



# IUPUC Board of Advisors

September 9, 2015

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# Vice Chancellor's Update

Larry Richards

Interim Vice Chancellor and Dean

September 9, 2015

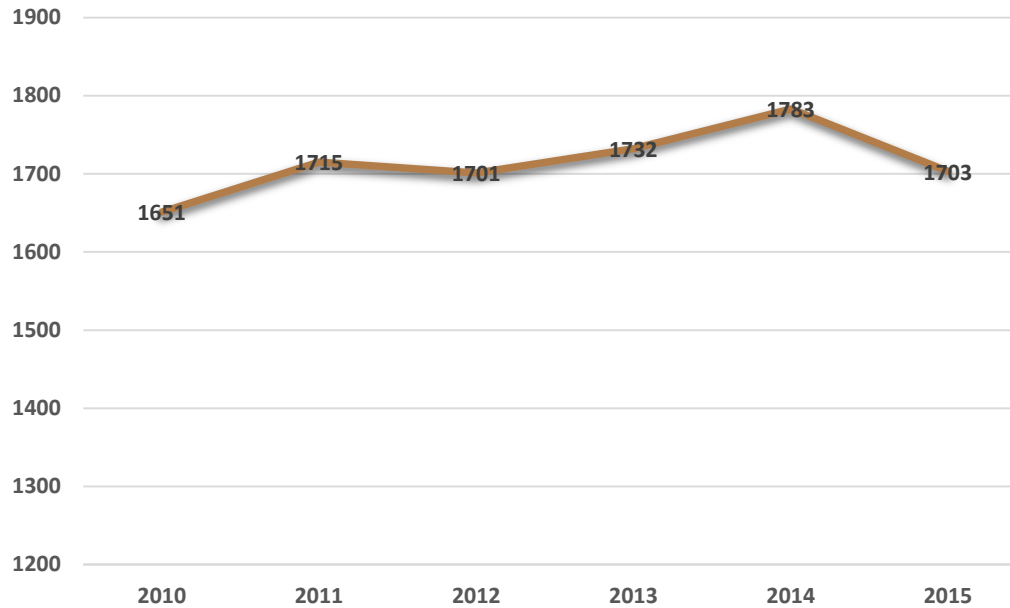


# Two Parts...

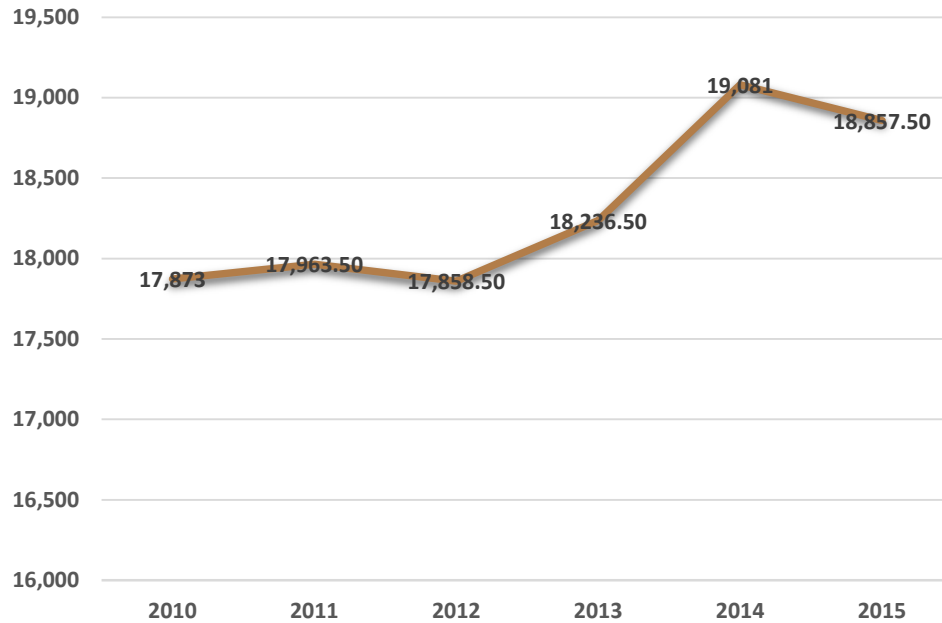
- Brief update on enrollment and graduation numbers
- Thoughts on the year ahead



### Fall Headcount 2010-2015



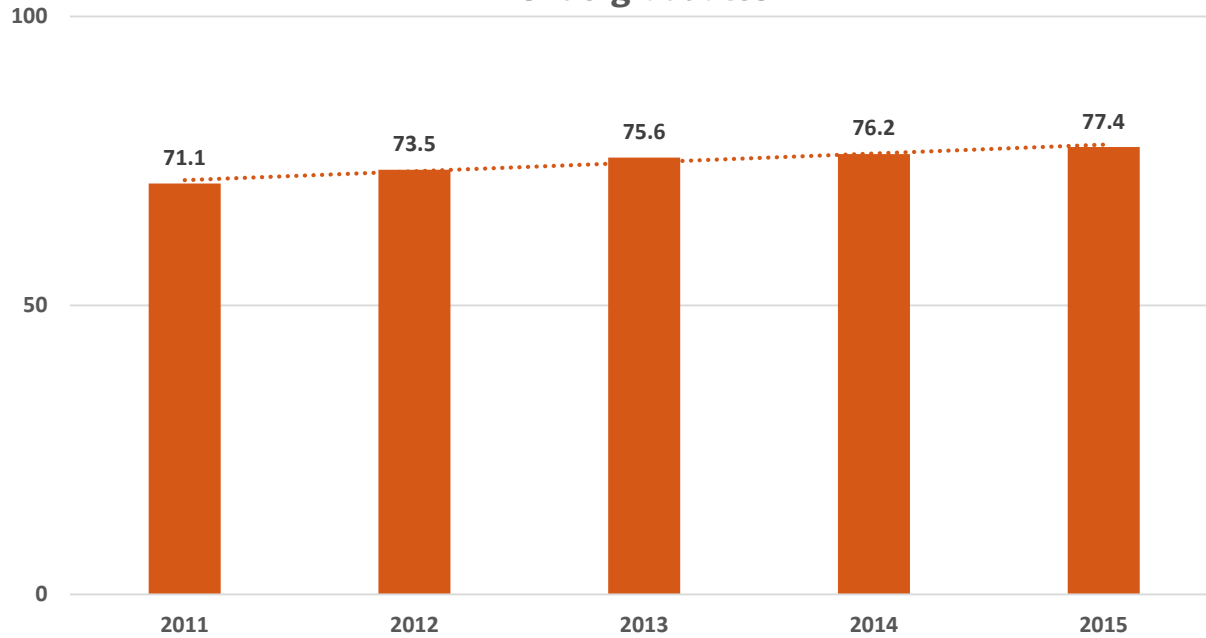
### Fall Credit Hours 2010-2015





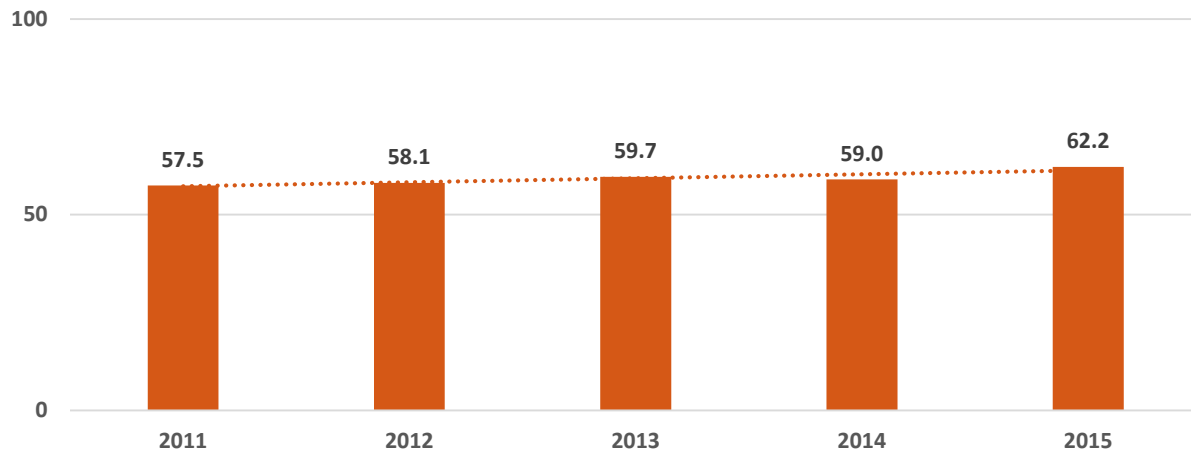
## Fall-to-Fall Retention 2011-2015

### All F-T Undergraduates



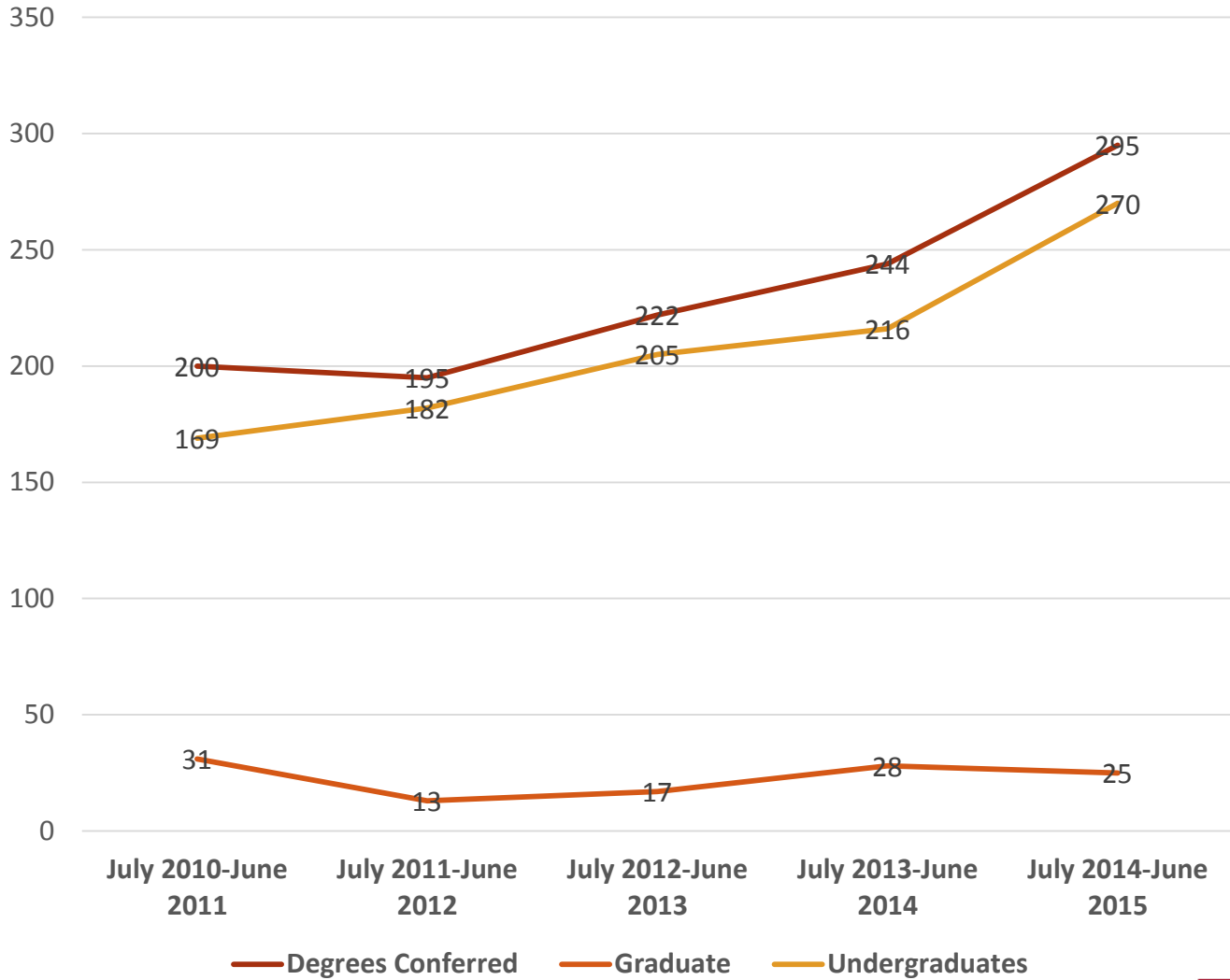
## Fall-to-Fall Retention 2011-2015

### FTFT Students (First Time Full-time)



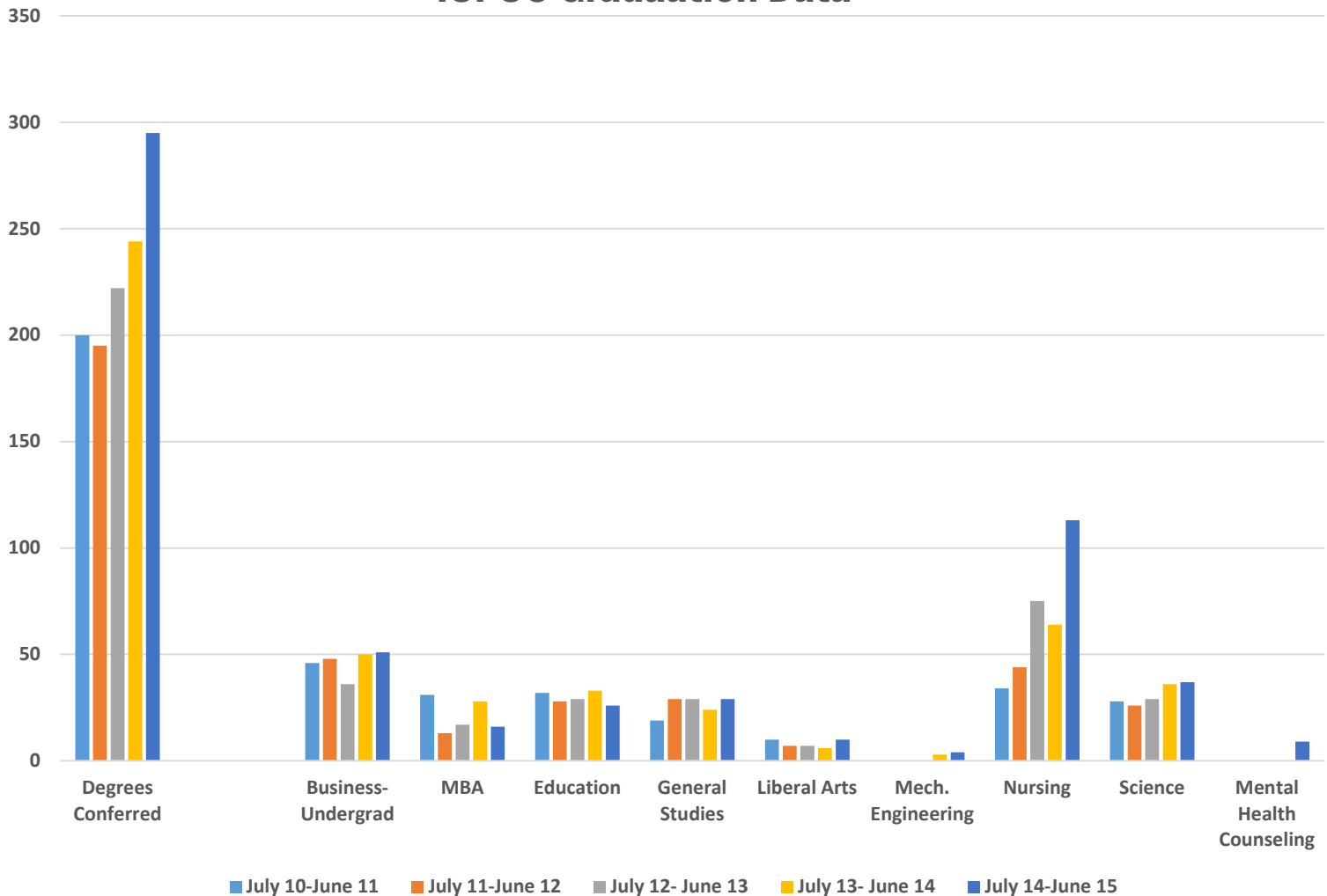


## Degrees Conferred-Graduate & Undergraduate





# IUPUC Graduation Data



\*\*certificates are excluded

\*\*\*breakdown of IUPUI degrees awarded to IUPUC students that are included are as follows.

July 2010 - June 2011: Communications - 2; English - 3; Sociology - 5

July 2011 - June 2012: Communications - 3; Sociology - 4

July 2012 - June 2013: Communications - 3; English -1; Sociology - 3

July 2013 - June 2014: Communications - 3; English - 1; Sociology - 2; Mechanical Engr - 3

July 2014 - June 2015: Communications - 1; Sociology - 2; Mechanical Engr. - 4





## Graduation Data

	July 10- June 11	July 11- June 12	July 12- June 13	July 13- June 14	July 14- June 15
Degrees Conferred	200	195	222	244	295
Business- Undergrad	46	48	36	50	51
MBA	31	13	17	28	16
Education	32	28	29	33	26
General Studies	19	29	29	24	29
Liberal Arts	10	7	7	6	10
Mech. Engineering				3	4
Nursing	34	44	75	64	113
Science	28	26	29	36	37
Mental Health Counseling					9

OIRE 8-31-2015 B. Dobbs





# The Year Ahead: 2015-16



# Priority One

Prepare IUPUC for a new Vice  
Chancellor and Dean as of July 1,  
2016



# My Job

Prepare IUPUC for a new Vice  
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2016

- Participate in national search



# My Job

Prepare IUPUC for a new Vice Chancellor and Dean as of July 1, 2016

- Participate in national search
- **Review fiscal situation and long-term vision**



# The Fiscal Situation

## Revenues:

- Tuition and fees (~70%)
- State Appropriation (~30%)



# The Fiscal Situation

## Revenues:

- Tuition and fees (~70%)
- State Appropriation (~30%)

## Expenses:

- Salaries and Benefits (~81%)
- Other (~19%)



# Building Fiscal Stability: The Revenue-side

Tuition and fees (~70%)—enrollment

- Online courses
- Pathways (Ivy Tech, employers)
- New programs (10-year academic plan)



# Building Fiscal Stability: The Revenue-side

Tuition and fees (~70%)—enrollment

- Online courses
- Pathways (Ivy Tech, employers)
- New programs (10-year academic plan)

State appropriation (~30%)—graduations, 30 credits/year

- Culture of retention (coaching, engagement, support)
- Curricular revision





# Building Fiscal Stability: The Expense-side

- Fiscal discipline
- Adjunct faculty
- Leveraging IUPUI resources



# Long-term Vision

**Long-term: *Ten years***



# Long-term Vision: Quality & Efficiency

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**Quality: *Among best in mission class***



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**Best: Student success (graduation, employment)**



## Long-term Vision: Quality & Efficiency

Long-term: *Ten years*

Quality: *Among best in mission class*

Mission Class: *Broad 4-year undergraduate & selected graduate, regional, teaching*

Best: *Student success (graduation, employment)*

**Efficiency: Cost to the public (per FTE student)**



## Long-term Vision: Quality & Efficiency

- **100% job placement within six months**



## Long-term Vision: Quality & Efficiency

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- **50% six-year graduation rate (25% on-time?)**





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- **National accreditations**



# Long-term Vision: Quality & Efficiency

## **Prevailing & measurable:**

- 100% job placement within six months
- 50% six-year graduation rate (25% on-time?)
- Lowest expenditures in state per FTE bachelor's/master's degree student
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# Long-term Vision: Quality & Efficiency

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## **Speculative & undefined:**



# Long-term Vision: Quality & Efficiency

## Prevailing & measurable:

- 100% job placement within six months
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## Speculative & undefined:

- **Recognition for innovative “blended” learning**



# Long-term Vision: Quality & Efficiency

## Prevailing & measurable:

- 100% job placement within six months
- 50% six-year graduation rate (25% on-time?)
- Lowest expenditures in state per FTE bachelor's/master's degree student
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## Speculative & undefined:

- Recognition for innovative “blended” learning
- **Culture of doing and making (things, people/groups, ideas, events)**



Must not neglect.....

- **Welcoming campus (diverse, inclusive)**



## Must not neglect.....

- Welcoming campus (diverse, inclusive)
- **Service-oriented (friendly, helpful, responsive)**





## Must not neglect.....

- Welcoming campus (diverse, inclusive)
- Service-oriented (friendly, helpful, responsive)
- **Collaborative culture (teams, partners)**



## Must not neglect.....

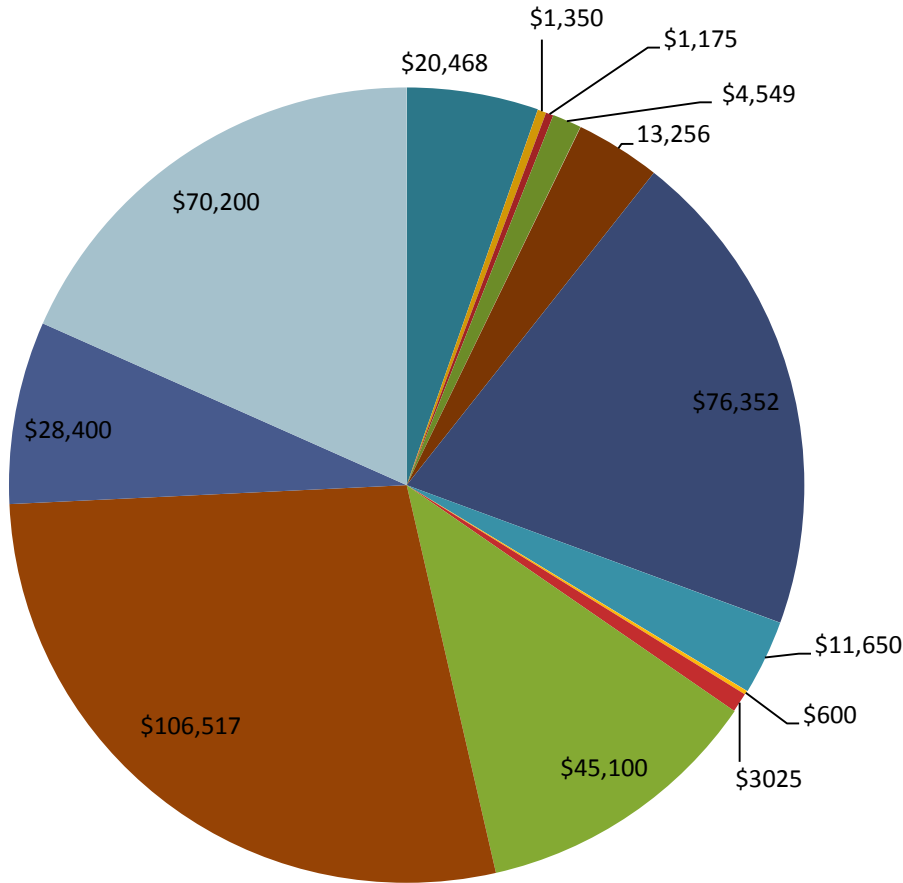
- Welcoming campus (diverse, inclusive)
- Service-oriented (friendly, helpful, responsive)
- Collaborative culture (teams, partners)
- **Community connections**



# Office of Development & Alumni Relations

**2014-15 Highlights**

**Focus for 2015-16**



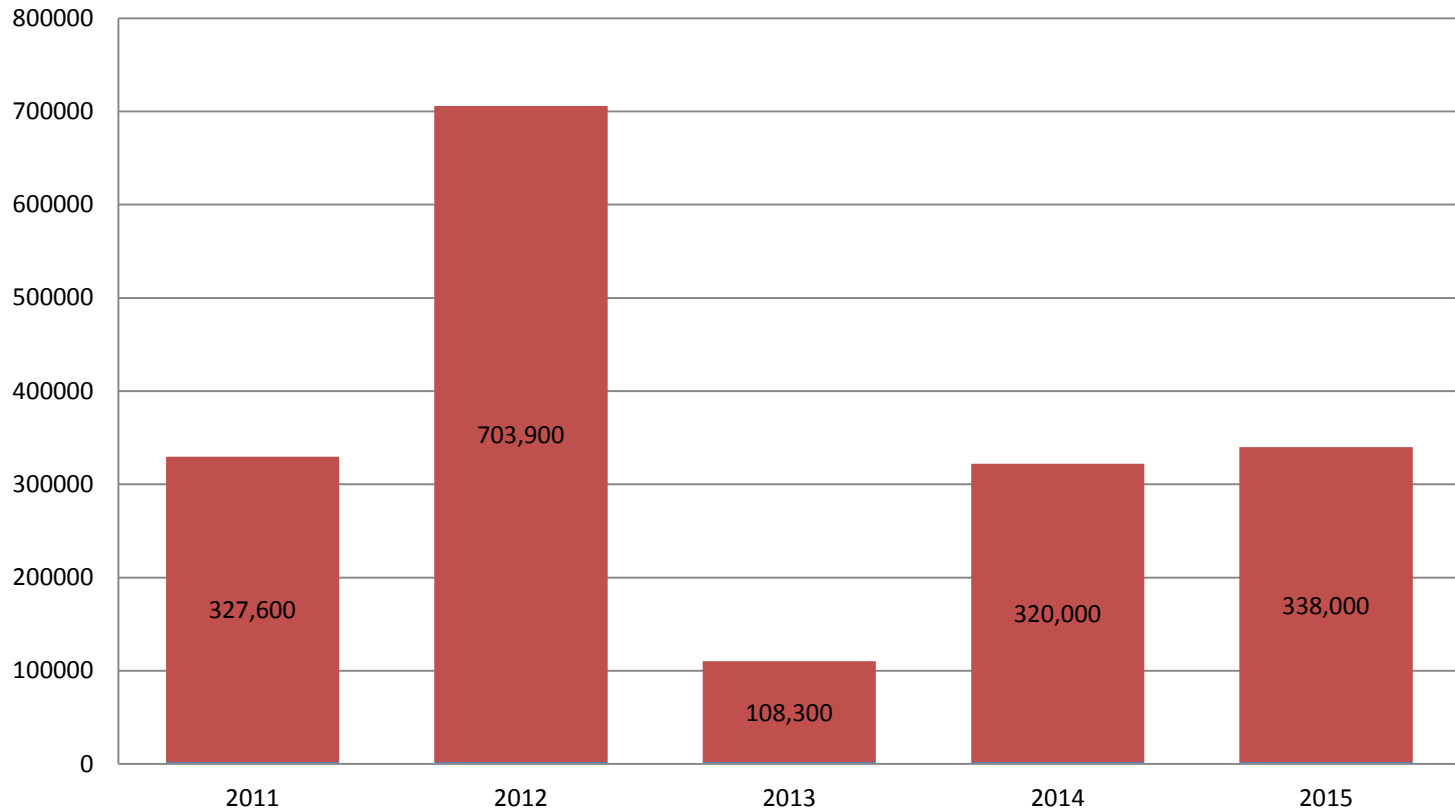
### 2014-15 Total Gifts

<b>Campus Fund</b>	<b>\$</b>	<b>20,468</b>
<b>Education</b>	<b>\$</b>	<b>1,350</b>
<b>Liberal Arts</b>	<b>\$</b>	<b>1,175</b>
<b>Business</b>	<b>\$</b>	<b>4,549</b>
<b>Mechanical Engineering</b>	<b>\$</b>	<b>13,256</b>
<b>Nursing</b>	<b>\$</b>	<b>76,352</b>
<b>Science</b>	<b>\$</b>	<b>11,650</b>
<b>Univ College</b>	<b>\$</b>	<b>600</b>
<b>Miscellaneous</b>	<b>\$</b>	<b>3,025</b>
<b>Nursing Retention</b>	<b>\$</b>	<b>45,100</b>
<b>Student Scholarships &amp; Awards</b>	<b>\$</b>	<b>106,517</b>
<b>In-Kind Gifts</b>	<b>\$</b>	<b>28,400</b>
<b>True Grants</b>	<b>\$</b>	<b>70,200</b>
<b>Grand Total</b>	<b>\$</b>	<b>383,000</b>



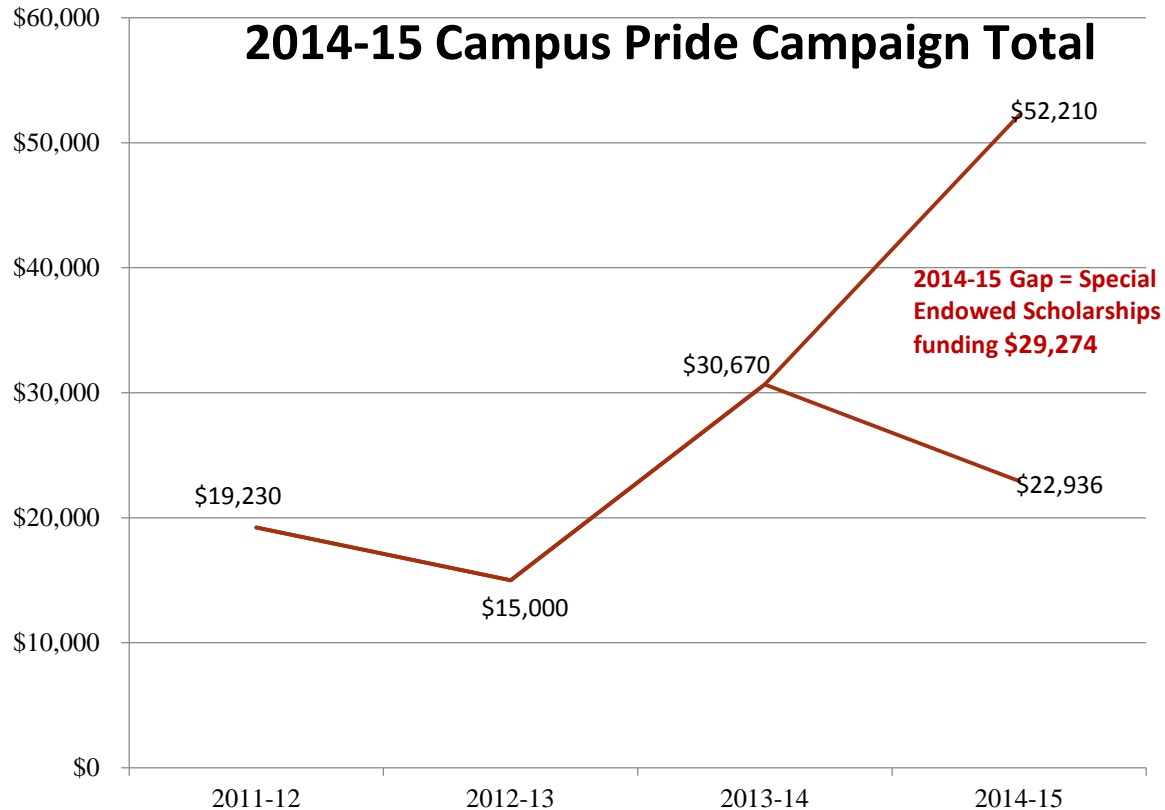
# Office of Development & Alumni Relations

## 5 Year Giving Trend





# Office of Development & Alumni Relations





# Office of Development & Alumni Relations

## Donor Funding Highlights:

- Chemistry equipment
- Nursing faculty retention
- New nursing faculty
- ME Student flight simulator project
- Women's Studies and Education Lab Renovations
- Human skeleton
- Anatomy Lab and Cell Biology Equipment
- Student Scholarships – TWO new endowed
- Faculty Research - Autism



# Office of Development & Alumni Relations

## 2015-16 Focus

### **IU Bicentennial Campaign - For All**

- Public kick-off September 26, 2015
  - Culminates December 31, 2019
- IU overall goal \$2.5 Billion
  - IUPUC goal \$4 Million
- Campus Pride Campaign
  - \$34,000
- You are key:
  - Donate & Advocate





# Office of Development & Alumni Relations

- Major & Planned Gifts
- Increase Annual Giving
- Vice Chancellor & Dean
  - Campus Fund
- Alumni Board - NEW
  - Alumni Giving
  - Student soft skills training



# IUPUC Board of Advisors Office of Communications & Marketing

Carol Branson  
September 9, 2015

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# CREATING THE IUPUC BRAND STORY TO SUPPORT RECRUITMENT & RETENTION





# The IUPUC Brand Story

## Visibility & Image

- Creating a brand story is not simply about standing out and getting noticed. It's about building something that people care about and want to buy into.



# The IUPUC Brand Story

## Visibility & Image

- It's about thinking beyond the utility and functionality of the service we provide at IUPUC and striving for the creation of a community that is loyal and we have created meaningful bonds with.



# The IUPUC Brand Story

## Visibility & Image

- Our brand story is not just a catchy tagline that's pasted on a billboard to attract attention for a week or two.
- Our story is the foundation of our IUPUC brand and its our strategy for future growth.



# The IUPUC Brand Story

## Where do we start?

- Information gathering about IUPUC and region through high school visits.

- Columbus North High School
- Columbus East High School
- Seymour High School
- Columbus Signature Academy
- Edinburgh High School
- Hauser High School
- Jennings Co. High School
- Franklin Community High School
- Greensburg High School
- Jac-Cen-Del High School



# The IUPUC Brand Story

## Where do we start?

- Internal audit of current marketing pieces for prospective and current students.





# The IUPUC Brand Story

## How do we create the brand?

- Our brand story goes beyond what's written in the copy on a website, the text in a brochure or the presentation used to present to donors.



# The IUPUC Brand Story

## How do we create the brand?

- Fulfilling the Promise
  - IU rollout of new branding is a new opportunity

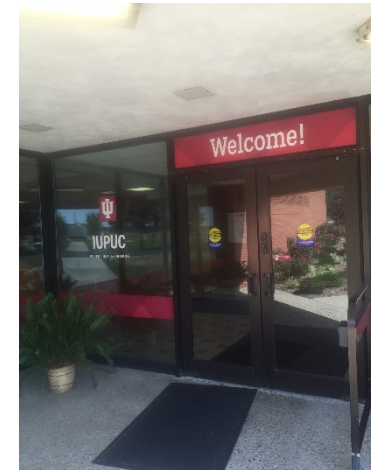




# The IUPUC Brand Story

## How do we create the brand?

- Support the IUPUC strategic priorities
  - Regional and global impact
  - Academic and scholarly achievement
  - Welcoming campus
  - Collaboration and service



FROM UNDERSTANDING CULTURE September 3, 2015  
 Guest: Dr. D. Barry A. Murray, RN in BSJ Program Coordinator and Assistant Professor for the Indiana School of Nursing at IUPUI, recently author of an article for the Journal of Nursing Education, Spring 2015 supplement. The title and topic of study is "Nursing Students' Experiences of Health Care in Sweden: Transformational Processes in Developing Culture Understanding."



### Student Experiences in Health Care Develops Cultural Understanding

Dr. Barry A. Murray explains the tentative of the study was an examination of the experiences of six nursing students following a service-learning experience in Sweden, 2013-2014. Students provided feedback on their hospital and university settings.

According to Murray the study examined the experiences of nursing students following a service-learning placement in Sweden. Students worked in a hospital and completed their academic health classes. Six students were interviewed one month after they returned from the overseas study experience. A thematic analysis was performed and four themes emerged.

- The first theme was **realities**—students experienced personal hardships, emotional reactions and language differences that created discomfort.
- The second theme was **perceptions**—cultural differences was encountered between the health care and nursing cultures of Sweden and the United States.
- The third theme was **adaptation**—breakdown and cultural differences articulated coping mechanisms with students that generated a process of change in attitudes and beliefs.
- The fourth theme was **recognition**—personal and professional growth, were demonstrated with greater awareness, compassion, respectfulness, and comfort with diversity.

Following the program, the students were interviewed and the interviews were analyzed using narrative methods. The results of this study could follow other research that has been published on the value of overseas study as a particular tool in teaching nursing students' cultural understanding, academic theories. Additionally, students were thoughtful about transitions, adapted to those pressures, and once internal coping strategies and personal strengths to accomplish a remarkable degree of personal and professional growth in a relatively short period of time.

Moreover, Murray shares that when students experience such hardship and cultural differences, this experience serves as a positive catalyst for students that enables change and personal transformation. This transformative process led to greater cultural understanding, as well as personal and professional growth. The stress and cultural differences experience also led to an increase in their cultural awareness.

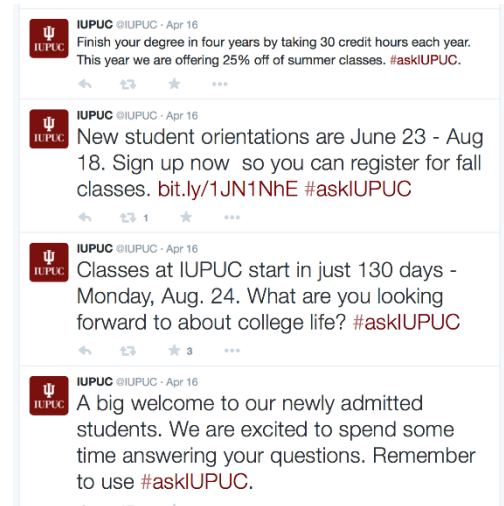




# The IUPUC Brand Story

## How do we create the brand?

- Engagement initiatives
  - Summer campaign #IUPUCpride
  - Selfie wall
  - Twitter chats
  - Videos

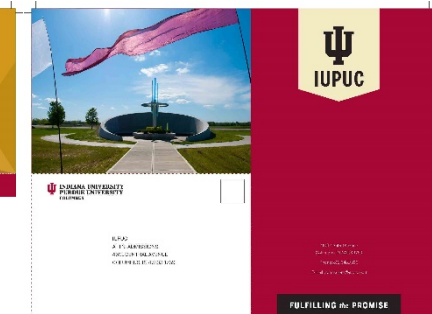
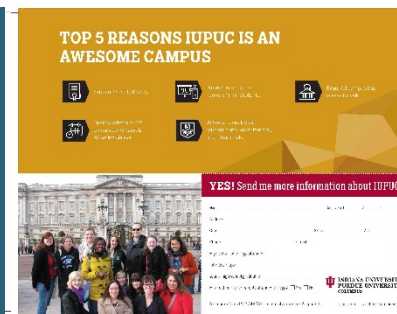




# The IUPUC Brand Story

## What's next?

- Recruitment package
- Digital ad campaign
- Website redesign
- Radio campaign





# The IUPUC Brand Story

**How can you help?**



# The IUPUC Brand Story

**What questions do you have for me  
about creating the IUPUC brand story?**



# Center for Business and Economic Development





# 2014 / 2015 Results

## ❑ Business Summary

❑ Revenues

\$253,000

❑ Expenses

\$223,000

**\$ 30,000 Profit**



# 2014 / 2015 Results

## ❑ Business Overview by Service Segment

### ❑ Private Workshops (at Customer Site)

- ❑ 140 Workshops // 15 Clients // 400 Participants
- ❑ Revenues - \$216,500

### ❑ Public Workshops (IUPUC, Jackson and Jennings Counties)

- ❑ 31 Workshops // 170 Participants
- ❑ Revenues - \$18,000

### ❑ Management Consulting

- ❑ 4 Clients
- ❑ Revenues - \$16,000

### ❑ Other

- ❑ Revenues - \$2,500



# 2014 / 2015 Results

## ❑ 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