

**CORE AREA PROGRESS REPORT FOR 2010:
COMMUNICATION & COLLABORATION
February 17, 2011**

Communication and Collaboration Functional Team Members:

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

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 (September 2007).
- Over 400 faculty and staff are registered for the emergency text messaging system.
- The MyPNC portal continues to have a high utilization level.
- Blackboard is being more frequently utilized across campus with fall 2009 usage at well over 350 course sections (content of some kind was added). The latest numbers are not available as of this writing.
- The first Voice E-Newsletter was sent Sept. 19, 2008 and continues.
- The Dean of Students sends all-student e-mail when specific information needs to be distributed.

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.

- The student/staff emergency text messaging service is being well utilized by students. As of 1-13-11, there are 5,508 registered users of the student/staff emergency text messaging system. (This total includes current PNC students and many former PNC students as well.)
- The first emergency drill involving students was held in the spring of 2010. This was followed by a second drill involving students exiting buildings in the fall of 2010. For both, debriefing sessions were held to assess success, identify problem areas, and make adjustments for future practices and real emergencies.
- Most departments have determined 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.
- Express Enrollment Days are working 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 on campus with students present, CPR/AED training, Work Place Violence Training programs, the Safe Walk Program, lighting inspections, Basic Rape Aggression Defense (RAD) training, Advanced RAD training for the campus community and outside groups, Officer Friendly efforts, winter driving program and bicycle safety program, fire suppression system inspections, Emergency Response Plan updates and officer in-service training.
- Ride Share, a campus-wide initiative to encourage students to "go green" and share rides to and from campus, has managed to recruit several teams.
- PNC holds College Goal Sunday annually (Feb. 20, 2011) so that students have assistance completing their FAFSA financial aid form. This is open to all, not just PNC students. We also go into the community for Financial Aid information sessions open to all and have Financial Aid weekend to offer FAFSA help.
- PNC athletics also has an additional new web page that it maintains at <http://www.pncathletics.com/> with additional information, photos and info for recruits.
- In 2008 and 2010, students in the Saturday MBA program were surveyed on several issues, including campus safety and security. The 2010 results showed significant improvement over 2008 in student ratings of safety and security at the PPC campus.
- Recruitment of and services for veterans of armed forces was expanded, including well-attended services honoring veterans on Veterans' Day 2010.

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:

- PNC remains a regular participant in various local fairs and other activities.
- 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.
- As of January 10, 2011, there are 4,747,886 external links to the PNC website. The top keywords on our website are: pnc, student, purdue, university, department.
- About 50% of our PNC departments manage their own websites. This includes both academic and administrative departments.
- Each PNC full-time faculty member has a PNC web page with their name, contact information, classes taught, office hours and education listed. Most have links to their own personal web pages.
- PNC has a representative on nearly every major board or organization in LaPorte and Porter counties.
- The Chancellor (and others) appears each month on WLOI/WCOE in LaPorte and WE-FM in Michigan City to discuss matters of interest from PNC.
- We have an e-newsletter that goes to 5,544 external email accounts. These can be prospects, parents, donors and community members interested in PNC. We include information about general events, as well as events such as open houses, orientation, registration dates and times, College Goal Sunday, etc., campus news of note and a profile of a current student or recent graduate.
- Facebook presence: As of 1/7/11, the official PNC page on Facebook has 987 fans, 666 monthly active users of this page (as of 1/7/11), with 12 other PNC pages on Facebook (as of 1/7/11), including PNC Academic Advising, various departments, Clubs, and the MBA program, among others.
- An electronic version of *The Voice*, PNC's student newspaper is now available on-line.
- The Odyssey series collaborated with the Michigan City Public Library for Martin Luther King Day celebrations and the 40th anniversary for the 1970 Kent State shootings.
- The 2010 Super Bowl was the fourth for Porter County, the second for LaPorte County. PNC will host both Super bowls again in March 2011. The 2011 LaPorte County bowl also includes teams from outside LaPorte County - Elkhart Christian School, River Forest (Lake County) and North White High School (White County).
- Kids Camp 2010 was offered in collaboration with area social service agencies including Safe Harbor and The Boys and Girls Clubs.
- A Judith Rothschild Grant helped to bring hundreds of children to campus to view art and have pizza.
- News space generated for PNC in column inches (The middle column indicates the number of news releases generated, the right column is total number of column inches):

2006-2007 *	204	11,814
2007-2008	213	11,561
2008-2009	319	10,991
2009-2010	314	17,004

- PNC Advisory Boards and Councils include the PNC Advisory Board, Center for Service Learning and Leadership Advisory Board, several Engineering Technology boards, Dean's Advisory Council, Departmental Boards, and the Center for Science Interdisciplinary Research Center.

Internal:

- Digital billboards are placed strategically around campus. These distribute information to the PNC community.
- The convocation held each fall for incoming freshman and their families includes welcomes from the Chancellor, Student Government President and others. Added in 2010 was a special opportunity for students to meet with the Deans of their respective colleges as well as faculty members from their respective programs. At the same time, parents are meeting with staff in the location of the formal convocation.
- The "Announcements" section of the web portal is utilized to post upcoming events/announcements for students.
- "Everyone" emails are often used for general announcements.
- Electronic bulletin boards, Chancellor's Forums, departmental meetings, administrator meetings, dean's meetings, and club meetings are all means of communication. *The Voice* newspaper is printed monthly.

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.
- 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.
- The College Bound program is provided for students in LaPorte and Michigan City.
- Alumni Relations has launched efforts to increase communication with alumni electronically.
- A monthly newsletter is sent to all registered alumni.
- The PNC Alumni Association Board has grown to 16 members. They are currently working on new initiatives and activities to interest different generations (target markets) of the alumni. A focus group is providing input on web pages and what can be done to improve them. An Opt-In box was recently added to increase email addresses for the alumni newsletter.

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 program has been expanding rapidly. Enrollment is up 22% over last year at this time; the number of schools with whom PNC is partnering to offer dual credit is up 22%; and the number of sections of courses being offered is up 28%.
- The scholarship program, Midwest Student Exchange, allows students from Michigan and other states to transfer to PNC for fees similar to Indiana residents (125%).
- 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.
- Purdue University North Central was selected by the Carnegie Foundation for the Advancement of Teaching for its 2010 Community Engagement Elective Classification. The Community Engagement Classification recognized the campus for its dedication to community engagement documented in the institution's mission and culture, and with the leadership, resources and practices to support dynamic and noteworthy community engagement.
- PNC students engaged in 8,200 hours of community service in the 2009-2010 academic year as reported on the 2010 President's Higher Education Community Service Honor Roll Application. It is estimated that a total of 1,200 PNC students engaged in at least one type of community service (including service learning, one-time volunteer efforts, and on-going community service).
- In the 2009-2010 academic year PNC faculty taught 17 service learning courses. In the 2010-2011 academic year PNC faculty taught 18 service learning courses.
- The Center for Service Learning and Leadership has been selected to participate in the Indiana Campus Compact AmeriCorps Service Engagement Corps (SE Corps) program beginning September 1, 2010 and ending August 31, 2011. As a part of the program 12 minimum-time AmeriCorps members will be working with local non-profit agencies and will be supervised by the Service Learning Coordinator. This program is a partnership between Purdue University North Central, Indiana Campus Compact and the State of Indiana's Office of Faith-Based and Community Initiatives designed to engage Indiana college students in a year of AmeriCorps service.
- 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.
- 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.

- In the fall of 2011 the Academic Affairs Efficiencies plans from four departments included commitments to begin or increase partnership visits by faculty to area high schools and Ivy Tech campuses to foster better transitions for students and publicize PNC programs.
- The College of Business began economic briefings in 2009 for communities in the PNC area to inform business leaders about local economic conditions, opportunities, and threats. The briefings have continued to be scheduled to date.
- The College of Business publication *EconTrends* was revamped and broadened in the fall of 2010 to better serve the business community.
- The Center for Economic Development and Research was created to share expertise of PNC faculty and foster research and consulting of local importance.
- The third annual Early Childhood Conference and the first State Mathematics Conference occurred in 2010, helping to establish PNC as a conference-hosting academic campus. Another Early Childhood Conference is planned for spring 2011.
- Several PNC administrators are also involved as peer reviewers in the HLC accreditation process.

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.

- 31 students participated in travel/study in 2009-10. One trip was international (Peru) while the other two were to Smoky Mountains and to Washington DC.
- 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.

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.

- 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.
- Taskforce for Transforming Teaching with Technology was a group of 35-40 faculty, administration and staff of various departments that met for the purpose of developing standards for online courses, professional development opportunities, and student support. (Fall 2010)
- "Wired and Bound" Faculty book club has started this semester with its first book, *Teaching What You Don't Know*. This is a group of faculty that will be meeting to discuss their teaching (Spring 2011).
- The 3rd annual assessment festival was held in January where the campus was open for all to view various program assessments being done across campus.
- Academy for Distance Learning has been founded and will include training for online instruction.