Campus Updates
Ben Allen

Updates by Vice Presidents

Consumer Information Website
Shashi Kaparthi

Branding Campaign
James O’Connor
CAMPUS UPDATES

- Good News Items
- Board of Regents Actions
- Budget
- Initiatives
Strategic Plan 2010-2015
Leadership and Innovation for the Future: Transforming Opportunities into Reality

Vision Statement
The University of Northern Iowa will be nationally known for innovative education, preparing students for success in a rapidly changing, globally competitive, and culturally diverse world.

Mission Statement
The University of Northern Iowa provides transformative learning experiences that inspire students to embrace challenge, engage in critical inquiry and creative thought, and contribute to society.
Values

As a university community we are guided by the following core values:

- Academic Freedom
- Access
- Accountability
- Community
- Engagement
- Excellence
- Sustainability
Goal 1  Be a leading undergraduate public university that provides a strong liberal arts foundation

Goal 2  Provide rigorous and relevant graduate education that meets the needs of graduate students, the university, and the community

Goal 3  Lead the state and nation in pre-K-12 education

Goal 4  Create and maintain an inclusive educational environment that prepares students to thrive in a diverse global environment

Goal 5  Enhance the economic, social, cultural, and sustainable development of the state

Goal 6  Ensure accountability, affordability, and access
<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-year retention rate of new undergraduate direct-from-high-school freshmen</td>
<td>85%</td>
</tr>
<tr>
<td>Six-year graduation rate of new undergraduate direct-from-high-school freshmen</td>
<td>70%</td>
</tr>
<tr>
<td>Percentage of undergraduate student credit hours taught by full-time faculty</td>
<td>75%</td>
</tr>
<tr>
<td>Enrollment</td>
<td>14,000</td>
</tr>
<tr>
<td>Education-related sponsored funding</td>
<td>+3%/yr</td>
</tr>
<tr>
<td>Rate of enrollment of racial/ethnic minority students as a percentage of overall enrollment</td>
<td>8.5%</td>
</tr>
<tr>
<td>Rate of racial/ethnic minority tenured/tenure-track faculty employment as a percentage of overall tenured/tenure-track faculty employment</td>
<td>14%</td>
</tr>
<tr>
<td>NSSE benchmark - Level of Academic Challenge: freshmen</td>
<td>55</td>
</tr>
<tr>
<td>NSSE benchmark - Level of Academic Challenge: seniors</td>
<td>60</td>
</tr>
<tr>
<td>Proportion of non-academic units/departments with assessment and continuous improvement plans</td>
<td>100%</td>
</tr>
</tbody>
</table>
ACADEMIC AFFAIRS UPDATES

- Retention Initiatives with Student Affairs
- LAC Update
- HLC Visit (November 8-10)
- College and Department Mergers
- Diversity Initiative
- R & D Summit
FACILITIES UPDATE

- Sabin Hall Renovation
- Mid-Campus Plaza Renovation
- West 23rd Street Reconstruction
- Campus Entrance - 23rd and College Street
- Bartlett Hall Renovation/Baker Hall Demolition Project
- Residence Halls – Apartment Complex Phase I and Phase II A
STATE APPROPS TO GENERAL FUND

Ratio of State Appropriations to Total General Fund

- State Appropriations
- Excludes One-Time

FY 1995-1996
FY 1996-1997
FY 1997-1998
FY 1998-1999
FY 1999-2000
FY 2000-2001
FY 2001-2002
FY 2002-2003
FY 2003-2004
FY 2004-2005
FY 2005-2006
FY 2006-2007
FY 2007-2008
FY 2008-2009
FY 2009-2010
FY 2010-2011

Percentage:
45.00%
50.00%
55.00%
60.00%
65.00%
70.00%
75.00%
STUDENT AFFAIRS UPDATE

- FY11 Enrollment
- Retention Initiatives
- Student Information System
## FY 11 ENROLLMENT

<table>
<thead>
<tr>
<th>Category</th>
<th>Fall 09</th>
<th>Fall 10</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Enrollment</td>
<td>13,201</td>
<td>13,201</td>
<td>+.9</td>
</tr>
<tr>
<td>New Freshmen</td>
<td>1,978</td>
<td>1,978</td>
<td>+1.6</td>
</tr>
<tr>
<td>New Graduate Students</td>
<td>413</td>
<td>413</td>
<td>-7.2</td>
</tr>
<tr>
<td>New Transfer Students</td>
<td>1,138</td>
<td>1,138</td>
<td>+4.6</td>
</tr>
<tr>
<td>New Multicultural Students</td>
<td>267</td>
<td>267</td>
<td>+4.1</td>
</tr>
<tr>
<td>New International Students</td>
<td>480</td>
<td>480</td>
<td>+18.1</td>
</tr>
<tr>
<td>New Out-of-State Students</td>
<td>170</td>
<td>170</td>
<td>+5.9</td>
</tr>
<tr>
<td>Retention Rate</td>
<td>82.3%</td>
<td>82.5%</td>
<td></td>
</tr>
<tr>
<td>Graduation Rate</td>
<td>35.7%</td>
<td>37.7%</td>
<td></td>
</tr>
</tbody>
</table>
 Develop and/or refine processes, services and interventions that, as seamlessly as possible, enhance student success.
 Chaired by Associate Provost Mike Licari; members include faculty and staff.
 Analysis by Dec. 15 to allow implementation of initial changes for class entering fall 2011.
 Improve four-year graduation rate from 35.7% to 40% by 2016.
 Improve the six-year graduation rate for these specific student populations by 2016:
   African-American students 38.8% to 52.7%
   Hispanic-American 61.9% to 64.9%
   Asian-American 65.0% to 65.8%
   Native-American 50.0% to 58.3%
Transfer Focus

- Guided self-study of all aspects of the transfer student experience.
- Will result in a plan for institutional improvement that will lead to higher levels of student learning and persistence.
- Co-chaired by Christie Kangas, director of admissions and Kerri Clopton, associate professor for educational psychology and foundations.
- More than 60 faculty, staff and students participating.
- Self-study will be completed by the end of fall 2010 semester.
Student information system where students’ risk for failure is evaluated on factors such as academics, social integration, skills and abilities, and expectations of college experience.

Students take a survey and receive feedback to improve success.

Student survey data is combined with known data about student to rate the likelihood of failure. Faculty and staff view student reports to determine need for intervention.

Alerts are created for students determined to be at high risk.

81% of new students have completed survey as of 10-1-10; 46 are considered high risk and intervention is underway.
Goals of new student information system (SIS):

- Improve services for students and faculty
- Provide many more self-service capabilities
- Provide new information and reporting tools
- Integrate with new technology to provide new services
- Replace an aging, unsustainable system
SIS PROGRESS:

- New *MyUniverse* portal for students, faculty and staff.
- Demarcation of new Faculty Center and Advising Center in *MyUniverse*.
- New common online application for admission.
- New 24/7 online checklist in *MyUniverse* for applicants for admission.
- More than 200 faculty and staff have been trained with more extensive outreach and training yet to come.
- Overall, project is on budget and on schedule with anticipated completion date of Jan. 2012.
Consumer Information Site

The final version of the 2010-2015 UNI Strategic Plan is now online.

Through Volunteer Tuesday's, the Student Volunteer Center and the Volunteer Center of the University of Northern Iowa, UNI students and community members can serve their community.

Consumer Information Link
UNI

I am...

Branding for the Future

University Relations, October 2010
University of Northern Iowa Strategic Plan

Positioning Statement
The University of Northern Iowa’s high-quality and diverse educational experience purposefully guides students to find and develop individual strengths and prepares them for success after college.

Quality, engaged faculty focused on student learning
- Professors are interested in students’ education and their success after college.
- Faculty are accessible and help students develop their individual strengths.
- Professors, not teaching assistants, are in the classroom.
- High-quality professors have academic and “real-world” experiences.

Hands-on experience
- Numerous activities, clubs and organizations to further explore individual interests and areas of study.
- Students are prepared for their careers and success after college.
- Numerous opportunities to participate in “real-world” experiences.
- Professors challenge students to learn and encourage involvement in extracurricular activities.

First-year experience
- Easy access to professors and advisors.
- Ability to explore different majors and areas of study.
- Many opportunities to speak with advisors.
- Specialized orientation and other programs to prepare freshmen for the transition to college life.

Safe & diverse environment to challenge oneself
- Smaller class sizes allows students to express themselves.
- A safe environment for students to explore a passion.
- A variety of majors to choose from.
- Students feel confident in exploring new areas and pushing themselves to succeed.

Unique size
- Opportunities for hands-on learning in and out of the classroom.
- A friendly environment that feels like family.
- Big enough to offer the best major and a variety of activities, but small enough so that students feel like they are part of a campus family.
- Small student-to-faculty ratio.
- All students are able to participate.

UNI – “I Am” Campaign

University of Northern Iowa

UNI I am...
Brand Strategy

1. UNDERSTAND
   - Research & Analysis
   - Positioning Strategy

2. DEVELOP & PLAN
   - Positioning Statement
   - Identity Development
   - Marketing Strategy & Launch Plan
   - Establish Measurables

3. LAUNCH
   - Internal Launch
   - External Launch
   - Measure Success
Brand Strategy

STEP 3:
- Internal Launch
- External Launch
- Measure Success
Brand Strategy
Brand Success

“Branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.”

– American Marketing Association
Questions?