

IV. Heighten the Recognition of IUSB's Resources and Achievements Beyond the Campus

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Goals	Action Items	Benchmarks/Assessment	Timeline	Responsibility
<p>A. Implement a Comprehensive Marketing Plan to communicate IUSB achievements on and beyond the campus</p>	<p>1. Through Office of Public Affairs and University Advancement, identify particular messages about IUSB resources and achievements linking IUSB core values with stakeholder expectations.</p>	<p>% Campus marketing efforts directed to needs of target groups; IR Office to assist market research</p>	<p>Ongoing</p>	<p>Public Affairs & Univ Advancement</p>
	<p>2. Coordinate and assess impact of messages on enrollment management, resource development, facilities planning and expansion, and academic program goals.</p>	<p>Review impact of marketing on key metrics and performance indicators</p>	<p>Ongoing</p>	<p>Public Affairs & Univ Advancement</p>
	<p>3. Develop and distribute materials to promote IUSB programs and college attendance for pre-collegiate, broader community audiences.</p>	<p># DVDs developed and distributed; impact on inquiries, applications, enrollment</p>	<p>2005-6</p>	<p>Public Affairs & Univ Advancement</p>

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	4. Develop new publications to increase visibility of scholarly and creative endeavors of IUSB faculty and students	New publications in production	2005-6	Public Affairs & Univ Advancement
B. Coordinate and expand internal communications to enhance information dissemination and support strategic priorities	1. Produce annual and interim reports on progress toward meeting strategic goals for all campus constituencies.	Surveys of faculty, staff, alumni information	Ongoing	Chancellor's Cabinet
	2. Develop multi-method approach to maximize flow of relevant information, including innovative uses of campus web site	Web links established to IUSB programs and events; web-accessible campus calendar. Penetration of key campus information using existing media resources	Ongoing	Information Technologies Public Affairs & Univ Advancement
	3. Through Schurz Library, hire Campus Archivist to obtain, organize, and maintain vital IUSB records.	Archivist hired by Schurz Library	2004-5	Academic Affairs

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C. Ensure campus-wide communication of and support for IUSB advancement and marketing goals	<p>1. Establish advisory structure including key faculty and staff, to review marketing, public relations, communications</p> <p>2. Seek and utilize faculty and staff participation in setting and implementing goals for endowment development and fund-raising.</p> <p>3. Develop and publish Annual Report on Marketing, Communication, Development</p>	<p>Advisory group(s) selected and in operation</p> <p># faculty and staff involved</p> <p>Annual report distributed; campus feedback</p>	<p>2004-5</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Public Affairs & Univ Advancement</p> <p>Academic Affairs Public Affairs & Univ Advancement</p> <p>Public Affairs & Univ Advancement</p>
D. Promote and Enhance Public Access to IUSB Resources	1. Survey campus to determine internal and external signage needs; reopen dialogue with city, county, and Toll Road	Appropriate campus signage; Visitor maps available; Appropriate signage in region to facilitate campus access	2004-5	Public Affairs & Univ Advancement

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<p>NOTE: Also see Appendices for details on multi-media internal information approach and advisory structures</p>	<p>2. Establish visible and accessible IUSB "Visitors Center" including materials advertising campus facilities, programs and events</p>	<p>Visitor center established</p>	<p>2005-6</p>	<p>Fiscal Affairs & Administration Public Affairs & Univ Advancement</p>
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