

**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.

#### Center for Applied Research

CAR	'10-11	'11-12	'12-13	'13-14	'14-15
Projects completed	36	55	25	49	50
Projects in progress	19	19	35	20	21
Indiana counties impacted	14	14	21	27*	32**
Organizations served	42	54	56	66	58
Faculty/Staff involved	43	36	22	83	38
Students involved	128+	62	25	24	27

\*27 counties + 5 states and 4 countries in 2014;

\*\*32 counties + 4 states in 2015.

### Technology Commercialization

In 2007, USI began collaborating with CRANE Naval Base to transfer military technology to local industry for commercial purposes. The partnership was formalized in 2015 with the signing of a Partnership Intermediary Agreement.

The Technology Commercialization Academy (TCA) was established in 2012 and provides students the opportunity to make proposals on ways to utilize military technology in a business setting or create innovative business plans.

- **60 Students** - Participated in the TCA
- **12 Technologies** - Transferred to 8 new ventures

### Southwest Indiana STEM Outreach

The SwiSTEM Resource Center, established in 2009 and 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 2014-2015:

- **77 Teachers** – In 17 Indiana counties utilized the lending service
- **2,776 STEM Items** – Circulated through the program
- **8,357 K-12 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**

- July 2010: USI hires first AVP for Marketing and Communications
- May 2011: First-ever short-term advertising starts - "USI=Student Success"
- 2013: Branding committee formed and focus groups held with faculty, staff, students, athletes, coaches, and alumni
- April 2014: New branding revealed including a redesign of the USI academic and athletics logos as well as the USI mascot to reflect competitive nature of USI athletics

**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.

- **64 Regional Leaders** - Participated in a USI led consortium in November 2013, representing 17 professions and 14 counties.
- **6% increase** – The improvement on the Innovation Index between 2013 and 2015. The index, developed by USI, consists of factors including human capital, economic dynamics, productivity, employment, and economic well-being. The Index measures how well a regional economy translates knowledge and innovation capacity into prosperity.
- **20% increase** - The target increase on the Innovation Index by 2025.

USI continues provide leadership and support for communities within the corridor through partnerships with agencies recruiting brainpower and innovation as well as physical infrastructure and succession planning.

### USI Community Health Centers

Since 2012, USI has opened three Community Health Centers. The clinics provides health care for the medically underserved who typically relied on hospital emergency rooms for primary health care needs.

- **2000+** - Number of individual patients seen
- **48% of Patients** - Identify as an ethnic/racial minority
- **50 Students** – The average number from various disciplines (nursing, social work, food and nutrition, etc.) completing clinical, fieldwork and/or research experiences at the clinics each semester.

Efforts across campus have resulting in an increase in the diversity of faculty, staff and the student body since 2010.

- **12%** - The increase in the percentage of international students from 2010 to 2015.
- **11%** - The percent of the student population that identifies with one or more ethnic minority groups. Despite a decrease in overall enrollment, minority students continue to make up a growing percentage of student population, up from 8.7% in 2010.
- **12%** - The percent increase of international faculty members between 2010 and 2015.
- **9.6%** - The percentage of the USI employee population that identifies with one or more ethnic minority groups. This is up from 7.1% in 2010.

### Minority Students and Faculty at USI

Student Race/Ethnicity	Fall 2010	Fall 2015	Difference
White, non-Hispanic	9480	7847	-1633
Black, non-Hispanic	575	389	-186
Other	349	572	+223
International	196	220	+24
Not Specified	102	1	-101

Faculty Race/Ethnicity	Fall 2010	Fall 2015	Difference
White, non-Hispanic	577	591	+14
Black, non-Hispanic	14	13	-1
Other	30	24	-6
International	35	47	+12
Not Specified	1	2	+1

Note: Includes full- and part-time faculty


### First-Generation Freshmen and Non-Traditional Students

- **15.2%** - Percentage of **undergraduate** students at USI age 25 or older
- **26.6%** - Percentage of students who are the first generation in their families to go to college

**Key Strategy: Provide international programming for faculty and students**

### International Scholarship Program

The International Scholarship Program offers students of limited financial means the opportunity to pursue academic studies abroad. Since its creation in 2010:

- **\$245,940** – The total amount awarded so far
- **216** – Number of awards given out
-  - Significantly the number of study-abroad trips to non-traditional destinations

**Key Strategy: Develop activities and experiences that promote diversity as a value**

### Diversity Initiatives at USI

USI has developed several new opportunities for the campus community to participate in diversity programming. Diversity programming has included:

- **The Diversity Project** – A student organization utilizing interactive learning experiences through peer to peer interaction designed to encourage a more inclusive campus environment.
- **Power Hour** – A student organization which provides a monthly meeting in a safe environment for discussions of topics including current events, social justice, diversity awareness, and politics. Students have the opportunity develop and share opinions regarding sensitive topics.
- **International Film Series** – The College of Liberal Arts provides an on-campus showing of an international film from a different country each month.

**Key Strategy: Enhance support networks for faculty, staff, and students of diverse backgrounds, including first generation students**

### Student Support Services Program

The Student Support Services (SSS) Program at USI utilizes an intrusive advising model to provide intensive academic, social, and financial support through individual student tutoring, academic monitoring, peer mentoring, and academic advising to USI undergraduates who qualify as first-generation, low-income, or disabled.

- **86%** - The percentage of students served who either graduated in spring 2015 or retained to the fall 2015.
- **92%** - The percentage of students served in good academic standing as of the end of the 2014-2015 academic year.

### Intensive English Program

The USI Intensive English Program was started in summer 2013 as a recruitment tool for international students.

- The six levels of intensive English instruction focus on building language skills and cultural knowledge through classes such as reading, writing, listening and speaking, academic skills with grammar and TOEFL preparation.
- Many of the IEP student continue on to complete academic degrees at USI.

**Key Strategy: Engage students in the process of developing a “full-time” campus**

In fall 2012, a student-majority 24/7 committee was created by the Office of Student Affairs. The committee included representatives from student organizations, student employees in various student service areas, non-traditional students, and graduate students. Of the recommendations made and acted upon, the most notable has been the creation of a mobile app on which students can access their USI accounts and get updated campus news and information.

**Key Strategy: Identify and facilitate activities, spaces, programs, and services to offer non-traditional hours**

### Campus Renovations

- In 2012, The Loft was renovated to add additional food options and themed seating
- One-half of all campus apartment buildings have been renovated and updated since 2011.
- In 2015, USI opened a new state-of-the-art Performance Center.

### Career Services and Internships

- Career Services now remains open beyond regular business hours until 6:00 PM during fall and spring semesters to ensure all students have the opportunity to utilize available services
- A new career planning program is offered for student athletes during evening hours.

### Cinema USI

- Cinema USI has significantly expanded its services, now offering movie showings three times a week.
- New equipment currently being installed will further enhance the cinema experience for students and others.

### Fraternity and Sorority Life

- Since 2012, four new fraternal and Panhellenic chapters have been added
- The number of students involved in Greek Life has more than doubled since fall 2010, from 359 to 743 in fall 2015.

### Rice Library

- Expanded hours from 102 to 114 hours per week
- Addition of 12 individual study rooms for a total of 42
- Introduced a ‘Text/Chat a Librarian’ feature to make University resources available to those off-campus

### The Recreation, Fitness and Wellness Center

- Expanded hours from 98 to 113 hours per week
- 3,826 bike checkouts during 2014-2015 academic year
- 24% increase in camping gear checkouts since fall 2014

### Student Activity Opportunities and Participation

Activity	2010-11	2014-15	Increase
RFWC visits	197,370	221,113	+23,743
Climbing Ctr. visits	2,990	5,938	+2,948
Cinema USI Movie Showings	18	89	+71
Student Organizations	124	143	+19
Student Org meetings & events*	2,845	5,366	+2,521
Student Org Table RSVPs* (outside UC)	336	471	+135
Sorority/Fraternity members	394	684	+290

*\*based on Special Events space reservation data*

**Key Strategy: Encourage students to be deliberate in their co-curricular activities**

### OrgSync

Use of OrgSync, a software package purchased in January 2012, has increased dramatically. OrgSync makes it easier for prospective and current students to find information about student organizations at USI.

OrgSync Statistics	Spring 2012	Fall 2015	Change
# of orgs/depts. using OrgSync	77	154	+77
# of events posted on OrgSync	406	748	+342
# of individual users	582	3,888	+3,306

### Student Organizations

The number of student organizations has grown by almost 14% between 2010 and 2015, from 124 to 141.

### Late Night @ USI

Started in 2014 by the Recreation, Fitness and Wellness Center and co-sponsored with Athletics, SGA, and other student organizations on campus each month, Late Night @ USI offers a themed event on the third Friday of every month. Events have included a Multicultural Night, Arcade Night, and other activities, providing students an opportunity to encounter a variety of experiences without leaving campus.

### Archie’s Night Out

In fall 2010, Housing and Residence Life began hosting Archie’s Night out on Friday evenings as social outlet for those on campus. Archie’s night out offers themed dinners and the opportunity to create traditions and school pride.

**Key Strategy: Support the health, well-being, and quality of life of our campus community**

**Family Sick Time Policy**

Effective January 2012, the number of accumulated sick days employees may use to care for family members who are ill was increased from five to ten days.

**Adoption Policy**

Effective July, 2015, employees may use up to ten days of parental leave upon the placement for or legal adoption of a child.

**Annual Wellness Fair**

Each fall, employees and students have the opportunity to experience a wide range of wellness-themed vendors from the community and USI Nursing and Health Professions students provide flu shots, cholesterol tests, and health screenings. A change in marketing for the event led to an 18% attendance increase in fall 2015.

**USI-Burdette Trail**

The ribbon cutting for the USI-Burdette Trail took place in fall 2012. The 3-mile paved trail that is open to the public is the result of a USI/Burdette Park partnership.

**Key Strategy: Build connections across campus, the buildings, and disciplines**

**50<sup>th</sup> Anniversary Celebration**

In commemoration of the University's 50<sup>th</sup> Anniversary, USI hosted a week of activities and events in September 2015. The yearlong celebration included a variety of events:

- a physical timeline installed the Wright Administration Building
- commemorative book, *Shaping the Future*
- Art exhibitions featuring past and current faculty art and USI history
- *Party of the Decades!* – A black tie gala open to faculty, staff, students and community members
- 1-hour television documentary, *Shaping the Future*, written and produced by USI faculty member David Black
- *USI Student Bucket List* with 50 “must do’s” for students
- 50th Anniversary Commemorative Sculpture dedicated, *From Our Past Toward Our Future*
- Special 50<sup>th</sup> anniversary editions of the USI Magazine and The Shield

**Volunteer USI**

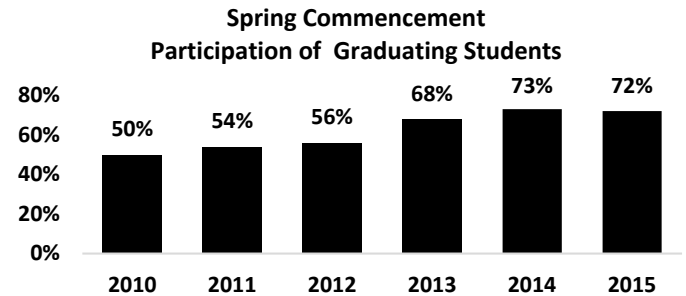
The Volunteer USI program was established in 1996 to recruit, place, and recognize volunteers who donate their time and talents to benefit the needs of USI, its outreach programs, and the community.

- 2014-2015: 129,449 hours of service were reported, worth an estimated \$2.9 million in service.

Volunteer USI	2010-11	2014-15	Increase
Active Volunteers	849	921	+72
Total Volunteers	2,294	5,274	+2,980
Volunteers with more than 20 hours	377	451	+74

**Participation in Graduation Ceremonies**

After moving Commencement back to USI's campus in 2012, there has been a steady increase in attendance at the ceremonies. USI is pleased to have welcomed an estimated 14,000 guests to campus since 2010 for the ceremonies.



*\*% of students participating of those graduating in the spring semester*

**Key Strategy: Provide ongoing development for faculty, staff, and students**

**Pott College Faculty Mentoring Program**

In 2013, the Pott College of Science, Engineering, and Education created a college-wide faculty mentoring program that provides new faculty with an experienced mentor for the first three years of their career at USI.

- 40 new faculty members have been supported by 27 experienced faculty serving as mentors.

**Non-Credit Courses**

Outreach and Engagement offers a variety of classes, many of which are offered free of charge for employees through USI's fee-waiver program.

	Offerings	Participants	Fee Waivers
2010-2011	56	640	431
2011-2012	53	674	376
2012-2013	120	626	355
2013-2014	94	429	402
2014-2015	90	443	475

In 2008 and again in 2014, USI was recognized by the Carnegie Foundation as a “Community Engaged University”. USI remains committed to ongoing collaboration with the tri-state community and beyond in curricular engagement, outreach, and partnerships.

**Key Strategy: Promote and more fully integrate community and global experience in the academic curriculum**

### Service Learning

USI’s Service Learning (SL) Program is designed to support faculty and staff who incorporate community projects into courses and activities for USI students. Students have an opportunity to apply their knowledge to real world experiences while providing valuable services to the community.

- **20%** - The increase between the 2010-2011 to 2014-2015 Academic Years in number of graduates who report participating in at least one SL course.
- **59%** - The percentage of 2014-2015 graduates who took at least one service learning course.

#### Service Learning Courses by College

Academic Year	2010-2011	2014-2015	Difference
Business	10	6	-4
Liberal Arts	38	23	-15
Nursing & HP	38	27	-11
Science, Eng, & Ed	15	18	3
University Division	2	2	0
Outreach & Engagement	0	1	1

**Key Strategy: Increase internships, co-op, study abroad, and community engagement**

### Internship and Co-op Opportunities

Internships and co-op opportunities provide students with invaluable real world experience. USI Career Services coordinates internship opportunities for students with businesses, non-profits, and on campus.

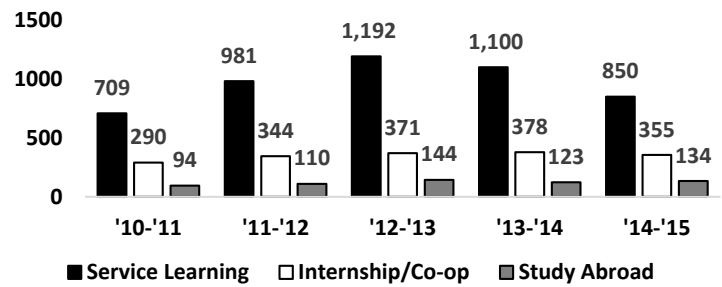
- **29%** - The increase in the percentage of internships and co-ops coordinated through Career Services between 2010 and 2015, from 375 to 486.

### Study Abroad

USI has made a concerted effort to increase study abroad opportunities for students by increasing financial assistance and building partnerships with international universities.

- **43%** - The increase in the percentage of USI graduates who have participated in study abroad programs for academic credit since 2010.

**Number of Graduates Engaging in One or More Experiential Learning Opportunities**



*Note: Counts are based on number of students who graduated in the specified academic year; 2014-2015 numbers include bachelor's degrees posted as of 8/10/2015.*

### Student Research Opportunities

The USI *Endeavor! Awards for Research and Creativity* significantly expanded opportunities for undergraduate students to gain real research experience.

- **\$200,972** - The total in awards given to students through the *Endeavor!* to support original student research and/or creative projects.

### Business Case Competitions

USI students travel nationally and internationally to showcase their knowledge, skills, and talent while competing against teams from around the globe. USI has participated in 11 competitions since 2010. Recent successes include:

- **3<sup>rd</sup>** – USI’s placing in Royal Roads University International Undergraduate Case Competition in 2014
- **1<sup>st</sup> x 2** - Placings in two of three international competitions entered in 2015 including the Alberta Energy Challenge and the Alberta Not-for-Profit Case Competition

**Key Strategy: Accurately track and measure the experiences of students**

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**Key Strategy: Provide consistent, effective advising across campus to increase accountability and ensure students are on track to graduate**

**Advising Centers**

USI created a college-based intake advising model, forming a centralized area within each college and in the University Division for all students to receive advising assistance and to allow for flexibility within each of the colleges to manage the complexities of their respective student population.

**DegreeWorks**

Implemented in fall 2014, this new degree-audit software program provides students and their academic advisors with accurate degree progress and planning information to keep students on-track for on-time degree completion.

**Key Strategy: Develop an effective framework for student recruitment and retention**

**Noel-Levitz Partnership and Strategic Enrollment Plan**

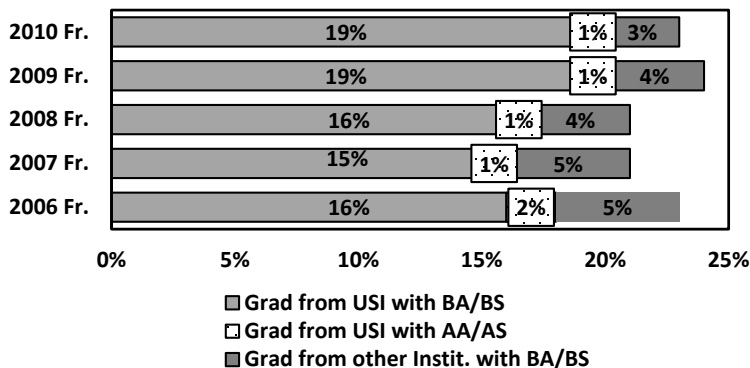
USI partnered with Noel-Levitz in an effort to maximize the effectiveness of the University's recruitment and retention initiatives which resulted in:

- Focusing of marketing and communication on students most likely to apply to and enroll at USI.
- Creation of a Strategic Enrollment Plan.
- Adjustment of scholarship funds to maximize recruitment and retention.
- Purchase of Recruiter, a customer relationship management system, was implemented in July 2015 and allows less man-power in organizing applications.

**USI First-Time Freshmen Success Rates**

The percentage of first-time freshmen graduating from USI within 4-years has increased significantly.

**4-Year Graduation Rate of USI Entering Freshmen**



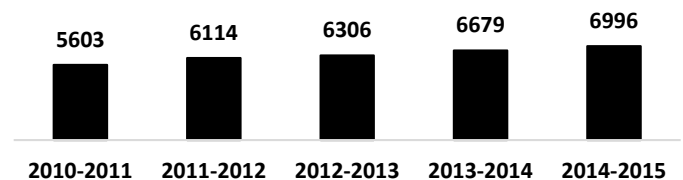
Note: Includes only first-time/full-time baccalaureate-seeking freshmen

**Key Strategy: Provide more flexible ways to gain a degree**

USI has and continues to implement initiatives to increase the flexibility of degree attainment.

- **14** – The number of faculty and staff at USI are currently certified by the *Quality Matters* peer reviewer certification program and provide peer support and expertise for faculty teaching distance education.
- **39** – The number of credit hours students are now required to complete the USI core curriculum (CORE 39). The reduction from 50 to 39 core courses assists to graduate in 4 years while allowing for exploration through additional elective course work.
- **↓** – the average number of semesters students spend completing developmental math courses with the redesign of lower level math courses to more efficiently teach mathematical concepts.
- **25%** - The increase in the number of courses offered through Distance Education since 2010.

**# of USI Students Enrolled in at least one Distance Education Course**



**Distance Education Courses Available by College**

College	2010-2011	2014-2015	% Change
Business	117	141	20.5%
Liberal Arts	339	317	-6.5%
Nursing & HP	299	292	-2.3%
Science, Eng, & Educ	125	151	20.8%
University Division	4	10	150.0%
Outreach & Engagement	6	9	50.0%

**Key Strategy: Increase on-campus job opportunities for students who need financial assistance**

- **16%** - The increase in student worker positions, from 813 undergraduate positions in 2010-2011 to 943 in 2014-2015.
- **23** – The number of graduate assistantships Graduate Studies offered in fall 2015.