

University of Evansville

Purpose, Vision and Values

Core Purpose: To provide life transforming educational experiences that prepare students to engage the world as informed, ethical, and productive citizens.

Vision: To be the most admired, respected, and supported university in the Midwest.

Values: Excellence, Integration of Liberal and Professional Education, Student Centeredness

To achieve its mission of learning the University of Evansville is dedicated to active learning and scholarship. We are committed to the liberal arts and sciences as a basis for intellectual and personal growth. The University endeavors to prepare women and men for lives of personal and professional service and leadership. The University is aware of the challenges of living in an international community and therefore adopts a global view in its programs and its vision.

The University of Evansville preserves its independent nature and values its ties to the United Methodist Church. It emphasizes undergraduate education and supports an array of liberal arts and sciences and professional programs. The University selects talented and motivated students and faculty. The student-faculty ratio promotes individual attention and optimal learning. The University values learning as a means of attaining freedom from ignorance and prejudice. Because education is a lifelong process of critical inquiry, the University commits resources to continuing education programs in the greater community.

2008-2009: Strategic Initiative Accomplishments

The following reflect highlights of accomplishments during the 2008-09 academic year in terms of the University's seven Strategic Initiatives.

Strategic Initiative: Deliver Academic Excellence

Deliver academic excellence in order to provide life-transforming educational experiences that prepare students to engage the world as informed, ethical, and productive global citizens. We will focus on student achievement and success, faculty development and support, active and collaborative learning, student engagement, and the lifelong pursuit of truth and meaning.

Goal 1: Provide distinctive academic experiences to help students become informed, ethical, and productive citizens

- Selected a new model for the general education program
- Established Freshman Year Seminar to replace World Cultures II
- Established a four credit hour World Culture course to integrate writing instruction for selected student
- Harlaxton rated a top college experience
- Began new coursework in BioMedical Engineering, Jazz Studies, and Art Therapy, established an Ethics minor and will add Chinese language instruction in the fall of 2009
- Established new adult education program: Global Leadership
- Received funding for a second Lilly Endowment grant to support global business and the Institute for Global Enterprise in Indiana
- Graduated first professional doctoral class in Physical Therapy
- The Academic Analysis and Advising Committee was established to review all academic programs for relevancy with mission, cost, enrollment, and effectiveness

Goal 2: Provide a holistic learning environment for students

- Sustained the Residential Honors Program beyond grant funding
- Global Living Learning Community (GLLC) is vibrant experience for multi-cultural living, learning, and language immersion – added Asian Immersion Experience partners with GLLC to provide focus on Asia
- Model UN garnered best delegation awards at Indiana Consortium International Programs
- Students produce the Evansville Review which has received national awards for content
- Religious life programming is strong for students and faculty
- Undergraduate research is competitive and graduate level quality
- Internship experiences continue to increase, providing national and international work opportunities
- Hands on-experiential learning is a part of programs in all colleges/Schools
- Use of simulated, computerized patient in the health sciences area
- Online discussion groups are a part of several courses
- Recitals, exhibitions, performances, competitions, and student business ventures are strong and distinctive

Goal 3: Attract and support an outstanding faculty in order to deliver quality programs, sustain scholarship, and enhance service

- Faculty positions have been frozen this year with few exceptions
- Undergraduate research funds supported
- Fiscal Affairs committee involved in compensation plan for 2009-10
- 5% salary pool for 2008-09: 0% salary increase for 2009-10
- Benefits decreased for 2009-10
- Awarded five new global scholars proposals for bringing global issues into their courses
- Review of teaching loads in progress due to financial challenges
- Strong faculty governance system in place
- Decreased funds allocated for faculty development due to financial challenges

Goal 4: Create a culture of student success that integrates learning experiences which attracts students to the UE experience, fosters their achievement, and maximizes their success

- The study abroad experience attracts students. We are listed as 7th in the nation for our study abroad student experiences (Open Doors). Harlaxton experience is a life transforming opportunity for students.
- The Culture of Giving Initiative was introduced this year.
- Major field tests show excellent results in majority of majors. All test results show scores above the mean.
- NSSE results show excellent student involvement on campus and engaged student learning.
- Collegiate Learning Assessment results show above average achievement in critical thinking skills (compared with peers).
- Civil Engineering students won regional competition. The Giant Killers
- UE students take away awards at the MESCON (Math Engineering and Science) conference
- Business students established 28 entrepreneurial businesses and hosted national competition
- Students win national awards and accepted to top graduate schools
- Theatre receives excellent reviews for season's performances
- Music's First Tuesdays Series a success for students and faculty

Strategic Initiative: Optimize Enrollment

Optimize overall enrollment to support academic quality and student life and strengthen the financial stability of the institution. Effectively articulate the University's uniqueness as defined by the five hallmarks of the Evansville experience. Implement strategies that continuously improve the institution's ability to manage financial aid and enrollment. Enhance the success and persistence of students through integrated programs based upon the University's life-transforming experiences and focus on global citizenship.

- The University enhanced its use of geo-demographic profiling by looking at in-state and out-of-state markets independently. This was important to the institution due to the skewing that occurs through the impact of the Twenty-first Century Scholars on the freshman class profile.
- The University continued to prioritize its recruitment efforts on students demonstrating the greatest likelihood to enroll at the institution. This technique is known as behavioral modeling.
- The Office of Admission partnered with the Department of Music and attended the National Association for College Admission Counseling (NACAC) Fine Arts Fairs in Chicago, Cincinnati, and Minneapolis.
- The Office of Admission worked with the Kentucky Community and Technical College (KCTCS) system and Ivy Tech Community College of Indiana system to sign additional articulation agreements. UE signed its first agreement with KCTCS and will expand these during the coming year.
- The academic recruitment piece was updated to help differentiate UE from other public and private competitors. Working with faculty to craft the message, the piece will articulate the unique academic experience students should expect when enrolling at the University. This piece must help explain and justify the cost differential between UE and other four-year institutions.
- The Evansville Experience was updated as part of the two-year cycle and linked to online videos. This expanded the Office of Admission's use of interactive online videos that allow prospective students to gain more insight into student and faculty experiences at UE.
- The Office of Admission worked with the academic departments to identify key high schools that feature strong programs in such areas as music, theatre, sciences, and math.
- The Office of Admission worked with academic departments to make the private visit experience a decision maker for students. Additionally, the process of setting-up visits to the campus will be streamlined. New processes will include:
 - identify 'best days' to visit academic departments
 - identify events that might influence student visits
 - allow for UE student interaction for prospective student visits
 - increase feedback to departments via campus visit evaluations
- Worked with the Department of Nursing chair and faculty to expand awareness of its programs in conjunction with the WIRED grant.
- Continued to work with academic departments to increase faculty/UE student contact with prospective students. These interactions will encourage visits and applications. These activities include:
 - Call nights
 - Chat nights
 - Personal e-mail campaigns
- The Office of International Admission worked to build stronger relationships with its existing contracted educational agents and will strategically add agents in the coming year. Visited India, the Middle East, (Iraq), and Vietnam.

- The Office of International Admission continued its work on building a strong electronic recruitment message and flow. This included the tracking of student interactions and responses to messages sent.

Strategic Initiative: Integrate Student Life

Integrate student life into the overall educational experience of students by providing opportunities for curricular and co-curricular collaboration. Intentionally create an environment that supports a culture of connection to the University, student success, and global understanding through avenues of self-discovery, character development, leadership opportunities, and community engagement.

- Create opportunities for faculty, staff and students to come together in ways that support campus community (ie; Explore a university common hour, utilize Ridgway Center, expand residential theme options, etc.)
 - Established the Global Living Learning Community, a residential educational experience, supported by several academic programs.
 - Received funding to establish the Asian Immersion Experience (fall 09), a residential educational experience supported by several academic programs.
 - Redefined Powell Hall as a residential educational experience for students enrolled in the Honors Program
 - Provided opportunities within the Ridgway University Center to highlight specific programs at the University such as the International Education Week, Harlaxton Week, and Global Scholars program
 - Expanded the UE Meet and Greet (freshmen move-in) to include faculty, students, and staff
 - Expanded the Alternative Spring Break Service Trip targeted towards students, faculty, and staff.
 - Provided opportunity for collaboration of volunteer programs through representative teams supporting various charity fundraisers and community initiatives (United Way Day of Caring, Race for the Cure, UE Gives Back, etc.)
- Expand training programs of targeted student groups (RAs, OLs, ambassadors, athletics, etc.) to include wellness elements within their own programs and the programs they implement
 - Provided leadership intensive programs to the Resident Assistants and Orientation Leaders that focused on all aspects of wellness.
 - Established incentives for Resident Assistants who provided fitness programming to their residents.
 - The counseling staff provided multi-faceted wellness programs for athletic teams, resident assistants, and residence hall councils.
 - Established Freshmen 15 focus programs: special lectures, incentives in fitness center, training programs
- Integrated efforts with Enrollment Services initiatives (expanded Early Alert Plan, student success team, etc) to support retention and student success
 - 100% student life staff participation in freshmen call campaign
 - Expanded the Early Alert Plan to allow users to be resident assistants, coaches, student organization advisors, etc.
 - Significant contributions to the Student Success Team were made by appropriate student life staff through weekly meetings, early alert follow-up conversations, and email correspondence.

- As freshmen completed the Exit Interview, information was evaluated specific to certain departments, residence halls, programs, and shared with the appropriate VP for evaluation and response.
- Utilize the new Ridgway University Center to provide social opportunities that build community and increase interaction between students and members of the campus community through formal and informal programs.
- Explored and implemented a Peer Judicial program for residence hall violations, parking offenses, and student organization issues that lend themselves to debate and interpretation of policy and culture
 - Formal cooperation with Interfraternity Council and Panhellenic Council Judicial Boards was established with the Dean of Students office regarding Greek Life Discipline infractions
 - Expanded volunteer opportunities through “Pause for a Cause” – focusing on freshmen
 - Implemented the Parking Appeals Board comprised of students, faculty, and staff to adjudicate appropriate appeals of parking infractions.
- Partnered with Academic Affairs in programs supporting lifelong learning, intellectual curiosity, and personal development. (i.e., packaging of wellness programs, civic engagement opportunities, expansion of Experiential Transcript concept)
 - Increased opportunities for collaboration between academic affairs and student affairs to create a comprehensive program that encourages experiential education, fosters leadership development, and creates civic engagement opportunities across the disciplines
 - Continued support through career services for identifying internship and practicum opportunities; stipends;
 - Provided administrative support for academic departments looking for community service opportunities
 - Collaborated with academic departments looking for residential opportunities for programming particularly research projects and unconventional educational delivery methods.

Strategic Initiative: Enhance Public Relations, Institutional Marketing, and Communication

Enhance public relations, institutional marketing, and communication efforts in selected key cities and in the UE campus community. Continue to grow a strong and consistent brand identity for the University that is defined through its core purpose, vision, and values. Create a culture of cohesiveness, pride and engagement for the UE family that includes alumni, students, faculty, staff, donors, parents, trustees, as well as its namesake, the City of Evansville.

- Highlighted the following key cities on the cover, interior alumni and campaign profiles, and special events in UE Magazine through the 2008-09 year: Indianapolis, Evansville, St. Louis.
- Met with ad agencies and publications in St. Louis, Indianapolis, Louisville, and Cincinnati to discuss promotional and editorial opportunities.
- Produced television ad to air in high profile sporting events touting the U.S. News & World Report rankings, the study abroad national ranking, and other notable UE accomplishments.
- Exceeded annual goals on local/regional news coverage for 2008-09 year and developed new tracking method to compare our coverage to USI and others.
- Designed job description and hired the University's first Manager of Digital Media to capitalize on growing electronic opportunities. He has transformed our internal and external electronic communications using the integrated marketing plan as a guide. In the past year, UE Magazine also made its online debut and is well received.

- Used the core purpose message of providing life transforming educational experiences, and the words and phrased promoted in Admission's Evansville Experience pieces, as well as targeted geographies to craft messages.
- Invited all areas of the campus community to presentations by a variety of entities from ad agencies to the St. Louis Post-Dispatch regarding promotional opportunities.
- Sought partnership opportunities that could bring the campus and community together from WNIN's Community Cinema Series to hosting the national Komen On The Go traveling exhibit.

Strategic Initiative: Strengthen Financial Resources

Strengthen long-term financial stability for the University through program development, cost and financial aid management, a successful UEnvision 2010 campaign, and endowment growth. Identify resources to attract and retain quality students, faculty and staff, promote diversity, improve facilities in accordance with the master facility and deferred maintenance plans, and provide for life-transforming educational experiences to prepare students for global citizenship.

- Received Phase II Lilly grant for \$7.86 million and integrated \$1.0 million of Phase I into operations for the 2009-10 budget year.
- Completed and Opened the Ridgway University Center project
- Completed second year of three year Residence Hall Renovation Project.
- Developed projects for federal support – awarded a \$300,000 grant to conduct research at the Vectren property site.
- Initiated Phase II of the Schroeder Family School of Business Administration Building renovation for completion in Summer 2009.
- Capital Campaign: \$67,900,000 raised to date.

Strategic Initiative: Maintain a Model Division I Intercollegiate Athletics Program

Maintain a model Division I intercollegiate athletics program which provides life-transforming educational experiences for its student-athletes, enhances campus life for the student body, and positively engages the entire University community, City of Evansville, and surrounding region.

- Raised money and opened the Beeler Academic Center for Student/Athletes.
- Had exceptional academic performance. APR's are above NCAA minimums in all sports and record GPA was produced by the S/a's in the Fall of 08 at over 3.2.
- Jason Holsinger won the I-AAA Student-Athlete of the Year (which is sort of like winning a national championship)
- The Women's Soccer Team won the MVC tournament and went to the NCAA's
- Men's Basketball had their first winning record in nearly a decade and was invited to a post-season tournament, the Inaugural CollegeInsider.com tournament.
- Women's Basketball had the finish of the year, winning the MVC and going on to play in the NCAA tournament at Notre Dame.
- Men's Basketball received significant publicity for the school when they played ultimate National Champion North Carolina on ESPN in December.
- The UE Student-Athlete body contributed a record 2200 hours of community volunteer time during the 2008-2009 school year.

Strategic Initiative: Commit to Cultural Diversity

Commit to an inclusive campus community that values and respects all its members and achieves educational excellence through diversity in ways that encourage all to develop an earnest concern for others and for the welfare of our world.

- **Campus Culture & Climate**
 - Created action plan for Board of Trustees to develop and employ strategies to enhance the compositional diversity of all internal boards and committees
 - Delivered diversity awareness activities and provided guest lectures on the business case of diversity to approximately 250 student leaders, organizations, and classrooms
 - Managed the Old National Bank Foundation Diversity Incentive Fund which provided over \$7,000 of funding resources for on-campus programs designed to promote cross-cultural learning and knowledge

- **Student Recruitment & Retention**
 - Enhanced and increased inclusion of regional Twenty-first Century Scholar Offices within activities sponsored by the Office of Diversity Initiatives
 - Hosted a Minority Greek Forum with representatives from the National Pan-Hellenic Council
 - Partnered with the Office of Alumni Affairs to facilitate UE African American Alumni meetings and activities; currently collaborating to develop and introduce UE's first-ever Black Alumni Weekend
 - Collaborated with the Athletics Department to meet with diverse, prospective student-athletes and their families to inform/discuss opportunities of diversity and multiculturalism at UE and within the greater community
 - Awarded over \$20,000 in scholarships via funding received for the Office of Diversity Initiatives
 - Utilized funding to create the second cycle of Old National Bank Foundation Summer Academy (July 2009) – a residential college experience for Twenty-first Century Scholar students
 - Served as an advisor for the Multicultural Action Committee, College Mentors for Kids, FIJI, and a partial advisor for the Black Student Union

- **Curriculum**
 - Conducted guest lectures for various classes discussing the need for diversity and its implications within the workplace
 - Assisted with the development and execution of the Mead Johnson Nutritionals Diversity Career Workshop geared toward UE and USI students of color
 - Created opportunities for guest lecturers of diverse backgrounds to visit UE and to share their experiences and expertise in formats such as courses, workshops, and forums

- **Community Outreach**
 - Maintained existing partnerships and cultivated new strategic collaborations with minority-based social organizations, civic groups, and professional associations
 - Created opportunities for UE and its Office of Diversity Initiatives to host various local minority groups for organizational events and forums, especially those related to diversity education
 - Served as a guest speaker for various community organizations, conferences, and seminars focused on building diversity awareness