Agenda

- Welcome – Rod Lehnertz
- Enrollment Management Update – Brent Gage
- Public Safety Outreach – Dave Visin and Alton Poole
- Campus Construction Project Updates - Rod Lehnertz
- Q&A and Final Comments
Enrollment Management Update

Brent A. Gage, Ph.D.
Associate Vice President
for Enrollment Management
Record Freshman Enrollment for 2015!
First-Year Class Profile
Fall 2015

- 5,241 total students
  - 2,457 Iowa residents (47%)
  - 2,170 domestic nonresidents (41%)
  - 614 international (12%)

- 20.6% domestic minority students
- Represents all 99 Iowa Counties
- All U.S. States and 26 Countries
<table>
<thead>
<tr>
<th>Year</th>
<th>Resident</th>
<th>Nonresident</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>2,095</td>
<td>2,075</td>
<td>387</td>
<td>4,557</td>
</tr>
<tr>
<td>2011</td>
<td>2,062</td>
<td>2,019</td>
<td>484</td>
<td>4,565</td>
</tr>
<tr>
<td>2012</td>
<td>2,110</td>
<td>1,962</td>
<td>398</td>
<td>4,470</td>
</tr>
<tr>
<td>2013</td>
<td>2,134</td>
<td>1,855</td>
<td>471</td>
<td>4,460</td>
</tr>
<tr>
<td>2014</td>
<td>2,197</td>
<td>1,897</td>
<td>572</td>
<td>4,666</td>
</tr>
<tr>
<td>2015</td>
<td>2,457</td>
<td>2,170</td>
<td>614</td>
<td>5,241</td>
</tr>
</tbody>
</table>
# First-Year Enrollment by College

**Fall 2015**

<table>
<thead>
<tr>
<th>College</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Liberal Arts &amp; Sciences</td>
<td>3,811</td>
<td>4,208</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>514</td>
<td>561</td>
</tr>
<tr>
<td>Tippie College of Business</td>
<td>277</td>
<td>399</td>
</tr>
<tr>
<td>College of Nursing</td>
<td>64</td>
<td>73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,666</td>
<td>5,241</td>
</tr>
</tbody>
</table>
Key Initiatives in Progress

• New communication plan
• Launch of the Iowa Scholarship Portal
• Development of sophisticated predictive analytics
• Micro-programming efforts
• Development of student recruitment dashboards with drillable data at the user level
• Adjusted scholarship awarding strategies
• Prior-prior year awarding in Financial Aid
New Communication Plan

• Five “Pillars” that guide communication
  1. Search
  2. Academic
  3. Life of Student
  4. Cost and Value
  5. The Closer
Iowa Scholarship Portal

- Single platform for all UI scholarships
- Matches students based on MAUI data
- Provides budget snapshot by college, department, etc.
- Manages all of the application functions
- Facilitates renewal processes
- Tracks stewardship and follow-up
## Predicted Enrollment on 4/8/2015

<table>
<thead>
<tr>
<th>Prob Rank</th>
<th>Total</th>
<th>Projected Enrollment</th>
<th>% Projected Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>1529</td>
<td>1422</td>
<td>93%</td>
</tr>
<tr>
<td>80-89</td>
<td>1529</td>
<td>1363</td>
<td>89%</td>
</tr>
<tr>
<td>70-79</td>
<td>1532</td>
<td>951</td>
<td>62%</td>
</tr>
<tr>
<td>60-69</td>
<td>1529</td>
<td>310</td>
<td>20%</td>
</tr>
<tr>
<td>50-59</td>
<td>1530</td>
<td>173</td>
<td>11%</td>
</tr>
<tr>
<td>40-49</td>
<td>1531</td>
<td>118</td>
<td>8%</td>
</tr>
<tr>
<td>30-39</td>
<td>1530</td>
<td>82</td>
<td>5%</td>
</tr>
<tr>
<td>20-29</td>
<td>1531</td>
<td>60</td>
<td>4%</td>
</tr>
<tr>
<td>10-19</td>
<td>1530</td>
<td>48</td>
<td>3%</td>
</tr>
<tr>
<td>0-9</td>
<td>1376</td>
<td>34</td>
<td>2%</td>
</tr>
<tr>
<td>Totals</td>
<td>15147</td>
<td>4560</td>
<td>30%</td>
</tr>
</tbody>
</table>
Micro Programming

- Significant increase in the number campus visit program at highly targeted audiences:
  - Dean’s Luncheon
  - Facility tour and Lunch with Faculty
  - Experience a class in ___________.
- Goal: 25 students getting high touch experiences with faculty in an academic setting.
Recruitment Dashboards

- Partnership with IT Business Intelligence and Enrollment Management
- Five levels of live data presented at the user level
  - Executive
  - Academic/Administrative Oversight
  - Forecasting
  - Recruitment Efforts and Outcomes
  - Territory Management
Scholarship Policy Changes

• Total not to exceed cost of attendance
• Awards no longer stackable
  – Few exceptions
• Cap on need-based non-resident AI
• New category of non-resident award
• Meaningful deadlines May 1 and ACT
• Transfer changes
Prior-prior Year

• Changes in Federal Aid policy allows student to use prior-prior year tax data
• Moves aid awarding from March to November
• Significant need for counseling and outreach
• Fundamentally changes how OSFA operates
  – Staffing models and communications evolving
Goals for Fall 2016…

• Maintain our record level of enrollment
  – Continue growth of Iowa residents
  – Expand to new nonresident markets
  – Diversify international population
• Work on shaping the class in partnership with academic departments
• Reduce discount rate
• Improve academic profile.
Strategies

• Expand recruitment in core markets.
  – Regional reps in Des Moines, Chicago, and California

• Engage the campus community in recruitment efforts
  – Use predictive modeling to guide efforts and maximize the effectiveness of effort
  – Consultative Engagement to assess all facets of our campus visit program
  – Increase the range of experiences offered to prospective students
IOWA
Recruitment Update
October 5, 2015

ACCEPTED ADMISSIONS
Resident no change 0.0%
Non Resident/International down 1.2%
Total acceptances down 0.4%

APPLIED
down 4.0%

ADMISSIONS
down 3.6%

ENTERING CLASS OF 2015 VISITS
29,205
On-campus student and parent visitors
14,318
Students reached at off-campus events worldwide

ADMITTED STUDENT PROFILE
Non Resident/International down 3.4%
Residents down 4.3%

Underrepresented up 0.3%
Transfer Non Resident/International up 100%
Transfer Residents up 216.7%
Thank you.

Brent A. Gage, Ph.D.
Associate Vice President-Enrollment Management
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ESTABLISHING THE
“GUARDIAN MINDSET”
The Year in Review

High Scrutiny of Law Enforcement Practices

President’s Task Force on 21st Century Policing
President’s Task Force on 21st Century Policing: Key Take-Aways

**Procedural Justice**

Procedural justice is based on the public conferring legitimacy only on those whom they believe are acting in procedurally just ways.

Procedurally just behavior is based on four central principles:

1. Treating people with dignity and respect
2. Giving individuals ‘voice’ during encounters
3. Being neutral and transparent in decision making
4. Conveying trustworthy motives

“Warrior Mindset” vs. “Guardian Mindset”
Police Officers are Human Beings Too

1. Police Officers Experience Fear During Routine Tasks
2. Police Officers are not super heroes
3. The media (TV and Movies) distort impressions of Police Officers
4. A Police Officer’s #1 Goal is to get home to their family each day
5. We expect police officers to make split second decisions under high stress situations and be correct 100% of the time
6. Police officers make mistakes like all other human beings
Community Policing

Our Community’s Safety Depends Upon Each and Every One of Us

The Police Cannot Do Their Job Without Your Help

Crime Prevention vs. Community Outreach
University of Iowa

Community Outreach
Our Mission

To provide each member of the University of Iowa community a sense of security by promoting a safe learning environment.

Our goal is to educate students, faculty, and staff in the matters of protection and personal safety.

Officer Alton Poole
Fulfilling the Mission

Developing Relationships

Create and maintain relationships with faculty, staff and students.

- Provide a liaison for the Department of Public Safety and the Iowa City/university community including media and public relations (Daily Iowan, Press Citizen, Fox News, Channel 2).
Community Outreach

Security Surveys / Audits

Conducts security surveys / audits of university buildings and departments
Community Outreach

Hospital Ramps Survey / Audit

- Evaluate the effectiveness of the existing structure...

- Explore the possibility of a new system to deter patients / visitors from misuse of the parking facilities.
Community Outreach

Hospital Ramps Survey / Audit

• Incorporate patient / visitor calming techniques into “way finding.”

• Decrease security risks and concerns.

• Deter suicide.

Deter suicide—Barriers alone do not always deter suicide. Dr. Samuel Cochran and Dr. Lanaya Ethington suggest we are clear and concise with our messaging to people who are acutely suicidal. For instance, “If you are in a crisis, call....”
Fulfilling the Mission

Market and Promote Programs & Services

Market and promote programs and services such as **Nite Ride**, finger printing, and lost and found.

Call (319) 384-1111 for Nite Ride Service
Fulfilling the Mission

Provide Educational Training / Classes

Create and provide educational training and classes to university faculty, staff and students to reduce crime and improve personal safety on and off campus:

Violent Incident Survival Training (V.I.S.T.)
Fulfilling the Mission

Provide Educational Training / Classes

Disruptive Persons / De-escalation Techniques

Personal Safety and Self Protection Class

Rape Aggression Defense (R.A.D.)
Fulfilling the Mission

Common Criminal Law Violations

Know The Law, Know Your Rights

We have the hard hitting discussion about obstacles students are commonly faced with.
Fulfilling the Mission

Common Criminal Law Violations

Students are faced with crimes like:

- P.A.U.L.A. (Possession of Alcohol Under Legal Age)
- Public Intoxication
- Unlawful Use of I.D. (Fake ID)
- Open Container
- Interference with Official Acts
Fulfilling the Mission

Common Criminal Law Violations

• Possession of Controlled Substance
• Disorderly Conduct (Fighting in Public)
• Public Urination

• O.W.I. (Operating While Intoxicated)
Bystander Intervention training programs for primary prevention of sexual violence are mandated for students and new employees under the Violence Against Women Reauthorization Act ("VAWA") of 2013 under its Campus Sexual Violence Act ("SaVE Act") provision, Section 304.
Manages the **University of Iowa Police website and social media** (Facebook, Twitter, Pinterest, and Instagram) used to provide information, crime prevention tips, and related news to the university and surrounding community.
Fulfilling the Mission

Website and Social Media
Fulfilling the Mission

Website and Social Media

University of Iowa Police
Published by Alton P. (P) - September 15 at 3:53pm

Right after I said it does not seem people are really interested in the topic of suicide prevention, student Tom Ackerman stopped by my office to have a discussion about the impact a college environment may have on students. #StartByCaring #CareToSaveALife

Kevin Caruso wrote, “Suicide is the second leading cause of death for college students. And the number one cause of suicide for college student suicides (and all suicides) is untreated depression.” See More

14,432 people reached
497 Views

Like Comment Share

Amanda Louise Schomaker, Little Marshall, Zachary Edward and 2 others like this.
2 shares

University of Iowa Police
Published by Alton P. (?I) - September 20 at 1:18am - Edited

Deputy Hughes was at it again showing off her mad skills before the game with fun patrol partner officer Poole.

304,979 people reached
153k Views

Like Comment Share

Matthew James, Kelsey Marquez, Amy Elizabeth and 1,489 others like this.
2,219 shares
Fulfilling the Mission

Create and purchase marketing tools such as brochures, trading cards, magnets, pens, USB drives, stickers, and apparel.
The University of Iowa Department of Public Safety is more than just law enforcement, we are also part of the University of Iowa community.
Please visit our website for additional information at:

POLICE.UIOWA.EDU
Finance and Operations Division-Wide Meetings
Fall 2015

Learn more at efficiency.uiowa.edu
Why Change?

- Achieve higher level of excellence
- Peer institutions are embracing similar initiatives
- Create opportunities to reinvest into core mission
TIER Initiatives

- Sourcing and Procurement
- Academics
- Human Resources
- Information Technology
- Finance
- Student Services
People don’t fear change, they fear loss.

Ending
LOSS:
Identify
Security
Control
Relationships

Neutral
UNCERTAIN:
Duties
Performance
Leadership
Schedules

New
Beginning
RENEW:
Hope
Vision
Skills
Ownership

How will TIER impact employees?
Project Benefits With and Without Change Management (Adoption and Usage)

With

Current ➔ Transition ➔ Future = Benefits Realized

Adoption and usage gets bumpy

Adoption and usage takes longer

Adoption and usage incomplete

Adoption and usage not as expected

Without

Current ➔ Transition ➔ Future

Source: Prosci, Inc
Why should a leader pay attention to change management?

The “Performance Dip”

1. Decrease the Depth
2. Shorten the Duration
3. Sustain the Gains

Business Performance

- Uninformed Optimism/Uncertainty
- Denial
- Anger
- Resistance
- Despair/Skepticism
- Exploration
- Acceptance
- Informed Optimism
- Commitment
8 Tips for Handling Change

1. Try to accept that change is a fact of life. Don’t deny it or run and hide.

2. Stay connected—it’s easier to change with the support of others.

3. Ask questions to make sure you understand what’s changing and what’s not.

4. Self reflect. Notice how you are feeling. Make time to relax.

5. Embrace the opportunity to learn something new.

6. Try to maintain a positive attitude even if you are struggling.

7. Set goals to help you feel more in control during the change. Celebrate when you achieve those goals.

8. Look for ways to help others cope with change.
Leaders play a critical role in guiding employees through change

1. **Lead by example** in adapting to change
2. **Discuss how changes** impact employees
3. **Listen** and serve as sounding board
4. **Advocate** for the best solutions to achieve the goals
5. **Celebrate success** – large and small!
6. **Address resistance** quickly and individually

Source: Best Practices in Change Management, Prosci, 2014
Managing Change

Getting people ready, willing and able to work in new ways.

Sue Sager, MSEd, PHR
Organizational Change Administrator
susan-sager@uiowa.edu
319-384-0714

Rachel Napoli
Organizational Change Administrator
rachel-napoli@uiowa.edu
319-384-3494
Project Update
Flood Recovery

☑ Total impact from 2008 flood – Nearly $800M
☑ $550M completed
☑ Recoveries:
  ☑ ABW
  ☑ IMU
  ☑ IATL
  ☑ Theater
  ☑ Mayflower
☑ “3” buildings lost
Art Building Replacement

http://abrcam.art.uiowa.edu/
Art Building Replacement
Voxman Music Building Replacement

http://earthcam.net/projects/mortenson/schoolofmusic/
Voxman Music Building Replacement
Hancher Construction Site Photo

http://www.earthcam.net/projects/mortenson/hancherauditorium/
Hancher Auditorium
Beyond the Flood – Additional Major UI Projects
Mary Louise Petersen Residence Hall
UIHC Children’s Hospital/Parking
Major Projects on the way...
Madison Street Residence Hall
College of Pharmacy
Thank you
Q&A and Final Comments