

OFFICE OF EXTERNAL AFFAIRS
1999 ACHIEVEMENTS
Revised 1/21/00

LEARNING

Redesigned the new IUPUI gateway home page with appropriate cross-links to result in a more interactive and effective site for prospective students and donors, community leaders, and policymakers.

Celebrated 4,152 degrees conferred at the 1999 IUPUI commencement.

Nominated nine IUPUI student-athletes for induction into the National College Athlete Honor Society; 88 student-athletes (41% of total) achieved a GPA of 3.0 or higher and are on the 1999 IUPUI Academics Advisor's List.

Created marketing strategies to increase the numbers of students in the Honors program from 18 students in 1998 to 59 students in 1999.

CENTRALITY AND COMMUNITY CONNECTIONS

Coordinated the implementation and training of the Indiana University comprehensive calendar online for all IUPUI schools and units.\

Created executive database to communicate with community leaders, alumni, and friends.

Facilitated the scheduling and appearance of Steven Counsell, M.D. as an expert witness testifying before U.S. Senator Evan Bayh's Select Subcommittee on Aging.

Increased the number of Intercollegiate Athletics season tickets sold by 4%. A number of season tickets purchased were donated to community non-profit organizations for middle and high school students.

Launched the Junior Jaguars Kids Club attracting 35 young children and their families to visit the IUPUI campus.

Demonstrated IUPUI's commitment to community service through Race for the Cure at which our 660 members (30% increase) earned the award—for the second year in a row—for having the largest team in the university category.

Planned and coordinated 39 special events for 2,090 community members and 11 events for 984 faculty and staff.

Initiated and implemented 99 alumni events throughout the United States and 28 class reunions for 9,550 IUPUI alumni, friends, faculty, and staff. In addition, there were 38 alumni board of directors meetings.

Increased by 25% the number of members in the Jaguars Athletics Club.

Increased the number of spectators at men's basketball games by 18%.

Designed 13 publications (250,000 pieces) to increase enrollment and communicate with alumni and friends.

ACCOUNTABILITY AND BEST PRACTICES

Coordinated Indiana University's efforts toward the Indiana General Assembly's enactment and appropriation of \$50 million for the 21st Century Research and Technology Fund.

Earned full certification of the IUPUI Department of Intercollegiate Athletics under the NCAA Athletics Certification Program.

Earned the first ever Conference Championship for IUPUI by the men's soccer team.

Increased by 64% the funds raised for the Chancellor's Circle demonstrating the community's confidence in IUPUI's growth and future progress.

Nominated IUPUI for their recognition earned by the IBJ as a "Family-Friendly Stand-Out"—one of only 15 companies recognized among the more than 130 considered in Indianapolis.

Examined costs of IUPUI publications using economic model methodologies.

**OFFICE OF EXTERNAL AFFAIRS
1999 PLANNING SUMMARY
Revised 1/21/00**

Goal	Indicators of Progress	Evidence
Communicate the vision and mission of IUPUI.	Gateway home page redesigned	New IUPUI gateway home page creat
	# honors students	59 honors students (227% increase)
	# web applications	100% increase (25% total)
	# e-mail requests	8,000 requests to Admissions
	# campus visits	
	recognitions	Recognition of IUPUI as a "Family Friendly Standout" by <i>IBJ</i>
	# publications	13 IUPUI publications designed and distributed (250,000 pieces)
	# publications	100% of IUPUI's publications reflect positive images of IUPUI's diverse student body
	% schools	52% of schools requested and receive technical assistance to plan and design publication materials
	# urban medal recipients	1 urban medal awarded (Randall Tobias)
# newspaper articles	141 articles/month published statewide	
Facilitate communication with national and state policymakers.	\$ appropriated	\$50 million appropriated for the 21 st Century Research and Technology Fun
	\$ appropriated	\$500,000 for Great Cities Universities
	# federal officials visiting campus	Senator Evan Bayh held press conference regarding financial aid; former Vice President Dan Quayle held press conference; Senator Bayh invited Center on Aging to be expert witness at U.S. Subcommittee on Aging field hearing.
Involve community leaders, alumni, and friends in IUPUI activities.	Comprehensive calendar	Comprehensive calendar online for all IUPUI schools and units.
	# alumni activities	99 events; 28 reunions; 9,550 people
	# season tickets sold	320 (4% increase)
	# license plates sold	253 renewals; 157 new plates
	# Junior Jaguar Kids	35 members
	# books donated	215 books donated to America Reads

Goal	Indicators of Progress	Evidence
Cultivate prospective supporters.	# alumni receiving <i>Partnerships</i>	100% of in-state alumni
	# Jaguars Athletics Club members	258 members (25% increase)
	# Chancellors Circle members; \$	75 members; \$82,000 raised (64% increase)
Seek active participation in campus student life to increase retention.	# spectators at basketball games	1,086 average men's games; 690 average women's games
	# student athletes with GPA 3.0	88 student athletes (41% of total)
	# units involved	65 units collected food for "Jam the Bus"
	% graduates participating in commencement	60.04% of graduates
	# SOAR members	16 SOAR members
	# participants	660 people (30% increase) ran/walked in Race for the Cure
Demonstrate accountability.	Certification at Division I level	Intercollegiate Athletics fully certified by NCAA
	# Conference championships	1 Mid-Continent championship for Men's soccer
	Membership on IUPUI alumni boards	240 members; 58.7% males, 41.3% females, 10% minorities
	Costs of publications	14 publications examined for cost per unit breakdown

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2000 PLANNING GOALS
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1. Communicate the vision and mission of IUPUI establishing visible relationships among schools on the campus.

- Create and launch a streamlined multimedia advertising campaign that incorporates student recruitment, student placement, and identity building elements.
- Streamline marketing materials to improve communications and reduce costs.
- Create identity guidelines to establish more consistent image of IUPUI.
- Continue to identify, archive, and store electronically high quality photographic images that are easily accessible to individual marketing units and external users.
- Continue to refine and implement the individual marketing plans for well prepared high school students, honors students, adults completing their baccalaureate degree, transfer students, and international students.
- Refine the new IUPUI gateway homepage and provide technical assistance and consultation to campus schools.
- Provide media orientation and training to faculty to increase their understanding and awareness of the importance of media relations.
- Refine communications to streamline print materials to increase impact and reduce costs.
- Launch a proactive media relations program to increase “free media” exposure for the campus and faculty.
- Create reputation management advertising to highlight testimonials featuring Indianapolis business leaders, alumni, students, and faculty each speaking to a defined topic that supports IUPUI strengths in preparing a quality workforce.
- Develop a campus-wide CD-ROM to influence students’ decisions to attend IUPUI, increase involvement of key corporate partners and prospective donors, and to build pride of IUPUI students.
- Focus on multiyear messages to maximize production efficiency and ensure consistency.
- Ensure that distribution plans are developed for each publication to ensure that the right audience receives the right publication within the right timeframe.
- Create a separate Web site section for journalists to provide past news releases, sources for journalists, and photos.
- Refine and update an IUPUI press kit to include a source list, key administrator bios, IUPUI’s history, and reprints of recent articles.

2. Shape the attitudes of policymakers on investment in higher education.

- Communicate with legislators to highlight IUPUI accomplishments demonstrating effective use of state funds appropriated.
- Bring key federal officials to campus to demonstrate effectiveness of programs supported with federal funds.
- Brief reporters, as a group and individually, on the uniqueness of IUPUI.
- Arrange for placement of specific articles and editorials with key newspapers.
- Promote feature articles and schedule television interviews regarding the urban campus, health research, information technology, arts and culture, and community engagement.
- Communicate with community leaders to demonstrate IUPUI's impact on central Indiana's workforce.
- Seek recognitions for IUPUI.
- Facilitate the appointment or reappointment of IUPUI faculty members and staff to statewide and local boards, commissions, or councils.

3. Facilitate collaborative relationships by encouraging more university involvement in the community and more community awareness of involvement in, and visits to, the university.

- Refine the comprehensive calendar to highlight campus events for external audiences.
- Implement a new community campus tour program for schools, community organizations, and visitors to the IUPUI campus.
- Promote IUPUI to middle school and high school students supporting IUPUI schools' summer programs; reach the younger audiences through creative youth marketing, including increasing the number of Junior Jaguar Kids' Club members and identifying opportunities for children at the IUPUI Child Care Center.
- Continue to diversify all alumni boards.
- Expand corporate events beyond current school-based programs involving employers of large numbers of IUPUI alumni.
- Develop and support specific community outreach programs involving students from all schools who can plan, coordinate, and implement projects benefiting the community.
- Reexamine signage throughout the campus to ensure that students, faculty, and staff can find their way throughout the campus to access special events.
- Develop a proactive, targeted sponsorship plan with a clear set of objectives and strategies guiding sponsorship choices, particularly those which focus on recruiting high-achieving high school students.

- Create cross-marketing opportunities with White River State Park and other venues close to the IUPUI campus.

4. Seek active participation in campus student life to increase retention.

- Create the Student Recognition Program through the IUPUI Alumni Advisory Council and the Student Organization for Alumni Relations to recognize the top 100 outstanding IUPUI undergraduate students for their leadership, academic standing, and service provided to the campus and surrounding community.
- Create a Student Athletic Board to increase campus pride and spirit to promote athletics on campus encouraging students to participate as fans in the athletics programs.
- Produce and hang banners along Michigan and New York Streets to provide a central and colorful reference point promoting special events and the IUPUI Jaguars.
- Create a comprehensive merchandise program to generate awareness, spirit, and support for IUPUI's students, faculty, and staff.
- Celebrate individual schools at soccer, volleyball, and basketball games throughout the year introducing deans and key student leaders.
- Continue to implement strategies identified in the Student Life and Diversity Plan.

5. Demonstrate accountability to constituents, including employees and students through regular communications to build morale and encourage retention and to external audiences to gain support and to increase funding.

- Develop an internal marketing plan to coordinate messages, share good news, and ensure a unified response to problems among departments influencing IUPUI's reputation – Communications & Marketing, Admissions, University College, Alumni Relations, Athletics, Human Resources, Parking, and the IU Foundation.
- Stage a series of unveiling events on campus to create strong word-of-mouth reinforcement of the advertising campaign.
- Review orientation of new employees to ensure that they get a broad overview of the university, its points of difference, and consistent messaging.
- Create opportunities for employee communications routed to all staff members.
- Demonstrate accountability to external constituents by shaping the attitudes of policymakers and providing consistent, accurate data and information.

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2000 PLANNING GOALS
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Goal	Indicators of Progress
Communicate the vision and mission of IUPUI (a) establishing visible relationships among schools and the university; (b) streamlining marketing materials to improve communications and reduce costs.	# enrolled students
	# honors students
	\$ gifts received
	\$ appropriations received
	# multi-media tools created
	# newspaper articles
Shape the attitudes of policymakers on investment in higher education.	\$ appropriations received
	# visits by federal, state, local officials
	# campus recognitions received
Facilitate collaborative relationships by encouraging more university involvement in the community and more community awareness of involvement in and visits to the university.	\$ corporate support
	# community partnerships
	# alumni events
	# donors
	# well-prepared enrolled students
	\$ appropriated
	# season tickets sold
	# Junior Jaguars
# persons participating in campus tours	
Seek active participation in campus student life to increase retention.	# students retained
	# SOAR members
	# students as spectators
	% students participating in IUPUI commencement
	\$ Jaguars merchandise sold
	# students participating in student athletic board
	# students participating in campus outreach

Goal**Indicators of Progress**

Demonstrate accountability to constituents, including employees and students, through regular communications to build morale and encourage retention.	# students retained
	# employees retained
	\$ raised in Campus Campaign
	# employees as students