

# University Relations Objectives and Priorities aligned with University Strategic Goals

## Indiana University of PA

### UR - University Relations

#### Action: Regional Outreach

Coordinate with ECOBIT to plan the ECOBIT Golf Classic

**Assessment Year:** 10-11

**Start Date:** 07/01/2010

**End Date:** 06/30/2011

**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of participants and amount of dollars raised.	Wider participant numbers and increased annual scholarships.		Yes

#### Related Divisional Objectives

##### Strategic Plan (2007-2012)

\* Civic Engagement - 3.B. Develop Strong Partnerships with the Local, National, and Global Communities

#### Action: IUP on the Road

Provide local, regional, and national engagement with constituents.

**Assessment Year:** 10-11

**Start Date:** 07/01/2010

**End Date:** 06/30/2011

**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of events and participants	Expanded outreach among key IUP communities increased awareness		Yes

#### Related Divisional Objectives

##### Strategic Plan (2007-2012)

\* Marketing and Promotion - 4.C. Enhance IUP Spirit and Pride Among All Members of the University Community

#### Action: Profile Key Faculty Activities

Provide media stores in regard to key faculty accomplishments

**Assessment Year:** 10-11

**Start Date:** 07/01/2010

**End Date:** 06/30/2011

**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of media pitches; traffic analytics	Increased exposure of faculty		Yes

#### Related Divisional Objectives

##### Strategic Plan (2007-2012)

\* Academic Excellence - 1.F. Increase Faculty Research and Scholarship in All its Forms

**Action: Student Development Officer Volunteer Training**

Engage students to participate in major gift fundraising

**Assessment Year:** 10-11  
**Start Date:** 07/01/2010  
**End Date:** 06/30/2011  
**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of students increased dollars donated.	Leadership and interpersonal skills along with increased dollars donated.		Yes

**Related Divisional Objectives**

**Strategic Plan (2007-2012)**

\* Resource Development - 7.A. Strengthen the Financial Resource Base of the University through Increases in Research Grants, Annual Giving, Endowment, Major Gifts, Outreach to Alumni, and Advocacy to Policy Makers

**Action: WEB Interface**

Increase visability through WEB enhancements directed at Graduate Students and Distance Education.

**Assessment Year:** 10-11  
**Start Date:** 07/01/2010  
**End Date:** 06/30/2011  
**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of Graduate students, Number of students in Distance Education	Increased Graduate School enrollment.		Yes

**Related Divisional Objectives**

**Strategic Plan (2007-2012)**

\* Marketing and Promotion - 4.A. Elevate the Visibility of IUP Through Implementation of an Integrated Marketing Communications Plan

**Action: Key Publications**

Develop and distribute the University Magazine

**Assessment Year:** 10-11  
**Start Date:** 07/01/2010  
**End Date:** 06/30/2011  
**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Three issues annually	Greater IUP awarness, enhanced image and awareness of IUP nationally - increased gifts.		Yes

**Related Divisional Objectives**

**Strategic Plan (2007-2012)**

\* Marketing and Promotion - 4.A. Elevate the Visibility of IUP Through Implementation of an Integrated Marketing Communications Plan

**Action: Strategic Messaging**

Develop a marketing and ad campaign to attract incoming students.

**Assessment Year:** 10-11  
**Start Date:** 07/01/2010  
**End Date:** 06/30/2011  
**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of students enrolled	Increased awareness of brand and image		Yes

**Related Divisional Objectives**

**Strategic Plan (2007-2012)**

\* Marketing and Promotion - 4.B. Brand IUP on the Local, National, and International Scale by Using the Brand Promise

**Action: Increase Major Gifts**

Implement a Major Gifts metrics to monitor success

**Assessment Year:** 10-11  
**Start Date:** 07/01/2010  
**End Date:** 06/30/2011  
**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Fullfillment of F.R. metrics by development officers	Amount of dollars raised.		Yes

**Related Divisional Objectives**

**Strategic Plan (2007-2012)**

\* Resource Development - 7.A. Strengthen the Financial Resource Base of the University through Increases in Research Grants, Annual Giving, Endowment, Major Gifts, Outreach to Alumni, and Advocacy to Policy Makers

**Action: Increase annual gifts**

Continue phonathon program to increase number of donors and dollars.

**Assessment Year:** 10-11  
**Start Date:** 07/01/2010  
**End Date:** 06/30/2011  
**Action Status:** Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of donors, number of dollars	Increased annual dollars for IUP		Yes

**Related Divisional Objectives**

**Strategic Plan (2007-2012)**

\* Resource Development - 7.A. Strengthen the Financial Resource Base of the University through Increases in Research Grants, Annual Giving, Endowment, Major Gifts, Outreach to Alumni, and Advocacy to Policy Makers