

Key Strategy: Make it easier for people to engage with our resources and/or capabilities

Center for Applied Research and Economic Development

CARED provides applied research services and expertise to local and regional businesses, non-profit agencies, and governmental agencies.

CARED	'10-'11	'11-'12	July '12 to present
Projects	43	53	29
Counties impacted	14	14	15
Organizations served	41	53	22
Faculty/Staff involved	32	27	10
Type of Service			
Applied Research	24	24	12
Expertise	19	29	17

CARED: Type of Initiative	'10-'11	'11-'12	July '12 to present
Business	14	9	9
Cultural	1	1	1
Education	2	9	4
Govt. agency - Education	2	0	0
Government	4	5	2
Health	2	2	2
Social	4	10	2
Technology	10	11	6
Intellectual Property Mining	4	6	3

Online Learning Leader

The College of Nursing and Health Professions is a leader in online course delivery for those seeking degrees and continuing education in the health professions.

In 2011-2012:

- 1,100+ students from 31 states enrolled in CNHP online degree programs
- 1,200+ health care professionals representing all 50 US states, all provinces of Canada, and 58 additional countries completed CNHP online certificate programs

Southwest Indiana STEM Outreach

The SwiSTEM Resource Center, housed within the Pott College of Science, Engineering, and Education is the regional leader in the K-12 STEM (science, technology, engineering, and mathematics) community. A key initiative of the Center is its equipment lending service, providing K-12 teachers and schools the opportunity to utilize STEM related equipment for teaching purposes.

In 2011-2012:

- 80 schools in 11 southwestern Indiana counties utilized the lending service
- 2,724 items circulated
- 5,550+ students impacted

Key Strategy: Elevate our visibility to a level more appropriate to the University's accomplishments and impact in higher education and on the economy

Building USI's Identity through marketing

- July 2010: USI hires first AVP for Marketing and Communications
- 2010-2011: Listening sessions with students, faculty, and staff focused on USI's communication strategies
- May 2011: First-ever short-term advertising starts - "USI=Student Success"
- January 2012: The "Real USI" (Get Real) advertising campaign begins as a longer-term campaign.
- April 2012: USI engages an external marketing firm for a re-branding campaign
- October 2012: "Get the Edge" branding campaign is launched

Key Strategy: Supply collaborative expertise and applied research for issues impacting the region

I-69 Innovation Corridor

USI has served as the catalyst and leader of the EVV I-69 Innovation Corridor Executive Committee, with the vision of developing a culture and environment that supports the innovation corridor.

Activity: In November 2012, USI led a consortium meeting of 64 regional leaders representing 17 professions and 14 counties.

Goal: Increase the region's Innovation Index score (how well a regional economy translates knowledge and innovation capacity into prosperity) by 20% by 2025.

Next Steps: USI will bring the Consortium together again in January 2013 to form sub-committees around key strategic focus areas.

USI Glenwood Community Health Center

The USI Glenwood Community Health Center (CHC) opened on January 9, 2012. The clinic provides health care for those who in the past typically relied on hospital emergency rooms for primary health care needs. USI faculty and students also benefit from this partnership. Since opening its doors there have been:

- 400+ individual patients seen / 750 office visits
- 6 faculty involved / 46 student encounters

Future Plans:

- On January 9, 2013, a second Community Health Center will open at Cedar Hall School.
- In 2014, a third Community Health Center will open at Juan Diego Latino Center.