

University Relations Objectives and Priorities aligned with University Strategic Goals

Indiana University of PA

UR - University Relations

Action: Regional Outreach

Coordinate with ECOBIT to plan the ECOBIT Golf Classic

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of participants and amount of dollars raised.	Wider participant numbers and increased annual scholarships.		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Civic Engagement - 3.B. Develop Strong Partnerships with the Local, National, and Global Communities

Action: IUP on the Road

Provide local, regional, and national engagement with constituents.

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of events and participants	Expanded outreach among key IUP communities increased awareness		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Marketing and Promotion - 4.C. Enhance IUP Spirit and Pride Among All Members of the University Community

Action: Profile Key Faculty Activities

Provide media stores in regard to key faculty accomplishments

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of media pitches; traffic analytics	Increased exposure of faculty		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Academic Excellence - 1.F. Increase0 m 660 3e/mET 1 0 0 1 0 0 cm [] 0 d 1 0 0 1 0 0 cm BT 1 0 0 1 44 38.92 Tm /F1 /F11 01eA0 0 1 0 0 cmplis

Action: Student Development Officer Volunteer Training

Engage students to participate in major gift fundraising

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