

# **Campus Achievements**

## **August 23, 2002**

### 1. Science Building Completion

Coupled with naming the building for our founder, Virgil Hunt, receiving the largest single gift to the campus that will eventually support the building's continued maintenance and equipment as well as science scholarships, and the beginning of the Hung Scholars program, and winning a design award.

2. Continued progress on enrollment stability
3. Completion of an extensive research and study set of projects culminating in the development of our first marketing plan and first development plan
4. Completion of plans to make the campus more physically accessible and welcoming – reorganizing parking, re-signing, and creating a Welcome Center; creating a student lounge in each building; reorganizing some student space in Kelley Center.
5. Completion of plans for 5 new degree programs.
6. Hiring of excellent new staff and faculty in many areas
7. In Student Affairs – implementation of Automated Course Exchange, development of new admissions criteria, development of a new merit scholarship

program that will target the top third of the high school class, and implementing the admissions module of PeopleSoft.

8. In External Relations, highlights include development of our new newsletter *Bridges*, an increase in the participation of volunteers and alumni in helping us with campus projects, and development of a whole set of new publications and products to accompany our marketing plan. Some are on display today.
9. In Administration and Finance and IT, highlights include the introduction of digital copying, awarding a contract for a new food service vendor, completing the Hunt Hall project and move, development of a series of budget and management workshops in cooperation with Affirmative Action, upgrades/renovations of eight campus areas, implementing the PeopleSoft Human Resource Management system, and extensive IT installations and modifications that are always ongoing.
10. In Academic Affairs --
  - a. all programs in A&S reviewed by disciplinary experts – no small task!
  - b. successful EMA conference that is bringing increased attention to diversity issues across the IU/PU systems

- c. in education, a 100% pass rate on mandated tests for teacher ed program completers, revision of all programs to meet new Indiana standards, and completion of the required NCATE documents in preparation for the Fall 2002 site visit
- d. in nursing, continuing successful international initiatives and continuing success in growing career ladder programs, providing continuing education, conducting the Asthma/Diabetes camp, and administering the Perkins Grant
- e. in NIMS, of course, the focus on Hunt Hall and a successful occupancy, no small task, including the purchase of major equipment
- f. in UDIV, finalizing steps for students to participate in the Intercampus transfer program, and facilitating a Development Education Symposium for faculty and staff
- g. in Continuing Studies, reorganizing the division, adding two new professional certificate programs, vastly reducing the red ink, establishing a Business Advisory Council for language training, establishing a Technology and Entrepreneurship Conference
- h. in business, SIFE students won 1<sup>st</sup> runner up at National, investment team in top 5% in the nation, established an honor society – Beta Gamma Sigma, launched a Distinguished

Lecture Series, accepted into SAP's Education Alliance, received three grants

- i. in SPEA, engaged in four grants – two in China, two in Indiana, that continue to bring recognition to the unit
- j. for CTE, making significant additions in computer technology to address current and future needs and developing a good working relationship with IT that will lead to future success, developing an excellent faculty orientation program and faculty development and engagement program
- k. for the Library, accomplishments included the receipt of a Hewlett Grant and significant and continuing enhancement of major databases
- l. for the gallery, one exhibition (Douglas David) was attended by 1,000 people and generated \$15,000 in sales. The artist lecture series and the addition of educational materials to complement exhibits are new ventures.
- m. in Affirmative Action, the development with HR of a training series for supervisors was most helpful, as well as the completion of an ADA survey.

In summary, it has been a successful year characterized by major planning efforts, some

real strategic thinking and, careful  
management of scarce resources

We have emerged with a new facility, a number of  
significant plans, a set of new degree  
programs, and new faculty and staff to add to  
the IU Kokomo enterprise

Best of all, we balanced the books and were able  
to give raises – not much of that happening in  
higher education

So now let me turn to what's ahead.

# **The Year Ahead**

## **August 23, 2002**

- I. Now I want to focus on the year ahead – or really the next two years that will take us to a critical time in the educational history of NCI
  - A. This campus has developed and grown in its 57 year history. It can now reach a level of maturity that will propel us forward if we are able to accomplish what I am about to outline
  - B. It is important to reach that level of maturity in order to succeed in our mission, which is to serve the higher education needs of NCI
  - C. It is also important to reach that level of maturity because in 2004 we will face the challenge of the CCI. We have two more years to really differentiate ourselves from that enterprise in a positive way
- II. We will be successful only if we create a climate of engagement and added value – a climate in which we interact much more fully with one another, with our IU system colleagues, with our students, and with the region
- III. Let me outline how we can create this greater sense of engagement
  - D. First, we must have the services and programs in place to serve students. This

includes continuing the search for new academic programs, finding applied learning experiences for each and every student, adding out-of-classroom experiences and events, and creating a greater sense of campus interaction between faculty, staff and students. Vice Chancellor Green will take the lead in this effort

- E. Second, we must engage ourselves in the learning process. We have a fine resource in our CTE and we need to continue to enhance its services. Likewise we have a good library that is available to us for learning. We got a good start last year in developing a training program for supervisors. Those are the kinds of things we need to do to engage with one another as employees. VC's Green and Yost will take the lead in enhancing our faculty and staff development programs
- F. We need take greater advantage of our IU system and its resources – working with colleagues on other campuses, bringing programs to our campus from IUB and IUPUI and sharing with our sister campuses. I will be working with the other chancellors to identify these resources.
- G. We need to tell our story to the region

In order to tell our story, we have to have one to tell, which is why I emphasize the

continued development of programs and services.

We are about to launch a major effort in this direction. For the past year, we have engaged in a significant effort to better understand our current and future students' perception of us and what they need.

We are now ready to distribute our first ever Marketing Plan. It is a document that outlines what our messages are, how they will be delivered, who is responsible for each part of the delivery, and when the delivery will take place. Attached to the document is a template of activities that can be used by Vice Chancellor Green and Academic Council to fill in needed participation in the plan by departments and units.

Each unit will receive a copy of the document. Please note that colleges do not share these documents with one another and the corporate sector considers them proprietary, so I would ask you not to share this document outside of the university.

Part of the plan requires a whole new set of publications and print resources, as well as other improved products such as our website, etc. I am pleased to note that our new website is receiving favorable comments, even from trustees. Our marketing staff in very close cooperation with OCM, is already well

on its way to completion of a variety of products, and the plan outlines how they will be distributed.

Part of the plan encompasses a new scholarship plan for deserving B- B+ (top third of the class) students that would support them for 4 years.

We have a similar plan nearly completed and ready for Cabinet review that outlines our engagement plan with donors, friends and alumni. I noted a recent study of public higher ed. that suggests that alumni are our most underutilized resource. The plan identifies ways in which we can engage our graduates back with us in helping us raise our visibility and ultimately serve students.

- H. Physical facilities can provide a sense of engagement as well. The design of Hunt Hall is predicated on the notion of engagement between faculty and students. There are lounges, study areas, and open spaces. Most of the doors are glass, and say “look in to see what’s happening.”

I had hoped that we would be getting R&R funds to do some major campus renovations and implement some of the suggestions of the Space Utilization Task Force. IU’s R&R was cut to zero, so I am asking Bill Yost to revisit those plans to see if there are some temporary solutions to creating a more

inviting environment – glass doors, a student lounge in each building, some modest furnishing additions, and the like.

- I. Let me look further outward for a minute. I have outlined the need to continue to develop academic programs and services, to implement our marketing and development plans, to enhance our physical spaces, and do develop ourselves.

There are two areas that we need to participate in to a greater extent than we have in the past.

The first is in the area of diversity, especially to be more aggressive in our employee recruitment efforts. Particularly in the area of faculty searches, we need to move toward greater engagement with the disciplines to widen and deepen our pools, and to develop relationships with graduate programs that prepare a high proportion of minority candidates. VC Green is already developing an engagement plan in this area.

Second, we help the region by preparing its citizens. But the region needs our help in building its infrastructure and its economy. In a workforce study last year, consultant Graham Toft indicated that the only common element in this region is this campus and that we and the Board were the only entities that could pull this region together.

One of the ways we can help is in economic development to grow new business and other organizations that will, selfishly, provide learning internships for students and jobs for graduates.

Am I suggesting that we all go out and start businesses? Of course not. What I am suggesting is that we each become more visible in the communities we serve so that we better spread our message, and with respect to economic development, that we make sure our region knows what we offer – business programs, communication programs, non-credit workforce development programs and the like as well as individuals who may be able to provide consulting or other expertise as well as students who can serve as interns.

As an example of engagement and of using IU system resources, we are going to be locating an office for the Industrial Research Liaison Program here and are working with ARTI to see if we can add additional business related services. Our Tech and Entrepreneurship conference now has 12 sponsors and will bring potential entrepreneurs together to discuss issues related to new business start ups. That's what is meant by engagement.

We have many opportunities in front of us to engage with one another, with students, and with our region. I believe that we have now

created some well-crafted plans to do just that and that we have a clear understanding of the plans that remain to be made. While we implement our marketing, development, and scholarship plans as well as our new academic programs, we will also move ahead with planning in the areas of diversity, space, student engagement and applied learning, employer development and economic development.

I believe that we can take this institution from being the best kept secret in NCI to a household word. We can only accomplish that if we engage with one another and our constituencies and be aggressively collaborative.

I look forward to a good year with all of you as we take IU Kokomo to a new level.