

February 20, 2012

Dear colleagues,

The ISU Board of Trustees met Thursday and Friday on our campus and were briefed on some important work that has taken place. Provost Jack Maynard and representatives of the four subcommittees of the Affordability Task Force presented their reports which included numerous recommendations on ways the University might keep future cost of attendance increases within the consumer price index increase for cost of living. The subcommittees have been meeting since last fall. Copies of their reports are available on the affordability website at: www.indstate.edu/affordability. A proposal on the first recommendations to be implemented will be submitted to governance units for review and comment in the near future with action anticipated at the May meeting of the Board of Trustees.

An interesting session on online recruiting and yield strategies being deployed by the Division of Enrollment Management, Marketing and Communication was also provided for the trustees. Marketing and recruiting methods have changed dramatically with the advent of interactive and social media, and Indiana State is working feverishly to utilize these new tools effectively. To date, the efforts seem to be paying off with applications and admissions for fall remaining at record levels. The human touch still plays a major role, and I encourage all of you to volunteer to help our admissions area in any way you can to help increase yield.

I also provided the board with an update on the University's Strategic Plan and how progress measures up against our benchmarks as well as the performance-based metrics the Commission for Higher Education has identified. A copy of my report is available at: www.indstate.edu/president/docs/20120216-presentation-trustees.pdf.

The benchmark data illustrate the unique challenges Indiana State has in addressing student success. It won't happen overnight and it won't be easy, but improvement can be made. This will continue to be our main focus in the coming months and years.

Progress is being made on collecting the data needed to guide our strategies and measure our success. For example, a great deal of effort has been put into capturing the data related to activities that occur outside of the classroom. The Co-Curricular Record Initiative, led by Nolan Davis and Carmen Tillery with assistance from many others, is moving forward with plans to record student activities and produce a university-verified record that students can use when seeking jobs or entrance to graduate programs. This has been an enormous undertaking with a lot of work still ahead. It will require the engagement of many offices and personnel from throughout campus to succeed, and I am pleased at the level of collaboration to date. This new data set will provide a useful tool for our students and should help us determine new strategies to impact retention and success.

On Friday, the trustees also heard a concluding report noting the success of the March On! Campaign for Indiana State University. In addition to exceeding the campaign's goal by raising \$86.7 million, the

campaign created more than 250 scholarships and received 19 commitments of \$1 million or more. More than 18,000 total donors contributed to the campaign including 29 percent of our faculty, staff and emeriti whose gifts accounted for \$3.3 million. Congratulations to Gene Crume and his staff, our volunteer leaders and everyone who supported the campaign!

Looking ahead, the University's next fundraising campaign will likely be tied to the 150th anniversary of our founding in 1865 and the opening of our doors in 1870. I have asked Gene Crume and Teresa Exline to lead a planning group that will begin shaping how the Sesquicentennial will be celebrated. It should be an exciting time with many opportunities to showcase our long history and build resources for a bright future.

Other items I would like to share:

- Several important events are being planned for this spring and fall:
 - On Friday, April 20, the University will commemorate Spring Donaghy Day. An appropriate part of the day's activities will be the dedication of the Richard G. Landini Center for Performing and Fine Arts. In addition to expanded Donaghy Day activities, there will be a tree planting at 1:30 p.m. outside of the Center and a dedication ceremony with special music will take place in the Center's Recital Hall at 2 p.m. with a reception afterward. It will be great to combine President Landini's Donaghy Day tradition with a tribute to his 17-year presidency.
 - The following day, another long-time university administrator will be honored. In conjunction with the Black Leadership Conference and the spring meeting of the African-American Alumni Council, a ceremony marking the renaming of the African-American Cultural Center to carry the name of Charles E. Brown will take place at 3 p.m. Charlie served as the center's director for 30 years, and this special honor was approved by the Board of Trustees at Friday's meeting. A reception will take place after the ceremony at the Center.
 - The Board also voted last week to recognize the university's ninth president, John W. Moore, by naming the new welcome center in his honor. Known for his emphasis on improving services to students and providing a welcoming environment for visitors to our campus, it is appropriate that the newly relocated and expanded center carry President Moore's name. An August 22nd dedication is planned to coincide with the first week of classes and the welcoming of the Class of 2016 to our campus.
 - On September 7th, the former federal building will be dedicated as the new home of the Scott College of Business. Details for this long-awaited event are still being finalized.
 - Please mark your calendars to attend all of these wonderful and well-deserved celebrations.
- The ISU Residence Hall Association (RHA) and Residential Life Office hosted the 2012 Indiana Residence Hall Organization Conference this past weekend. ISU hosted 100 students from 10 different institutions across Indiana at the two-day event. The conference focused on developing leadership and networking skills for students residing in residence halls. Hosting a statewide conference is not an easy task. Kudos to Carl Mitchell and Crystle Hall who co-chaired the conference and their planning team which included Bethany Shaw, Craig Davis, Matt Swingler, Jodie Biella, Robin Pierre, Justina Scales, Allison Turner, Paul Smith, Dominique Allen,

Heidi Staffs, Jeremy Lewis, Kris Coleman, Joanna Bates, and Bekah Capriglione. The group was advised by Area Directors Ben Kappes and Linda Atkinson.

- The University Speakers Series will feature award-winning NPR journalist Michele Norris on Thursday, Feb. 22. Michele's presentation, which is co-sponsored by the African-American Alumni Council and WFIU, will take place at 7 p.m. in Tilson Auditorium. A book signing and reception will follow.
- Last year, a task force led by John Murray examined our student media vehicles and made a series of recommendations on ways to improve these experiential learning opportunities for our students. The task force suggested bringing in outside expertise to help in this effort, and Al Tompkins and Sara Quinn from The Poynter Institute were retained for this purpose. Their report is available at: www.indstate.edu/president/docs/2012-report-studentmedia.pdf. Discussions regarding the structure and the area to which an integrated student media model would report will take place in the next couple of weeks with the goal of launching a search for the director of student media yet this semester. The Provost had also asked Al and Sara to review curriculum in the Department of Communications, and he will be working with the department and college to review and consider those recommendations in the future.
- On Friday night, Cheri and I were treated to a wonderful concert featuring 11 of our students from our School of Music. It was a great event honoring both the talents of our students and the impact of our many donors who support this program.
- In addition to his recent award for rescuing a drowning teenager from a swollen Sugar Creek last year, Nathan Schaumleffel has been recognized as the first recipient of the Boy Scouts of America H. Roe Bartle Nonprofit Leadership Alliance Training Award for his direction of ISU's program (formerly American Humanics). The award was presented at the 2012 Alliance Management/Leadership Institute which was attended by 47 ISU students in our Nonprofit Leadership Alliance program. Congratulations on both awards!
- Summer construction plans are well underway, and they will impact campus traffic and parking. To prepare for your summer activities, a map of summer projects is available at www.indstate.edu/president/docs/2012-map-summerprojects.pdf. The following changes to parking lots will also take place after the end of the semester:
 - Lot 13 west of the Library and the visitor lot located on the north side of HMSU will be closed to make room for the construction of a new residence hall.
 - Lot 9 located north of Mills and Rhoads Halls will be converted into the new visitor pay lot. The entrance and exit to this lot will be moved to Chestnut Street.
 - On-street parking on Chestnut Street between Third and Fifth streets will be eliminated.
 - Approximately 18 spaces in the visitors' lot located south of HMSU will be converted to Admissions Visitor Parking to provide easy access to the new Welcome Center. The remaining spaces will be metered.
 - The section of Lot A directly east of the Student Recreation Center will be designated as Faculty/Staff parking only with the remainder of the lot open to any decal.
 - The north portion of Lot 15 located east of University Hall will be designated as an any decal parking area while the south portion will remain as a faculty/staff parking area.

- Lot Q, located directly north of the old College of Education and College of Business towers will be designated as a remote parking lot. Permits for remote parking are available for \$68 per year.

Have a wonderful week.

Sincerely,

Daniel J. Bradley
President