

**IUPUC Board of Advisors
May 10, 2017
Columbus Learning Center – Summerville Room**

Minutes

Attending: John Burnett, Gary Felsten, Harold Force, Jacquie Franz, Joe Fuehne, Tom Harmon, Jack Hess, Jason Hester, Reinhold Hill, Rick Johnson, Carla Laymon, Karen Niverson, Srikanth Padmanabhan, Gil Palmer, James Persinger, Jim Plump, Jim Roberts, Matt Souza, Gregg Summerville, Brenda Vogel

Not Attending: Dave Barker, Jim Bickel, Chad Buehler, Dave Elwood, Melinda Engelking DeLap, Cindy Frey, Jack Hess, Jordan Jones, Jim Lienhoop, Greg Pence, Tom Vujovich

Guests: Carol Branson, Cindy Felsten, Joe Heltzel, Bryan Rushton, Beth Sharer

Welcome

Rick Johnson

The meeting began at 12:01 p.m. and Chair Rick Johnson welcomed everyone to the meeting.

#IUDay Update

Carol Branson & Brenda Vogel

Many thanks to all for your support and enthusiasm for #IUDay, April 19, 2017. It was a success. There were some challenges in getting the campus excited because some of the big challenges/incentives and the real time feedback board were discontinued this year. However, to make some excitement, we had Mayor Lienhoop make a #IUDay proclamation on campus; we co-hosted a panel discussion event at IUCAD to display IU throughout the community and show collaboration. There was also the giving component – ‘sharing’ the video; donor matches – up to \$5000; Tropical Smoothie – donating 20% of the day’s proceeds. We tried some things that were ‘out of the box’. Externally, we gave shirts to advisory board members to wear around town, and internally, we created our own leaderboard.

In November, planning meetings were started to try to find ways to make #IUDay better and how to get the community involved. We visited The Republic to discuss with their team on how we could work together to get the word out about #IUDay. Because of that visit, four articles about this event were shared 70 times and the readership was 54K for each of them. The Republic also ran ads on Facebook and Instagram, which generated 163 clicks on one and over 200 on another. We reached out to radio stations, Qmix and White River Broadcasting, to see if we could have representatives come and talk about #IUDay. Dr. Anna Carmon and students spoke the day before on QMix and Matt Rothrock spoke on the day of the event on White River Broadcasting.

We collaborated with Joshua Burnett from Celebrate Columbus.

- Carol Branson and Brenda Vogel interviewed with Joshua and it was livestreamed on Facebook. The reach was just over 16,000 people; 8,000 views total views; and 400 watched live.
- Joshua also livestreamed the Mayoral proclamation by the Discovery Globe. The reach was just over 3K; total views on Facebook was 1200; and 350 people watched live.
- IUCAD faculty panel discussion at lunchtime was also livestreamed. 25-35 attended while 275 watched live.

Outcomes:

- The reach and publicity that we received on #IUDay was exponentially more than last year, which was our goal.
- Financially, we reached 135 donors for \$2,286 in 2016 and in 2017 engaged 96 donors for \$10,570
- We earned \$30K in challenge money in 2016. This year we placed 2nd in the video share and that earned us \$2K in challenge money
- We announced the Baird matched gift of \$70K in 2016. This year we announced the Vujovich gift of \$100K and the new mascot, Crimson Pride
- IU and IUPUI would like to be briefed on how we did what we did for #IUDay and how we got the community involved

- We have already had a meeting for 2018:
 - Student teachers – give buttons to wear in their classrooms
 - Nurses doing Clinicals – give buttons to wear
 - Include the advisory boards of different divisions

Feedback:

- Rick – Thought we did a good job; logo shirt was good idea and he passed out the given information; one person told him he made a gift of \$250. #IUDay gave us all an opportunity to celebrate IUPUC.
- Srikanth – Emails were good and he forwarded to others; create a list of past IUPUC students whom now work for Cummins and that could create ambassadors to pass out more information.
- Send any additional comments to Brenda at bvogel9@iupuc.edu or Dr. Hill at reihill@iupuc.edu.

Development Update

Brenda Vogel

Bicentennial campaign

- \$4 million goal
- End date for reaching this goal is Dec. 31, 2019
- Currently, we are at 53% toward that goal
- IU's goal is \$2.4 billion and they are at 1.865 billion
- IUPUI is currently \$946 million
- We have opportunities in the amount of \$3.2 million in the pipeline

Additional meetings being scheduled:

- Regional foundations
- Regional businesses
- Healthcare providers
- NGG (non-governmental grant) opportunities IUPUI

Enrollment Update

Joe Heltzel

Joe Heltzel, Director, Office of Recruitment and Admissions, Interim Director, Enrollment Management

- *Summer* enrollment: slightly down from last year in credit hours; but up from 2015. We are down 3.8% on credit hours (was 10% last week), so we have closed the gap. Head count down 8.7%.
- *Fall* enrollment beginner students:
 - Applications are up from last year 491
 - Admittances 414
 - Enrollment is up from last year 64
- Transfers: Ivy Tech numbers are down which affects us
 - Applications are up from last year 78
 - Admittances 28
 - Enrollment is up from last year 5
- Total head count:
 - 2015 1703
 - 2016 1528
 - 2017 1581 projection
- Credit hours:
 - 2015 18,857.50
 - 2016 18,022.50
 - 2017 18,000+ projection

Changes in the past two years in the Office of Recruiting and Admissions:

- Revised visit programming
- Revised marketing materials
- Revised ambassador program: implemented 4 team model
- Revised travel: fall/spring (Fairs and H.S. visits)
- Revised Guidance Counselor breakfast format
- Use of new technology (Campus Cast Texting Platform)
- Increased use of data to inform decisions
- Increased interaction with UCOL for enrollment pipeline
- High school athletic events

Changes in the past two years in Enrollment Management:

- Creation of annual strategic action plan that is informed by data
- Building a stronger prospect pool (more names than before)
- Buying names and communicating with students earlier in process
- Integration of Salesforce CRM for improved tracking, reporting, and marketing
- New marketing materials
- Creation of a more robust communication flow (search through enrolled)
- Building stronger relationship with IUPUI division of enrollment management
- Improved representation on various IU websites – with assistance from IUPUI
- Partnering with OCM to help launch new website on time
- Use of data to provide individual goals and targets to admission counselors by county
- Hiring of bilingual admissions counselor
- Building stronger relationship with Latino community through new events, participating on work groups through the Community Education Coalition (CEC)
- Improved guidance counselor communication and contact strategy (currently developing)
- Continued integration of new positions into the admissions team (Enrollment Coordinator and Marketing/CRM Specialist)

Commencement Celebration, May 13, 2017

Reinhold Hill

- 294 students graduating
- 197 student walking in the commencement celebration, the largest number to date
- Tony Moravec is Keynote Speaker
- Jordan Jones, President of the Student Government Association, will be giving opening remarks on behalf of students
- Mikala Greenlee is the Chancellor's Scholar (received the Anthony Moravec scholarship in high school), and will give a student's remarks
- 1st class of Health Care Administration cohort
- 1st class of Biology students completing entire degree at IUPUC (Purdue degree)
- The Honor's Program Scholar students will have a separate ceremony prior to the commencement celebration

Officer Elections

Rick Johnson

The election for new officers for the Board will be in September. The executive committee will be working on a slate for the election. We are interested in potential new board members so if you have thoughts on who could be good representatives of IUPUC, give us some input particularly as it relates to diversity in reaching in to this community in ways you do not see represented here today. Please let Dr. Hill, Matt Souza, or myself know whom you would like to contact.

In terms of your own board tenure, there are no formal terms and we do not mean it to be a 'life sentence.' If you are interested and active and feel compelled to remain on the board, we would love to have you do that. However, if it is a better time to do something else, we would be happy to hear that as well. We will look at September for the transition.

Vice Chancellor's Update

Reinhold Hill

- As Carol and Brenda mentioned, Mayor Lienhoop made a proclamation at IUPUC on Tuesday, April 18, 2017 for #IUDay scheduled for Wednesday, April 19, 2017. Afterwards he attended the student research presentations taking place inside the Columbus Learning Center. Faculty mentors assisted these 13 students and funding was available by donors to the Office of Student Research. The Mayor asked what we could do to better share what we are doing with the community.
 - Communicating and Sharing IUPUC Successes
 - Published journal articles by students with faculty members and other undergraduate students
 - Presented papers at conferences
 - Graduate work in Switzerland
 - EcO-champions in the region (contact, Stephane Weber)
 - Students make presentations downtown (IUCAD is a possibility)
- Greg Knudson, Director of the Center for Business and Economic Development (CBED), has announced that he will be retiring in July and a search will soon be underway for that position. If you know any individuals who might be appropriate for this position, let us know. Greg has done a terrific job for IUPUC.
- We also have a position open for a bi-lingual admissions counselor in the Office of Recruitment and Admissions.
- In addition, we are still considering the creation of a new Latino Center to support all of the campuses and provide support services and connections with the community, support mentoring and enrollment, and tutoring initiatives.
- Two faculty have received the Fulbright Award this year:
 - Dr. JD Mendez, Assistant Professor, Chemistry; travel to Estonia for the fall semester
 - Dr. Larita Killian (specialist award), Associate Professor, Accounting; travel to South America
- Limited Strategic Planning
 - Align our plan with IUPUI plan
 - Focus on our regional interests
 - Work internally and share with internal stakeholders, staff council, faculty senate
 - Set a strategic course for the next 5 years
- Latino Students /Citizenship

As an institution, we have a strong commitment to supporting students as appropriate and our under-represented populations and providing support services to them.

 - Dreamers are the generation of young Latino's and non-Latino's who were brought to the U.S. at a young age
 - BCSC: 14% are Latino; somewhere between 25-75% are undocumented
 - Seymour: 26% are Latino; potentially between 25-75% are undocumented
- What are we doing to support the 'dreamers' (DACA)
 - Very strong, active, and well-run organization Latino Student Club called Latino American Organization of Volunteers in Education (LOVE)- active at IUPUC, Ivy Tech, Purdue Polytechnic
 - Office of Student Affairs supports student organizations that wish to get engaged with answering questions of what IUPUC is doing to help the dreamers; involved in student government, campus activities board, etc.
 - Private scholarship program
 - Specifically for undocumented students who have their DACA from the federal government
 - 28 total students this academic year
 - ✓ 20 IUPUC
 - ✓ 8 Ivy Tech or Purdue Polytechnic

Question – Do we offer a path to our students for citizenship; perhaps the LOVE club could do fundraising to help fund a pathway to citizenship?

Answer – No, because we are a public institution supported partly by tax dollars.

Chair Rick Johnson adjourned the meeting at 1:09 pm.

The meeting dates for the 2017-2018 academic year in the Summerville Room, LC 1400, Noon to 1:30 p.m. are:

Wednesday, September 13, 2017

Wednesday, November 8, 2017

Wednesday, February 14, 2018

Wednesday, May 9, 2018