

CORE AREA REPORT:
COMMUNICATION & COLLABORATION
October 28, 2009

Communication and Collaboration Functional Team Members

Carol Connelly
Cindy Fontaine
Sharron Jenkins
Rex Morrow
Mario Ortiz
Glen Piper
Carolyn Roper
Scott Smithson, Chair

Communication and Collaboration

Purdue University North Central will transform its communications processes and collaborative efforts in order to evolve into the regional center of excellence for education, information, economic development and culture in the following ways:

?? Communication Efforts

- *Develop and sustain campus-wide communications systems (e.g., media, marketing and public relations) to emphasize PNC's role in the region, state and beyond.*
- *Develop a heightened responsiveness to student needs, including security and safety needs.*
- *Use faculty meetings, public forums and workshops to acquaint members of the campus and regional communities with programs and activities.*
- *Increase the activities of continuing education to enrich PNC's role in the region, state and beyond.*
- *Develop systems to communicate internally within the campus community.*
- *Develop systems to communicate externally with our constituents (e.g., alumni, other institutions of higher education, primary and secondary educators, counselors, potential students, economic development groups, healthcare organizations, etc.).*

?? Collaboration Efforts

- *Develop mutually beneficial relationships with area P-14 schools, other institutions of higher education and/or local businesses.*
- *Coordinate international experiences and global learning opportunities on the PNC campus for the benefit of students, faculty, staff, alumni and the greater community.*
- *Coordinate activities and efforts related to the research/discovery mission of PNC.*
- *Encourage collaborative efforts and positive relationships among members of the university community in order to enhance teaching and discovery projects to develop relationships between disciplines.*

Assessment Tools: COMMUNICATION & COLLABORATION

Strategies

1. *Develop and sustain campus-wide communications systems.*

Assessment: *Identify the mechanisms that were established to increase communication.*

- The Chancellor's Newsletter was created to improve campus communication.
- The PNC website is well utilized in this regard.
- Over 400 faculty and staff are registered for the emergency text messaging system.
- The Dean of Students Newsletter supplies information to the campus, as well.
- The MyPNC portal has a high utilization level.
- Blackboard is being more frequently utilized across campus with fall 2009 useage at well over 350 course sections (content of some kind was added).

2. *Develop a heightened responsiveness to student needs, including security and safety needs.*

Assessment: *Identify the processes that were established to evaluate student needs. Determine the effectiveness of safety and security programs including the student/staff emergency text messaging service.*

- Preliminary numbers indicate that the student/staff emergency text messaging service is being well utilized by students. The total registered users, stands at 3901, with 3570 of those being past and present students. This total includes current PNC students and many former PNC students as well. Consequently, the exact number of current students utilizing the system remains unclear. Our Functional Team recommends that PNC develop a means to remove the emergency text messaging contact information for students, faculty and staff who are no longer affiliated with PNC. This will allow us to better determine how many current PNC people are actually utilizing the text messaging system so that we can determine its true permeation. Perhaps these addresses can be washed out when email accounts are de-activated?
- The PA system has been improved to make the campus wide emergency system more effective.
- Flu warnings have been posted in restrooms and many motion-activated faucets have been installed in restrooms in an effort to stop the spread of germs.
- Departments are in the process of determining academic continuity procedures for their classes in the event that individual students miss an excessive amount of class or campus is closed for an extended period of time.
- Sun Rise to Sun Set student registration.
- Express Enrollment Days to the benefit of students and their families.

- Campus security reports continuation of many important safety efforts such as CERT (possibly the only university CERT team in Indiana), Mock Emergency Drills, CPR/AED training, Work Place Violence Training programs, the Safe Walk Program, lighting inspections, Basic Rape Aggression Defense training, Officer Friendly efforts, fire suppression system inspections, Emergency Response Plan updates and officer in-service training.
- Campus security reports that, during the past two years, Advanced Rape Aggression Defense programs have been initiated on campus and that the Basic RAD training has been offered to outside groups for the first time. They are also presently investigating plans to conduct Mock Emergency Drills when students are present on campus.
- PNC student needs also can be evaluated through the Student Survey (IRR 08-02), and this will be a matter of future consideration for this functional team.

3. Acquaint members of the campus and regional communities with programs and activities.

Assessment: *Identify the means used to enable the internal and external communities to learn of PNC programs and activities.*

External:

- Superintendent/Principal meetings are held each semester on or near the PNC campus. The next such meeting is scheduled for November.
- Each year, a Guidance Counselor Day is held on campus. All Guidance Counselors within a 50 mile radius (including Michigan) are invited.
- The Pivot program brochure was developed to advertise the Ivy Tech and PNC articulation agreements.
- There is a shrinking print news hole (opportunity), but statistics indicate that PNC has maintained a high level of total news coverage.
- The PNC website seems to be the best use of marketing dollars with such a limited budget.
- PNC is a regular participant in various local fairs and other activities.
- Continuing Education has a mailer that goes out to those in surrounding communities.
- In 2007, the PNC Martin Luther King Day Celebration committee collaborated with the Michigan City NAACP and community faith-based institutions to host an evening of community talent and celebration of MLK day. Throughout the evening a total of approximately 300 people were attendance.
- The Chancellor produces a monthly newsletter that is mailed to the homes and businesses of members of the PNC Chancellor's Society that keeps them informed of campus and university accomplishments of note.

Internal:

- New digital billboards were placed strategically around campus 3 months ago. These are distributing information to the PNC community.
- PNC continues to invest in image-building via billboards and print ads.
- The convocation held each fall for incoming freshman and their families includes welcomes from the Chancellor, Student Government President and others. The majors fair held afterward provides an excellent opportunity for faculty and administrators to connect with incoming students and their families on a variety of levels. In essence, by addressing all colleges and majors all of the students should be acknowledged. The speaker from *Monster.com* who discusses the importance of making a difference has generated very positive feedback from parents. The students in attendance seem to welcome the guidance.
- A December reception for PNC graduates has been successfully implemented to the benefit of the campus community, graduates and their families.

4. Develop systems to communicate externally with alumni, other institutions of higher education, primary and secondary educators, counselors and potential students.

Assessment: *Identify the various relationship-building and recruiting activities that occurred.*

- The Campus Partnership representative has met with every school district in Porter and Laporte counties, and 15 other schools from Starke, Lake, and others.
- Individual visits from representatives of campus administration with the Superintendents of Laporte and Porter counties are being scheduled. Westville and Portage have been visited with more visits to take place in the near future.
- The PNC experience program was implemented allowing high school students to become college students for a day at PNC. Over the past two years, more than 200 area students have participated. This program is so successful that there is a waiting list to participate.
- As noted above, Superintendent/Principal meetings are held each semester on or near the PNC campus. The next one is scheduled for November.
- Also, as previously noted, a Guidance Counselor Day is held each year on campus. All Guidance Counselors within a 50 mile radius (including Michigan) are invited.
- Advisor in residence sessions were established at Ivy Tech Region 1 and also South Bend.
- The College Bound program is provided for students in LaPorte and Michigan City.
- Student orientation has changed within the past two years to better reflect student needs.

5. Develop relationships with area schools, other institutions of higher education (e.g., articulation agreements) and businesses.

Assessment: *Identify the relationships that were developed and/or continued.*

- The dual credit opportunities have been expanding rapidly. There are 27 area high schools with at least one course. Student enrollment more than doubled between 2006 and 2008 and continues to rise.
- PNC has increased the number of articulation agreements with Ivy Tech. Work continues with Lake Michigan college on articulation agreements in several programs, though nothing has been completed yet.
- The new scholarship program, Midwest Student Exchange, allows students from Michigan and other states to transfer to PNC for fees similar to Indiana residents (125%).
- Ancilla college has recently revised their general education core and PNC will be revising articulation agreements accordingly.
- The Center for Service Learning & Leadership (CSLL) (formerly Student Leadership & Volunteer Center) was established in May 2008. The Center was originally formed as a part of the Office of Career Development, but since has become its own entity operating under the Vice Chancellor for Academic Affairs Office. The Center has been instrumental in increasing PNC faculty utilization of service learning pedagogy. For example, 7 faculty workshops have been offered since 2008, with 32 faculty members participating. In addition, the Center has helped to facilitate faculty, staff and student participation in community service. Such activities range from the United Way Day of Caring to numerous food and clothing drives held throughout the year.
- The Annual Career and Internship Fair this year included representation from 43 companies.
- PNC is now a member of Indiana Careers Consortium, made up of several colleges and universities around northern Indiana. This partnership allows PNC students to participate in job fairs at other member campuses.
- Members of the College of Business faculty hold periodic economic briefings through the area chambers of commerce to discuss the regional, state and national economies.
- Chancellor Dworkin is a member of the Chancellors and Presidents Council, composed of the chancellors and presidents of the six Northwest Indiana colleges and universities. Their group exists to promote higher education and address issues facing higher education today.
- Each summer, the College of Science provides summer science enrichment programs for Michigan City area schools. Over a 4-week period, 6th, 7th and 8th graders participate in hands-on activities designed by science faculty.
- In the Summer of 2009, a high school science teacher's workshop was held at PNC. The workshop, offered by PNC faculty, provided science teachers with original hands-on science activities for K-12.

- In a 3-million dollar NSF funded program, PNC collaborates with 8 Indiana universities to offer student research opportunities in a program entitled LSAMP (Louis Stokes for Minority Participation). The PNC LSAMP program's goal is to recruit, retain, and support minority students in science. The collaborating universities are Ball State University; Indiana University, Bloomington; Indiana University Purdue University Indianapolis (IUPUI); Purdue University, Calumet; and Purdue University West Lafayette. Students in LSAMP receive stipends as financial support.
- The Chemistry/Biology Department has a very successful service learning medical ethics course which is an ongoing collaboration with regional hospitals. Students are able to view patient charts and learn about everyday ethical issues in medicine.

6. Coordinate international experiences and global learning opportunities on the PNC campus for the benefit of students, faculty, staff, alumni and the greater community.

Assessment: Identify how coordination was established. Track the number of students, faculty and staff engaged in international study and experiences.

- Continuing Education tracks the number of students involved in international study.
- The last international student study trip was to Peru in 2008, with 15 students. Another trip to Peru is planned for 2011.
- AIDS Online International (AOI) is the first international synchronized college credit course on HIV/AIDS education, prevention, and behavioral research hosted and designed by a faculty member from the College of Science. The course has ~100 African students at the University of KwaZulu Natal and is currently expanding nationally and internationally.
- The VCAA's office reports that, in terms of international travel, PNC shows signs of growth:

	Faculty Abroad
2007-2008	15
2008-2009	<u>23</u>
Total	38

7. Provide a method for members of the university community to become acquainted with one another's teaching and discovery projects and encouraging collaborative efforts and positive relationships.

Assessment: Identify the mechanisms that were established to encourage collaborations. Determine what collaborations occurred.

- The mechanism that has emerged is a Scholars Investigating Successful Student Learning group. The faculty involved will collaborate on a wide variety of research projects related to the assessment of student learning. This will allow sharing of effort and results. Future activities are being planned.
- Again, the Chancellor's newsletter allows the university community to learn more about the teaching and discovery of others.
- Chancellor's Forums allow for the dissemination of such information.
- A *Director of Institutional Effectiveness and Planning* position was established.
- A *Director of Accreditation and Assessment* position was also established.
- A *Director of Learning and Technology* position was established to investigate and facilitate the intersection of pedagogy and technology, in order to foster the innovative use of technology by the PNC faculty.