

1. Heightening the Recognition of IUSB'S Resources and Achievements Beyond the Campus

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Goals	Action Items	Benchmarks/Assessment	Timeline	Responsibility*
1. 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.	% Campus marketing efforts directed to needs of target groups; IR Office to assist market research	Ongoing	
	2. Coordinate and assess impact of messages on enrollment management, resource development, facilities planning and expansion, and academic program goals.	Review impact of marketing on key metrics and performance indicators	Ongoing	

\* To be completed in Fall, 2004

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<p><b>2. Coordinate and expand internal communications to enhance information dissemination and support strategic priorities</b></p>	<p>3. Develop and distribute materials to promote IUSB programs and college attendance for precollegiate, broader community audiences.</p>	<p># DVDs developed and distributed; impact on inquiries, applications, enrollment \$</p>	<p>2005-6</p>	
	<p>4. Develop new publications to increase visibility of scholarly and creative endeavors of IUSB faculty and students</p>	<p>New publications in production \$</p>	<p>2005-6</p>	
	<p>1. Produce annual and interim reports on progress toward meeting strategic goals for all campus constituencies.</p>	<p>Surveys of faculty, staff, alumni information</p>	<p>Ongoing</p>	

### 3. Heightening the Recognition of IUSB'S Resources and Achievements Beyond the Campus

<p><b>3. Ensure campus-wide communication of and support for IUSB advancement and marketing goals</b></p>	<p>2. Develop multi-method approach to maximize flow of relevant information, including innovative uses of campus web site</p>	<p>Web links established to IUSB programs and events; web-accessible campus calendar Penetration of key campus information using existing media resources \$</p>	<p>Ongoing</p>	
	<p>3. Through Schurz Library, hire Campus Archivist to obtain, organize, and maintain vital IUSB records.</p>	<p>Archivist hired by Schurz Library \$</p>	<p>2004-5</p>	
	<p>1. Establish advisory structure including key faculty and staff, to review marketing, public relations, communications</p>	<p>Advisory group(s) selected and in operation</p>	<p>2004-5</p>	

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	<p>2. Seek and utilize faculty and staff participation in setting and implementing goals for endowment development and fund-raising.</p>	<p># faculty and staff involved</p>	<p>Ongoing</p>	
	<p>3. Develop and publish Annual Report on Marketing, Communication, Development</p>	<p>Annual report distributed; campus feedback</p>	<p>Ongoing</p>	
<p><b>4. Promote and Enhance Public Access to IUSB Resources</b></p>	<p>1. Survey campus to determine internal and external signage needs;. reopen dialogue with city, county, and Toll Road</p>	<p>Appropriate campus signage; Visitor maps available; Appropriate signage in region to facilitate campus access \$</p>	<p>2004-5  2004-5</p>	
<p><b>NOTE: Also see Appendices for details on multi-media internal information approach and advisory structures</b></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>	