

**IUPUC Board of Advisors
February 10, 2017
Columbus Learning Center - Student Commons**

Minutes

Attending: John Burnett, David Elwood, Gary Felsten, Harold Force, Jacquie Franz, Steve Gochenour, Jack Hess, Jason Hester, Reinhold Hill, Rick Johnson, Jordan Jones, Carla Laymon, Jim Lienhoop, Karen Niverson, Srikanth Padmanabhan, Greg Pence, James Persinger, Jim Plump, Jim Roberts, Matt Souza, Brenda Vogel

Not Attending: Dave Barker, Jim Bickel, Chad Buehler, Melinda Engelking DeLap, Cindy Frey, Joe Fuehne, Tom Harmon, Gil Palmer, Gregg Summerville, Tom Vujovich

Guests: Cesar Hernandez, JD Mendez, Bryan Rushton

Welcome

Rick Johnson

The meeting began at 12:01 p.m. and Chair Rick Johnson welcomed everyone to the meeting. Around the table introductions were made.

Development Update

Brenda Vogel

Talking about IUPUC: A Support Tool

- Creating an elevator speech for IUPUC to help communicate what IUPUC is and to communicate with the public
 - Help better understand IUPUC
 - Help the community better understand IUPUC and what we have and how we contribute to the regional growth
 - Once information is communicated, the hope is that it will help recruit students and funding partners
- Information that may be helpful
 - Facts and vital statistics
 - Mission statement
 - Logistics – where we reside
 - Aspirational goals and welcoming campus, diversity
- What other information would be helpful?
 - One page; accessible on smartphones (apps)
 - Facebook page for board members only
 - Twitter
 - Emails
 - Pocket cards
 - Brochures
 - Box files
 - Pdf format
 - Something to keep on the desk – facts and statistics
 - Philanthropy information which could be useful
 - A sheet on philanthropy – quantify on things historically that have been done
 - How people can help IUPUC
 - Web site – specific site to refer, i.e. About Us page; quick facts page

The Impact of Donor Funding

JD Mendez, Cesar Hernandez

Examples of what initiatives completed with donor funding

JD Mendez, Assistant Professor, Chemistry

- Has been at IUPUC for 4 years; Bachelor's degree in Physics from Rose-Hulman; PhD degree in Macromolecular Science and Engineering from Case Western University.

- Research focus:
 - Natural products – how to use those to make conventional plastics better
 - 3D printing to make educational models to teach chemistry
 - Ability to 3D print has been around awhile
 - Consumer level 3D printers are now affordable
 - Technology has come a long way
 - Process of layers of plastic that can be done in the lab
 - Currently making items that will help teach chemistry (i.e. model of an atom)
- Prior donations have paid for
 - Interactive white board
 - Equipment donations
 - Will be getting a FTIR – instrument used for inorganic chemistry
 - There will be a complete overhaul of the lab space this summer
 - New lab has been funded for phase 1 and 2; phase 3 has not been funded
 - IU Architect's office met with Chemistry instructors for input on new design
 - Benefits current student in making various things
 - Helps to draw in new students because it will be up-to-date technology
- Interdepartmental use of the lab
 - Division of Business – design products for their marketing class
 - Division of Nursing – made a few models of the heart, etc.
 - Trying to expand to the whole campus
- Things the Chemistry Lab is lacking
 - Basic equipment that lets us expand beyond our current two-year offerings
 - Expand training to students to use the 3D printers
- Two students will be presenting at an upcoming National League of Chemical Society conference

Cesar Hernandez, Mechanical Engineering student; graduates May 2017

- Received a private donor funded scholarship because of his high school academic performance
- Scholarship covers full tuition and fees and he received an internship with Cummins Inc.
- He was accepted at Purdue and IUB but would have had to pay international rates and no scholarships or financial aid
- He was accepted into the DACA (Deferred Action for Childhood Arrivals) program which delays deportation if attending school, working at a job, and staying out of trouble
- When DACA was passed and he received the private donor scholarship, higher education became a reality
- He is a senior in the mechanical engineering program
- Received a job offer from Cummins and will start in June 2017 in the engineering development program
 - Exposes engineers to multiple areas of engineering
 - Develops skills for future leadership positions
 - Because of his three years of internship experience in fuel systems, the recruiter told him he was one of the top candidates
- Brought from Mexico to the U.S. when he was 3 years old
- When the 10-year visa expired, his family did not go back to Mexico
- He did pretty well in high school and college with 'decent' quantitative skills
- Always has that fear that his family could be separated by deportation action
- His dream of going to college almost didn't happen because his family could not afford to send him
- Due to his status as an undocumented immigrant, he could not apply for federal or state loans or financial aid
- Because of his private donor scholarship, he can look forward to pursuing his dreams, helping his parents to a better life, and perhaps helping his younger sister in middle school, get a higher education
- Thank you for your support
- Thanks to Cummins Inc. for letting me improve myself as an intern and my future as an employee
- My opinion is that the mechanical engineering program at IUPUC is on par with other schools academically and it helps to live in Columbus and do internships
- It is pretty cool that the program is growing and is offering more classes from when he first started

Brenda Vogel, Director, Office of Development

Update on impact of donor funding

- Recent press release on Gregg & Judy Summerville gift for scholarships and program support
- Finalizing agreement with Schneck Medical in Seymour and Columbus Regional Health for support in getting a nurse practitioner program kicked off here at IUPUC. It will be an IUPUI program located here to support our regional hospitals with another level of education. A big opportunity for IUPUC – this will be one of only a few nationally.

Vice Chancellor's Update

Reinhold Hill

Enrollment

- Current semester – slight decline from last year
- More beginner students than previously
- Declines on part-time enrollment
- Enrollment Consultant (Ruffalo Noel Levitz) gave us recommendations on increasing enrollment
- The Strategic Enrollment Management Team task force is worked on making suggestions on how we can change these trends – 22 original suggestions
- Cannot do 'free' applications – IU system won't allow this
- Gary Felsten is looking at ways to improve student retention and eventual success in that area
- Enrollment management is being restructured and we will hire another recruiter (our executive director recently resigned and we will not fill that position)

Why is student enrollment and credit hours down?

- Lower graduation numbers in our 10 country region; our percentage is staying the same
- Employment changes
- Some things were not done on our end also
 - We now purchase names of graduating seniors and taking test scores
 - need to start earlier than senior year
 - gives us a broader list of students who we are trying to attract
 - grow our outreach in Johnson County who have increasing graduation numbers
- Dual credit courses in high school do affect our numbers
 - Short term is not good
 - Long term could be better if more student continue with higher education

Three-year goals

- Increase enrollment by 10-15% - approximately have a total of 1800 students
 - Multiple approach – better retention of our students and attracting a higher number of students
 - 3-5% growth each year
 - In the process of contracting with consulting firm for some services over the next 2 years
 - Our small campus environment is a good place to be – so 2000 would be perfect
 - Infrastructure- we can meet the basic needs of 2000 students with our current infrastructure
 - We would like to have a recreation center
 - Our students are graduating faster than the previous 6-8 year estimate
 - Great relationships are being fostered with Ivy Tech and Purdue Polytechnic (John B)
 - IUPUC and Ivy Tech are collaboratively working with EcO attainment
 - Purdue Polytechnic is growing and we benefit from that on general education courses

Activities at IUPUC over the past 8 months

- Met with f-t faculty members and directors one-on-one (74) + 14 small group staff meetings
 - How to connect with community
 - Expectations for a small campus
 - We have limited resources – would like to find ways for more resources
 - Philanthropy
 - Targeted programs
 - Program development / program development done economically and helpful to the region
 - Bachelors in Applied Science
 - Community Health Advocate Program

- Biology
- Criminal Justice

- Spoke at the Chamber, Economic Board, and in Seymour
- IU Board of Trustees meeting held on our campus in October
- Focused on enrollment with consulting firm
- Budget presentations last Friday with all departments and divisions
 - Division heads and department heads asked to propose 2% reductions in their areas
 - Budget for 2017-18 is for a projected zero growth
 - Will begin strategic planning process
- Mission statement – are we really the first choice?
 - Are there any metrics to support this?
 - We have a Bartholomew County metric
- Can we get Jackson, Johnson, and Jennings data if we are the first choice?
 - Will work with the school corporations to get the data
- What attainment number do we need to make up the \$200K expected shortfall in the budget?
 - If we could cut a small percentage each year of students from leaving, that would make up approximately half of the deficit
 - Losing students to unmet financial need
 - Need 48-75 students per year to gain a 3% gain
 - A college in Georgia has retention rates that are rapidly increasing (John B)

IU Day Presentation

Brenda Vogel

Last year was the debut of the IU Day and we did not know what to expect. IUPUC was on the Leaderboard for most of the day with the IU Kelley School of Business. There were multiple challenges and IUPUC ended up receiving \$32K from IU for winning some challenges. It was an overwhelming success.

- April 19, 2017 IU Day, beginning at 7:30 a.m.
- Challenges have changed – focused on creating awareness of IUPUC
- Social media focused day
- This year we want to involve the community
- Black shirts with the official IU logo will be given to board members along with red foam phone card holders to hand out
- Will work with IUCAD on creating this awareness
- This allows exposure to the different school units to their alumni groups, community, and to their constituents

Chair Rick Johnson adjourned the meeting at 1:13 pm.

The last meeting date for the 2016-2017 academic year is Wednesday, May 10, 2017 in the Summerville Room, LC 1400, from noon to 1:30 p.m.