

**IUPUC Board of Advisors
September 9, 2015
Columbus Learning Center - Student Commons**

Minutes

Attending: Dave Barker, Carol Branson, Anna Carmon, Naomi Cohenour, Emily Dill, Melinda Engelking Delap, Emily Dill, Jacquie Franz, Cindy Frey, Jack Hess, Denise Jennings, Rick Johnson, Greg Knudson, Tom Lawrence, Carla Laymon, Mark Levett, Sandra Miles, Srikanth Padmanabhan, Jim Plump, Larry Richards, Matt Rothrock, Beth Sharer, Greg Summerville, Anibal Torres Bernal, George Towers, Tom Vujovich, Frank Wadsworth, Vickie Welsh-Huston, Robert Williams, Makala Willman, Kathy Wills, Debbie Winikates

Not Attending: Jim Bickel, Tom Bigley, Cathy Brown, Kristen Brown, Chad Buehler, Lauren Burch, John Burnett, David Elwood, Gary Felsten, Harold Force, Joe Fuehne, Steven Gochenour, Tom Harmon, Jason Hester, Karen Niverson, Mary Ann Nunn, Greg Pence, Joan Poulsen, John Quick, Jill Shedd, Matt Souza, Beth VanGordon, Brenda Vogel

Guest: Kathy Oren, Chris Dobbins, Olivia Burton

Welcome, Approval of Minutes

Bob Williams, Chair

Bob Williams, Chair, welcomed everyone back to the kick-off meeting of the new academic year. He introduced new member Srikanth Padmanabhan, from Cummins, Inc. who has joined the board. Karen Niverson, executive director of the Columbus Area Visitor's Center is a new member replacing Lynn Lucas, who has retired. John Wall, a long-time member of the board, has submitted his resignation from the board as he is retiring also and moving out-of-state.

Bob introduced three students, Makala, Chris, and Olivia, from the Student Government Association (SGA) as they will be giving a short presentation later in the meeting. Dr. Laurence Richards, interim vice chancellor and dean as of July 1, 2015, was introduced to the board members and welcomed. Larry has a BS in electrical engineering from the University of Maine, a MS in aeronautical systems from the University of West Florida, an MBA from Mississippi State University, and his PhD was earned in operations research from the Wharton School of the University of Pennsylvania.

Campus Update

Larry Richards

Dr. Richards greeted the board of advisors and stated he would like to update them on enrollment and graduation numbers as well as offer his thoughts on priorities for the year ahead.

Enrollment/Graduation

- Fall numbers – down by 80 students and 224 credit hours from last fall which had been a record year at IUPUC.
- Retention – encouraging upward trend in both All F-T Undergraduates and for First-Time Full-Time (FTFT) students.
- Graduation – something to celebrate. Record number last year of 295 students.

Priorities for the year ahead

- Prepare IUPUC for a new vice-chancellor and dean as of July 1, 2016:
 - Participate as the chair of the search committee
 - National search will be conducted
 - Committee will be established in September 2015
 - Will include community members
- Review fiscal situation and long-term vision (10-years)
 - Income: Tuition & fees - 70% of the operating budget
 - Online courses
 - Pathways (Ivy Tech, employers in the region)
 - New programs (10-year academic plan-mapping out new programs)
 - Income: State appropriation - 30% of the operating budget
 - Create a culture of retention (coaching, engagement, support)
 - Curricular revisions
 - Expenses: Salary & benefits – 81%

- Other expenses: 19%
- Building Fiscal Stability – Expense-side:
 - Fiscal discipline
 - Make the budget more transparent to all
 - Part-time (Adjunct) faculty
 - Will continue to hire and may increase the number hired
 - How do we ensure we get the best part-time faculty possible; this is a challenge
 - How to leverage IUPUI resources that we may not be currently using
- Long-term vision (10 years) Quality & Efficiency:
 - Quality-IUPUC to be among best (student success-graduation, employment) in mission class (broad 4-yr. undergraduate & select graduate, regional, teaching)
 - Efficiency-Cost to the public (per FTE student)
- Vision: Prevailing & Measurable:
 - 100% job placement within six months
 - 50% six-year graduation rate (25% on-time) – this will be a challenge
 - Currently we are 7-8% on-time
 - Will need to re-think how we support students
 - Lowest expenditures in state per FTE bachelor's/master's degree student
 - We are close if not already there
 - National accreditations
 - Can be expensive
- Vision: Speculative & undefined:
 - Recognition for innovative 'blended' learning (on-site face-face courses, on-line courses)
 - Culture of doing and making (things, people/groups, ideas, events)
 - Makerspace needed (engineering; student projects)
 - President McRobbie's 2014 state of the university address talked about developing a culture within IU of building/making (e.g. engineering programs at IU Bloomington, separate from Purdue). That has now happened, and IU will have its first engineering program in Intelligence Systems Engineering.
- Must not Neglect:
 - Welcoming campus (diverse, inclusive)
 - Service-oriented (friendly, helpful, responsive)
 - Collaborative culture (teams, partners)
 - Community connections

Question: Tom Vujovich – What, if anything, has surprised you about this campus so far?

Answer: Larry Richards – I was told and had heard that the connection the campus has to the local community was stronger than any place else in the state including the regional campuses (which includes Purdue campuses). However, I've been surprised at HOW strong that connection is here. It's important to the future of this campus to maintain that and whomever takes the VC&D position here next year needs to understand that. I'm also pleasantly surprised about the education of the students here. I see it through the numbers. The success of students both in their classes and when they leave is a reason to be very proud, probably to a greater extent than I would have expected when I first came here. At the end of the year, I will be preparing a confidential report to the Chancellor with my observations about those aspects of the campus that are surprising or lessor known and that others need to know about.

Development Update

Rick Johnson

Gregg Summerville and I are co-chairing the IU Bicentennial campaign and working on development activities with Brenda Vogel. I'll present the highlights for 2014-15 and the focus for 2015-16.

- Total gifts 2014-15 was \$383,000
 - Most donations went to Student Scholarships/Awards, and Nursing
- 2011-2015 donations
 - 2011: 327,600
 - 2012: 703,900 (Arvin gift of \$400K)

- 2013: 108,300
- 2014: 320,000
- 2015: 383,000

The Campus Pride Campaign consists of dollars that come from staff, faculty, and board of advisors. There is a gap of \$52,210–\$22, 936 (\$29,274) – the difference is because of the dollars raised for the Charles Bantz fund and the Wafa fund in recognition of their service. This brings to the forefront the importance of having some specific objectives in mind.

- Donor funding highlights - There are many areas that may be of interest to you:
 - Chemistry equipment
 - Nursing faculty retention
 - New nursing faculty
 - ME student flight simulator project
 - Women's studies and education lab renovations
 - Human skeletons
 - Anatomy lab and cell biology equipment
 - Student scholarships – two new endowed
 - Faculty research – autism
- IU Bicentennial Campaign 2015-16
 - Public kick-off September 26, 2015
 - Ends December 31, 2019
 - \$2.5 billion goal for IU
 - IUPUC goal – \$4 million
 - Campus Pride Campaign
 - \$34,000 goal
 - 100% goal from the Board
 - Last year it was 80%
 - Focus
 - Major & planned gifts
 - Increase annual giving
 - Vice Chancellor & Dean campus fund
 - Alumni board – NEW
 - ♦ Alumni giving
 - ♦ Student soft skills training
 - You are key:
 - Donate & Advocate

Office of Communications & Marketing Update

Carol Branson

- Creating the IUPUC brand story to support recruitment and retention
 - Visibility and Image
 - People care about and want to buy into
 - Striving for the creation of a community that is loyal and for whom we have created meaningful bonds
 - Our story is the foundation of our brand and it's our strategy for future growth
 - Where do we start?
 - Information gathering about IUPUC and the region through high school visits/tours
 - Teachers, advisors, students led the tours
 - Informative questions/answers
 - Internal audit of current marketing pieces for prospective and current students
 - How do we create the brand?
 - Currently there is a big push for the new IU campaign, Fulfilling the Promise
 - We have this branding displayed in a few spots at IUPUC
 - Support the IUPUC strategic priorities
 - Regional and global impact
 - Academic and scholarly achievement
 - Welcoming campus
 - Collaboration and service
 - Engagement initiatives
 - Summer campaign #IUPUCpride

- ♦ Red t-shirts given away with the state of Indiana outlined and IUPUC noted
- Selfie wall
 - ♦ Located outside the Cafe
- Twitter chats
 - ♦ Students can ask questions from OCM during selected hours
- Videos
 - ♦ People are engaging with videos so we are creating more for IUPUC
- What's next?
 - Recruitment package
 - Digital ad campaign beginning in October, 2015
 - Website redesign to make it mobile responsive
 - Radio campaign currently on Q-mix and MoJo on athletic games. White River Broadcasting will be added in spring 2016.
- How can you help?
 - Tell me stories on notable events/volunteer opportunities/expertise on trending topics
 - Faculty profiles

Center for Business & Economic Development Update

Greg Knudson

We're focused on supporting the economic vitality of the region by providing a portfolio of business and business related programs and services and also by leveraging faculty/staff and area regional subject matter experts.

➤ Business Summary

- Revenues \$253,000
- Expenses \$223,000
- "Profit" \$ 30,000
- First time in the 6 years of existence of CBED that a surplus has been realized.

➤ Business overview by service segment

- Private workshops (at customer site)
 - 140 workshops / 15 clients / 400 participants
 - 80/20 rule presents itself with 20% of our customers representing 80% of our business – this will be our focus
 - Revenues - \$216,500
 - 85% of revenue is focused on executive education/private education in the form of private workshops
- Public workshops
 - 31 workshops / 170 participants
 - Revenues - \$18,000
- Management Consulting
 - 4 clients
 - Revenues - \$16,000
 - 2 faculty members, 3 staff members, 4-5 consultants
- Other
 - Revenues - \$2,500

➤ Regional and Community Outreach

- 90 businesses / organizations contacted across region
- 160 face-to-face meetings and follow-ups
- 1300+ contacts in CRM data base
 - 3 to 4 mail-outs / 4,000 contacts monthly

➤ Program Milestones

- 2,500+ CBED alumni worldwide
- 60 clients – manufacturing and service industries
- 12 new programs / workshops developed
- 20 programs / workshops for delivery to the market
- 9 boards and community programs

➤ Looking ahead to 2015-16

- More business development
- More high contact programs

- More resources

Student Government Association Presentation Olivia Burton, Chris Dobbs, Makala Willman

The role of SGA members is to be the link to students, faculty, and staff. The mission is to be mentors, leaders, and problem solvers to help students. Each academic division is represented. They work together to do a variety of things such as planning events and helping to support other organizations.

Makala Willman

- Senior majoring in management and finance with a communication studies minor
- Student government association president

Olivia Burton

- Senior majoring in Nursing
- Student government association vice president

Chris Dobbins

- Senior majoring in mechanical engineering
- Student government association secretary

➤ SGA sponsored upcoming event:

- Tent City for a Student Center, October 17-18, 8pm-8am
 - To bring awareness of the need for a student center
 - Intramurals
 - Work-out
 - Hang-out location where clubs/organizations can meet
- Open Mic Night, October 28, 4-6 pm
 - Network w/other clubs
 - One example is to read poetry
 - Casual event that brings students together
- 5K Run
 - Spring event
 - On airport property
 - Fundraiser and fun thing to do

Board of Advisors Leadership Succession

Bob Williams

➤ IUPUC Board of Advisors Bylaws and Guidelines

- Needs updating
- Please review and send comments/edits/suggestions to Larry Richards and/or Matt Souza

➤ Board of Advisors Leadership Succession

Motion made by Jack Hess, 2nd by Jim Plump to accept the slate of officers given by the BoA executive board

- New Chair will be Dave Barker for 2015-2016
 - Vice Chair will be Rick Johnson for 2015-2016
- New Chair will be Rick Johnson for 2016-2017
 - Vice Chair will be Dave Barker for 2016-2017

Meeting Adjourned

Larry Richards

Dr. Richards thanked everyone for their attendance today and announced the next meeting would be November 11. The agenda is meant to be of interest to all; if you have ideas for topics or items of discussion, please let him know. He adjourned the meeting at 1:10 p.m.

Meetings for the IUPUC Board of Advisors are held quarterly on the 2nd Wednesday of the month. The time and place of the next meeting will be announced later.

Remaining meeting dates for 2015 -2016 are:

- *November 11, 2015*
- *February 10, 2016*
- *May 11, 2016*