

PRIORITY 4. Heighten the Recognition of Indiana University  
South Bend's Assets and Achievements on and beyond the Campus

Creating a gateway to excellence and bridge to the future depends on making information about Indiana University South Bend's resources, opportunities, and accomplishments available and accessible to a wide audience. Ensuring that the community as well as the campus is informed and aware of all campus achievements, events, and activities will be an even greater challenge for the future, as both campus and constituencies expand. Telling Indiana University South Bend's story fully, accurately, and widely is thus one of our major campus priorities.

In many ways, heightening the recognition of our assets and achievements will be the key to campus success, influencing students, encouraging public support and investment, and establishing Indiana University South Bend's reputation and relationships with peer institutions. We thus recommend the refinement and implementation of a campus marketing plan, responsive to our key stakeholders. We define marketing broadly, as *managing relationships with key audiences*. At a time of scarce resources, our plan must also be the product of thoughtful and strategic planning by top administrators. We also recommend a set of guiding principles for such a dynamic planning effort.

We believe that an on-going, integrated program of marketing, if planned well and implemented intelligently, will greatly benefit Indiana University South Bend and its stakeholders by enhancing the match of our resources and achievements with their perceptions, expectations, and values. The success of Indiana University South Bend's marketing program will depend on its *coordination* with campus strategic plans for enrollment management, academic programs, finances and development, and facilities. Our marketing program should also fit the marketing and communication of Indiana University. In the ideal sense, Indiana University South Bend's marketing program will embody professionalism at work: determining how Indiana University South Bend faculty, staff, and administrators represent the campus to the public and to one another.

Indiana University South Bend Strategic Plan: (January, 2005)

PRIORITIES FOR COMMUNITY INTERACTION

Finally, Indiana University South Bend's future marketing program should become *a process of continuous learning*. We require on-going campus commitment, rather than episodic activity, to track stakeholder perceptions and expectations, to identify campus resources and achievements, and to assess whether we are sending our key messages to key internal and external audiences.

PRIORITIES FOR COMMUNITY INTERACTION

**I. Implement a Comprehensive Marketing Plan to communicate IUSB achievements on and beyond the campus**

1. Through Office of Public Affairs and University Advancement, identify particular messages about IUSB resources and achievements linking IUSB core values with stakeholder expectations.
2. Coordinate and assess impact of messages on enrollment management, resource development, facilities planning and expansion, and academic program goals.
3. Develop and distribute materials to promote IUSB programs and college attendance for precollegiate, broader community audiences.
4. Develop new publications to increase visibility of scholarly and creative endeavors of IUSB faculty and students

**II. 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.
2. Develop multi-method approach to maximize flow of relevant information, including innovative uses of campus web site
3. Through Schurz Library, hire Campus Archivist to obtain, organize, and maintain vital IUSB records.

**III. Ensure campus-wide consultation and support for IUSB advancement and marketing goals**

1. Establish advisory structure including key faculty and staff, to review marketing, public relations, communications
2. Seek and utilize faculty and staff participation in setting resource development and fund-raising goals
3. Develop and publish Annual Reports on Marketing, Communication, and Resource Development.
4. Increase publication support and distribution schedule of student newspaper *The Preface*

**IV. 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
2. Establish visible and accessible IUSB "Visitors Center" including materials advertising campus facilities, programs and events