

**IUPUC Board of Advisors
September 11, 2019
Columbus Learning Center – Summerville Room
Minutes**

Attending: Dave Barker, Julie Bilz, Jacquie Franz, Cindy Frey, Tom Harmon, Joe Heltzel, Edgar Hernandez, Reinhold Hill, Carla Laymon, Jay Lesandrini, Lori Montalbano, Lora Mount, Srikanth Padmanabhan, Gil Palmer, Amy Pettit, Whitney Ramer, Jim Roberts, Matt Rothrock, Matt Souza, Gregg Summerville, Brenda Vogel, Tom Vujovich

Not Attending: John Burnett, Holly Cheek, David Elwood, Melinda Engelking Delap, Clayton Force, Jack Hess, Jason Hester, Rick Johnson, Jim Lienhoop, Karen Niverson, Greg Pence, Jim Plump

Guests: Robin Price, Carrie Shaver, Marsha VanNahmen

Welcome

Gregg Summerville

The meeting was called to order at noon by Board Chair, Gregg Summerville. Tom Harmon was introduced as the new chair for 2019-20 and 2020-21.

Office of Development Update

Brenda Vogel

Bicentennial Campaign

- IU Goal: \$3B
 - Goal-to-date: \$3.1+B
- IUPUC Goal: 4M
 - IUPUC Goal-to-date: 3.8M
 - Deadline for campaign is June 30, 2020
 - IUPUC Campus Campaign Kick-off was Feb. 2019
 - Goal: \$50K/100% participation
 - IUPUC Campus Campaign goal-to-date: \$19,540/48%
 - There is a 'Match' thru October for an endowed minority in education scholarship
 - Campus funds (General fund) – Distribution
 - ✓ Diversity enhancement scholarships
 - ✓ Faculty position support
 - ✓ Enhancing commencement celebration
 - ✓ Donor events for fundraising
 - ✓ Luncheons for events (BoA)
 - Ways to give:
 - ✓ www.iupuc.edu/give - choose a fund
 - ✓ By check: IU Foundation for IUPUC, 4601 Central Ave., Columbus, IN 47203
 - ✓ Call Maureen: 812.375.7537 or Brenda 812.348.7387

Office of Recruiting and Admissions, Fall Census Comparisons

Joe Heltzel

- Incoming first year undergraduates (FYU)
 - Enrollment 285 compared 229 last year (24% increase)
- Transfer students
 - Fewer applications, fewer admitted, fewer enrolled (93-63)
- Diverse students
 - Up in apps, admits, deposits, and enrollment (52-33)
- Latino students
 - Up in apps, admits, deposits, and enrollment (30-11)
 - 16% of students in BCSC identify as Latino
 - 30% of students in Seymour schools identify as Latino
- Top counties (FYU enrolled)
 - Bartholomew-93
 - Jackson-57
 - Johnson-33

- Decatur-27
- Jennings-21
- Top high schools
 - Columbus North-45
 - Columbus East-41
 - Seymour-36
 - Jennings Co.-21
 - Brownstown-19
 - Greensburg-13
 - Franklin Community-9
 - Greenwood Community-4

Office of Communications and Marketing

Jay Lesandrini

- Brand Challenges
 - Perceived as a community college
 - No bachelor's degrees until 2000
 - 'A great place to start' slogan from 1983-2000
 - Degree program awareness
 - Shared campus environment with Ivy Tech
- Enrollment Challenges
 - Increase overall enrollment
 - Increase retention rate for undergraduates
- The Marketing Plan
 - Refresh recruiting collateral
 - Synchronize marketing with recruiting campaigns
 - Incorporate more community-based advertising and sponsorship
 - Increase digital footprint
 - Leverage local media relationships
- Recruiting
 - Synchronizing advertising with new recruitment tools
 - Capture Higher Ed
 - AdmitHub
 - Increase Digital Advertising
 - Retargeting
 - ✓ Digital banner ads
 - ✓ More streaming ads w/Comcast
 - Social Media
 - ✓ Post more
 - ✓ Video's on professors and/or students
 - ✓ Facebook, Instagram, Twitter
 - Geofencing
- Community Advertising and Outreach
 - Community-based advertising and sponsorship
 - Increased presence at high schools
 - Ads in the football/basketball programs
 - YES Cinema
 - Events
 - ✓ Welcome Week Family Day
 - ✓ Birds & Brews
 - ✓ IUPUI Regatta
 - ✓ A segment of Inside Indiana Business w/Gerry Dick will feature Carrie Shaver (Division of Health Sciences) and Bill Fields (UITS) on Sept. 26 regarding Virtual Reality in the Simulation Lab
 - We will begin to use the 50th anniversary information a little bit this year; more in 2020
 - We should all be 'brand ambassadors' to promote IUPUC
 - 'We grow one student at a time' – new mantra
 - We should all be 'fans' of IUPUC
 - Potentially having a fundraiser to get an IUPUC mascot costume

Purposeful Pathways Project

Marsha VanNahmen

This is an IUPUI initiative to make intentional efforts to serve underrepresented or underserved students. Our project at IUPUC was to create a student-ready campus which is welcoming to all students with an eye for individual needs and aspirations. To establish a clearer picture of the circumstances that our under-resourced students faced, we created a Basic Needs Questionnaire in the fall of 2018. The questionnaire examined student experiences with housing, food and food insecurity, and campus/community services.

- Results of questionnaire
 - We had a return rate of 34%.
 - The most likely reasons students withdrew from school were financial challenges and personal family illness or injury.
 - They did not know community resources or how to access them.
 - They felt embarrassed or worried and ashamed on how they would be judged if they did access resources.
 - They learned of resources from academic advisors, instructors, or staff members.
 - Respondents speak and use 11 languages.
 - Most respondents live at home with their parent or guardian.
 - Those respondents who underpaid on the rent, mortgage, or utility bills, the primary reason was to pay for food or transportation related expenses.
 - In the past 12 months, 17 respondents reported not knowing where they were going to sleep for even 1 night.
 - Respondents reported they were able to get healthy meals from food pantries or meal sites.

The brochure, [Help is Available, Resources for Students](#), was developed in response to what we learned in this questionnaire and was in cooperation with the Gateway Community of Practice, and in partnership with Ivy Tech and Purdue Polytechnic. It is available in print and digital formats. It is largely based on the Indiana 2-1-1 community resources but includes campus specific resources that were cited in the feedback (financial aid and scholarships).

This is just one tool to help our students and hopefully, the students will feel more comfortable with solving some of their issues and will know what resources are out there. This printed resource listing and the QR code (which leads to the digital version) is made possible thanks to funding support from the Hazel M. Teegarden Foundation.

Versions of this resource can be found

- Displayed on the digital signs in the Learning Center, AMCE, and the Campus Center building
- Listed in the student planner
- Course syllabi
- Course sites and Canvas
- University Library and other common areas on campus

How we mobilize ourselves, our institutions, and our community

- “Educators All” – we are all educators
- Encourage students to self-advocate
 - Reduce embarrassments
 - Students are being heard
 - We care about them holistically

Vice Chancellor's Update

Reinhold Hill

- Three teams participating in the IUPUI Regatta (2 student teams; 1 faculty/staff team)
- Priorities for the current academic year
 - Meet and exceed our campaign goal
 - Mental Health Counseling (MHC) program
 - New faculty member hired
 - Director for multi-cultural program
 - Academically
 - Co-curricular activities
 - Access to resources within the community
 - ✓ Example-LOVE club needs meeting space after 5 pm on Fridays (Latino-American Organization Volunteers in Education)
 - Renovate biology labs

- Endowed gift received last year for a Mechanical Engineering faculty member (we have \$25K thus far)
 - Still need an additional \$245K
- Sculpture, Reeves, phase 1 – would like to complete phase 2 and 3
- Celebrating
 - IU Bicentennial
 - IUPUC's 50th Anniversary
 - 20 years of offering degrees
- Academic Master Plan is being polished for long-term of 10 years
 - Expanding secondary education offerings
 - Identifying where the campus needs to go and what programs we offer to meet regional needs
 - Collaborating with our important partner, Community Education Coalition, Eco Networks, National Equity Projects, and Mill Race Center
 - Continuous improvement
 - Strategic plan

Dr. Hill give an appreciation plaque to Gregg Summerville, the past Chair of the Board of Advisors, for his leadership for the past two years.

Adjournment

Tom Harmon

Tom Harmon, Chair, adjourns the meeting at 12:58 pm.

*The next Board meeting is Wednesday, November 13, 2019, at noon
in the Summerville room located in the Columbus Learning Center.*