

Planning Task Force 6: Heighten the recognition of IUSB's resources and achievements beyond the campus

Progress Report
April 2002

The Campus Directions Committee is charged with developing IUSB's strategic planning process. The CDC has identified six major campus priorities, and has assigned a planning task force to discuss and investigate each of these priorities. Task Force 6 was asked to develop a strategic plan to heighten the recognition of IUSB's resources and achievements beyond the campus. Mr. Steven Heim and Dr. Paul Joray were asked to co-chair the task force. Since the charge covers most of the campus's major activities, the co-chairs recruited faculty and administrators from many different areas. Members of Task Force 6 are:

Steven Heim	External Affairs
Paul Joray	B & E and General Studies
Jacqueline Caul	Academic Affairs Ex. Officio
Louise Collins	Philosophy
Leda Hall	Public & Environmental Affairs
Jon Housand	Alumnus
Tom Miller	Arts
Suzanne Miller	Continuing Education
Gwynn Mettetal	Education
Lisa Shaffer	Admissions
Lynn Williams	Mathematics and LAS
Bruce Wrenn	Marketing
Nanci Yokum	Dental Education

In order to prepare for the task force's first meeting, each member was asked to e-mail his or her ideas to the co-chairs about the following subjects:

1. The resources and processes needed to develop a strategic plan to identify the values, resources and accomplishments of IUSB.
2. The resources and processes needed to develop a strategic plan to identify ways to communicate IUSB's values, resources and accomplishments to our off-campus community.

Based on task force members' responses to these questions, a sub-committee (S. Heim, L. Williams, S. Miller, B. Wrenn) developed a list of potential target audiences, a set of common questions to ask each targeted audience, a list of other questions that might need to be considered in developing the strategic plan, and a list of IUSB reports and publications currently used to communicate with various audiences. The full task force then met to plan a comprehensive strategy to enhance IUSB's image and ensure that IUSB is communicating effectively, continuously and efficiently with its multiple target audiences. They approved the sub-committee report and recommended a strategic plan to launch an on-going program of market research and outreach.

This program will start with a series of focus groups, supplemented with one-to-one interviews, to collect initial data about our various target audiences' values and current perceptions in relation to higher education in general and IUSB in particular.

As a first step, a second subcommittee of the task force (L. Collins, J. Caul, B. Wrenn, L. Shaffer, P. Joray) will meet with Tony Proudfoot, Associate Director, IU Marketing Research, to gather information on survey instruments and strategies that have been developed and tested for similar tasks at the system level. Using this information and expertise of subcommittee members, focus group, interview and/or survey protocols will be developed during Summer Session 2002.

During Fall Semester 2002, a detailed data collection plan will be developed. The plan will be designed to insure the greatest possible level of commonality in data collection methodology across target audiences. This commonality will increase the probability that identified response variances between target audiences represent real differences. Sample groups from each of the target audiences will be identified and a Spring Semester 2003 data collection time line will be confirmed.

Data analysis, beginning in the later half of Spring Semester 2003 and continuing through Summer 2003, will result in a matrix linking these data about values and perceptions to each target audience and matching them to complementary aspects of IUSB' s mission, resources and accomplishments. This matching process will help in the design of promotional materials that speak to each audience' s specific concerns, as well as educating the community in general about IUSB. As more data are collected, the research protocols will be reviewed and refined.

The task force believes that a well-functioning Office of Institutional Research has a vital role to play in supporting this project at IUSB. Without accurate, up-to-date and comprehensive data about the changing composition of the student body, it will be impossible to determine the effectiveness - or otherwise - of our outreach efforts. Similarly, without accurate, up-to-date and comprehensive internal records, we will not be able to promote the current achievements and resources of the university' s component units.