

February 12, 2015

Dear Colleagues,

Indiana State should be exceedingly proud of its students and the engaged citizens they are and will be. Last week, I had the chance to attend **Indiana State Day at the State House** with about 100 of our students involved in the **American Democracy Project**. More than 50 state legislators dropped by to meet students from their districts and to hear about their experiences at Indiana State University. The Governor stopped by and talked with a number of students. One of his staff members came by a bit later to indicate how much Gov. Pence had enjoyed the experience. Our students are industrious and understand the political world quite well. Since the Governor was included, the students decided to invite State Superintendent of Public Instruction to meet with them as well. Glenda Ritz complied and came out to talk with the students about various education issues.

The students were also able to join me during a ceremony on the floor of the House where the General Assembly recognized the 150<sup>th</sup> anniversary of the introduction of the legislation which created the Indiana Normal School. This was a hands-on civics lesson that showed the impact a piece of legislation can have on a state and its citizens. Thanks and congratulations to **Carly Schmitt** and the **American Democracy Project**, the **Center for Community Engagement**, and **Greg Goode** for their assistance in making this a great day for Indiana State at the State House.

Our **Sesquicentennial Celebration** will officially kick off during Homecoming week in October. A gala dinner is planned to raise funds for need-based scholarships, an area of critical concern for the students we serve. The dinner will take place on Thursday, October 15, and will feature a rare appearance by **President William Wood Parsons** (portrayed by **Gene England**), a video time-lapse of the Normal Hall Dome being restored, and the grand unveiling of the dome during a dessert reception. Tickets for the event are \$125 per person and must be accompanied by a \$500 donation for need-based scholarships. The Indiana State University Foundation has set up payroll deduction options for faculty and staff who would like to support this scholarship drive and be a part of this historic evening. Seating is limited. If you are interested in attending, please contact the Foundation Office. There will also be a campus-wide ceremony and open house of Normal Hall as part of our Sesquicentennial Kickoff and Homecoming festivities. This event will be free and open to the public. More details will be forthcoming.

Improving enrollment and student success remain our top priority. This is an important time period for our admissions staff as students are crystallizing their college choices. Last fall marked the beginning of the third year of the **"There's More to Blue"** campaign intended to build enrollment and awareness of the contributions **"STATE"** is making through economic development, research, and technical innovation. As this campaign has evolved, nearly two-thirds of the budget is dedicated to television and online advertising. While the fall utilizes television, radio, billboards, and online advertisements to connect with prospective students, alumni, parents, and legislators, it is the spring campaign where most of the media buy is concentrated. Spring is the time of year when students and families are making final college choices, so having strong and continuous visibility around the state is proving important to our fall enrollment "yield." This year, more than 30 television commercials were placed on Super Bowl Sunday in markets from Fort Wayne south to Evansville, with a particular emphasis on the Indianapolis market. Based on social media comments within hours of the game, literally hundreds of students, alumni, and parents liked what they saw.

New this spring is the addition of a strategic marketing plan and distance learning branding initiative to help grow **"Indiana State Online"** enrollment. While relying primarily on social media and retargeting

web advertisements to raise awareness, the use of search engine marketing is helping to generate inquiries for online programs. In the next few weeks, more than 110,000 Indiana residents will receive direct mailings about online programs, and later this spring, 15,000 to 20,000 soon-to-graduate and recent IVY Tech graduates will be receiving information about ways to earn bachelor degrees both online and on campus. In April, a new television commercial will launch specifically targeting prospective online students.

Our student success efforts also continue to expand. Provost Maynard has recently charged an **Academic Advising Task Force** to begin important work to examine our advising structure and processes for upperclassmen. With University College now fully in place, this is a natural next step. They will be examining and offering recommendations on many advising-related elements including good/promising practice models, the unique considerations of particular students such as transfers and distance students, the appropriate positioning of advising in the tenure and promotion process, assessing advising, advisor professional development, and recognizing/rewarding advising. Thank you to **Chris Olsen** and **Sue Kiger** who have graciously agreed to chair the task force with an expected report to the Provost by September 1.

Last week, **Carolyn Jarmon**, our consultant on the **Course Transformation project**, was on campus. Each college is giving attention to key gateway courses in which students confront particularly high levels of challenge. Dr. Jarmon brings national expertise on how to bring the very best of pedagogical innovation to typically challenging courses that should result in enhanced student learning outcomes. More information will be forthcoming on this project, and thanks to **Jennifer Schriver**, professor of psychology and new faculty fellow on the **Faculty Center for Teaching Excellence**, who is coordinating this effort.

The U.S. Department of Education recently spent four days on campus reviewing all aspects of our Title IV compliance. Overall, they were pleased with what they saw, particularly our compliance with Clery Act reporting. They actually stated in the exit interview that Indiana State is doing “an exceptional job.” We anticipate an official report on their findings in about two months. I would like to commend the Financial Aid staff for their efforts in complying with the Title IV rules and for their assistance with the visit. I have asked Vice President John Beacon and Financial Aid Director Crystal Baker to provide a seminar to the Board of Trustees on this issue and the new Student Financial Aid Portal at next week’s trustee meeting.

On the personnel front, the first of five candidates for Provost arrived last night for an on-campus interview which will continue through tomorrow. Four more candidates are scheduled during the remainder of February. The schedule of candidates and links to their vitae are available at: <http://cms.indstate.edu/about/administration/president/provostvp-searches/search-provost-and-vice-president-academic-affairs>.

The search committee for the Vice President for Student Affairs will be conducting airport interviews this weekend. Following the interviews, they will select three to five candidates to bring to campus possibly earlier than originally planned due to scheduling conflicts. Campus-wide notices will be sent out as soon as the schedule is determined.

Other items I would like to share:

- The **Board of Trustees** will meet next week on Thursday and Friday. The meeting schedule will begin on Thursday, February 19, with a luncheon with first-year students, a seminar on Title IX at 1:30 p.m. presented by **Katie Butwin**, and a seminar on the new financial aid portal and results of the Title IV review at 2:15 p.m. presented by **John Beacon** and **Crystal Baker**. At approximately 3:15 p.m., I will provide the board with a progress report on the Strategic Plan.

On Friday, the Finance Committee will meet at 7:30 a.m. in Heritage Ballroom, and the board's regular agenda meeting will begin at 9:30 a.m. in the State Room. The complete agenda will be available tomorrow at: <http://cms.indstate.edu/about/administration/trustees/meeting-agenda>.

- Indiana State University and the Terre Haute community are fortunate to house Indiana's only **Osher Lifelong Learning Institute**. Serving the Wabash Valley's lifelong learners, the Osher Institute is funded in part by a \$1 million endowment from the Bernard Osher Foundation. As part of the endowment agreement with the Osher Foundation, the Osher Lifelong Learning Institute at Indiana State (OLLI at ISU) must maintain a membership of at least 500 members. For the 2013-2014 year the institute dropped below 500 members and is currently working to recruit new members to the organization. I encourage the Indiana State University community to support our Osher Institute by joining the institute for the remainder of the 2015 year (January-August 2015). The membership fee is \$30 and helps offset the cost of programming and marketing expenses. OLLI at ISU has over 50 offerings for the Winter/Spring semester and has partnered with the Community School of the Arts and Community Semester for several programs. A sample of the after-hours programs you might enjoy is: Water Aerobics, Astronomy, Ancient Rome, Dinner and Musical in Bloomington: *South Pacific*, Saint Mary's Brunch and Play: *The Taming of the Shrew*, or a trip to Washington D.C. Membership in OLLI at ISU is open to all adults but is geared towards individuals age 50 and older. For more information, visit <http://www.indstate.edu/olli> or call **Michelle Bennett**, program administrator, at 812-237-2336.
- I was pleased to participate in the **Bayh College of Education's** college-wide conference on "**Creating an Environment of Inclusive Excellence**" last Friday. The day-long event included numerous sessions on topics such as creating an inclusive curriculum, developing inclusive excellence in the workplace, a panel of students detailing their experiences, and planning sessions on next steps the Bayh College needs to take. It was a well-run, extremely thoughtful day that should have measurable results in the future. Congrats to **Kandi Hill-Clarke** for her leadership and to everyone involved in planning and executing this program.
- The **Diversity Task Force** and **President's Council on Diversity** continues its work with consultant **Gerda Govine** to conduct a climate study and develop short-term and long-term initiatives to advance our diversity-related goals. A copy of her January report is available at: <https://cms.indstate.edu/sites/default/files/media/Documents/PDF/Govine%20January%202015%20report.pdf>.
- Indiana State University student **Charisa Scott** has been named College Intern of the Year by the Indiana INTERNnet program. Charisa received the honor last week at the organization's ninth annual IMPACT Awards. Her internship with the Covance Central Laboratory Services has led to a full-time position.
- Indiana State has been named a **Tree Campus USA** for the seventh year in a row. The recognition from the Arbor Day Foundation honors colleges and universities for effective campus forest management and for engaging staff and students in conservation goals. Congratulations to **Stephanie Krull**, our **landscape and grounds crew**, and **Indiana State's Tree Advisory Board**.
- This week is **Sycamore Hoopla** with more events scheduled than ever before. Last night, a special viewing party of the Indiana State versus Wichita State game took place at the Indiana Theater. The event drew more than 700 students, alumni and friends. **Ben Kappes** and **Hilary Duncan** from the Alumni Association and other colleagues from the Foundation did a great job organizing this event which was fantastic in every way except the outcome of the game. Hoopla continues with tonight's **Performing Arts Series** presentation featuring Peter Gros and his Wild

Kingdom Animal Adventures at 7:30 p.m. in Tilson Auditorium. Other Hoopla events include the **Sycamore Slide Timed Sledding Event** at 4 p.m. Friday in the parking lot at 9<sup>th</sup> and Eagle. On Saturday, the annual **Polar Plunge** will take place at 9 a.m. in front of the Student Recreation Center. This event is always entertaining and raises a lot of money for **Indiana Special Olympics**. A variety of other student activities are planned, and the highlight of the week will be the men's and women's basketball games. The men take on Drake at 4 p.m. Saturday while the women will face Southern Illinois at 2 p.m. Sunday in Hulman Center.

- The **Performing Arts Series** will be presenting *Seven Brides for Seven Brothers* on February 26. The classic musical will begin at 7:30 in Tilson Auditorium. Tickets for the event (\$5 for youth, \$11 to \$16 for faculty and staff and \$19 to \$21 for adults) are available through the Hulman Center Ticket Office. Separate tickets are available for a special dinner (\$20 for adults and \$15 for kids 2 to 12) prior to the show.
- The **Staff Council** is planning a **Canvas on Campus Event** to raise funds for the staff scholarship program. The event will take place from 6 to 9 p.m. on March 11 in Hulman Memorial Student Union Dede II. The \$35 admission fee includes the canvas and all supplies you will need to create your own masterpiece which you may take home with you. This event is limited to the first 80 guests. To make a reservation go to:  
[https://indstate.qualtrics.com/jfe/form/SV\\_9n2cjBiTMdMPlu9](https://indstate.qualtrics.com/jfe/form/SV_9n2cjBiTMdMPlu9).
- Combined pass rates for our nursing licensure exams for the fourth quarter of 2014 were 95 percent with 100 percent of our students in the accelerated program passing the NCLEX and 92 percent of our LPN to BS students achieving this mark. Congratulations to **Director Lea Hall** and all of her colleagues in the Nursing Program as well as our students for this achievement!
- The **Indiana State University School of Music, the ISU Wind Orchestra, and the Department of History** have collaborated to present a concert celebrating the 50<sup>th</sup> anniversary of the signing of the Civil Rights Act. The event will take place at 7:30 p.m. Sunday, February 22, at the Indiana Theater. The concert is free and open to the public and will commemorate in music, visuals, and words the era of the civil rights movement in American and the dynamic and tumultuous decade of the 60s. A reception will precede the event from 5 to 7 p.m.
- Indiana State will have two **Commencement** ceremonies this spring in order to accommodate the growing number of graduates and their families. A 10 a.m. ceremony will include students graduating from the **College of Arts and Sciences** and the **Bayh College of Education**. A 2 p.m. ceremony will include the **Scott College of Business, the College of Nursing, Health, and Human Services, and the College of Technology**. College receptions for graduates and their families will take place from 11 to 12:30 p.m. for those participating in the 2 p.m. ceremony and from noon to 1:30 p.m. for those participating in the morning ceremony. Producing more graduates for the State of Indiana and beyond is something to celebrate!

Go Sycamores!

Sincerely,

Daniel J. Bradley  
President