

(Updated 04/06)

PURDUE UNIVERSITY CALUMET

Communication Plan

2006-07

Purpose

The Purdue University Calumet Communication Plan intends to complement the university's strategic plan by providing awareness, relevance, focus and direction to the manner in which the university communicates and informs its publics/audiences.

Strategically, Purdue Calumet is intent on shifting its institutional perception from one of convenience to that of a university desired for its academic program quality.

This plan attempts to support that desired shift in audience perception. It attempts to do so by identifying targeted audiences and providing objectives and related messages, strategies and actions for communicating to those audiences. This plan is designed to be an internal tool for integrated use by offices, departments and other units within the Purdue Calumet system.

Introduction

Communicating the Purdue University Calumet brand

The Purdue University Calumet Communication Plan strives to support and build the Purdue Calumet brand. In the words of Dr. Robert Sevier, vice president of the higher education marketing firm, Stamats Inc., and author of the book, **Building a Brand That Matters: Helping Colleges and Universities Capitalize on the Four Essential Elements of a Block-Buster Brand**, a brand is "...a trust mark, a warrant, a promise." Branding is about "being perceived as the only solution..."

To that end, this Communication Plan strategically strives to build and bolster a perception among our key audiences that Purdue University Calumet is an institution that is advancing to the next level of excellence. One way we demonstrate that is by appealing to and, subsequently, supporting students who persist with individual plans for success. In this context, we define "success" as earning a baccalaureate degree within six years.

The university is committed to partnering with our success-persistent students by providing valuable services, resources and other encouragement to assist them in their degree pursuit. Strategically, Purdue Calumet deems this university-student partnership essential. Research has indicated that students who enroll at Purdue Calumet with a vision, goals and objectives—i.e., a plan—for what it takes to be successful are more apt to graduate than students who lack those characteristics. Attracting and graduating more students advances northwest Indiana's Calumet Region and strengthens Purdue

Calumet’s role as a leader in regional economic development. Our ability to advance these initiatives strengthens Purdue Calumet’s efforts for advancing to the next level of excellence.

Given our aforementioned definition of student success, research and data have confirmed several key characteristics of successful Purdue Calumet students. They include, but are not limited to:

- Continual and consistent enrollment,
- Summer term attendance,
- Limiting job/work responsibilities to manageable hours,
- Effectively taking advantage of financial aid opportunities and other university-offered services and resources,
- Working with academic advisors to minimize changes of major,
- Setting goals and remaining diligent to accomplishing them.

In short, students who succeed at Purdue Calumet arrive on our campus with a plan—a plan for success.

“Plan for success”

Thus, the positioning statement, “*Plan for success*,” serves as a key component of the Purdue University Calumet Communication Plan. The statement is intended for regular and consistent use in communicating the name and messages of Purdue University Calumet.

Campus units are encouraged to use the statements, “*Plan for success*” or “*Plan for success with Purdue University Calumet*” in communicating with their audiences/publics. The adoption of the “*Plan for success*” positioning statement also means that such previous expressions as “*Committed to student success*” and “*Pride of Purdue, Convenience of Calumet*” have been discontinued and no longer should be used as positioning statements in any manner of university communication.

“*Plan for success*,” is intended to be more than a tagline. For it to have meaning as a basis for university brand development, stronger evidence of what “plan for success” means must be demonstrated through our university communication. **SHOWING**, rather than **TELLING** “plan for success” in benefit-enriching ways, then supporting those ways repeatedly in all that the university does and says will help build the image we desire.

Clear, consistent communication

Essential in building a desired university brand and image is communication—printed, spoken, visual/graphic design, Web, etc.—that is clear and consistent. To that end, it is critical that all university units approach communicative efforts from a ***One Message/One Voice***” perspective.

Communication clarity and consistency applies to, but is not limited to: student recruitment/enrollment management materials, departmental/school specific publications,

advertisements, news stories, audio/visual expressions, interviews, and use of the official university mark (formerly logo).

Beyond specific communicative initiatives, all Purdue Calumet offices and departments should use audience-specific messages as offered in the pages that follow and a visual design (i.e., print, web, etc.) that conveys the Purdue Calumet look as coordinated by the Office of University Relations.

To help assure communication clarity and consistency, departments/offices should seek assistance from the Office of University Relations and/or its Office of Electronic Communication and Publishing per the following...

1. **Development of brochures/other printed materials**—Contact the Office of Electronic Communication & Publishing (ext. 2731).
2. **Development and placement of paid advertisements**—Contact the Office of University Relations (ext. 2217).
3. **Web pages**—All official campus Web pages are subject to compliance with the “Policy for Purdue University Calumet Pages on the World Wide Web.” Contact the Office of Electronic Communication & Publishing (ext. 2731).
4. **News services**—Contact the Office of University Relations (ext. 2217).
5. **Specialized Marketing Communication services**—Contact the Office of Electronic Communication & Publishing (ext. 2731)

University graphic identity (Signature Mark)

Official Purdue University Calumet graphic identity is represented by a signature/mark that is consistent in type face throughout the Purdue University system. Use of the signature is required on all official forms of print and electronic communication. No substitutions or distortions are permitted. Graphic representations of the signature include the following two examples. Various downloadable versions are available by contacting the Office of Electronic Communication and Publishing (ext. 2731).





Expressing the University name

In a first reference expression (print or spoken) of our University name, typically use the full, official name: “Purdue University Calumet.” In subsequent references, it is acceptable to drop the “University” designation and make reference to “Purdue Calumet.” The PUC acronym (pronounced by the letters “P-U-C”) also may be used in subsequent references, as that designation is consistent with how our university is known and referred to “on the street.”

Communication Plan Objectives:

To advance...

- clear and consistent, benefit-enriching messages;
- messages that show/demonstrate benefit of the Purdue Calumet experience, rather than simply tell/state it;
- the university’s strategic plan and its four primary goals;
- perception/recognition by students and employers that Purdue Calumet programs are of high quality;
- perception/recognition that Purdue Calumet distinguishes itself by complementing classroom/laboratory learning with experiential-rich learning opportunities such as internships, faculty research assistantships, etc.
- uniquely emerging partnerships among faculty, student (interns), and new/established employers that serve to fuel engaging opportunities for applied faculty research, experiential student learning, and economic development;
- initiatives that inform and attract more success-oriented students to Purdue Calumet;
- the strategic vision of Purdue University Calumet to offer academic programs in areas of institutional strength with respect to regional needs;
- messages that convey quality, value, affordability and return on investment of a Purdue education offered at Purdue Calumet;
- strategic efforts that enable Purdue Calumet to improve from the fourth tier to the third tier in *U.S. News & World Report’s* annual rankings of “Best Universities Master’s in the Midwest” category;
- a university goal of increasing enrollment to 10,500;
- efforts to enrich our students’ educational experience in the interest of helping students become more engaged and connected to the university;

- Purdue Calumet’s role of advancing knowledge and understanding, while providing expertise and insight, so as to increase public awareness and proactively shape institutional perception in a desired manner;
- Marketing efforts of the university in general and departments/offices specifically;
- greater awareness of Purdue Calumet excellence and those individuals/programs significantly responsible for such;
- efforts to convey Purdue Calumet as a leader & expert in matters of regional and economic significance;
- efforts to be more student/consumer friendly in the manner in which we conduct our business.

Targeted Audiences...

- **Specific Objectives**
- **Key Messages**
- **Strategies**
- **Actions**

A. GENERAL AUDIENCE

Specific Objective:

Increase audience awareness & cultivate perception of Purdue Calumet as a significant community resource and university of extraordinary academic quality, value, vision, expertise and leadership that provides a success-enriched Purdue education.

Key Messages:

Purdue University Calumet...

- is a high quality educational institution in the very tradition and reputation of Purdue University;
- offers nationally respected academic programs in such disciplines as Engineering (US News & World Report “Best Program” status) and Marriage & Family Therapy (attracts students nationally & internationally).
- is advancing to the next level of excellence;
- is an excellent fit for students intent, motivated and prepared to persist in obtaining a respected Purdue degree;
- seeks to appeal to high performing/gifted students by offering an Honors Program, Best & Brightest Scholarships, Chancellor’s Scholars Awards, undergraduate research opportunities, specialized engineering degree programs.
- helps students who “plan for success” succeed to graduation by providing important services and resources;
- attracts students regionally, nationally and internationally;
- produces graduates who succeed beyond Purdue Calumet;

- is building an engaging campus life environment anchored by the Fall 2005 opening of The University Village student housing facility;
- is a regional, proactive leader advancing economic development through centers/institutes of excellence/distinction that include: Water Institute, Energy Efficiency and Reliability Center, Center for Women and Minorities in Construction, Center for Science and Technology in Education, Center for Evidence-Based Nursing Practice and partnerships with the Purdue Technology Center of Northwest Indiana and the Hammond Business Incubator.
- engages on- and off-campus communities by offering noteworthy services, facilities, activities, programs and expertise;

Strategy I:

Emphasize achievements, success, advancements and distinctive traits of the university and its faculty, staff, students, alumni.

Actions:

- Identify and develop a collection of “success stories” of alumni, students and faculty for use in various formats to “show” success.
- Work with local news media for coverage of at least one significant news story each month.
- Cultivate Op-Ed/commentary newspaper pieces conveying faculty expertise.
- Chancellor provides campus updates during bi-annual visits with local newspaper editorial boards.
- Express on University Web site.
- Promote on “Purdue Cal & You” television program.
- Promote on weekly “Purdue Calumet Sports Insight” radio program.
- Promote in bi-monthly “Purdue University Calumet: On Campus” column written for the Post-Tribune.
- Communicate in print via news releases, PURDUE CALUMET magazine, Next Level newsletter & misc. newspaper opportunities.
- From aforementioned “success story” collection, develop a series of brief success anecdotes for use in newspaper advertisements, on university Web site, etc.
- Strive to keep PUC web site information current.

Strategy II:

Proactively convey university expertise, insight and leadership in matters of regional, national and international significance.

Actions:

- Place a minimum of three Op-Ed pieces per year in The Times and Post-Tribune under name of Chancellor/designee and faculty/staff,

- Establish a Web site collection of the best of Purdue Calumet, i.e., achievements, honors, etc.
- Organize/schedule a regular series of topical campus programs/forums, presented by faculty and alumni experts.
- Promote use of university Speakers/Resource Directory w/ news media, community groups, etc.
- Increase use/distribution of “Next Level” newsletter.
- Identify our Faculty “stars” and report about/update their research activities.
- Report about new centers/institutes of excellence.
- Report/discuss our partnership activities with the Purdue Technology Center of Northwest Indiana and Hammond Business Incubator.

Strategy III:

Strategically and proactively respond to Enrollment Management Plan goals & objectives with messages designed to prompt decisions to enroll by success-oriented students.

Actions:

- Work with Enrollment Management leaders to develop messages for newspaper ads.
- Continue to implement communicative strategies of Enrollment Management Plan.
- Capture stories of successful students, alumni by permitting them to relate their success to Purdue Calumet.
- Use quotes, anecdotes of successful Purdue Calumet students, alumni.
- Continue to use Purdue Calumet web site to “show” success.
- Use newspaper ads, news media, campus message boards, PUC weekly radio program.
- Inform about registration/enrollment periods via newspaper, news media, campus message boards, PUC weekly radio program.
- Provide financial aid-related messages.
- Emphasize affordability of attending PUC by informing about availability of tuition budget payment plan options (FACTS).
- Inform about academic program-specific information by replacing academic program brochures with a DVD that shows/expresses to perspective students about Purdue Calumet and drives them to university web site for more detailed information.

Strategy IV:

Seek to attract this audience to visit campus personally so as to increase awareness of and favor toward Purdue Calumet.

Actions:

- Introduce a regular series of topical forums/presentations by campus experts.
- Inform in advance via news media, Web site and campus messaging boards about noteworthy campus activities, events, programs and other general interest initiatives—e.g., lectures/speakers/forums, dramatizations, basketball games, special events, etc., as well as university-related honors, achievements.
- Inform about availability of campus-based community resources—e.g., Child Center, Couple & Family Therapy Center, The Calumet Campus Center, library, Fitness Center.

Strategy V:

Project to make our campus more inviting by improving campus signage is to be completed Summer 2006.

B. PROSPECTIVE IN-STATE, SUCCESS-ORIENTED STUDENTS/THEIR FAMILIES:

Specific Objective:

To inform/impress about Purdue Calumet so as to help nurture a decision to enroll.

Key Messages:

Purdue University Calumet...

- is a comprehensive university in the Purdue tradition.
- offers a Purdue degree.
- offers a value-added education in a wide range of high quality—even nationally regarded—100+ undergraduate and graduate degree and certificate programs that prepare students for the challenges of our 21st century society, regionally, nationally and internationally.
- offers an Honors Program, Best & Brightest Scholarships
- offers nationally recognized academic programs—i.e., undergraduate engineering (US News & World Report “Best Program” status)
- guarantees a Purdue degree/Purdue diploma for all its graduates.
- offers apartment-like student housing.
- is academically respected in comparable disciplines that also are respected at West Lafayette, e.g., engineering; technologies; professional programs of management, nursing, education; etc.
- encourages students to engage in experiential learning through internships and student research opportunities under the direction of nationally/internationally respected faculty members.
- is intent on helping you earn a Purdue degree.

- offers a high quality, Purdue educational experience that includes instruction by respected faculty, important support services and valuable support resources.
- offers a Student Success Network to help Purdue Calumet stay better connected to / engaged with students by helping resolve and overcome difficulties that discourage education continuation.
- provides increasing opportunities to gain financial aid through scholarships, grants and campus employment.
- offers a tuition budget payment plan.
- provides impressive instructional computing resources that are emerging into a high performance learning environment.
- South Lake County area resident can begin a Purdue education at new Academic Learning Center in Merrillville.
- has minority enrollment of 30+ percent.

Strategy I:

Convey that a Purdue Calumet education is a respected Purdue education.

Actions:

- Show/imply success in Viewbook via alumni testimonials.
- Show/imply success in printed advertisements via alumni testimonials.
- Show/imply success on University Web site via alumni testimonials.
- Show/imply cable TV spots
- Show/imply success via testimonials in all academic program pieces.
- Show/imply in a boilerplate paragraph contained in all correspondence sent to this audience.
- Show/imply verbally via successful alumni testimonials during View Purdue Calumet programs, high school visits.
- Show/imply that at graduation one receives a “Purdue” diploma.
- Identify and develop a collection of “success stories” of alumni and students for use in various formats to “show” success.
- Show/relate about faculty and important research they are conducting and opportunities for students to assist.
- Developing new DVD in tandem with on-line academic catalog.

Strategy II:

Emphasize university’s strategic commitment—including availability of valuable support services—to helping students succeed to graduation.

Actions:

- Cable TV, radio spots, newspaper ads, possible movie theater ads.

- Tag line, “Plan for success,” to appear on all advertisements, student recruitment materials, University Web site and other forms of communication.
- Support “Plan for Success” concept and related components through: news stories & OP-ED pieces in The Times, Post-Tribune
- Provide updates on scholarships/availability of financial aid—e.g., Best & Brightest, Chancellor’s Scholars Award, Community Service Scholarship, etc.
- Convey success stories of students, alumni & faculty on PUC Web site, in image/informational advertisements, news media, PUC weekly radio and TV programs, etc.
- Developing a new DVD (see Strategy I Actions)

Strategy III:

Emphasize academic programs of Purdue perceived strength and quality—e.g., engineering/technologies, professional programs of management, nursing, education; couple & family therapy.

Actions:

- Identify & utilize faculty experts from these programs as news media resources.
- Show success stories of graduates of these programs.

Strategy IV:

Emphasize that Purdue Calumet offers outstanding academic and learning experiences, many of which are unique and distinctive in NW Indiana.

Actions:

- Show benefit of engaging in undergraduate research opportunities with nationally-respected faculty.
- Inform / show opportunities for internships with cutting edge employers.
- Emphasize nationally respected academic programs (per Strategy III.)
- Show marketability of new academic programs in response to important region needs.
- Show benefit of learning opportunities through internships, partnerships with Purdue Technology Center of Northwest Indiana, Water Institute, etc.
- Developing DVD in tandem with on-line academic catalog.

Strategy V:

Show/express types of careers available within specific degree fields and job titles of PUC alumni with degrees in those fields

Actions:

- Relate on academic program pages on PUC Web site
- Relate in new academic program informational materials
- Relate in updated academic web pages.

Strategy VI:

Market availability of “Best & Brightest” Scholarship

Actions:

- Per Enrollment Management Plan
- Ads
- Newsletters/news releases
- High school visits/PUC visitation programs

Strategy VII:

Demonstrate greater convenience for south Lake County area residents to begin a Purdue education via new Academic Learning Center.

Actions:

- Per Academic Learning Center marketing plan.

Strategy VIII:

Purdue Calumet offers ways to maximize the affordability of a Purdue education.

Actions:

- Proactively inform about scholarship/financial aid availability.
- Proactively inform about Best & Brightest Scholarship
- Proactively inform about FACTS tuition budget payment plan.
- Show availability of student employment.

Strategy IX:

Improve photography.

Actions

- University Relations has begun plan of upgrading.
- Display high quality photos in print pieces, University Web site.

C. PROSPECTIVE OUT-OF-STATE SUCCESS-ORIENTED STUDENTS/THEIR FAMILIES

Specific Objective:

Per B

Key Messages:

- Purdue University Calumet...
- Per B...plus
 - is located in reasonable proximity (within 3 miles of Illinois/Indiana state line) to key Illinois audiences.
 - provides student residential (apartment-like) living
 - offers academic programs that articulate with many Illinois community college programs.
 - attracts students nationally and internationally.
 - offers Best & Brightest Scholarships (\$3,000 annual renewable)

Strategies:

Per B I through VIII

Actions:

- Per B
- Emphasize campus location, proximity and access to Purdue education through greater use of maps and other printed/verbal directions.

D. CURRENT STUDENTS/THEIR FAMILIES

Specific Objective:

To impress/convince students to stay enrolled and persist to graduation.

Key Messages

- Purdue University Calumet...
- offers academic programs of high quality
 - demonstrates its commitment to helping students succeed to graduation by providing a comprehensive educational/learning experience that includes important services, valuable resources, and instruction by respected faculty.
 - encourages experiential learning through undergraduate research opportunities with respected faculty and internships with employers;
 - emphasizes persistence to graduation;
 - has introduced an Honors Program for freshmen/sophomores;
 - is staffed by faculty who are committed to teaching and who demonstrate concern and interest in students and their success;
 - offers a Student Success Network to help Purdue Calumet stay better connected with students by helping resolve and overcome difficulties that discourage education continuation;
 - provides valuable job/career-related opportunities/services that help students develop a strong career foundation that leads to jobs;
 - provides increasing opportunities to gain financial aid through scholarships, grants and campus employment;

- opened its first student housing facility in Fall 2005;
- is committed to developing a more engaging campus environment in the tradition of residential campuses;
- produces alumni who go on to achieve success in their professional & personal lives.

Strategy I:

Emphasize success of students, alumni and faculty by relating more of their stories/accomplishments.

Actions:

- Proactively, identify and develop a stable of success stories of alumni, faculty and students.
- Convey a regular and changing collection of such on PUC Web site.
- Convey such in PUC print advertisements.
- Make good use of key quotes/sound bytes from success stories in ads, communication materials, correspondence.
- Also use Administration Update/PUC Chronicle, PURDUE CALUMET magazine, local news media, PUC TV and radio programs, etc. to tell these stories.

Strategy II:

Be more systematic in efforts to better connect students with successful alumni.

Actions:

- Invite such alumni to speak to classes
- Faculty encourage/bring their classes to campus presentations by alumni (PAAC-sponsored or otherwise)
- Establish a mentoring program between students and successful alumni and/or community leaders.

Strategy III:

Promote the Student Success Network—its features, programs, benefits, etc.

Actions:

Do so via:

- PUC Web site
- Administration Update/PUC Chronicle
- Senior Leadership team-led “Town Hall” Meetings.
- Direct mail

Strategy IV:

Convey earning power of college/university graduates.

Actions:

- Report data in Administrative Update columns in PUC Chronicle.
- PUC Web site

Strategy V:

Demonstrate/inform about various aspects of university's strategic commitment to help students succeed.

Actions:

- Multi-part series in Administrative Update columns of PUC Chronicle RE: various aspects of "Plan for Success" enrollment management initiative.
- Chancellor/Senior Leadership-hosted Town Hall meeting for students.
- Annual "State of Purdue Calumet" message/remarks/interview by Chancellor via PUC Web site, PUC Chronicle Adm. Update (beginning and/or end of academic year).

E. FACULTY/STAFF

Specific Objective:

To convince and convey that the role of each faculty/staff member is appreciated and paramount to Purdue Calumet strategic objectives. Also, that faculty/staff advisors can and should play an important role in encouraging/prompting students to "Plan for Success."

Key Messages

Purdue University Calumet...

- promotes and supports faculty/staff excellence,
- values teaching excellence,
- values faculty-conducted research that betters society,
- considers research that involves student assistance vital to the educational experience,
- encourages faculty development and grant pursuit
- believes university quality is tied closely to that of faculty quality,
- believes that in its commitment to student success, the faculty-student relationship is vital,
- strives to reward and recognize faculty/staff excellence,
- emphasizes that all employees play key roles in contributing to the execution of all four goals of the university strategic plan,
- encourages faculty/staff advisors to advise students to matriculate toward a degree—ideally, within a six-year period.

Strategy I:

Determine additional and innovative ways to recognize contributions/excellence of faculty/staff.

Actions:

- Announce on PUC Web site;
- Recognize at Monthly Chancellor/Deans/Dept. Heads meetings;
- Initiate an “I Helped a Student Succeed” Award—for reaching out in an extraordinary way(s);
- Publish electronically a monthly summary report of faculty/staff in the print news.

Strategy II:

Announce faculty scholarly activities

Actions:

- Publish twice annually on PUC Web site
- Develop/place news releases

Strategy III:

Increase community awareness of faculty/staff and their expertise.

Actions:

- Tell their stories of achievement in local news media via newspaper features.
- Feature them in interviews on PURDUE CAL & YOU television programs.
- Invite faculty/staff to write/submit Op-Ed/Guest Commentaries for publication in local newspapers.
- Place news about faculty research on PUC web site.
- Relate achievements, research in newspaper stories.

F. ALUMNI

Specific Objective:

To impress members of this audience such that they desire to become more engaged with the university as participants—i.e., “Plan for Success” ambassadors and financial contributors.

Key Messages

Purdue University Calumet...

- distinguishes itself—succeeds—in significant ways through various achievements/advancements,
- has graduates who are applying their Purdue Calumet education in successful ways (success stories),
- is proud of its alumni success and desires to advance/reveal news of that success.
- is a key player/involved in various initiatives that advance northwest Indiana and its economic development.
- offers a significant voice in matters of educational, institutional and regional importance
- offers uniquely interesting and targeted programs/activities for alumni,
- encourages alumni to be liaisons to Purdue Calumet in various ways—i.e., student recruiters, mentors, donors, advisory group members, etc.
- also per A. General Audience.

Strategy I:

Show alumni success.

Actions:

- Identify successful alumni and develop stories about them.
- Convey stories of successful alumni on PUC web site, in print advertisements, newspaper stories, etc.
- Use alumni quotes and anecdotes in print and Web expressions.
- Place photos on PUC web site, print pieces

Strategy II:

Organize alumni into smaller groups—either by year/era of graduation or academic discipline.

Actions:

- Establish a system of regular correspondence, perhaps ghostwritten under the name of a graduate from each established group.
- Work with academic departments in the development of departmental alumni on-line newsletters.

Strategy III:

Improve/increase networking between alumni and students, so as to impact positively student success.

Actions:

- Invite classes of students and PUC student organizations to Purdue Alumni Association-Calumet events—e.g., management classes, PUMA members to a program led by a marketing expert.

- Establish an Alumni Speakers Bureau comprised of individuals willing to address classes and student organizations—both on campus and, perhaps, in a more relaxed, off-campus environment.

Strategy IV:

Increase opportunities for the Chancellor to provide state-of-the-university updates to alumni.

Actions:

- Chancellor to provide such at each alumni gathering.
- Chancellor comments at these gatherings are recorded and placed on Alumni Web page.
- Chancellor to speak at PAAC Annual Dinner

Strategy V:

PAAC to play a more active role in developing & cultivating campus advisory groups.

Actions:

- Identify appropriate PAAC contacts to work with academic depts. and determine needs.

Strategy VI:

Convey alumni as experts in their career fields.

Actions:

- Hold Alumni Forums to address topics of significance.
- Include an Alumni Commentary in each issue of PURDUE CALUMET magazine (also linked to Alumni Web page).
- Establish Alumni Speakers Bureau (See Strategy III, Action ii.)
- Establish a “Who’s Who” networking list of experts—to include current job & title, phone #s, e-mail address, “What do they value most about their PUC experience?” statement.

Strategy VII:

Develop a formal communication means by which each academic dept. communicates regularly with its graduates.

Actions:

- Establish newsletter: print or on-line, or letter from dept. head.
- Whatever the vehicle, it should include a brief update of campus highlights/achievements.

G. DONORS

Specific Objective:

To attract scholarship dollars and other financial gifts to Purdue Calumet.

Key Messages

Purdue University Calumet...

- is distinguishing itself—succeeding—in significant ways through various achievements/advancements/recognitions,
- offers academic programs that are recognized for high quality,
- is a source of proactive leadership, insight and expertise by presenting thoughtful perspectives on issues related to Purdue Calumet.
- is committed to investing in and graduating more success-oriented students,
- is a demonstrated, proactive player for advancing positive change & economic growth in our region.
- is committed to advancing to the next level of excellence by offering and developing baccalaureate and master's degree programs in areas of institutional strength and regional need,
- is developing a high performance learning environment,
- is promoting faculty and staff excellence.
- needs the support of these audiences to accomplish the above.

Strategy I:

Communicate more frequently and strategically the messages listed above, thereby, keeping this audience informed about the university and motivated to give.

Actions:

- Initiate a regular campus update letter, written under the Chancellor's name.
- Send donors/prospective donors the tri-annual *Next Level* newsletter. (Doing so for donors at certain level)
- Attract this audience to PUC Web site.
- Invite this group to campus for various programs/events, then use the opportunity to provide campus updates—i.e., 2005 Carolyn Curiel Distinguished Lecture dinner
- Maximize communication opportunities through annual PURDUE CALUMET magazine

Strategy II:

In the process of pitching for scholarship dollars, use the testimonies of those who stand to benefit most--students--in relating the importance of their award and their Purdue Calumet education.

Actions:

- Identify, recruit and train a group of students willing to participate in this process.
- Such students/their success stories should be a part of every Chancellor’s Council event.
- Such student stories should be told on the “Giving” page of PUC Web site.
- Provide links from “Giving” PUC web page to student success stories elsewhere on PUC web site.
- Continue to utilize scholarship recipients as speakers at annual Spring Scholarship Luncheon.
- Initiate a post-Spring Scholarship Luncheon letter that serves to thank all scholarship donors and highlight key comments of those scholarship recipients who spoke at the luncheon; these comments also can be published on the PUC “Giving” web page.

Strategy III:

Use third party to pitch importance of private giving to public universities.

Actions:

- Submit for local newspaper publication Op-Eds/Guest Commentaries under the name of an influential Chancellor’s Council member(s)/community leader(s) or appreciative who is a donor.
- Repeat message/letter on “Giving” page of PUC Web.

Strategy IV:

Encourage on-line giving.

Actions:

- Continue to build on opportunities via the PUC web site “Giving” page.
- Draw this audience to the PUC “Giving” web page via print communication vehicles.

H. LEGISLATORS, LOCAL LEADERS

Specific Objective

To attract needed/desired governmental/legislative support for advancing university strategic initiatives.

Key Messages

Purdue University Calumet....

-- is committed to investing in student success,

- has identified characteristics of persistently successful students, developed a profile of such students and, strategically, is striving to develop services, resources and opportunities that support students in their “plan for success” to graduate.
- is committed to enhancing the economic development of this northwest Indiana region through existing and emerging programs and partnerships it provides and the graduates it educates,
- more specifically, is advancing NW Indiana by establishing economic development centers/institutes,
- seeks the support of this audience for the aforementioned centers/institutes.
- is committed to advancing its partnership role for advancing positive change & economic growth in our region,
- is a source of proactive leadership, insight and expertise that benefits our region,
- reiterates the message that though some progress has been made, there is still room for improvement within Lake County and the state of Indiana RE: higher education degree attainment among citizens,
- needs additional state resources to advance objectives that will benefit significantly the region, state and its people,
- is proactively and aggressively responding to state (Indiana Commission for Higher Education) charge to cultivate more baccalaureate degree graduates.
- is implementing a plan—complete with services--to improve retention and graduation rates

Strategy I:

Make this audience better aware of what/whom Purdue Calumet is all about—i.e., our goals, objectives, strategies and challenges.

Actions:

- The Chancellor continues to schedule visits and meet with members of this audience (*see Strategy II*),
- Be sure this audience receives all informational (non-giving) correspondence that also is directed to Donors audience.
- Encourage this group to visit PUC Web site.

Strategy II:

Chancellor to meet individually with key leaders annually and seek support for university plans/initiatives.

Actions:

- One-on-one meetings annually at the offices of these individuals.
- If that’s not possible, the Chancellor meets via phone call.

Strategy III:

Proactively encourage members of this audience to become more involved with Purdue Calumet by sharing their expertise in various

ways.

Actions:

- Invite them to serve on academic Advisory Councils.
- Invite them to speak at PUC-related programs, activities, classes.

I. BUSINESS, INDUSTRY, OTHER EMPLOYERS/PROFESSIONALS

Specific Objective:

To enhance perception of Purdue Calumet as a key provider/source of employer-enhancing services, expertise and human resources (faculty, students graduates) and as a partner in advancing NW Indiana.

Key Messages

Purdue University Calumet...

- provides a talented, capable human resource pool of graduates,
- provides a talented, capable human resource pool of students capable of serving this audience in internship, cooperative education and other work-related capacities,
- provides significant intellectual capital through faculty expertise/knowledge to assist this audience,
- is strategically committed to recruiting, retaining and graduating more success-oriented students,
- offers academic programs that prepare students for the challenges of the 21st century work world,
- is willing and committed to developing and introducing new degree programs that address employer/regional needs,
- provides expertise and important resources that benefit employers,
- is developing Centers/Institutes of excellence to advance regional economic development through specific disciplines—e.g., water, energy, nursing, construction, education, hospitality, etc.
- is partnering with Purdue Technology Center of Northwest Indiana and Hammond Business Incubator to advance development of new, high tech businesses that will help develop our region economically, hire our graduates, provide internships for our students, and utilize the intellectual capital of our faculty and staff.
- seeks constantly to better itself by seeking/enlisting the expertise of this audience to serve on academic Advisory Committees,
- is committed to expanding its partnership role for advancing positive change & economic growth in our region,
- is a leader in matters of instructional technology,
- is willing to leverage its expertise and resources to develop tailored employee/employer training programs,

-- offers Professional Certificates and other professional development opportunities.

Strategy I:

Develop a comprehensive and detailed resource of services/activities Purdue Calumet can/does offer employers.

Actions:

- Enhance Business & Community page on University Web site.
- Update/develop a printed brochure of such services/activities.

Strategy II:

Continue to strengthen connections between this audience and each PUC academic department.

Actions:

- Each academic department to develop a plan for partnering with and benefiting from its advisory board comprised of representatives of this audience.
- Develop and send academic departmental newsletters to this audience.
- Increase development of networking opportunities between this audience and student majors.
- Nurture job/experiential opportunities for students with this audience.

Strategy III:

Bring this audience to campus to show/tell/update what we have to offer.

Actions:

- Hold an annual “Education After Hours” (similar to Business After Hours program, but highlight academic depts./schools) on campus, prefaced or followed by...
- ...Campus dinner, complete with presentation(s) by faculty/staff and students.

Strategy IV:

Faculty to be proactive in sharing expertise/providing consulting services to this audience.

Actions:

- Reciprocate involvement by this audience on academic advisory boards with employer-needed faculty involvement/service.

- Establish a Faculty Employer-Outreach Honor Roll or related award based on a pre-determined amount of hours or extraordinary service provided by a faculty member(s) to a local employer(s).
- Per previous point, faculty engage students to assist in this activity.

J. U.S. NEWS & WORLD REPORT PEER INSTITUTIONS

Specific Objective:

That Purdue Calumet improves from the fourth tier to the third tier of *U.S. News & World Report's* annual "America's Best Colleges" rankings.

Key Messages

Purdue University Calumet...

- is distinguishing itself as a university on the achieving rise.
- is demonstrating noteworthy achievements to improve its tier status.
- is a proactive, aggressive player that is carving a distinguishable niche as a university focused on advancing student success and regional economic development.

Strategy I:

Convey distinguished institutional achievements to this audience.

Actions:

- Place in news media prominent stories/achievements.
- Report these achievements in the "Next Level" newsletter, which is distributed to this audience.
- Refer "Next Level" audience to PUC Web site news page for more in-depth information RE: achievement(s).

Strategy II:

Communicate measurable improvements in student retention, graduation rates and other strategic plan-related goals, as well as *U.S. News & World Report* evaluation categories.

Actions:

- Report these achievements in the "Next Level" newsletter.
- Refer "Next Level" audience to PUC Web site news page for more in-depth information RE: achievement(s).

K. NEWS MEDIA

Specific Objective:

To be perceived by this audience as a leader, expert and vital resource in matters of educational, economic development and NW Indiana regional significance.

Key Messages

Purdue University Calumet...

- is moving to the next level of excellence as evidenced by achievements, successes, programs, etc. that the university is advancing,
- is a leader in NW Indiana and proactively involves itself in initiatives that enhance this region,
- sees communicating with this audience as a two-way street. That is, in addition to proactively advancing university messages, we must be cooperative and responsive to media inquiries,
- provides newsworthy information/announcements of campus happenings/activities,
- advances opinion by campus leaders on key educational, regional issues,
- proactively seeks to partner with this audience in matters of mutual importance.
- is ambitiously staying the course of doing all it can to advance its strategic plan.

Strategy I:

Be proactive in advancing key messages.

Actions:

- News releases, Op-Eds/Guest Commentaries, PUC Web site, newsletters, and other print/electronic communication vehicles.
- Annual/bi-annual Chancellor presentations to newspaper editorial boards.
- News conferences RE: extraordinary news announcements.
- Initiate verbally to this audience.

Strategy II:

Be as responsive as possible to inquiries for information from this audience.

Actions:

- Follow up all inquiries.
- Follow up with accurate and as complete information as possible.
- Be respectful of journalist deadlines.

Strategy III:

Introduce/partner in mutually beneficial initiatives with this audience.

Actions:

- Continue to play lead role in advancing “Working Smarter...” (The Times, Post-Tribune) annual community outreach program that also is co-sponsored by both daily newspapers.
- One Region, One Book (Post-Tribune)
- Education Exchange Page (Post-Tribune)
- PAAC Platinum Speakers Series (The Times)
- Annual Chancellor’s Scholars Fundraiser.
- Weekly Purdue Calumet radio program.
- Bi-monthly Fit for Life column in Post-Tribune
- Monthly Op-Eds in The Times

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Addendum

General University Summary Statements

Following are two sample summary statements—(I.) longer and (II.) shorter—about Purdue University Calumet for miscellaneous use.

I. About Purdue University Calumet (230 words)

Purdue University Calumet is an academically comprehensive regional university and part of the internationally respected Purdue University system. Located in Hammond, Ind.—less than 25 miles southeast of downtown Chicago, near the shores of Lake Michigan—Purdue Calumet is strategically committed to helping students succeed in their plans to earn a Purdue degree.

Purdue Calumet offers associate, baccalaureate and master’s degrees plus professional certificates in 100+ fields of study, including such traditional Purdue strengths as engineering; technologies; professional programs of nursing, management/business, and education; natural, behavioral and social sciences; communication; and the liberal arts. Purdue Calumet graduates have earned nearly 38,000 degrees in the university’s 60-year history.

In response to the efforts of success-driven Purdue Calumet students, the university partners with the students to provide valuable support services, programs and resources.

More than 9,200 students, ranging in age from 17 to 70, attend Purdue Calumet’s 16-building, 167-acre neighborhood campus. Minority students, including more Hispanic enrollees than any other Indiana university or college, comprise more than 30 percent of the total body.

In addition to student success, Purdue Calumet supports the excellence of faculty and staff, many of whom are engaged in nationally prominent research. Purdue Calumet encourages students to engage in experiential learning opportunities through internships and undergraduate research with faculty. Purdue Calumet also advances positive change and economic growth within northwest Indiana through partnerships and its development of a growing number of centers/institutes of excellence.

Purdue Calumet become a residential campus in Fall 2005 with the opening of an apartment-style housing facility with accommodations for 376 students.

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II. About Purdue University Calumet (102 words)

Purdue University Calumet is a comprehensive, regional institution of more than 9,200 students. It is based in the northwest Indiana city of Hammond, some 25 miles southeast of downtown Chicago. Part of the internationally respected Purdue University system, Purdue Calumet offers Purdue associate, baccalaureate and master's degrees plus professional certificates in more than 100 fields of study. Those fields include such traditional Purdue strengths as engineering, technologies, the sciences, and professional fields of nursing, business/management, and education. Through its graduates, faculty applied research, student internships, and partnerships with business and industry, Purdue Calumet advances positive change and economic growth within northwest Indiana.

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