

## IUPUI Office of External Affairs – Highlights 2011-2012

The mission of the IUPUI Office of External Affairs is to advance the perception of IUPUI faculty, research and academic programs to retain students, faculty, and staff and shape the attitudes of policy makers, government, corporate and civic leaders, peer institutions, alumni, friends and donors. Below are some highlights from the 2011-12 academic year.

### Teaching and Learning

The Office of External Affairs supports the campus's efforts to improve teaching and learning by attracting more better qualified and diverse students through advertising, promotions, earned media and outreach events.

- External Affairs continued the *Where Impact Is Made* advertising campaign targeting 35-54 adult audience who influence charitable giving to IUPUI and student decisions to attend IUPUI. The campaign included advertisements on billboards and the Indianapolis Business Journal in Central Indiana and through advertising buys like the NEXT publication sent to all high school juniors and seniors in the State of Indiana. (Visit <http://ocm.iupui.edu/> and select IUPUI Campaign Archive for TV and billboard ads)
- Successfully completed the fourth year of our *Impact* sponsorship with the Indianapolis Colts last year to reach the adult influencer key audience. With the Colts sponsorship, IUPUI featured an IUPUI Impact Person of the Game during each of the Indianapolis Colts home games. This was an opportunity to provide some publicity and recognition to faculty, staff and students making an impact on our community through research and civic engagement. An additional set of tickets were used by schools or departments for donor engagement.
- IUPUI remains a destination campus for high ability students. External Affairs promoted the campus and attracted high ability undergraduate prospects through a number of middle school and high school student competitions. These competitions include "We the People" constitution competition, Science Olympiad, Scholastic Art & Writing Competition, and the Scripps Spelling Bee and reached more than 750 high ability students. (Visit <http://community.iupui.edu/> and select Impacting Education, select Science Olympiads)

### Research, Scholarship and Creative Activity

The Office of External Affairs supports the campus's goals of promoting research, scholarship and creative activity through events and promotions that showcase scholarly activity and encourage external funding.

- For the fourth year in a row, peer institutions ranked IUPUI as an up and coming institution. IUPUI ranked third in "up and coming" national universities that *U.S. News and World Report* recommends that people should be watching and 8<sup>th</sup> best public college in the Midwest according to *Forbes*. National leadership in civic engagement was further emphasized through a direct mail effort to 1,300 university presidents and provosts highlighting the campus's role in Super Bowl XVI. This activity is a continuation of a multi-year national peer reputation campaign

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to promote IUPUI as an “up and coming” urban research institution. (View the press release at <http://newscenter.iupui.edu/5327/US-News--World-Report-Ranks-IUPUI-3rd-Among-Universities-Making-Promising-Innovative-Changes> )

- Provided the community an entrée to academic scholarship through the TRIP initiative by executing the Inaugural Keynote Translational Speaker on March 22, 2012. Howard Giles, a distinguished professor at the University of California spoke on “Accommodation Theory.” (Visit <http://trip.iupui.edu/>)
- Celebrated charitable giving and volunteerism of friends and donors to the IUPUI campus through the 24th Spirit of Philanthropy luncheon, hosted at the IUPUI Campus Center on April 7, 2012. Donors to 24 schools and units were recognized for their contributions in front of an audience of 285.
- Recognized the contributions of women to the scholarship, teaching and learning at IUPUI by collaborating with the IUPUI Office of Women on their new website and exhibit at the Cultural Arts Gallery in the IUPUI Campus Center. (Visit <http://www.ulib.iupui.edu/womencreatingexcellence> )
- Expanded the campus’s commitment to preparing a talented workforce for the future through public relations, printed materials, and communication support of the Talent Alliance.
- Informed and engaged nearly 150,000 alumni through the production of two issues of the IUPUI Magazine in collaboration with the IU Alumni Association and IU Foundation-Indianapolis. The magazine is mailed to every graduate of the IUPUI campus for whom we have addresses and, as such, is an important piece in keeping alumni engaged and informed about the IUPUI campus. (View digital versions of the IUPUI Magazines for fall 2011 and spring 2012 at: <http://magazine.iupui.edu/11Fall/index.shtml> <http://magazine.iupui.edu/12Spring/index.shtml>)
- Promoted meaningful engagement of alumni through volunteer leadership on 20 alumni advisory boards, including the IUPUI Alumni Relations Council, Neal Marshall Alumni Club Indianapolis, Board of Advisors and the Dialogue Group. Planned, executed and delivered alumni events serving 15,000 campus alumni annually through networking events, workshops, student awards and scholarship events. (IUPUI Office of Alumni Relations <http://alumni.iupui.edu/IUPUI> IUPUI Alumni Council <http://alumni.iupui.edu/council.html> Neal Marshall Alumni Club Indianapolis leadership <http://alumni.iupui.edu/indynmac/board.html> IUPUI Board of Advisors <http://www.iupui.edu/administration/boa/index.html> )
- Celebrated and recognized the scholarly achievement of students at IUPUI by hosting the Top 100 student event in April 2012 attracting over 640 students, guests, alumni, staff and faculty. The university commencement ceremonies were conducted in May 2012 with 6,000 graduates

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and over 30,000 family members and guests in attendance. (<http://www.iupui.edu/~soar/> select Top 100, <http://alumni.iupui.edu/commencement/2012/> view commencement information)

- Recognized the achievement of alumni from the IUPUI campus at the Alumni Leadership awards dinner recognizing Steve Brinegar, Tonja Conour Eagan, and Karen Yoder in February 2012 with 186 guests, alumni and friends in attendance. ( View information on the Maynard K. Hine Award presented at the leadership dinner <http://alumni.iupui.edu/hinemedallion.html>)
- Showcased the excitement of a high energy urban campus through the execution of the Third Annual IUPUI Regatta, half mile canoe relay for students, alumni and faculty. The daylong event attracts families from across the region to the canal just east of campus. (Visit the Regatta at: <http://www.iupui.edu/~soar/regatta/> )

### Civic Engagement

The Office of External Affairs contributes to the campus's commitment to civic engagement by growing and developing new partnerships with external organizations as well as sustained communications with civic leaders and elected officials.

- External Affairs vets numerous requests for sponsorships of community initiatives and events which further the priorities of the campus and the region. External Affairs facilitated the sponsorship and ensured that campus partners were involved to maximize the opportunity for engagement. The following sponsorships reinforced the outreach goals of the campus:
  - **Strengthen Indiana's economy in key economic clusters** through participation in the Techpoint Innovation Summit and Mira Awards, Indy Hub, Hispanic Business Council-Conexion, Indiana Working Group on China, Economic Club of Indiana, Indianapolis Downtown Inc.
  - **Attract diverse students and maintain visibility of the campus with underrepresented audiences** through sponsorship of the Indianapolis Urban League, Center for Leadership Development, Madame Walker Theatre, Indiana Black Expo, 100 Black Men, Indiana Latino Expo, La Plaza, Indiana Latino Scholarship program, Indy Pride Festival, Chinese Festival, International Festival, IPS Foundation, Indianapolis Indians' Baseball in Education, Girls Inc., WFYI, PBS Kids in the Park, Spirit and Place Festival.
  - **Support the campus's commitment to health and life sciences research** through Juvenile Diabetes Walk, Celebrate Science Indiana, 500 Festival Health Fair and Kids Day, Race for the Cure, Coalition for Homelessness Intervention and Prevention, Mary Rigg Community Center, United Way of Central Indiana.
- 483 students, faculty and staff participated in the annual IUPUI Day of Caring by volunteering at a dozen community sites working with children, or cleaning and painting facilities and more. (View <http://www.iupui.edu/~uwaycamp/uwci.html> for information on the campus campaign)

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- IUPUI plays a significant role in the annual city-wide Backpack Attack school supply drive. In 2011, the drive provided 35,000 students with needed school supplies. Our participation involved collecting donations from schools and units across campus as well as facilitating the use of the IUPUI warehouse for the sorting and counting of donations. ( Visit <http://community.iupui.edu/community/backpackattack> to learn more about the program. )
- The annual Jam the Jaguar Bus food drive collected 2.5 tons of food which was distributed to Gleaners Food Bank and the Midwest Food Bank to feed area families. (View <http://community.iupui.edu/community/jamthepantry/> )
- Extended and promoted the Indianapolis Cultural Trail along Blackford Street and facilitated communication on the IUPUI campus for smooth installation.
- Promoted civic awareness by hosting elected officials on the IUPUI campus including Congressman Andre Carson’s Job Fair in August at the IUPUI Campus Center, and Congressman Todd Young and Senator Dan Coats’ Medical Device Forum at University Place Conference Center in October.
- Convened a committee of campus faculty and staff affiliated with Super Bowl XVI to better coordinate relationships with external partners related to the event and promote the myriad ways IUPUI was involved in this historic event. A website was created to communicate issues related to parking and transportation as well as feature our many connections to the Super Bowl such as the Komen Super Cure initiative, The School of Physical Education and Tourism Management’s role in running the Super Bowl Legacy Center, and faculty member Amanda Cecil’s role in creating the volunteer training program. Additionally, as IUPUI hosted the New England Patriots, this group was charged with ensuring the campus complied with the NFL Clean Zone requirements. (View <http://www.iupui.edu/superbowl/> for general information and Komen Super Cure tissue donation <http://komentissuebank.iu.edu/support-ktb/indys-super-cure/> )
- Earned a top 20 employer ranking through the launch and delivery of the United Way of Central Indiana Fall 2011 Campaign. While the economic climate hampered fundraising, IUPUI raised \$341,257.56, reaching 95% of our goal and earning the campus a 2011 UWCI Top Contributor Award. (<http://www.iupui.edu/~uwaycamp/>)
- Informed and introduced over 250 community leaders to the priorities of IUPUI and commitment to the region through the Chancellor’s Report to the Community in February 2012. (View the Chancellor’s speeches and the Report to the Community at: <http://www.iupui.edu/chancellor/messages/> )

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- Promoted and advanced the success of the \$1.25 IUPUI Impact comprehensive campaign through coordination with the IU Foundation-Indianapolis including planning and execution of recognition and naming events, advertising and promotion of four major campaign priorities: supporting extraordinary student success, excelling as the center of health and life sciences, championing civic engagement and thriving as an urban research campus.  
(<http://impactcampaign.iupui.edu/>)

### Diversity

- Educated the central Indiana market on the diverse educational talent at IUPUI and their contributions to their respective fields. External Affairs executed a series of eight print ads in Who's Who in Black Indianapolis, the Indianapolis Recorder and the Indiana Minority Business Magazine to promote excellent educational opportunities, value to the community and support for diversity at IUPUI. Each ad was developed with a different school or unit to also achieve their goals for reaching diverse communities.
- Developed and delivered the Chancellor's Diversity report to 300 participants at the Martin Luther King Jr. Day celebration including print materials, online content, and the Chancellor's address to the community. (<http://diversity.iupui.edu/report.html> )
- Expanded the programming and membership of the Neal Marshall Alumni Club Indianapolis Chapter. Over 6,000 African American alumni reside in Central Indiana and over 275 alumni have participated in the Neal Marshall Alumni Club of Indianapolis. The program attracts African American graduates of all Indiana University campuses who reside in central Indiana to participate in networking events, professional development workshops, student study breaks and mentorship opportunities, and scholarship dinners.
- Continued to partner with the Center for Leadership Development to host and participate in their events designed to encourage young African-American middle school and high school students to attend and graduate from college. Since the agreement began in 2008, over 6,000 students, 500 parents, staff and volunteers have benefitted from CLD programs, orientations, graduations and events hosted on the IUPUI campus. Programs include: College Prep, Success Prep, Self Discovery, Project M.R., Precious Miss, SAT Prep, Business Orientation Project (BOP), Jr. Self Discovery, and the CLD College Prep Conference. (View program information for the Center for Leadership development <http://www.cldinc.org/> )
- External Affairs continued a strategic alliance with the Hispanic Business Council providing sponsorship for Conexion, La Plaza - Fiesta, and the National Association of Hispanic MBA's to deliver programming to prospective students and their families through a summer educational program on campus. External Affairs serves as an active participant in the development of the IU Latino Alumni Association, assisting with the national conference for Latino business, sponsorship of alumni events in Indianapolis. These community partnerships as well as the campus offices of Admissions, Latino Student Association, Latino Faculty Staff Council, and the

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Multicultural Success Center extend the reach of the campus into the Hispanic community in central Indiana.

### Best Practices

- External Affairs collaborated with IU Communications to transfer staff and budget for the Office of Communications and Marketing staff who formerly were part of the Office of External Affairs. Prioritized communication objectives with IU Communications to meet campus goals. Coordinated administration, faculty, staff and student communication requests for support within the appropriate division of IU Communications; facilitate the public relations and communication priorities through IU Communications and assisted campus partners accessing services available in marketing, communications and media relations.
- External Affairs facilitated IUPUI's role in the Indiana University Lipman Hearne branding initiative which will result in a new branding identification for the university and for each IU campus.

### External Awards

- Received the Council for the Advancement and Support of Education ASAP District V and the National Outstanding Student Leader award – Tony Nastase in 2011-2012
- Received the Association of Medical Colleges Group on Institutional Advancement Alumni Discipline Representative award and Discipline Chair award – Jayme Little in 2011-2012
- Received the Charles and Jo Ann Linsmith Scholarship award – Ben Judge, Student and Executive Director IUPUI Regatta 2012
- Earned the Best Entertainment Program for the 2011 Regatta in 2011-2012
- Received award for the Student Advisor of the Year – Ashley Horstmann in 2011-2012
- Received award for the William L. Garrett Award – Ben Judge in 2011-2012
- Received award for the Undergraduate Student Government Organization of the Year – Student Organization for Alumni Relations SOAR in 2011-2012