

IUPUC Board of Advisors
November 9, 2016
Columbus Learning Center - Student Commons

Minutes

Attending: Dave Barker, John Burnett, Chris Dobbins, David Elwood, Gary Felsten, Harold Force, Jacquie Franz, Cindy Frey, Joe Fuehne, Steve Gochenour, Jack Hess, Jason Hester, Reinhold Hill, Rick Johnson, Carla Laymon, Karen Niverson, Gregg Summerville, Brenda Vogel

Not Attending: Jim Bickel, Chad Buehler, Melinda Engelking DeLap, Tom Harmon, Jim Lienhoop, Srikanth Padmanabhan, Gil Palmer, Greg Pence, Jim Plump, Jim Roberts, Jill Shedd, Matt Souza, Tom Vujovich

Guests: Nasser Paydar, Carol Branson, Cindy Felsten, Bryan Rushton, Beth Sharer

Welcome

Rick Johnson

Rick Johnson, Chair of the Board of Advisors, welcomed IUPUI Chancellor, Dr. Nasser Paydar, and members of the board to the meeting at 12:03 p.m.

IUPUI Update

Nasser Paydar

Chancellor Paydar shared his delight to be back at IUPUC and meet with the Board of Advisors. 'Columbus is a wonderful place to be' and he stated that he 'especially liked the curly dogs' that board member Harold Force, surprised him with today after a failed visit to the restaurant some 10 years ago.

➤ 2016-2017 academic year @IUPUI

- IUPUI has 3,600 faculty members
- 1.3 billion budget
- 17 schools (2 offer Purdue degrees and the rest IU degrees)
- Good financial shape
 - RCM (responsibility centered management) – each school has their own budget
- Enrollment 30K and increasing
- Providing education to south central Indiana
- Election – whoever wins, the country will go in that direction; the one need is constant and that is the need for education; universities need to be strategic, efficient, and really serve their community. All units need to focus on student success; graduation and retention is on the top of everyone's list. There is a huge potential for growth on the Indianapolis and Columbus campuses.
- Community engagement is another area on which to focus
- At IUPUI (including IUPUC) we have created a Welcoming Campus Innovation Fund. A group of faculty and staff will look into what it means to be a welcoming campus. There will be 1 million dollars put into this fund and distributed to different units to find ways to make our campus more welcoming.
- The Columbus community really supports higher education. IUPUC will work with the community in serving this campus.

2016-2017 academic year @IUPUC

- Finding ways to increase student enrollment and finding ways to have them graduate is our priority at IUPUC
- Graduation rates at IUPUC are 26% – 74% are not graduating. Ways need to be found to become more efficient and graduate more students.
- Recruitment, retention, morale of the faculty are top priorities.
- Finding innovative ways to make campuses more welcoming. There will be a fund of \$1 million to give out to units who make successful proposals – maximum is \$25K increments.
- Liberal Arts under pressure – currently most departments have deficit
- Dr. Paydar is supportive of IUPUC and there is a regional need for this campus

The Community Education Coalition (CEC) has a relationship with the Lumina Foundation. The focus is on attainment and because of the rural make up of south central Indiana, there may be opportunities to create this attainment. What are the best conditions to meet that goal? What are the things beyond money that prevents people from pursuing an education? There is an interesting report on 'beyond financial aid' that speaks of the things 'beyond money' that can be done for assisting students.

Options:

- Find ways to wrap programs around individuals and campuses. The number of graduates in high schools is going down but the interest in higher education is going up. People are not as prepared as in the 1970's. They may not be that determined or prepared so we must wrap the programs around them. Money is not everything – programming is important.
- Add programs strategically. It could require restructuring of the campus.
- Strategies employed at IUE that accounted for significant growth
 - Developing undergraduate degrees ONLINE
 - In 2 years they created more degree programs online at the undergraduate level, than IUB, IUPUI, and all regional campuses combined
 - Refocused on programming
 - ◊ Eliminated programs that did not bring in students
 - ◊ Invest in new programs
 - Change the budgeting system
 - Doubled the number of students in 5 years
 - Quadrupled the number of graduates in 5 years
- Requires doing things differently if you want different results. Hard decisions.

Development Update

Brenda Vogel

- The IU bicentennial campaign for all transformational gifts received in the past eleven months for \$50K will support three scholarships:
 - Dreamer Scholarship – targeted to DACA students; did not qualify for a bicentennial 'match' or an 'endowed' fund; it will be 'spent-down' annually
 - Heritage Fund will do a match for the scholarship dollar for dollar
 - It is an open scholarship meaning we can solicit other donors
 - 17 students currently qualify under the donor advice through Heritage Fund that are enrolled at IUPUC
 - There are additional qualified students at Ivy Tech and Purdue Polytechnic Columbus
 - There are 4 students that will be supported by this donor's criteria in the spring semester 2017
 - Reach Your Dream Scholarship
 - Created to help with student retention
 - i.e. Helping w/small balances on bursar account
 - This is an endowed scholarship and qualifies for the match to the bicentennial campaign
 - 'New' scholarship – un-named at this time
 - 1 of a 2 part gift from a donor; focused to help on enrollment; underrepresented/underserved
 - Recruitment-diversity
 - Strong impact for students and IUPUC
 - This is a unique scholarship in that it will be endowed but will be funded through a charitable gift annuity
 - It will qualify for the bicentennial campaign match
 - Immediately upon receiving the gift, IUPUC will benefit from the return on the match to apply on the scholarships

Dr. Paydar supports the fundraising as Brenda has described. Building programming along with the scholarships keeps donors involved for their generosity.

Professorships through endowments

- Possibilities
 - Mechanical Engineering Program

Gregg Summerville

Gregg and Brenda have been meeting with board members to focus on, 'what is your role – what am I being asked to do and what message should I be taking to the community?' We will continue to contact board members in the next few weeks.

Roles in the campaign – we have a team ready to run; Good ideas presented to Dr. Hill in ways to gain community recognition.

- This campus is the top choice for graduates in Bartholomew County
- This campus is important to the community

Gary Felsten - New academic programs

- Ten undergraduate programs
- Two graduate program
- Awarded in Columbus

Three additional programs

- Biology – can lead to many jobs in the health care fields - strengthen program with one new faculty hire
- Mechanical Engineering
- Sociology – strengthen program with one new faculty hire
- Awarded in Indianapolis

New degree programs to be developed in 1-3 years

- Bachelor of Applied Sciences (BAS) – provides a 4-year degree for people who completed an Associate degree in applied sciences; Ivy Tech has asked us to develop an on-campus program; no new resources needed
- Community Health Advocate (BS) – through Division of Education with input from Division of Nursing; not a teaching licensure program; will help people navigate the health care system; no new resources needed
- Criminal Justice (BS) – upward trend of students pursuing this degree, Ivy Tech has a fairly high number of students who are pursuing the associate degree; one new faculty member needed
- Cooperative online sociology degree with IU East (BS)
- Others?

The intention is to create programs as need arises instead of a set number per year

- Health Services Administration concentration – started two years ago
 - We could add additional concentrations

Questions

- John Burnett – coding-computing-emission controls
 - Lots of people employed in this sector
 - Could involve IUPUC and Purdue Polytechnic
 - We have programs for the soft skills but not the technical skills
- Gary - Informatics – we could offer this with our colleagues at IUPUI
 - Ivy Tech and Purdue Polytechnic offer these technical skills
 - Identify the need in the community
- Dave Barker
 - Health Care Administration – not a nurse or MBA; could be hired to run the office; could this be the same as the health services administration?
- Gary - Health Care Communication – one of our newly hired communication studies faculty has an expertise in this which could be helpful in health care administration

Enrollment Update

Reinhold Hill

Improvement of enrollment

- Trend for spring – some positive, some negative outlook
 - Admissions are up
 - Enrollment is down
- Perception study will be done in-house with two faculty members, Frank Wadsworth and JK Lee, instead of outside consultants

- Will be done in stages
- Did an initial survey with the high school counselors
- 1st round of surveys will go to prospective student list (purchased list)
- Parents and community members and other subsets of people will also be targeted
- Ruffalo Noel Levitz enrollment consultants visited IUPUC last week
 - List of recommendations (total of 17)
 - Build data resources
 - Admission standards – common application system (only 1 student referred at this time)
 - ◊ Question - do we contact potential student or do they contact us
 - ✓ The student tells the systems they are interested in another campus
 - ◊ This is automated now; we won't know effectiveness for 4-5 years
 - ◊ Go below the acceptable scores to recruit
 - Scholarship practices
 - ◊ Priority deadline is February but keep it open
 - ◊ Lower GPA for some scholarships
 - ◊ Awarding scholarships to meet the students' needs
 - Hire a database communication manager (this would be full-time)
 - Continue with the Strategic Enrollment Management task force
 - Question - do we contact potential students or do they contact us
 - IU Board of Trustees
 - Thanks to those of you who attended the IU Board of Trustee meeting on Oct. 6-7, 2017
 - Reception at IUCAD – Rick spoke with trustees who said they were all very excited and impressed with what they saw in Columbus. Generally, very positive about the visit and meeting on the campus.
 - Online programs at IUPUC
 - Sociology – created a small incentive fund that faculty could receive a stipend for development of online courses
 - Faculty are encouraged to design strategic online courses
 - Will reward with stipends instead of building more release time
 - There are guidelines/rubric on how to set up these courses
 - We can meet our own students' needs and the campus

Dr. Hill would like to solicit suggestions from board members on how we can be involved and active as board of advisor members. How can we collaborate/partner with members of the community? How can we be supportive?

Rick thanked Dr. Paydar for his visit and that we are fortunate to have him in the Chancellor's position. The meeting adjourned at 1:13 pm.

Meetings for the IUPUC Board of Advisors are quarterly on the 2nd Wednesday of the month.

The remaining meeting dates for the 2016-2017 academic year in the Summerville Room, LC 1400, noon to 1:30 p.m. are:

February 8, 2017

May 10, 2017