

MEMORANDUM

TO: Executive Committee – IUPUI Faculty Council

FROM: Thomas F. Fisher, PhD, OT, Chair, IUPUI Budgetary Affairs Committee (BAC)

SUBJECT: Innovation/ Themes from 2014 Budget Cluster Conversations

DATE: 5/23/14

After attending the Budget Cluster Conversations and listening to the deans and administrators address the strategic initiatives of the campus, the following themes/initiatives were identified by members of BAC. We trust our counterpart in the Campus Planning Committee heard similar themes/initiatives. We have suggestions imbedded within the theme.

1. **Marketing** for IUPUI although improving not competitive with other urban and local universities (UIndy and Marian University were identified. This is fundamental to all operations of IUPUI.
 - a. Community awareness – School of Law is scheduling a media training for the faculty to increase the profile of their School. Administration shared our enrollment from Indy is low. **Suggestion:** A concerted effort to increase students from Indy should be the plan.
 - b. External Affairs could get information from the FAR to promote the campus profile to external audiences as well as share them with the School deans since this does not seem to be happening on a regular basis other than Budget Cluster Conversations (annually). **Suggestion:** Ask each School to generate a report after the annual faculty reports are generated summarizing the major accomplishment of the faculty for use in the media.
 - c. Schedule Media training for staff and faculty to better inform them of what PR and Marketing are looking for; School of Law is planning to do this.
2. **Retention Problems of Undergrads:** There are initiatives in place to help with not losing so many students from Liberal Arts, Health & Rehab Sciences, University College, and Herron. Keeping them beyond their sophomore year is important for degree completion, PR, tuition dollars and outcomes to demonstrate to the BoT and IN Higher Education Commission oversight. These initiatives should be coordinated for resources instead of all schools “reinventing the wheel”. Programs should require advising times at least once an AY. Perusing the SIS system will allow advisors to see whether students have indeed left the university or have just switched majors without telling the Program. This too will help with Marketing/PR – WE CARE about you and are reaching out. **Suggestion:** Request in the dean council, those deans who have developed strategies for retaining undergraduates collaborate on an initiative
3. **Fund Raising:** There appears to be a need to have a concerted effort to have IU AA, Purdue Alumni Association and IU Foundation work complimentary/collaboratively with IUPUI instead of competing with the same alumni base. **Suggestion:** Develop a coordinated fund raising effort
4. **IVY TECHNICAL COLLEGE :** Several Schools referenced the need for a closer relationship with IVY Technical college. Although there is a role with University College, others have a need to

interface with this institution as well. **Suggestion:** There should be a formalized relationship with IVY TECH for all schools coordinated through the Dean Council with EVC Paydar.

5. **School of Education and Philanthropy** – Both of these schools discussed the possibility of providing services to the Schools on a consult basis. SOE partnering with CTL to assist SOM, School of Science, etc. scientists who are losing funding and needing to teach, develop teaching and learning skills. **Suggestion:** Philanthropy could assist School Development Officers in developing training and a strategic plan for the individual School’s development initiatives.
6. **Controlling Expenses** – Campus Finance and Administration is exploring alternatives to addressing the request from support units to minimize the increase on assessments. **Suggestions:** (1) F & A should obtain more detail information about the University tax from IUB so as to better explain to BAC what is included. (2) And, a more fair way to distribute the cost of undergraduate scholarships given some school have very little if any enrolled undergrads and (3) if there is a revenue stream being generated from a particular service (parking) or increasing “overhead” that be brought to the BAC for vetting with Administration.

The BAC submits this report to the Executive Committee of the Faculty Council to consider as you follow-up with Administration. We appreciate our role as serving as advisors to the ECFC.

If you need further explanations or clarification, please don’t hesitate to contact me.

Thank you.