

Enhanced Visibility and Student Profile Task Force

Summary of recent activities:

- Immersed in final preparation for the February 2nd launch of the brand initiative – this involves coordination of numerous moving parts across campus to ensure everyone is fully engaged in the successful launch and implementation that contributes to the sustained success of this initiative.
- Continual engagement in year two strategies associated with the Five-Year Admission & FA Plan. Clear clarification that improving the academic profile and increasing diversity are two key elements that need to demonstrate significant improve as we move forward.
- Initial work on creation of three national alumni chapters that will compliment admissions activities in these regions.
- As part of the brand roll out, we have initiated the process of the website redesign. While there will be enhancements to the site across campus as part of the brand launch, a complete redesign of the website is scheduled and requires a tremendous amount of time and effort from various campus constituents.
- Met with IE to better understand the criteria behind national rankings such as *US News & World Reports* to assist in gauging the key variables associated with these rankings.
- Completed a survey of faculty involvement in independent study projects, study/research abroad experiences, community service efforts, research projects, books authored and international conferences attended to assist with brand efforts. Over one-hundred faculty responded to this instrument and results have been distributed to University Relations for further analysis and evaluation.
- Met with Institutional Effectiveness to provide metrics associated with dashboards for the Enhanced Visibility and Student Profile Task Force to measure progress towards our objectives.