](http://alumni.iupui.edu/hinemedallion.html)

Schools continued to recognize the achievements of their alumni. Nursing, Law, Medicine, Science, Engineering and Technology, Health and Rehabilitation Sciences, Dentistry, and Social Work recognized 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.

Served as co-sponsor of the Spirit of Philanthropy annual event recognizing the achievements of volunteers and donors to the IUPUI campus.

---

**Evidence of Progress for 2010-2011:**

Over 300 alumni continued to serve as mentors for IUPUI students.

The Office of Alumni Relations, through the Jaguars Letter Club, sponsored the annual Athletics Hall of Fame. A special induction of the first IUPUI Men’s Basketball team was a highlight. Student athletes were recognized at the year event for academic achievement.

With 15,000 alumni attending events during the academic year, over 500 remain active volunteers. The Office of Alumni Relations received honors for the Top 100 student recognition program, the Best Collaborative Program ‘Homicide Investigation from Crime Scene to Court’ and the Best Student Alumni Organization program for the IU School of Law-Indianapolis Alumni Association Operation LAWS (law alumni working with students.)

The IU Alumni Association also recognized two campus graduates with the President’s Award.

The Neal Marshall Indianapolis Chapter also recognized a graduate at its spring event and the IUAA Asian affiliate group recognized a campus alumnus.

Thousands of alumni from all schools continue to participate in a wide range of well-organized and executed alumni programs ranging from personal enrichment to social and service.

The number of programs offered and the attendance at those programs continue to grow demonstrating the pride IUPUI alumni have for their campus.

---

**Activities planned for 2011-2012:**

Host the IUPUI IMPACT comprehensive campaign kick-off event in October 2010 with 400 alumni, donors and friends.

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

Develop councils to engage Latino Alumni and (GLBT) Gay Lesbian, Bisexual and Transgender alumni in programs of interest in central Indiana.

Coordinate and manage the Athletic Hall of Fame dinner for alumni and friends [http://alumni.iupui.edu/halloffame.html](http://alumni.iupui.edu/halloffame.html)
F. 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 2010-2011:**

Participated in the Hoosiers for Higher Education Day at the Statehouse which featured researchers from IUPUI.

Coordinated elected official visits to campus, federal and state legislative reporting, and update political activity guidelines for access to campus facilities and public events.

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.

Hosted the State Budget Committee in June 2010 with a tour of Crispus Attucks Medical Magnet School and an explanation of IUPUI’s engagement with them.

Hosted the Indiana Commission for Higher Education in March 2010 with tour of the ICTC building.

Sent members of the Indiana General Assembly copies of the IUPUI Performance Report.

Responded to requests for information from IU state and federal relations representatives, legislative and congressional staff, and state agency representatives.

Participated 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/](http://www.iupui.edu/administration/extaff/events/)

---

**Evidence of Progress for 2010-2011:**

Educated policy makers on initiatives and programs at IUPUI through personal visits, invitations to events, and follow up on issues of interest.

Reviewed and advanced federal earmark requests for IUPUI campus.

---

**Activities planned for 2011-2012:**

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.

Host the Indiana Black Legislative Conference in September 2010.
Host Representative Andre Carson’s Job Fair in August 2010.

Develop an economic impact website for the campus along with a companion print piece to be sent to key stakeholders.

Review and advance federal earmark requests for IUPUI campus fall 2010 and spring 2011.

**G. 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 2010-2011:**

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 the Political Engagement Project.

---

**Evidence of Progress for 2010-2011:**

---

**Activities planned for 2011-2012:**

Re-establish the American Democracy Project group to facilitate events, projects and curriculum that engage students in discussions about politics and public policy.

Propose IUPUI as site with the Debate Commission; host the debate between candidates for U.S. Senate in October 2010.

Develop a plan to educate the campus leadership and faculty on key issues of legislative interest to the university, and promote good citizenship to faculty, staff and students.

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.

**H. 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 2010-2011:

Raised over $414,000 for the United Way of Central Indiana in 2009 earning recognition as one of the top 20 employers in Central Indiana to contribute to the United Way.

The 2009 BackPack Attack, a city wide school supply drive was led by External Affairs. This drive collects school supplies for the underprivileged children of Indianapolis. Over 80% of IPS children are on free and reduced lunch and BackPack Attack strives to eliminate the extra burden of these children having to purchase school supplies at the beginning of the school year. The 2009 drive collected over 650,000 supplies (a 62 percent increase from 2008), 15,100 backpacks (a 43 percent increase) and had over 300 businesses participating.

Over 400 students, staff, and faculty volunteered with the 2009 Day of Caring. Keep Indianapolis Beautiful designated service projects for participants to help create and maintain a greener downtown Indianapolis.

The 2009 “Season of Giving” adopt a family holiday program set a record with staff and students adopting 62 families for the holiday season. This was a dramatic increase from the 39 families adopted during the 2008 campaign. Families from our neighboring west side agencies the Christamore House and Hawthorne Community Center enjoyed the holidays due to the generosity of IUPUI staff and students. http://community.iupui.edu/community/seasonofgiving/

The 2009 Jam the Jaguars Bus Food Drive collected almost 3 tons of food to be delivered to 18 churches and non profit agencies around Indianapolis to begin the holiday season.

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

The 2010 Race for the Cure was a record breaking year for IUPUI. For the first time IUPUI had over 1,000 members of its race team at 1054. The fundraising for Team IUPUI also surged from $7200 in 2009 to $21,655 in 2010. IUPUI also hosted the event which brought over 40,000 people together to raise awareness and funds for breast cancer research as well as remember and celebrate those affected by breast cancer. http://community.iupui.edu/partnerships/raceforthecure/

The Office of External Affairs launched a new campus wide online events system. This system more accurately alerts service providers on campus as to what type of events are coming to campus. This new user friendly sites keeps a large campus informed of service providers responsibilities to upcoming events, making us an even stronger community partner.

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 567,215 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/  

Evidence of Progress for 2010-2011:

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. http://community.iupui.edu/community/jamthepantry/
Over 400 students, faculty and staff participated in the 2009 Day of Caring. Service projects designed by Keep Indianapolis Beautiful help maintain a greener downtown Indianapolis.

Raised 99% of our United Way goal during very trying economic times. [http://www.iupui.edu/~uwaycamp/](http://www.iupui.edu/~uwaycamp/)

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

---

**Activities planned for 2011-2012:**

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.

Develop a database of community connections with the Center for Service and Learning in order to better facilitate these relationships and communicate about them.

Raise $415,000 for the United Way of Central Indiana Campaign in the fall 2010.

Initiate the IUPUI Impact Award, presented to staff members to recognize them for their work in the community.

Initiate IUPUI Appreciation Week in the spring 2011 to recognize work of IUPUI faculty, staff and students in our community.

Partner with the Indianapolis Colts, Clarian, and the Indiana Blood Center (Be the Match division) to sponsor/host Gary Brackett’s Drive for Life bone marrow drive at University Place Conference Center.

---

**V. Integrated Image at IUPUI**

**Awards and Recognition**

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

**Actions taken for 2010-2011:**

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

2008 IUPUI wins the Gold Award for [admissions websites](http://www.iupui.edu/~uwaycamp/) 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 2010-2011:

2009, Bronze Medal, CASE International Circle of Excellence Awards Program, "Happening at IUPUI"

2009, Gold Award, Admissions Marketing Report 24th Annual Admissions Advertising Awards, IUPUI Events Calendar

2009, Merit Award, Admissions Marketing Report 24th Annual Admissions Advertising Awards, IUPUI Video & Captioning Platform

2009, Merit Award, Admissions Marketing Report 24th Annual Admissions Advertising Awards, IUPUI Performance Report

2009 IUPUI Office of Alumni Relations to receive CASE Silver Award for Best Collaborative Program for "Homicide Investigation: From Crime Scene to Court" a continuing education conference.

2009 IUPUI Office of Alumni Relations to receive CASE Silver Award for Best Student Alumni Program Indiana University School of Law-Indianapolis Alumni Association Operation LAWS (law alumni working with students)

2010, International recognition for IUPUI TV Spots through the 2010 Bronze Telly Award for “Where Impact is Made Everyday.”

Activities planned for 2011-2012:
Continue recommending quality work for national recognition and awards by evaluating top marketing and electronic award winners and create innovative strategies to earn national recognition.

Fiscal Health

Reallocation Plan

Other Question(s)

1. What initiatives have you undertaken, or have planned, to improve retention and graduation rates?

Build connectivity between students, faculty and staff and the surrounding community through Jam the Jaguars Bus encouraging donation of food and funds to families in need, Season of Giving promoting 62 family adoptions during the holiday season, United Way of Central Indiana campaign to raise over $320,000, improve local organizations through Day of Caring, present opportunities for civic responsibility through the American Democracy Project and promote endless opportunities to volunteer on and off campus for major events like the Super Bowl and Race for the Cure.

Promote the spirit and pride of the campus through the IUPUI Regatta, campus athletic and student life promotions, campus banner program, billboards throughout the city, special events, and extend the enthusiasm on campus through social media on You Tube, Twitter and Facebook.

Highlight student achievement through photography and promotions on campus home pages, electronic news releases, and through the Top 100 student event each spring.

Produce and deliver internal communications including 87 issues of Jag News and 7x24 video signage to students promoting events, key deadlines, and tips informing them of opportunities to be successful at IUPUI.

2. What are the priorities that shape your decisions about initiatives you will undertake and maintain?

The Office of External Affairs remains focused on the campus planning priorities of attracting more better qualified and diverse students to IUPUI, supporting and enhancing effective teaching, increasing scholarly activity and external funding, and intensifying our commitment and accountability to Indianapolis, Central Indiana and the state.

Throughout the $1.25 billion comprehensive campaign, IUPUI intends to continue the development of our advertising and promotion campaign Where Impact Is Made to community leaders and those who influence individuals to attend IUPUI as an undergraduate or graduate student. This will remain our top priority.

Our second priority will be to support the campus enrollment management strategy to attract a highly qualified and diverse student population. We will reinforce the strategies defined in enrollment services aligning key promotional messages throughout the campus web site, banners, ads and promotions. Particular emphasis will be placed on advertising and promotion to underserved populations including the influencers of the African American and Hispanic communities to reinforce IUPUI as a first choice institution.
Our third priority will be to intensify our efforts in community relations, media relations, government affairs, and peer institutions to attract funding and notoriety to IUPUI for research and scholarly excellence and student success. While internal communication with existing students, faculty and staff will remain a priority, we are working with IU Communications to build enthusiasm for existing students through social media campaigns, promote events through electronic newsletters and campus promotions.

3. How is the move to centralized services affecting your operations? How are you dealing with these effects?

Since September of 2010, the IUPUI marketing and communications division has been involved in a merger/integration with an Indiana University office of creative services in Bloomington, the IU School of Medicine communications team and the Bloomington Provost’s marketing and communications team. As part of a Trustee recommendation to reduce costs, streamline efficiency and improve service, the merger became effective July 1, 2011. In the 2011-2012 academic year, the IUPUI office of external affairs, schools and administrative units on our campus are clients of a new communication organization, IU Communications. The 2010-2011 and 2011-2012 academic years will serve as transition years to prioritize services available to the campus and the associated costs to purchase such services.

As of November, the staff integration from IUPUI into IU Communications is essentially complete. Activities that will not be continued by IU Communications have been identified and reassigned or discontinued. A business process has been established to select campus priorities to be continued “in-kind” and those to be billed for a fee. In concert with IU Communications, a strategic plan will be developed in 2012 to define marketing objectives and measurables for IUPUI.

4. What marketing strategies/materials are you planning to develop/disseminate during the coming year?

- a. Who is the intended audience for each?
- b. What do you hope to accomplish with this strategy with this audience?
- c. How much are you planning to spend for each strategy?
- d. How will you tell if your expenditure was worth your investment? [Provide return on investment (ROI) data for past expenditures, if available, and plan to track ROI in the future.

Due to the recent merger/integration of the communication and marketing divisions of IUB and IUPUI, the campus will prioritize key initiatives to be pursued in 2011-2012 academic year. A campus marketing plan will be developed with IU Communications in early 2012. The following items are priorities to be continued in the next academic year.

First external affairs priority for the campus: Provide promotional support to increase scholarly activity and external funding.
Successfully complete the $1.25 billion comprehensive campaign by refreshing the existing IUPUI Impact advertising campaign. This will be accomplished through refreshed print advertising and web images and content to enhance the themes of the campaign. Campus pole banners will be installed in January 2012, new advertisements are under development with the IU Foundation and IU Communications for distribution in spring 2012 and summer 2012. Parallel images and content will replace the existing billboards by the summer of 2012. The Colts sponsorship should be renewed in Lucas Oil Stadium to reach Indiana fan base and key corporate influencers, and Sound Medicine sponsorship will continue.
Key audience to be reached: Corporate, civic and community leaders who influence policy, charitable giving and college-going decisions of young adults.

Expenditures expected: $300,000 promotions and advertising. (Colts $100K, $100K Billboards, $25K Sound Medicine, $75K banners and advertisements)

Assess return on investment: The majority of our marketing buys (Colts sponsorship, billboards and Sound Medicine sponsorship) are part of an image building campaign and do not have direct calls to action. So it is difficult to identify direct returns on these ads. However, we can correlate data from several sources to see if they are trending in a positive way. This includes the IUPUI fundraising campaign, application rates, campus visits, social media data (Facebook friends, likes and posts; Twitter followers and retweets), and Website data (traffic sources, page views, average time spent on site, and new visitors). Over the coming months we will be working to develop and refine means to more effectively use this data to guide our marketing and communications efforts.

As we plan for the coming fiscal year, we will be looking at ways to more directly track the effectiveness of our media buys by including a direct call to action and more quantifiable means of identifying results. This will help us be able to calculate the return on investment for our marketing and communication expenses.

Renew the institutional peer campaign with news about emerging research, centers of excellence, significant grants and awards.

Key audience to be reached: College and university presidents, provosts and research vice presidents.

Expenditures expected: $25,000 printing, duplication and distribution of materials to 1800 recipients at least twice a year.

Assess return on investment: Improvement or change in campus rankings in U.S. News and World Report, and in the up-and-coming national universities.

Second external affairs priority for the campus: Attract more highly qualified and diverse students to IUPUI

Maintain the urban IUPUI brand on the campus website, admissions, graduate school and relevant student attraction sites. Advance social media initiatives to showcase the excellence of IUPUI in academics, research, civic engagement and student life.

Continue hosting key student attraction activities for middle and high school students including Science Olympiads, Poetry Contest, Baseball In Education, Marion County Scripps Spelling Bee, Scholastic Art and Writing Competition and We the People, a constitution based competition.

Key audience to be reached: Prospective undergraduates and graduate students.

Expenditures expected: $20,000 and an additional $100,000 for promotional items, athletics marketing and promotions, advertise in IBJ Next student recruitment publication $8,800.

Assess return on investment: Increase in the SAT scores and class rank of IUPUI undergraduates, increase in underrepresented applicants and acceptances to IUPUI.

Third external affairs priority for the campus: Intensify commitment and accountability to Indianapolis, Central
Strengthen media relations efforts in central Indiana and the region to inform and engage alumni and friends in the research and success of the campus.

Evaluate the quality and relevance of the IUPUI Magazine distributed twice a year to graduates of the IUPUI campus based on readership survey data collected in late 2011.

Showcase the relevance and importance of the campus’ expertise in diversity issues through a local advertising and media campaign.

**Key Audience:** Alumni, donors, friends and policy makers in the region.

**Expenditures expected:** $141,000 for the printing and distribution of the improved IUPUI Magazine. The diversity promotions package is expected to cost $15,000 for year 1. Neal Marshall programming and promotional materials Indianapolis $5,000 and emerging IU Latino Alumni Association promotions and programming initiatives $5,000.

**Assess the return on investment:** The IUPUI Alumni Magazine is one of the most important vehicles we have to communicate with IUPUI’s more than 146,000 living alumni. It is mailed twice a year and there is also an online version and an iPad version. To get a better understanding of how well this piece is serving the university, we conducted a survey of recipients in December 2011. We used a standard survey developed by CASE so that results could be compared to 64 other alumni magazines. We have recently reviewed the results and will be using them to improve the content and design of the piece to make it a more effective and engaging piece. We will also review data from the online and iPad versions of the magazine.

**Fourth external affairs priority for the campus:** Support and enhance effective teaching

Promote the excellence of the campus and build pride among students, faculty and staff by producing internal communication electronic newsletters, video segments, and hot spots on the webpage. Disseminate key information on road closings, construction, enrollment deadlines, health care benefits, new hire, awards and retirements. Additional initiatives to be released in 2011-2012 through social media promotions.

**Key audience:** IUPUI students, faculty and staff.

**Expected Expenditure:** Photography and staff time.

**Assess the return on investment:** IU Communications recently began sending out our internal communications through a vended email product that will provide us with much more data on open rates, click throughs and unsubscribers. This tool helps us refine and improve electronic newsletter open rates through Inside IUPUI and JagNews.