

INDIANA UNIVERSITY SOUTH BEND
OFFICE OF PUBLIC AFFAIRS AND UNIVERSITY ADVANCEMENT
FOUR YEAR STRATEGIC PLAN 2004-8

GOALS	STRATEGIES	TIMELINE	ASSESSMENT
DEVELOPMENT			
ESTABLISH A COMPLETED FINANCIAL PLAN TO REFURBISH THE ADMINISTRATION BUILDING			
	CREATE RENDERINGS FOR KEY AREAS OF BUILDING MOST LIKELY TO BE FUNDED	JANUARY 2004	MAJOR AREAS FUNDED FOR REMODELING & REFURBISHING- CONSTRUCTION STARTS 1/08 FOR 3 PHASES
	EDUCATIONAL SERVICES BUILDING (RENAMED WITH DONOR'S NAME PRECEDING ESB)	DECEMBER 2005	PROJECT MOVED OUT TO 2011 COMPLETION; NO DONOR AS OF 11/07
	SCHOOL OF BUSINESS & ECONOMICS	DECEMBER 2005	SOLICITATION PLANNED FOR 11/07
	STUDENT SERVICES CENTER	JANUARY 2006	UNNAMED AS OF 11/07
	STUDENT SUPPORT SERVICES CENTER	JANUARY 2006	UNNAMED AS OF 11/07
	WELCOME CENTER (LOBBY)	JANUARY 2006	COMMITTED IN 2006-1ST SOURCE BANK
	PRIORITIZE LIST OF POTENTIAL DONORS FOR EACH AREA	MAY 1, 2004	\$2.4 MILLION RAISED AS OF 11/07
	VISIT 20 KEY LEADERS W/CHANCELLOR UNTIL ALL AREAS ARE FUNDED ACCORDINGLY	JUNE-DECEMBER 2004, 2005	COMPLETED WITH ADDITIONAL VISITS FOR 2007-8
SECONDARY FUNDING AREAS FOR (ESB 2007)			
EXPAND THE CHANCELLOR'S 100 AS FINANCIAL SUPPORT TOOL FOR THE CHANCELLOR'S OFFICE			
	MAIL AN ADDITIONAL 50 LETTERS TO COMMUNITY LEADERS WHO ARE POTENTIAL PROSPECTS	SUMMER 2004	\$50,000 ANNUALLY BY 2005; \$75,000 ANNUALLY BY DECEMBER 2006; \$100,000 ANNUALLY BY 2007
RAISE FUNDING FOR NEW DOWNTOWN ELKHART CAMPUS			

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	DEVELOP A MATRIX AND FUNDING STRATEGY FOR A NEW \$1.5 MILLION DOLLAR CENTER; \$750,000 RAISED FROM PRIVATE DONORS	COMPLETION FALL 2006	PROJECT COMPLETED 7/07 WITH \$4.2 MILLION RAISED
ENHANCE SCHOLARSHIP SUPPORT FOR MERIT, STUDY ABROAD, AND INTERNATIONAL STUDENTS			
GOAL I-H-2; GOAL VI-B-3; GOAL VI-C-5	RAISING FUNDS FOR SPECIFIC ACADEMIC PROGRAMS THROUGH COMMUNITY LEADERSHIP PHILANTHROPY	2004-2007; 2007-2008	\$100,000 ANNUALLY FOR ACADEMICS (GOAL MET); RAISE ADDITIONAL \$200,000 FOR SCHOLARSHIPS
GROW THE IU SOUTH BEND ENDOWMENT FROM \$6 MILLION TO \$9 MILLION			
	50 PERSONAL VISITS TO BUSINESS LEADERS TO ELICIT SUPPORT FOR UNIVERSITY PROJECTS	2004-2006; 2006-7	COMPLETED (150 TOTAL); COMPLETED (50 TOTAL)
	NAMING OF SCHOOL OF EDUCATION (\$1 MILLION) USING FACULTY INPUT	2005-2007	GOAL NOT YET ACHIEVED
GOAL II-D-4	INTERNSHIPS FOR FACULTY, STAFF & GRANT PROGRAMS	2006-2007	WEST GALILEE PROGRAM FUNDED WITH \$50,000 SEED MONEY
	FACULTY AND STAFF PARTICIPATION IN FUNDRAISING	2005-2007	ZISLA, ROBINSON, A. ROYER, KAUFMAN, WOLFSON PRESS COLLABORATION
GOAL IV-C-2	ESTABLISHING 10 NEW CHARITABLE GIFT ANNUITIES (\$100,000-\$1 MILLION) USING FACULTY INPUT	2004-2008	2 THUS FAR/ 8 MORE TO ACHIEVE
GOAL I-H-5; II-C-4	ASSORTED GIFTS (TOTALING) ADDING TO EXISTING FUNDS IN THE IU SOUTH BEND ENDOWMENT (\$1 MILLION) ENDOWED CHAIRS INCLUDED	2006-2007	\$2.0 MILLION RAISED IN 2006-7 (MAJORITY FOR BRICK AND MORTAR)
	UNDERGRADUATE AND GRADUATE		

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DEVELOP PIANO FUNDRAISING STRATEGY FOR SEVEN NEW STEINWAYS FOR TORADZE PROGRAM (\$600,000)			
	ESTABLISH LEASING (TO OWN) ARRANGEMENT FOR 7 YEARS	2004-2005	PIANOS PAID THROUGH DONATIONS FOR 4 STEINWAYS
	ANNUAL AUCTION & MATCHING GIFTS	2004-2007	AUCTION HELD IN 2004 AND 2005 ONLY
	SEVEN YEAR LEASING PLAN COMPLETED	2004-2011	3 NEW PIANOS TO BE PURCHASED OUTRIGHT BY 2011
EXPLORE NEW STUDENT UNION BUILDING OPTION			
GOAL I-E-3	CONSIDER CAPITAL CAMPAIGN FOR NEW STUDENT UNION	2007-2008	TABLED UNTIL 2011 DUE TO OTHER BRICK AND MORTAR PROJECTS
MARKETING			
		SPRING 2004	REVIEW JUNE 30 FOR REACHING TARGET GOALS
DEVELOP A THREE YEAR STRATEGIC INTEGRATED MARKETING PLAN THAT WILL CONSISTENTLY POSITION AND DIFFERENTIATE IU SOUTH BEND			
GOAL IV-C-1	RESEARCH BASED PLANNING; FOCUS GROUPS WITH UPPER ADMINISTRATION, FACULTY, STUDENTS FOR MARKETING		SUMMER SCHOOL SURVEY COMPLETED 2006-IMPLEMENTED 2007
GOAL IV-A-1;GOAL IV-A-2	JOINT RESEARCH PROJECT WITH TONY PROUDFOOT AND MARGIE POLLEY-IUB FOR ROADMAP DOCUMENT FOR IU SOUTH BEND	COMPLETION AUGUST 2004	DISSEMINATION TO CABINET AND DEANS
	USE SUGGESTIONS/RECOMMENDATIONS FOR ROAD MAP FOR CHANGE	CONTINUAL 2004-2007	ONGOING
STRENGTHEN THE PUBLIC IMAGE OF IU SOUTH BEND			

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GOAL I-H-3; GOAL VI-B-3; GOAL VI-B-4	INCREASE NEWS MEDIA COVERAGE FOR ALL ACADEMIC AREAS AND DEVELOP STUDY ABROAD	CONTINUAL 2004-2007	NUMBER OF ARTICLES/COVERAGE IN LOCAL PAPERS DOUBLED FROM 2004-2007
GOAL I-C-4; GOAL III-A-2	PUBLICIZE INTERNSHIPS, RETENTION & ECONOMIC IMPACT		IN FOUNDATIONS AND NOTES FROM THE CHANCELLOR, NEWS MEDIA COVERAGE; NEW DIRECTOR OF CAREER PLACEMENT HAS EXPANDED OPTIONS 2006-2007
	TARGET AND INCREASE THE PITCHES OF NEWS ARTICLES/IDEAS TO THE LOCAL MEDIA		ONGOING
	PROVIDE MEDIA TRAINING		CABINET 2006
GOAL I-F-5	EXPAND RELATIONSHIPS WITH DECISION MAKERS AT LOCAL NEWS MEDIA	2005-2007	FEEDBACK ON USAGE OF SPEAKERS (EXPERTS) FROM CAMPUS ONGOING
GOAL I-B-1; GOAL I-B-3; GOAL II-E-2; GOAL III-A-5	K-12 PARTNERSHIP FOR PROGRAMS IN MICHIANA; ON-SITE VISITS AND TOURS		DEAN HORVATH (EDUCATION) IS WORKING WITH SUPERINTENDENT ZIMMERMAN AND MAUREEN MULDOON FOR NAST PROJECT 2007
INTEGRATE ALL ADVERTISING W/BRAND AND MESSAGE			
	REWORK SCHEDULE OF RADIO/TV ADS TO STABLE/PREDICTABLE TIMES AT PEAK REGISTRATION PERIODS	ONGOING TO 2007-2008	INCREASE IN ENROLLMENT; ADDED TV ADVERTISEMENT ON A LARGER SCALE 2005-2008
GOAL I-E-2	MICHIGAN RECIPROCITY/GUEST STUDENTS SUMMER SESSION	2004-2007	CHANCELLOR'S MERIT AWARD IN PLACE IN LIEU OF RECIPROCITY
	VIEWBOOK	BIANNUALLY 2005-2006 (NEW CONCEPT) 2007-2008 (NEW CONCEPT)	PRINTED ISSUES ONGOING
GOAL IV-A-4; GOAL III-A-4; GOAL VI-E-2	EXPERTS (SPEAKERS) BUREAU RE-ESTABLISHED	FALL 2004	ANNUALLY REPRINTED FOR CAMPUS AND CIVIC CLUBS IN REGION

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TARGET RADIO/TV MIX TO REFLECT THE STUDENT BODY DEMOGRAPHICS IU SOUTH BEND DESIRES			
	CREATIVE SCRIPT DEVELOPMENT		DONE 2004-2008
	EXPAND "CHOW WITH THE CHANCELLOR" PROGRAM FOR OPENING DIALOGUE WITH STUDENT BODY AT SOUTH BEND, ELKHART AND PLYMOUTH CAMPUSES	5 FOR 2004-2005; 6 FOR 2005-2006; 6 FOR 2006-2007; 2007-2008	DONE DONE DONE 6 SET FOR ACADEMIC YEAR
INCREASE STUDENT/ADMINISTRATION DIALOGUE/CAMPUS COMMUNICATION AND FACULTY ACHIEVEMENTS			
	FOUNDATIONS	TWICE ANNUALLY 2004-2008	PRINTED ISSUES ONGOING
GOAL III-A-1; GOAL IV-A-4 INTER-CAMPUS SHARING OF PROGRAMS			
	CO-SPONSORSHIP WITH OTHER CAMPUSES AND COLLEGES	ONCE ANNUALLY 2005-2007	ONE YEARLY JOINT PROGRAM; SEACHANGE; JOB FAIRS; TRIBUTE TO WOMEN, HS SUCCESSES
GOAL III-B-5			
INCREASE FACULTY RECOGNITION AND AWARDS INCLUDING DIVERSITY EFFORTS			
	YEARLY PUBLICIZE FACULTY ACHIEVEMENTS	2005-2008	RECOGNITION AT FALL AND SPRING FACULTY CONVOCATION; EXPANSION WITH ALUMNI HELP IN 2008
GOAL III-D-2; GOAL V-C-5 INCREASE IU SOUTH BEND PARTNERSHIP WITH COMMUNITY; DEVELOP ADVISORY ROLE FOR STUDENT PUBLICATIONS			

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GOAL IV-B-1	DEVELOP AND PRODUCE CHANCELLORS UPDATE NEWSLETTER FOR CAMPUS COMMUNITY AND COMMUNITY LEADERS	QUARTERLY FOR 2004-2008	PRINTED ISSUES ONGOING
GOAL IV-A-3	PRODUCE DVD FOR AWARENESS AND RECRUITMENT	TBD 2005-2008	UPDATED YEARLY
	FACTS BROCHURE-EMERGENCY NUMBERS	ANNUALLY EACH SEPTEMBER 2004-2008	UPDATED YEARLY
GOAL V-B-4	STUDY ABROAD MATERIALS	ANNUALLY EACH SEPTEMBER 2004-2008	UPDATED YEARLY
GOAL IV-C-3	ANNUAL REPORT FOR DIVISION	ANNUALLY EACH SEPTEMBER 2004-2008	COMPLETED EVERY FALL
GOAL IV-D-1	SIGNAGE NEEDS REVISITED AND UPDATES		REDONE 2007
GOAL IV-D-1; GOAL IV-D-2	ACCESSIBLE RACKING OF CAMPUS MATERIALS (VISITOR CENTER)/SIGNAGE NEEDED FOR ROADS	2006-2008	IN GATEWAY LOBBY AREA
GOAL IV-B-2	WEBSITE IMPROVEMENT WITH EVER-CHANGING CAMPUS INFORMATION		ONGOING ANNUALLY
ALUMNI AFFAIRS			
INCREASE BUSINESS BREAKFASTS AND/OR AFTER HOURS AT LOCAL COMPANIES	HOST ANNUAL 10 FORUMS AT LARGE LOCAL BUSINESSES-ATTRACTING ALUMNI FOR ADDITIONAL OPPORTUNITIES FOR THEMSELVES AND THEIR CO-WORKERS	2004-2010 ANNUALLY	ALL FORUMS CONDUCTED AT 7 DIFFERENT LOCATIONS EACH YEAR; ADDITIONAL 3 ARE "RED HOT ROAD SHOW"S IN DONOR COUNTIES
PLAN 150TH ANNIVERSARY PARTY ON CAMPUS AS A HOMECOMING	NOVEMBER 19-20 MAJOR EVENTS PLANNED TO BRING GRADUATES TO CAMPUS-150TH ALUMNI ASSOCIATION BIRTHDAY	NOVEMBER 19-20, 2004	ACTIVITY COMPLETED IN SOUTH BEND AND BLOOMINGTON

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ESTABLISH A YEARLY EVENT AS A HOMECOMING, INCLUDING MUSIC, FOOD AND ACTIVITIES DEVELOP, COORDINATE AND IMPLEMENT ALUMNI TRAVEL		2005-2006 TBD (ALTERNATIVE TO IUSB FEST) FALL	2007 NAMED, RECREATED TO "CELEBRATE IU WEEK"
	TWO TRIPS ANNUALLY		TRIPS SUCCESSFULLY ORCHESTRATED TO MEXICO AND THE CARIBBEAN
	ONE TIED TO CAMPUS PROGRAM SUCH AS TORADZE FELLOWS		CHINA TRIP PLANNED FOR 2008
ENHANCE SCHOLARSHIP EFFORTS THROUGH ACTIVITIES WITH ALUMNI ASSOCIATION			
	ANNUAL GOLF OUTING	SUMMER 2004-7	EVENT HELD
	INCREASE CORPORATE SPONSORS BANQUET RECEPTION FOR ALUMNI SCHOLARS	2005-2007	GROWTH IN SPONSORSHIP BY 10% ANNUALLY; GREW 70% FROM 2006-2007
	PHONE-A-THONS	2004-2007	ONGOING VIA TELEFUND AT IU FOUNDATION
GREATER INVOLVEMENT IN LEGISLATIVE AFFAIRS ON THE STAFF LEVEL			
	"GET ON THE BUS" PROGRAM LEGISLATIVE LUNCH	FEB. 2005-2007; NOV. 2004-2008	EVENTS COMPLETED; FEB 18, 2008 IS NEXT SESSION
	\$28 MILLION ASSOCIATES BUILDING LOBBYING FOR REMODELING	FALL 2004; SPRING 2005	MONEY VOTED BY LEGISLATURE IN 2007. CONSTRUCTION TO BEGIN IN 2009
BUILD A NETWORK FOR LOBBYING/ADVOCACY BY ALUMNI CONSTITUENCY (IN CONJUNCTION WITH CHANCELLOR PROJECTS OF CHOICE)			
	DEVELOP CAPTAINS OF INTEREST FOR LOCAL PROJECTS	ESTABLISH FALL 2004	LIST OF THREE CAPTAINS; ALUMNI CHALLENGE FOR ADMIN. BLDG 2007-2008

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	ADVOCACY TRAINING TO ALUMNI, STUDENTS, FACULTY AND FRIENDS	2007-2008	ONGOING
WORK WITH BOOSTER CLUB FOR VARSITY CLUB SUPPORT			
	RUN CONCESSION STAND FOR SPIRIT WEAR-ENHANCE PROFITABILITY YEARLY	CONTINUAL 2004-7	MEMBERSHIP GROWTH-10% ANNUALLY; CONCESSIONS CANCELLED 2007- REPLACED BY SCHOLARSHIP VOLUNTEER TEAMS TO RAISE DOLLARS
	VARSITY CLUB SPONSORSHIP/MEMBERSHIP (RED AND WHITE CLUB) TITANS FOR TOMORROW	2005-2007	DOLLARS RAISED: EVENTS ALL HELD IN 2005 FOR THE FIRST TIME-25 COMMITMENTS OF \$4,000 EACH IN 2007
RECOGNITION OF ALUMNI AND GRADUATES			
	COORDINATE COMMENCEMENT	2005-2007	COMPLETED
	DIVISIONAL HONORS EVENTS	2005-2007	COMPLETED
	SUPPORT EVENTS WITH FINANCIAL HELP AND ORGANIZATION	2007-2008	ONGOING
COMMUNITY LINKS			
EXPAND TUTORIAL PROGRAM WITH LOCAL MIDDLE SCHOOLS			
	RECRUIT/TRAIN AND PLACE 20 TUTORS ANNUALLY FOR AMERICA READS	2004-2005 (20 YEARLY); 2005-2006 (30 YEARLY); 2006-2007 (35 YEARLY)	NUMBERS REACHED AS PROJECTED; 2007-2008 CONTINUES WITH CAREER PLACEMENT DIVISION-MOVED FROM PUBLIC AFFAIRS
GOAL I-C-4	EXPAND CAMPUS CONTACT MINI-GRANT DESSEMINATION AND COMPLETION		GRANTS FUNDED
	VISIT WITH DEANS REGARDING CAMPUS COMPACT GRANT OPPORTUNITIES ON A SEMIANNUAL BASIS	2004-2008: GOAL OF 5 FUNDED GRANTS (\$5,000 EACH)	CONTINUES TO OPERATE UNDER THE DIRECTOR OF FOUNDATION RELATIONS AREA NOW

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GOAL III-A-3	FOLLOW THROUGH WITH PROFESSORS WHO WRITE MINIGRANTS	2005-2007	
RECRUIT VOLUNTEERS FOR VARIOUS NEEDS COMMUNITY WISE (SERVE AS A PORTAL FOR PLACEMENT)			
	ANNUAL VOLUNTEER FAIR (50 PLUS AGENCIES REPRESENTED)	GOAL OF 5 FUNDED GRANTS	GRANTS FUNDED; MOVED TO CAREER PLACEMENT IN 2007-2008
	CONTINUOUS E-MAILING AND POSTING VIRTUALLY	2006-2007 GOAL OF 6 FUNDED GRANTS	
	VISIT WITH AGENCY REPS (NETWORKS W/COMMUNITY)		SUCCESSFUL EVENT HELD
	CONTINUE CAVCO INVOLVEMENT		ONGOING
GOAL II-G-4	MENTORING PROGRAMS INVOLVING STAFF, ALUMNI, STUDENTS, AMBASSADORS		MOVED TO ALUMNI AFFAIRS
GOAL III-C-3	ACES PROGRAM ADAPTED FOR COMMUNITY INTERNSHIPS		DEFUNCT PROGRAM
INVOLVEMENT IN AN ORCHESTRATED PLAN FOR COMMUNITY VOLUNTEER (SHARED CENTER) WITH FIVE OTHER MEMBER AGENCIES (NOT FOR PROFIT)		2006-2007	MOVED TO CAREER PLACEMENT IN 2007-2008
GOAL III-C-3 DINING SERVICES			
A SOLVENT DINING PROGRAM WITH QUALITY MEALS AND EXCELLENT SERVICE THAT REACHES OUT TO CAMPUS AND THE MICHIANA COMMUNITY	ADD ETHNIC FOODS FROM LOCAL RESTAURANTS	2007-2008	2 OFFERINGS 2004; 3 OFFERINGS 2005-2007; ELIMINATED IN 2007-2008; ADDED VARIED MENU ITEMS

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	REVAMP MAIN CAFÉ TO GREATER EFFICIENCY SERVING HOT SANDWICHES, SOUPS, SALADS (REDUCE LABOR FORCE)	2006-2007	GREATER SALES: "IN THE BLACK" FOR THE 1ST TIME IN 15 YEARS!
	CREATE "EXQUISITE DINING" FOR UPSCALE RECEPTIONS		GREATER CATERING SALES (SEE ABOVE)
	INCREASE NUMBER OF CATERED EVENTS AND INCREASE REVENUE BY 33%	2005-2007	INCREASE SALES ANNUALLY
	REDUCE SUMMER HOURS FOR LUNCH SERVICE ONLY (TO REMAIN SOLVENT MAY-AUGUST MONTHS)	2005-2007	REDUCE LABOR COST; SCALE BACK SUMMER HOURS
SPECIAL EVENTS			
DEVELOP A YEARLY CALENDAR OF EVENTS ON CAMPUS			
	NEW EVENTS COORDINATOR ESTABLISHES A 12 MONTH WORKING DOCUMENT	ANNUAL DOCUMENT 07/2004; EACH JULY THEREAFTER 2005-2008	DOCUMENT COMPLETED 09/2004 EVENTS GROW ON CAMPUS ANNUALLY
	SHARING CALENDAR WITH ALL EVENTS STAFF ON A WEEKLY BASIS	ONGOING 2004-2008	ONGOING
EXPAND USE OF FACILITIES FOR UNIVERSITY EVENTS COSTS IN A TIMELY FASHION			
	STREAMLINE PROCESS TO RENT CAMPUS FACILITIES AND QUOTE COSTS IN A TIMELY FASHION	NEW FORMS DEVELOPED FALL 2004	ONGOING PROGRESS 2005-2008
EXPAND USE OF FACILITIES FOR COMMUNITY PROGRAMS			
	VISIT 50 NOT-FOR-PROFITS ANNUALLY TO SHOWCASE FOOD AND EVENT POSSIBILITIES AT IU SOUTH BEND		COMPLETED 12/31/2004 AND EACH DEC THEREAFTER; 50 VISITS ANNUALLY BY COORDINATOR TO POTENTIAL PROSPECTS