



IUPUI 50th Anniversary Steering Committee Report
Submitted by Rebecca Porter and Simon Rhodes, Co-Chairs
On Behalf of the IUPUI 50th Anniversary Steering Committee
December 2016

Organization of Report

- I. Introduction
- II. Process of Gathering Stakeholder Input for IUPUI’s 50th Anniversary
- III. Principal Audiences for IUPUI’s 50th Anniversary
- IV. IUPUI’s 50th Anniversary Theme, Goals, and Objectives
- V. Suggested Activities to Support IUPUI’s 50th Anniversary
- VI. The Importance of the “Wow Factor” and a “Big Impact” in IUPUI’s 50th Anniversary
- VII. Proposed Structure and Timeline for IUPUI’s 50th Anniversary
- VIII. Concluding Thoughts and Acknowledgements
- IX. List of Appendices

I. Introduction

IUPUI will recognize its 50th Anniversary from July 1, 2018—June 30, 2019. This milestone provides the campus a unique opportunity to honor our past, celebrate our present, and envision our future. Chancellor Nasser H. Paydar formed the IUPUI 50th Anniversary Steering Committee in August 2016, with the goal of generating recommendations to guide planning for IUPUI’s 50th Anniversary, which will commence in earnest in early 2017. The Steering Committee was co-chaired by IUPUI Deans Rebecca Porter (School of Health and Rehabilitation Sciences) and Simon Rhodes (School of Science). Other members on the Steering Committee included faculty and staff representatives, student representatives, alumni representatives, community representatives, and *ex officio* members.

A stakeholder-driven process to gather input yielded valuable information, including an identification of the principal audiences for IUPUI’s 50th Anniversary; a recommended theme along with specific goals and objectives; suggested activities to be undertaken during the 50th Anniversary year; an acknowledgement of the importance of both the “wow factor” and a “big impact” as essential components of this milestone; and a

proposed structure and timeline to guide planning, implementing, and evaluating IUPUI's 50th Anniversary.

II. Process of Gathering Stakeholder Input for IUPUI's 50th Anniversary

Reflecting the diverse array of stakeholders served by IUPUI, the 50th Anniversary Steering Committee provided numerous opportunities to gather input into the items reflected in this report. Specific activities included:

1. Three Steering Committee meetings held throughout the fall semester in order to generate ideas, review input from other stakeholders, and synthesize and summarize various recommendations;
2. A Town Hall meeting *primarily open to IUPUI students* held in North Hall on the evening of Wednesday, October 26, 2016;
3. A Town Hall meeting *primarily open to IUPUI faculty and staff* held in the Campus Center on the afternoon of Thursday, November 3, 2016;
4. Two Town Hall meetings *primarily open to community members* held at the Indianapolis Urban League: one on the morning of Monday, November 14, 2016, and one on the evening of Thursday, December 15, 2016; and
5. An open table at the Campus Center (November 14, 15, and 18) and presentations to the Dean's meetings
6. A [website](#) explaining IUPUI's 50th Anniversary Celebration, which contained important background information and invited online feedback.

For each stakeholder group, input was sought for answers to these questions:

1. What activities, events, and initiatives do you recommend to help IUPUI in *honoring our past*?
2. What activities, events, and initiatives do you recommend to help IUPUI in *celebrating our present*?
3. What activities, events, and initiatives do you recommend to help IUPUI in *envisioning our future*?

Based on feedback from stakeholders, specific audiences were identified; a theme, goals, and objectives developed; and suggested activities to support IUPUI's 50th Anniversary were synthesized and summarized.

III. Principal Audiences for IUPUI's 50th Anniversary

As a large, complex, urban-serving institution, IUPUI has many constituents that rely on its educational offerings, research expertise, technical assistance, and engagement in and with its community partners, be they local, national, or global. While the IUPUI 50th Anniversary provides the campus an opportunity to engage many individuals, groups, communities, and organizations, we identify these seven principal audiences to keep in mind as implementation occurs:

1. *Current faculty, staff, and students.* The large and diverse workforce and student body comprising the IUPUI community during IUPUI's 50th Anniversary are an important audience in which to engage. Events, activities, and opportunities for participation in the celebration should be encouraged campus-wide throughout Academic Year 2018-19. These should be organized both centrally and throughout each individual academic and administrative unit, providing opportunities to both strengthen IUPUI's overall identity and culture, while also encouraging local units/departments to host or adapt their own events in recognition of this important campus milestone.
2. *Retired and former faculty and staff.* The IUPUI Senior Academy represents one important group to involve in the planning and implementation of IUPUI's 50th Anniversary, and the Steering Committee was fortunate to have active participation by members of the Academy as it conducted its work. Targeted events to connect our faculty and staff retirees to each other and current faculty, staff, and students should take special priority, as this represents a rare and rich opportunity to capture voices, stories, and perspectives about IUPUI's growth and development over the years. In addition to the Senior Academy, we also note that many former IUPUI employees—faculty, staff, and postdoctoral researchers, among others—are also active in the workforce elsewhere. Thus, the IUPUI 50th Anniversary also affords us the opportunity to reconnect with colleagues in other settings and to appropriately engage them in events that recognize IUPUI's contributions to their personal and professional development, and the contributions they, too, have made to IUPUI's evolution.
3. *Alumni.* An obvious group with whom to connect during the IUPUI 50th Anniversary are IUPUI alumni, those who graduated from a degree program at the campus over the past fifty years. Because we pride ourselves on the sheer number of alumni who continue to choose to make Indiana their home, this presents us a special opportunity to invite alumni back to campus to engage or reengage them in the life of IUPUI. Special events to reflect the diversity of IUPUI alumni—from various time periods, academic disciplines, and types/levels of degrees earned—should figure prominently in the celebration planning and implementation.
4. *Community members.* IUPUI's privileged position as a community-engaged anchor institution calls for us to be especially mindful and purposeful in inviting our various community partners to participate in our 50th Anniversary. Our history with the community—in particular, those neighborhoods on which IUPUI was built and

presently borders—should be honestly reflected and acknowledged, as well as the reciprocal and collective benefits, responsibilities, and opportunities that IUPUI and its community share. Careful attention to developing general and specialized community-oriented events, both on campus and in the community, should be of paramount importance throughout our 50th Anniversary and beyond. We should also use this occasion to recommit ourselves to our community, through tangible and sustainable actions, initiatives, and investments. Finally, we acknowledge that our community extends beyond our immediate neighborhood and city; therefore, finding creative ways to involve the broader IUPUI community—nationally and internationally—should also occur.

5. *The City of Indianapolis.* We are the university that serves the City of Indianapolis. The Steering Committee had representatives from the City and, importantly, the City will celebrate its own anniversary shortly after IUPUI has its celebration. We see the City as a critical partner in the 50th Anniversary activities to build on the substantial engagement work that the Chancellor has achieved in his first year.
6. *Donors.* While this audience also necessarily includes members of the various audiences listed above, we call attention to donors as a key group with whom IUPUI should actively court during its 50th Anniversary. An array of campus-wide and specialized funding priorities and opportunities abound; thus, we should use our 50th Anniversary to highlight our sources of strength, returns on prior philanthropic investments, and areas where ongoing support is needed. Because our campus anniversary occurs during the Bicentennial Campaign, coordinating and aligning messages, events, and strategies for donor engagement will be critical. Indeed, donors should play a significant role in the IUPUI 50th Anniversary, as their funds can be used to seed the important work that will scale and sustain IUPUI's efforts over its next fifty years and beyond. This aspect of our anniversary celebration requires immediate attention since developing donor contributions requires an investment of time, particularly since many of the same individuals are already being presented with opportunities for contributions related to the Bicentennial Campaign.
7. *Peers.* IUPUI represents a unique and sustained partnership in American higher education, and the occasion of our 50th Anniversary is an opportunity for us to rightfully reassert our position as an innovative institution in a host of arenas. We are a dynamic, growing urban campus, with deep roots in our community and connections to the legacy “brands” of IU and Purdue. Our structure, location, and mission collectively afford us a competitive advantage enjoyed by few others; therefore, we should use the 50th Anniversary to not only tell the story of our past, but to promote current noteworthy accomplishments. Finding strategic and compelling venues nationally to promote IUPUI to its peers throughout our 50th Anniversary is strongly encouraged.

The audiences described above are representative of the various stakeholders for whom events, communication, and activities should be developed. Whenever possible, the intended primary and secondary audience(s) should be identified, events should be

developed for the specific audience(s), and appropriate messaging should be targeted to the specific audience(s). This will be complemented, of course, by more general events and messaging about IUPUI’s 50th Anniversary to the broader public. The Steering Committee also notes other specific audiences that will benefit from being informed about, and included in, various events, activities, and initiatives associated with this important campus milestone. These include, but are not limited to, IU administration and other IU campuses, Purdue University, other institutions of higher education within Indiana, civic leaders and elected officials, and key influencers from the government, business, and not-for-profit sectors.

IV. IUPUI’s 50th Anniversary Theme, Goals, and Objectives

A suggested theme for IUPUI’s 50th Anniversary is ***Respecting, Reflecting, and Reaffirming IUPUI’s Commitment to Indiana and Beyond***. This theme draws on information received during the many stakeholder input processes, recognizes the various audiences noted above, and provides a linkage to IUPUI’s strategic plan, also entitled *Our Commitment*. This theme is significant in that it honors the past, celebrates the present, and envisions the future:

1. *Respecting our Commitment* includes ways in which we will chronicle, document and explore IUPUI’s history—both positive aspects as well as more difficult periods. This work will be led by an IUPUI Campus History Committee.
2. *Reflecting Our Commitment* celebrates and recognizes the accomplishments of faculty, staff, students, alumni, and community partners throughout the past 50 years. This includes notable achievements in teaching, research, and service, along with our demonstrated commitment to diversity and community engagement.
3. *Reaffirming Our Commitment* uses the occasion of the 50th Anniversary to inspire and engage students, faculty, staff, alumni, community members, donors, and peers through signature events, commissioned works of art, special lectures, and other activities. Moreover, it is intended to strengthen, rediscover, and create new campus traditions to help distinguish IUPUI from other urban campuses. This also includes making investments in the campus and community to ensure the continued growth of IUPUI for its next 50 years and beyond.

The following table outlines specific goals and objectives of IUPUI’s 50th Anniversary:

Goals and Objectives for IUPUI’s 50th Anniversary	
Goal 1:	Recognize IUPUI’s Purpose, Place, and Potential
Objectives:	A. Promote the campus mission, vision, values, and strategic plan B. Celebrate the urban learning and living advantage of IUPUI’s campus C. Acknowledge our roles and responsibilities as an anchor institution D. Highlight our current status and future trajectory for growth
Goal 2:	Honor IUPUI’s History, Milestones, and Legacy
Objectives:	A. Profile the origins and growth of the campus throughout the years

Goals and Objectives for IUPUI’s 50th Anniversary	
	<ul style="list-style-type: none"> B. Recognize our programs in Indianapolis that predate the creation of IUPUI C. Showcase significant accomplishments and discoveries made at IUPUI D. Share voices and stories about the impact IUPUI has made in the lives of individuals and communities, locally and beyond
Goal 3:	Foster IUPUI’s Community—Campus Collaborations
Objectives:	<ul style="list-style-type: none"> A. Describe our role in community outreach, service, and engagement B. Reflect the reciprocal nature of IUPUI’s relationship with the City of Indianapolis and its residents C. Identify specific examples, mutual benefits, and ongoing opportunities of IUPUI collaborations with its various community partners D. Highlight the welcoming and inclusive nature we strive to promote as a campus
Goal 4:	Celebrate IUPUI’s Pride in its Students, Faculty, Staff, and Alumni
Objectives:	<ul style="list-style-type: none"> A. Honor specific achievements that have been made by individuals as a result of their affiliation with IUPUI B. Document and communicate how each group has contributed to IUPUI’s growth, vitality, and sustainability C. Seek ongoing investments to further the work of IUPUI talent through philanthropic and other sources of support
Goal 5:	Promote IUPUI’s Contributions to Indiana, Nationally, and Globally
Objectives:	<ul style="list-style-type: none"> A. Identify the intellectual, economic, and social impact IUPUI has made in the state of Indiana B. Describe how IUPUI contributes to national initiatives in education, economic/workforce development, and healthy urban communities C. Explain the global reach of our people and programs, including partners and collaborators around the world

V. Suggested Activities to Support IUPUI’s 50th Anniversary

To accomplish the theme, goals, and objectives of IUPUI’s 50th Anniversary, the following activities are suggested:

1. Honor, profile, and engage people and groups during the IUPUI 50th Anniversary
2. Host or sponsor events and partner with community organizations for various IUPUI 50th Anniversary celebrations
3. Communicate to audiences about IUPUI’s 50th Anniversary using a variety of media and creative approaches
4. Build, enhance, or display infrastructure elements in support of the IUPUI 50th Anniversary

5. Make or leverage specific investments and leave lasting impressions as a result of IUPUI's 50th Anniversary

Following are descriptions and potential actions to consider for each of these activities.

1. *Honor, profile, and engage people and groups during the IUPUI 50th Anniversary*

IUPUI's 50th Anniversary intends to celebrate the people and groups that have contributed to our success. This includes honoring and profiling specific individuals, communities, and organizations who have demonstrated remarkable achievements, often as a result of their reciprocal involvement or affiliation with IUPUI. During the anniversary year, it will also be important to engage a wide-ranging set of stakeholders in our celebration, and to involve them in meaningful activities that reflect their past, present, and anticipated future involvement with our campus. This is also an occasion to reaffirm past relationships and begin new recognition traditions, with special attention to those that can be sustained after the 50th Anniversary celebration year concludes.

Potential actions to consider in support of this activity include the following (please note that the order does not reflect priority):

- Showcase both IU and Purdue contributions to the founding and growth of IUPUI
- Acknowledge land on which IUPUI built, including its ancestral heritage
- Involve Senior Academy in 50th Anniversary programming
- Recognize the founders of IUPUI
- Honor past professors who made a unique contribution to IUPUI
- Honor alumni who were the first graduates from their specific school or program at IUPUI
- Recognize neighboring communities, residents, and organizations in Indianapolis for their respective contributions to IUPUI
- Create IUPUI 50 under 50 up-and-comer list of current IUPUI faculty, staff, students, and alumni
- Profile famous alumni who have graduated from IUPUI
- Develop signature projects to connect current IUPUI students, faculty, and staff to retirees and alumni
- Identify IUPUI's impact on producing elected officials at the city, state, and federal level
- Recognize key academic, business, community, and international partners IUPUI has collaborated with throughout its history
- Involve each academic unit in hosting an IUPUI 50th Anniversary event that reflects their own context/culture throughout the anniversary year

2. *Host or sponsor events and partner with community organizations for various IUPUI 50th Anniversary celebrations*

The 50th Anniversary year offers several ways to celebrate this important milestone. In addition to recurring IUPUI events that can be leveraged for the celebration throughout the year, there are unique events that IUPUI can host or sponsor during its 50th

Anniversary to showcase noteworthy accomplishments and priorities. Numerous organizations and partners provide additional ways to involve the community in our celebration, often through mutually-beneficial programs. Events should be scheduled throughout the entire anniversary year, and should involve a wide-range of constituents on an ongoing basis. Reflecting the campus commitment to its community, attention should be given to inviting and involving community members in prominent ways during these events.

Potential actions to consider in support of this activity include the following:

- Hold a 50th anniversary concert or party, including inviting the community to participate
- Leverage events such as Regatta, Jagapalooza, and Homecoming to celebrate the IUPUI 50th Anniversary
- Partner with events such as the Indiana State Fair and Black Expo to promote IUPUI and tell its story in the community
- Host a Dustbowl basketball game to honor the legacy of those past athletic events
- Turn IUPUI's history into a dramatic artistic performance
- Coordinate a big event with Indianapolis Public Schools and other districts to showcase IUPUI opportunities for K-12 students
- Use Spirit and Place Festival to showcase IUPUI's impact on place
- Partner with organizations such as the American College of Sports Medicine and others on a community health project
- Host a black-tie gala that reunites alumni and former faculty and staff
- Engage campus in a "break a world record" event/contest
- Convene "big ideas" forum showcasing IUPUI's various research initiatives and projects
- Create a lecture series to bring prominent national/global speakers to campus during the IUPUI 50th Anniversary
- Partner with Indiana History Center on an exhibit that pays tribute to the neighborhood that comprises IUPUI's campus
- Partner with Indy Jazz Fest to pay tribute to Legends of Indiana Avenue
- Leverage IUPUI's opportunities with Madame Walker Theatre Center to incorporate 50th Anniversary activities in that venue

3. *Communicate to audiences about IUPUI's 50th Anniversary using a variety of media and creative approaches*

IUPUI's 50th Anniversary spans a full year (July 1, 2018—June 30, 2019), engages many general and specific audiences, and involves a variety of events, both recurring and unique to the 50th Anniversary. Thus, communication will be key to ensuring timely and accurate information is appropriately disseminated. In addition to usual communication channels, such as websites and social media outlets, our Anniversary also provides an opportunity for engaging, interactive content to be both produced and shared by various members of our community. Finding ways to capture voices and perspectives often overlooked or neglected is encouraged, as are ways refresh and memorialize our evolving history as a campus. We should also use this opportunity to hone and refine the

message we seek to deliver about IUPUI's current and future directions, and to remind ourselves and others of the accomplishments, contributions, and impact being made on campus and in the community.

Potential actions to consider in support of this activity include the following:

- Launch 50th Anniversary website, including producing a visual identity campaign
- Develop virtual reality app/tour for campus
- Teach school song to all students, faculty, and staff, and post it prominently on the 50th Anniversary website
- Use Story Corps-like approach to capture the oral history of IUPUI and the surrounding area
- Create a "roving listener" for Indy neighborhoods to capture community voice and their contributions to/needs from IUPUI
- Create video biography of successful early graduates
- Develop simulation of how campus has grown over years
- Update Ralph Gray's book and/or produce a new book about IUPUI's history
- Create infographic/map of contributions IUPUI making in the community
- Launch social media campaign about pride in IUPUI
- Develop an online yearbook to capture memories
- Create videos about current research being done at IUPUI
- Send IUPUI speakers out across state to various groups/meetings to highlight our accomplishments

4. Build, enhance, or display infrastructure elements in support of the IUPUI 50th Anniversary

IUPUI's 50th Anniversary provides us the opportunity to visually and visibly promote this milestone, through both permanent, temporary, and ad hoc means. The Steering Committee notes that the campus has a large infrastructure that can be leveraged in support of the various 50th Anniversary celebrations. Some of this infrastructure will need to be specifically built to support the Anniversary, while other parts may only need slight enhancements to accommodate planned activities. There will also be displays erected that depict various aspects of IUPUI's history and accomplishments. Therefore, careful planning, funding, and coordination will need to occur to ensure safe, accessible, and aesthetically pleasing elements of the 50th Anniversary are built, enhanced, or displayed.

Potential actions to consider in support of this activity include the following:

- Showcase profiles IUPUI's students, faculty, staff, and alumni who have made an impact
- Display 50 moments of IUPUI impact that occurred throughout the years
- Post IUPUI 50th Anniversary decals in various buildings around campus
- Create student-facing history of IUPUI, including perhaps relocating the history wall to more prominent place on campus
- Improve campus signage and other aesthetics/wayfinding
- Turn IUPUI buildings into a "Monopoly" game

- Project images of the past on present buildings, including a mural of past images of IUPUI
 - Showcase what it was like to be a student at IUPUI in the early years and display items from IUPUI archives
 - Identify and visually depict places around Indianapolis where IUPUI's roots began, including schools formed prior to 1969, including a map/tour of facilities used around the city
 - Develop a map of where alumni are living now
 - Create 50th Anniversary shirts to be worn throughout year
 - Display our research achievements and economic impact produced at IUPUI over the years
 - Display flags of nations represented by our international students
 - Display more historical markers on campus that reflect the broad diversity of our past
5. *Make or leverage specific investments and leave lasting impressions as a result of IUPUI's 50th Anniversary*

The 50th Anniversary year is a unique opportunity to have a coordinated approach toward sustaining the campus mission and vision. Specific resources can and should be marshaled to invest in on-campus and community-based efforts to produce the next generation of IUPUI students, faculty, staff, alumni, and other beneficiaries of the campus. It provides a vehicle to leave a lasting impression on the surrounding community through a series of legacy projects. This represents a time when concrete financial and physical investments should be made to secure our future, and a moment in time when a call-to-action can be issued. The Steering Committee encourages bold thinking and actions to use the 50th Anniversary as a time for all to pledge a renewed commitment to IUPUI and the communities it serves.

Potential actions to consider in support of this activity include the following:

- Build a new 50th Anniversary dormitory
- Build a new 50th Anniversary classroom/performing arts building
- Engage both the incoming class and the graduating Class of 2019 in leaving their mark on campus
- Secure 50 endowed scholarships for future students, with a priority for IPS students and/or Indianapolis minority-born students
- Secure 50 endowed professorships
- Implement recommendations from the Welcoming Campus Initiative
- Create and publicize long-term plans for key campus initiatives (e.g., parking; on-campus housing; academic and co-curricular programming; Commencement)
- Identify and fill significant need in Ransom Place and other local neighborhoods and communities
- Hold series of Day/Week of Service events in community with the goal of leaving a series of legacy projects in the community
- Fund grants focused on the next 50 year, including long-term research innovations, idea labs, and emerging technologies

- Create a 50th anniversary artwork/sculpture/boulder for campus, including inviting artists to create/display works reflecting IUPUI's pride
- Develop time capsule for 50th year
- Hold a contest to project what the IUPUI of the future looks like
- Plant 50 trees on campus
- Create a brick sidewalk of IUPUI timeline
- Create prominent "Gateways" or "Archways" to IUPUI campus
- Build pedestrian walkway over West Street to truly connect the campus to the city
- Commit to championing or tackling a major idea of national or international significance that draws on unique IUPUI strengths and capabilities

VI. The Importance of the "Wow Factor" and a "Big Impact" in IUPUI's 50th Anniversary

The above activities and potential actions are derived from input from various groups, and have been summarized to reflect the compelling, exciting, comprehensive nature of energy and ideas offered to the Steering Committee in support of IUPUI's 50th Anniversary. We include them to honor and respect the reflections of those individuals offering their time to share with us various perspectives. In doing so, however, we note that so many suggested actions have the potential to "bog down" the planning process with an overwhelming number of ideas. Therefore, as IUPUI's 50th Anniversary commences, the Steering Committee underscores the importance of two critical elements necessary for its success: the "wow factor" and a "big impact."

"Wow Factor"

Throughout IUPUI's 50th Anniversary year, there should be plenty of things that both surprise and delight our various audiences. Out-of-the ordinary events should be fostered, and creativity in producing talk-of-the-campus moments needs to be encouraged. Essentially, ***what will be innovative, memory-making, and visionary activities that will occur throughout this milestone celebration?***

Drawing from the suggested actions provided above, these are some examples of the "wow factor" that could be incorporated with thoughtful planning and implementation:

- Develop a virtual reality app and related tour of IUPUI
- Turn IUPUI buildings into a "Monopoly" game
- Leverage the Spirit and Place Festival to focus on IUPUI's impact on place
- Create a "roving listener" for Indy neighborhoods to capture community voice and their contributions to/needs from IUPUI
- Turn IUPUI's history into a dramatic artistic performance

"Big Impact"

The theme, goals, and objectives for IUPUI's 50th Anniversary all reflect important and timely considerations for the campus at this juncture in its development and maturation. As these get implemented through a series of suggested activities, it will be

important to articulate and focus on a “big impact” IUPUI seeks to make as a result of its 50th Anniversary year. Essentially, ***what do we want IUPUI to be remembered for at the conclusion of this milestone celebration?***

Drawing from the suggested actions provided above, these are some examples of a “big impact” that could be made with thoughtful planning and implementation:

- Plant 50 trees on campus
- Fund 50 scholarships for Indianapolis/minority students
- Fund 50 endowed chairs or professorships
- Invest in promising research projects/initiatives that draw upon IUPUI’s unique strengths
- Commit to tackling a major idea of national or international significance—this could be identified in during the 50th Anniversary and implemented over the next several years

Prioritizing and focusing on a few key items that can create for audiences a “wow factor” and leave a “big impact” beyond the 50th Anniversary year will require supportive leadership, both centrally and throughout IUPUI, ongoing communication, monitoring of progress toward goals, formative and summative evaluation, and targeted events and initiatives that reinforce both the “wow factor” and “big impact” perspectives IUPUI seeks to make as a result of its 50th Anniversary.

VII. Proposed Structure and Timeline for IUPUI’s 50th Anniversary

Structure

The Steering Committee recommends appointing an overall Director for the IUPUI 50th Anniversary celebration. This individual should have broad authority to represent the Chancellor in undertaking the following representative actions:

- Leading the initiative
- Securing funding to support various activities
- Involving appropriate stakeholders on committees, task forces, and/or working groups
- Liaising to both the IU Bicentennial Committee and the IUPUI Welcoming Campus Initiative
- Producing a plan and timeline that outlines activities, personnel, resources, and methods to evaluate effectiveness

Additionally, the Steering Committee recommends that the Director, in conjunction with the Chancellor, appoint various committees, task forces, and/or working groups to aid in the transition to implementation. These may be organized by either 50th Anniversary Goal or by suggested activity. Whichever approach is selected, the committee/task force/working group should be given a charge, specific deliverables, and a timeline for accomplishing the proposed task.

Timeline

The Steering Committee recommends three phases for the IUPUI 50th Anniversary:

1. Planning Phase (January 2017–June 2018)
2. Implementation Phase (July 2018–June 2019): IUPUI’s 50th Anniversary Year
3. Evaluation Phase (July 2019–December 2019)

Each phase has suggested activities and these are intended to be representative—not exhaustive—of the work to be undertaken during each phase. As the planning phase fully commences, the timeframe/activity tables will need to be updated to reflect greater detail.

Planning Phase (January 2017–June 2018)

Timeframe	Activity
January 2017	<ul style="list-style-type: none"> • Steering Committee report reviewed by Chancellor’s Cabinet, IFC Executive Committee, Staff Council, Student Government, and other stakeholders for additional feedback
Monday, January 23, 2017	<ul style="list-style-type: none"> • 50th Anniversary and Welcoming Campus Initiative “thank you” event
February 2017	<ul style="list-style-type: none"> • Welcoming Campus Innovation Fund proposals submitted (proposals to have a clear linkage to IUPUI’s 50th Anniversary)
March 2017	<ul style="list-style-type: none"> • Form task forces or working groups organized around themes and/or activities
April 2017	<ul style="list-style-type: none"> • Develop communication plans and protocols based on initial conversations with IU Communications in December 2016
May 2017	<ul style="list-style-type: none"> • Identify IUPUI’s 50th Anniversary leadership group, organizational structure, and budget
Throughout Academic Year 2017-18	<ul style="list-style-type: none"> • Implement Welcoming Campus Innovation Fund projects • Prepare for Implementation Phase of IUPUI’s 50th Anniversary • Identify “Wow Factor” and “Big Impact” initiatives for IUPUI’s 50th Anniversary

Implementation Phase (July 2018–June 2019): IUPUI’s 50th Anniversary Year

Timeframe	Activity
Summer 2018	<ul style="list-style-type: none"> • Promote IUPUI’s 50th Anniversary at these events: <ul style="list-style-type: none"> ○ New Student Orientation ○ Council of Deans Retreat ○ New Faculty Orientation
August 2018	<ul style="list-style-type: none"> • Promote IUPUI’s 50th Anniversary at these events:

Timeframe	Activity
	<ul style="list-style-type: none"> ○ Move-in Day ○ Weeks of Welcome
September 2018	<ul style="list-style-type: none"> ● Signature Event at IUPUI Regatta
October 2018	<ul style="list-style-type: none"> ● Signature Event at IUPUI Homecoming
November 2018	<ul style="list-style-type: none"> ● Signature Event during Spirit and Place Festival
December 2018	<ul style="list-style-type: none"> ● Signature Event at Holiday Night at the Zoo
Throughout Academic Year 2018-19	<ul style="list-style-type: none"> ● Promote IUPUI’s 50th Anniversary at these events: <ul style="list-style-type: none"> ○ Cultural dinners (e.g., MLK; Harvey Milk) ○ Sporting events ● Showcase Welcoming Campus Innovation Fund Projects ● Implement Suggested Activities for IUPUI’s 50th Anniversary ● Implement “Wow Factor” and “Big Impact” initiatives for IUPUI’s 50th Anniversary
May 2019	<ul style="list-style-type: none"> ● Signature Event at IUPUI Commencement

Evaluation Phase (July 2019–December 2019)

Timeframe	Activity
August 2019	<ul style="list-style-type: none"> ● Task forces and/or working groups debriefing meetings
Throughout the fall semester	<ul style="list-style-type: none"> ● Determine “Big Impact” goal attainment and needed actions to sustain IUPUI 50th Anniversary activities ● Conduct summative evaluation of IUPUI 50th Anniversary process and outcomes
December 2019	<ul style="list-style-type: none"> ● Submit report to the Chancellor summarizing the IUPUI 50th Anniversary celebration, evaluation, and next steps

VIII. Concluding Thoughts and Acknowledgements

From relatively humble beginnings as a campus in 1969, IUPUI has grown to be a diverse, engaged, and progressive institution of higher education. The 50th Anniversary gives the campus an opportunity to honor its past, celebrate its present, and envision its future—all while keeping rooted in its primary mission of teaching and learning, research and scholarship, and community engagement, informed by a commitment to diversity and inclusive excellence. The Steering Committee encourages those involved in planning, implementing, and evaluating the events and outcomes of the 50th Anniversary to think big, be bold, and get creative. Use this occasion to remind ourselves and others of the special place IUPUI holds in the hearts and minds of its many constituents. Use this occasion to also seed investments in IUPUI’s ongoing commitment to its vision to be a leading urban research institution recognized widely for its accomplishments. Finally, use this occasion to breathe life to the suggested 50th

Anniversary theme of ***Respecting, Reflecting, and Reaffirming IUPUI's Commitment to Indiana and Beyond.***

The Co-Chairs gratefully acknowledge the work of their Steering Committee colleagues, especially Stephen Hundley, Christine Fitzpatrick, and Kristy Beach for their organizational skills and the preparation of the final report. The content of the report would not have been possible without the countless individuals who attended the various Town Hall meetings or provided input via the IUPUI 50th Anniversary [website](#). Special thanks also go to the Indianapolis Urban League for providing their venue to host two community-oriented Town Hall meetings.

IX. List of Appendices

Appendix A: IUPUI 50th Anniversary Steering Committee Members

Appendix B: Other Colleges and Universities Celebrating Their 50th Anniversary

Appendix C: Notes and ideas from the various Town Hall and Steering Committee meetings

Appendix A: IUPUI 50th Anniversary Steering Committee Members

Co-Chairs

- Rebecca Porter, Interim Dean, School of Health and Rehabilitation Sciences
- Simon Rhodes, Dean, School of Science

Faculty and Staff Representatives

- Kristy Beach, School of Dentistry & IUPUI Staff Council
- Nan Bohan, IUPUI Senior Academy
- Amanda Cecil, School of Physical Education & Tourism Management
- Stefan Davis, Office of Community Engagement
- Gary Felsten, IUPUC
- Wayne Hilson, Division of Diversity, Equity & Inclusion
- Pam Blevins Hinkle, Spirit and Place Festival
- Youngbok Hong, Herron School of Art & Design
- Jason Kelly, IUPUI Arts & Humanities Institute
- Tralicia Lewis, Division of Student Affairs; IU Bicentennial Planning Liaison
- Paul Mullins, School of Liberal Arts
- Darrell Nickolson, School of Engineering & Technology
- Sherry Queener, IUPUI Senior Academy
- John Rasmussen, IUPUI Athletics
- Julie Reagan, School of Informatics and Computing
- Margie Smith-Simmons, IU Communications
- Damon Spight, School of Dentistry
- Steve Towne, University Library; Liaison to the Council of Historians for the IU Bicentennial
- Nancy Wright, IUPUI Event Services

Student Representatives

- Matt Lawson, McKinney School of Law, Graduate Student Representative
- Jacob Zenor-Branam, Undergraduate Representative

Alumni Representatives

- Eric Tinsley, School of Science
- Dan Henkel, School of Liberal Arts

Community Representatives

- Malina Jeffers, LOVE Indy, Plan 2020
- Susie Townsend, Visit Indy

Ex-Officio Members

- Christine Fitzpatrick, Office of the Chancellor
- Stephen Hundley, Planning & Institutional Improvement
- Kathy Johnson, EVC; Liaison to IU Bicentennial Planning
- Amy Warner, VC Community Engagement

Appendix B: Other Colleges and Universities Celebrating Their 50th Anniversary¹

[Cleveland State University \(Peer Institution\)](#)

[University of Illinois at Chicago \(Peer Institution\)](#)

[Columbus State Community College](#)

[Kennesaw State University](#)

[McLennan Community College](#)

[Mesa Community College](#)

[Montgomery County Community College](#)

[Northern Essex Community College](#)

[Penn State Harrisburg](#)

[Seminole State College](#)

[Sonoma State University](#)

[University of California Santa Cruz](#)

[University of Central Florida \(formerly Florida Technological University\)](#)

[University of Maryland Baltimore County](#)

[University of Massachusetts Boston](#)

[University of Pittsburgh-Bradford](#)

[University of South Florida St. Petersburg](#)

¹ The Steering Committee recommends that these sites be used as resources or examples for how to brand and communicate information about an institution's 50th Anniversary, including the types of events or activities others have elected to include as part of their celebrations. IUPUI is, of course, encouraged to develop its own customized approach to this milestone, and to adapt any recommendations from elsewhere to fit our unique culture.

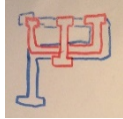
Appendix C: Notes and Ideas from Various Steering Committee and Town Hall Meetings

Honoring our Past

- Honor past professors, such as Professor Bruce Townsend
- Scholarship for Indianapolis, born minority students
- Create programming to educate incoming faculty/staff about the history of IUPUI and surrounding area
- What did we accomplish in those early years? Video biography of successful early grads
- What was it like to be a student at IUPUI in 1969-1975? (Video interviews with faculty of that era)
- After 9/11 (next day) we organized a “town meeting” on campus that included Muslim leaders and others to recognize and honor everyone. Large turn-out. Don’t want another crisis but could have an event on campus to honor something large in our community
- Host “Dustbowl” basketball game to honor the space once belonging to the Lockefield Dustbowl court
- Lecture by Professor Carlton Waterhouse (law school) on the development of IUPUI and its impact on the community at the time.
- Explore how technology has changed IUPUI over the years
- Series of short YouTube videos about IUPUI’s history – including the histories of the communities of Indiana Avenue
- Virtual simulation of campus over last 50 years (w/ timeline)
- Identify and fill a significant need in Ransom Place
- Describe evolving relationship with city
- Becoming a commuter campus/university that focused on creating community and identity
- Changes to physical campus
- Use Spirit & Place Festival/platform and 2019 theme (R/Evolution) to showcase 50 examples of IUPUI impact on “Place” – neighborhoods, Indianapolis, Indiana
- Create an Indy jazz museum (virtual or brick & mortar)
- In partnership with Indy Jazz Fest, pay tribute to the Legends of Indiana Avenue through live performances and storytelling
- Update Ralph Gray’s book
- IUPUI Living Museum
- IUPUI Archives, Photo Digitization Project
- Email blast with photo archives honoring campus, etc.
- More historical markers
- Photo and caption display in key traffic (foot) areas of campus – maybe downtown
- Historical place-markers for IUPUI campus
- Place landmarks/markers at prominent historical locations across campus with dates and information
- Fill our boring hallways with photos of what this part of Indy used to be

- Update and modernize the history wall and move to a more visible location
- Testimonial walls + Add Your Voice
- Encyclopedia of IUPUI
- Visually depict Indianapolis and IUPUI in 1969: What was happening? What did we look like?
 - IUPUI oral history project
- Create 50th anniversary website
- 50 moments of IUPUI impact
- 50 @ 50: Honor 50 alumni and their achievements
- Alumni success stories
- Host a series of high-profile IUPUI alumni speakers – open to everyone – including community
- Did you know? Famous (local too) graduates of IUPUI
- Engage (speeches, videos, events, social media) high-profile community members who have been involved as alumni or any other role
- 50 under 50
- Project pictures of past buildings and Indy onto present building and gerbil tubes/VR app for all campus; Video of past/future grads; video of growth of campus; mural of IUPUI past on campus; honor previously-existing areas (previous campus, 2-story outhouse); Acknowledge the gentrification that has occurred; Maintain link with oral histories for example Ransom Place and Mary Cable
- Create a video of history/capture growth in time lapse aerial photography. Feature past graduates! (Run on digital TVs/signage during tours, etc.)
- App with trivia of campus and location related; past/present/future themes and push information regarding events, etc. Take advantage of geolocation capabilities and augmented reality.
- Create student-facing history. Nobody knows this stuff!!
- Grad videos – timeline?
- Display IUPUI research/achievements; testicular cancer cure, invented umbilical cord stem cell transplant
- Host gala; host alumni gala – get current students and alumni together; seminars, dinners involving students and alumni; invite alumni by school/department to visit how the school has evolved and reunite everyone; black tie event by decades
- Timeline parade/displays (past, present, and future)—degrees, infrastructure, athletics, campus traditions (Regatta, speech night-NEW)—change over time--/campus Center, Tunnels, Departmental
- Put in sculpture, add to it each year / Time capsule; over-time growing sculpture
- School Spotlight Days
- Famous alumni – stars on sidewalk (perhaps by school; one for campus fed by school); quotes of alumni
- Memorial of people
- Recognize Purdue’s impact
- Artwork - document, highlight past, present, future royalty “do good” initiative; turn the history of IUPUI into a dramatic performance musical and/or play

- Indiana bicentennial - video 1/week – 50 stories; focus on alumni, voices of the decades—highlight IUPUI in their time—story corps come to campus—like remembrances of IUPUI-related memories (e.g., 38th Street campus and other buildings around the city) and save as a PodCast, iContent could be pushed out via App; virtual reality of IUPUI—the evolution because the idea of IUPUI was to be in the community; get off-campus to engage alums; *Ira Glass,* NPR IUPUI Alum event; “this day in history” campaign/factoids; capturing more oral stories—ongoing about the history of IUPUI and our buildings and sharing our community partnerships; updating the history wall—what does it mean to expand? And more the wall to make it visible--needs diversity. A promise to acknowledge the history – access to things of campus—classes, events, resources
- Map of where alumni are now! Click or dot and see where alumni work, connect dots---IUPUI Nation
- Bricks/sidewalk; timeline sidewalk/tunnel;
- Model after Air Bus: video of an IUPUI graduate for each of 50 years (I am a graduate of 197_). End with Class of 2022.
- Jagapalooza on steroids (like pre-Olympic events)



- Add “P” around IU Bloc
- Degree opportunity advancements
- Visibility of commerce, power economic development.
- Where is the seat for the African American population? Having an open dialogue—where is that place?
- Have the campus dress in the era of 1968 since that would reflect the campus 50 years ago.

Celebrating the Present

- Work with IU Communications on marketing our successes. Video and social media - Major print
- Create marketing/ad campaign celebrating IUPUI as the college campus for Indianapolis
- What is it like to teach at IUPUI in 2017-18? Video documentary, day-in-the-life of several faculty
- Series of short videos about the research being done at IUPUI
- A big, splashy and unique paid media campaign (and digital media)
- What is it like to be a student at IUPUI in 2017-18? Video documentary, day-in-the-life of several students
- A resolution from the city that IUPUI is the city’s university
- An online yearbook that allows people to post their favorite IUPUI memories
- Celebrate growth of enrollment over past decade +
- Showcase place presenting faculty/student work
- Communications and Marketing, campus programs
- Celebrating the cutting-edge research

- Highlight our innovative programs
- Celebrating the recent changes on campus (housing, new addition of dental school, etc.)
- Build a pedestrian walkway over West Street
- Convene a Big Ideas campus-community event with thought leaders on campus and in the community
- Highlight students who have made a difference through banner poles on campus
- IUPUI history orientation for new students/staff/faculty
- Being a thriving and emerging life sciences campus
- Profile/publicize a mix of current students, faculty, and staff
- Cultural trail at IUPUI, site (cite?) specific examples
- Coordinate a big event with IPS, i.e., Tech or Attucks High School
- Use Spirit & Place Festival platform and 2019 theme (R/Evolution); underwrite festival participation for small/marginalized groups in urban neighborhoods
- Embrace our city with well-publicized service projects labeled as IUPUI initiatives
- Partner with ACSM on a community health project
- Engagement in community
- Create video of current students' community involvement, projects, etc.; giving back, building unity
- Promote event music, arts, to include community nearby
- Big Kitchen at the library, share life/ideas
- University boulder; Sculpture/art piece; commission Herron School of Art
- School song promotion; teach school song to all students
- Break a world record (life-sized monopoly)
- Peer mentor program
- 50-year gala/ball
- Timeline/parade
- School Spotlight Days
- Meet 'n Greets within schools
- Service day
- Research/capstone project expo
- Showcase new buildings – Campus Center, University Hall, North Hall
- Arch/gate at edge of campus along West Street
- Symposium – share innovate, highlights of schools and IUPUI
- Time capsule – current artifacts (student, faculty, staff, alum)
- Students from current class leave mark
- School spirit – bells, song, more presence, louder
- Alma mater song, fight song
- Periodic table on Lucas Oil – Guinness Book
- What you want in 50 years
- More weekend events
- Trivia night
- Herron Art – manifestation of past, present, and future
- Social media campaign – what IUPUI means to students, faculty, alumni

- Notable alumni
- Focus on campus landscape. New buildings
- Exposure—telling the story: Indiana Black Expo, The Indiana State Fair, IUPUI basketball games
- Contributions to the community through the students and what they are accomplishing—infographic.
- Interactive map highlighting the places IUPUI is partnered in the community (students, faculty, & staff)
- Block parties in the neighborhoods, basic event but visible and thus impactful.
- Create an IUPUI community day event. Have many activities for the community, alumni and their families to do on campus. Try to partner with sport teams).
- Work on branding IUPUI like other universities. Maybe have a jaguar statue erected. Put IUPUI and Jaguars branding all over campus. Help distinguish IUPUI as own campus and not just part of IU.
- Do a video recording with students, faculty and staff on why they love IUPUI.
- Do a special recognition of the anniversary during already established events (Regatta and Top 100).
- Put a large emphasis on homecoming – really engage alumni and families to attend homecoming.
- Begin celebrating IUPUI’s “birthday”. Continue this in subsequent years.
- Broadcast sporting events such as basketball on local public TV.
- Change Junior Jags to a family event.
- Create a virtual tour of the campus focusing on significant and historical items.
- Honor graduates that graduated the first year their school was on campus.
- Create a video showing the growth and diversity of IUPUI. Highlight all commencement ceremonies such as the Rainbow graduation, etc.
- Create retro shirts – IUPUI Metros.
- Begin to use better terminology for “minority/majority” that expresses the composition change of the campus. Show that IUPUI is a very diverse and accepting campus where everyone is the “majority” as a student, staff or faculty member.
- Enrollment, Retention, Graduation of African-American students.
- Bring back the “Black and Brown Get Down” the diasporic conversation
- Scholarship opportunities
- Symbols/Pride
 - Create a “50 years” t-shirt to be worn on campus (spirit)
 - Gold IUPUI lapel pins with frame around the block IU (like Nasser’s pin)
 - Very Dramatic art pieces (outdoor) that drive visitor traffic to the campus
 - Invite artists to create works in various media that reflect IUPUI’s spirit
 - Commission a musical composition, play, painting, etc.
 - Public engagement through public arts – e.g., music, sculpture, dance
- Signature Events
 - Expand signature events – student involvement, alumni support
 - Community-wide and campus celebration (to be held over a number of days with each day a different theme)

- A Day/Week of Service for the Indianapolis community led by students. Not just raising money or food drive, but using the talents we have developed as students to impact the community
- Engagement Weekly/Monthly
 - Weekly event that is a connection to our community – ranging from small service projects to larger events, bring community to campus
 - A monthly Big Lunch – long table
 - Monthly Idea Forum, like TEDex
- Community-Related Programs
 - Send speakers out across the state (Rotary Clubs, Alumni Chapters, etc. to highlight positives; use common talking points
 - Funding for a lecture series that brings in major speakers from across the disciplines
- Recognition
 - Showcase 50 faculty, staff, and students in the 50 weeks of our anniversary year
 - Celebrating the graduates/alumni of IUPUI
 - Celebrate student groups with large all-campus lawn party (with all school student groups invited)
 - Recognize “outstanding faculty” throughout the year with a program like the Sabbatical Series done by Liberal Arts
 - Honor 1 alumnus from each of the last 49 years with short bios on the IUPUI home page

Envisioning our Future

- Implement Welcoming Campus plan
 - + Performing arts/convention/athenaeum or athletics? Building
- Scholarships – especially for community (50)
- Mechanisms to generate ideas/collaborator/innovation
 - Ongoing vehicles for this
 - Long-term – next 50 years
- Mutually-beneficial partnerships with community (\$)
 - With funding!
- Non-traditional Time Capsule
 - Collecting visions of plus wishes for the next 50 years of IUPUI
 - Campus members
 - High school students
 - Community members
- Student/faculty/staff of future: fun fortune-telling experience ☺
- Contest to “project” IUPUI at 75 and 100 years of age
- Where do we see IUPUI going and growing? More buildings, programs
- Time capsule
- Idea sauna
- Empower students in a big way to share their own visions
- Funding/fundraising to build a campus performing arts center

- Build a performing arts center
- Forever fix the “effing” parking issues
- How can IUPUI be a part of the White River Development project?
- Take current discussion of “Welcoming campus” plans and implement actual action steps. Already happening but do not let progress stop
- Create gateways that mark and welcome the visitors to campus
- Improved campus signage that is helpful to visitors
- Signature project connecting retired faculty and current students
- Create long-term plan for on-campus convocation facility and student rec center
- Social innovation labs within community
- Digital Democracy Plaza
 - Cultivate “dialogues”
- Innovation Lab/Café, including community
- Breakthrough technologies
- Being a center for the use of technology in information intelligence and robotics in healthcare
- Develop a rational records/information management program for IU
- Start an initiative to become a completely renewable-energy-dependent Campus
- Solve the Indianapolis public transport problem
- Engage the city more openly with IUPUI small centers in the city—for study, reading, conversation (like coffee shops)
- Create a “Roving Listener” effort in contiguous neighborhoods (over an extended time)
- Using Spirit & Place platform and theme (R/Evolution) sponsor a competition/award to grassroots organizations in surrounding neighborhood to implement their vision and commit to supporting the winning idea
- A pledge from the Star to cover our athletics
- Preparing future leaders
- Mentor IPS kids – or adopt a school or two
- Video of children and high schoolers saying why they love IUPUI and Indianapolis and want to come here when old enough
- Grants for faculty who are focused on the next 50 years – long-term research with long-term outcomes
- Create 50 endowed professorships
- IUPUI has always been unique—if we push more faculty support/leadership, will we not buck the current trend in education?
- Scholarships focused on multidisciplinary
- Create 50 endowed scholarships
- Scholarship program for IPS kids
- Raise \$ to fund an endowment for scholarships to cover tuition for 50 (or more) students
- “IUPUI welcomes you” sign/archway like IU or Purdue; welcoming gate graduating students can sign
- Fountain and coin tradition

- Community partnership with Crispus Attucks and surrounding area
- Research fair to see what's available on campus/ emphasize research achievements on tours
- More opportunities to connect with faculty and researchers/assistant scientists doing research (e.g., posters)
- Video of what great ideas students have about the future of our campus.
- Timeline/parade
- School Spotlight Days
- Emphasize Purdue Schools/Degrees; celebrate new degree offerings for example Africana, Latino and Native American Studies
- Have high-schoolers and younger come to events.
- Have prospective students see research.
- Invite future students for on-site admission.
- Job fair
- World record—most number of students singing the school song
- Plant 50 trees, pride attraction
- Change stop lights with Jaguar
- Dancing Jaguar like one on Mass Ave
- Endowment fund (50/person)
- Recognize champions of institutions
- Community town hall; faculty/student/staff roundtable discussions to create more connections between the groups (maybe issue-based race, reputation, etc.)
- Highlight global impact – hold a flag
- Highlight doctoral programs
- More housing/residence halls (housing requirements)
- More campus life/students on and near campus (Greek life)
- Campus display of plans for the future: Inviting community groups to activities; growing campus culture; accommodation of residential style campus.
- What is the impact of diversity in this society and globally and the workforce—think tank.
- A building on Indiana Avenue that is an African-American culture—celebrates action/activism.
- Spirit & Place interactive visioning event – what should our future be? (include children)
- Alumni speed networking and visioning event
- Event highlighting the creative work of IUPUI within the community (arts, art project, photo context)
- Unveiling of symbolic neighborhood connection to Near West and North West
- What does the future look like through “the discipline’s lens” (campus)
- Activities that connect generations of learners
- Forums that identify how Alumni left and created a significant impact on campus. For example, Flashback pictures, stories of significant events and campus history makers
- Week of appreciation leading up to event

- Creating of a museum that becomes a place of dialogue, social justice, history, research, preservation of African-Americans in Indianapolis & Indiana.
- Timeline of events that are visible from the 2nd floor of the Campus Center

General Ideas

- T-shirts
- JagSwag
- Storybook/Plan (commemorative printed volume), Video/Digital Book (YouTube)
- Campus-wide service Day (different degree skills), like iServe, abut bigger (like Day of Caring)
- Celebrate Diversity
- Past: Progressing Photos and art piece; location: digital/campus TVs, Democracy Plaza
- Collaborative art piece (ex: poster board, banner, block letters IUPUI in Campus Center (Herron?))—Start Now
- Scavenger hunt (include campus buildings, plaques, use social media, prizes)
- Explore more of campus (outside of major buildings centers of campus), move around/connect campus
- School Spotlight Days (future students and alumni and faculty), music, t-shirts, decorate buildings
- Break a world record – symbolic, represents IUPUI, education, what we stand for; photo of event in Campus Center
- Banners in tunnels, parking garages
- Digital time-lapse of growth of campus (map): past
- Connecting the student body (within the schools), get to know your professors and advisors, buddy system/peer mentoring (campus program?)
- Launch programs now, continuing into the future
- Tying events together on and off campus (arts)
- 50th anniversary concert, event with technical theatre (tie in with off-campus performing arts); Use it to kick off ensembles, performing arts groups
- How do we reach the student body?
- Use resources in the Archives
- IUPUI aerial photos – Use Them somehow
- Brief oral interviews of alums asking alum and family impacts, then map them globally
- Visualize oral interviews
- Firsts/discoveries/patents –oral radiography, fluoridation
- Walking/virtual tour apps for discoveries, etc.
- Intellectual property at IUPUI
- Video tributes/stories of d. Her??? IUPUI schools
- Pressing issues of Past, Present, Future and how IUPUI is addressing them. (Example: Bepko and bio-call initiative)
- IUPUI and community engagement (community clinics, etc.)
- IUPUI as anchor for jazz

- Oral histories; identify people now and interview them
- Commission public art/performances ISO/IO community concerts/events. Ask people in community what they would like to see/hear?
- Identify audiences/community partners who relate to/benefit from inventions/discoveries/new ideas.
- Identify IUPUI developments that were unexpected outcomes - ?? on local community.
- Story corps like oral interviews (not full-fledged oral historian) (Work with WFYI to broadcast them. Find “Digital narratives” app
- Show impact of IUPUI on city and state elected officials.
- Tell stories with cards a la YouTube videos of IUPUI’s importance
- Connect celebration to classroom Practicums. Start with Themed Learning Communities then continue in schools.