

Goal 4: Enhancement of the Resource Base

A. State funds

Inviting Legislators/Public to Campus

Suggest various ways of getting legislators and the general public to come to campus and understand the academic enterprise. Lecture series, open houses, contests are all helpful. The Cutting Edge lecture series and the Poetry Contest that have been run for many years in both Buffalo and Chicago are examples of useful educational outreach that also serves as a recruitment tool for talented students. General knowledge, art or music contests or other ideas should also be considered. Consider a Chancellor's Professor Lecture Series.

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Current Status

- Between April 2006 and April 2007, IUPUI's special events Web site reported approximately 560 on-campus events, many of them aimed at attracting high-quality students and the public to campus.

Recommendations

- To attract legislators to campus, Community Relations, External Affairs, and select faculty and students could:
 - Invite local, state, and federal elected officials small events highlighting star faculty members and research on campus. Target officials' interests based on their committee assignments and bills they have introduced.
 - Provide opportunities for legislators to meet with constituents on campus.
 - Create forums for students (especially student government representatives) and faculty to discuss important campus issues with elected officials.
 - Charge a campus-wide group of 12-15 faculty with inviting a legislator to lunch once a month to discuss issues of interest to the faculty or legislator.
 - Host a Chamber "Hob Nob" event.
- To attract alumni to campus, the Office of Alumni Relations, Community Relations, and the Campus Center Director could:
 - Invite alumni to on-campus events; offer training programs pertinent to their work.
 - Arrange luncheon roundtable discussions with faculty researchers.
 - Invite alumni to mentor students seeking employment or seniors in capstone classes.
 - Invite alumni to Founders' Day event celebrating IUPUI's 40th anniversary on January 28, 2009.
- 3. To attract the general public to campus, the Office of Community Relations could:
 - Organize festivals, walking tours, and musical performances.
 - Work with strategic partners to identify ways to leverage existing events to attract members of the public.
 - Host existing campus events, such as some of the Hispanic-oriented activities.
 - Link to other major events/conferences in the city by hosting breakfasts or receptions.

Implementation

The above-mentioned offices would collaborate to determine the feasibility of the recommendations.

Resources

Staff time would be needed to organize meaningful events. Hosting lunches would involve some costs. Cost of any significant events could be substantial.

(Revised August 27, 2007)