

**President's Forum
East Room, UIHC
October 30, 2013**

Welcome to the first President's Forum of the year. I thank you for joining us. It's great to see you here so early on a cold autumn morning. Although we're just past midterm, I also would like to extend a welcome to the new academic year if I have not had the opportunity to see you yet this fall. I am pleased to share this time with you to keep you updated on the status of the university's infrastructure and to highlight some of the significant initiatives and programs that we are undertaking. As always, I welcome your feedback and perspective on any of this information and these issues.

Admissions and Enrollment

Let me first highlight some information on this year's student body.

In the section on the right of your data sheet entitled "Student Enrollment," you'll see that our enrollment is down slightly compared to last year—1.4% overall, a decrease of 433 students.

The largest drop in enrollment, as you can see, is in our graduate and professional schools. Partially this is due to a pickup in the economy. When the economy is poor, many people go back to school. When the economy improves, many people go back to work. The other major factor at work here is the particular drop in enrollment in the College of Law. As you no doubt have heard, law school applications are down nationwide. Here at Iowa, we have decided to maintain quality rather than class size. Even so, we are seeking a significant decrease in non-resident tuition in the law school. This is to attract more well-qualified students in order to restore enrollment to previous levels while maintaining the high quality of our programs.

On the undergraduate level, you will see that we have virtually the same enrollment this year as last. Again, that's good news in terms of our enrollment goals. And within those stable numbers are other bits of good news. Our first-year resident enrollment has ticked up a bit since last year, from 47.5% to 47.8%. We are making a concerted effort to recruit more qualified Iowa residents in the face of a declining pool, including earlier recruiting contact with students, expanded communication with Iowa high schoolers, and enhanced scholarship opportunities for Iowans.

The other good news is that our entering student class is even more diverse than last year, with a nearly one-percentage-point increase in minority students (now at 17.1%) and a 1.7-percentage-point increase in international enrollment (now at 10.6%).

And we're maintaining the high quality of our students as well. As noted in the section of your data sheet entitled "First-Year Applications and Admissions" toward the left, well over 50% of our new enrollees were in the top 25% of their high school class. And our Honors-eligible first-year students remain steady at 24%.

We are able to maintain such strong enrollment numbers because a University of Iowa education continues to be sought after. While this year's undergraduate enrollment has remained steady, applications for this class were up, as you can see in, once again, the "First-Year Applications and Admissions" section of your data sheet. We experienced an 11.4% overall increase in applications compared to those for the 2012 entering class, and that was in all categories—resident, non-resident domestic, and international. Over 21,600 students applied to be undergraduates here at the UI this year, which approaches our actual total undergraduate enrollment. This tells me that we're on the right track—that we're providing the programs and the quality that students want.

UI Foundation/Comprehensive Campaign

Our December forum will feature Lynette Marshall, President and CEO of the UI Foundation, who will provide us with a thorough update on the "For Iowa. Forever More" campaign. But I would like to share with you today some points of information and pride on the campaign so far as well. You'll find some information that indicates our progress on the back side of your data sheet. As you know, our comprehensive campaign kicked off on May 3, when we announced our \$1.7 billion goal. Since then, we have surpassed our total raised in the university's last comprehensive campaign—\$1.05 billion. And as of now in late October, we have raised \$1.143 billion, which is about two-thirds of our goal. We are well on our way.

As a part of that success, we have been pleased to announce a number of very generous contributions, including \$25 million from Steve Wynn of Las Vegas, Nevada. Mr. Wynn's gift names the Institute for Vision Research and will have an incredible impact on vision research in the coming years.

And last Friday, we announced a magnificent \$10 million gift from Jerre and Mary Joy Stead to support children's medicine at Iowa. This is in addition to the original \$10 million gift from the Steads in 2011, also in support of the University of Iowa Children's Hospital.

As much as we appreciate our multi-million-dollar donors such as Mr. Wynn and the Steads, we also greatly appreciate all of those who give much less than that but whose collective impact is just as important. Last year, 71% of gifts received by the UI Foundation were \$100 or less. Those gifts, in one year alone, added up to more than \$3.1 million in support for the UI and its students.

We need our alumni and friends' support to make this campaign a success, but we also want to show our own support here on campus. You are now familiar with our faculty staff campaign—titled "We Are Phil"—that has been ongoing these past two weeks. We have had a great response so far and look forward to sharing the results. If you, your colleagues, and people in your departments and units haven't made your gifts yet, you

still have time. We Are Phil is all about participation. Regardless of gift amount, we want our faculty and staff to support this university. It's important that we show our donors, alumni, and friends that we ourselves invest in the future of the University of Iowa.

In addition to these new gifts, there is also good news about our endowment. In FY13, the UI/UI Foundation combined endowment totaled more than \$1.1 billion. The UI Foundation's endowment pool garnered 12.5 percent gains. This exceeded the endowment returns for Harvard, MIT, and Stanford! Our fundraising successes are indeed something to be proud of. According to the *Chronicle of Philanthropy*, of the 20 largest gifts given to Big Ten institutions in the last year, seven of them came to Iowa!

Outreach and Engagement

I am very pleased to have Linda Snetselaar, our Associate Provost for Outreach and Engagement, join us this morning to share the university's directions in this important area. I am pleased and proud that we have created this position to oversee the third leg of the stool, if you will, of our university mission of teaching, research, and service—or, as some prefer to frame it today, learning, discovery, and engagement. This position within the vice presidential structure is trend-setting. There have been relatively few central administration positions dedicated to outreach and engagement created across the country.

Before we hear from Linda, I would like to share with you a little information regarding our most important national-level outreach and engagement organization, Campus Compact. I am privileged to serve on the Board of Directors of Campus Compact. Campus Compact is nearing its thirtieth anniversary in 2015. The group was founded by the presidents of Brown, Georgetown, and Stanford Universities and the president of the Education Commission of the States to counter the 1980s media portrayal of college students as materialistic and self-absorbed, more interested in making money than in helping their neighbors. Many college students have historically been both altruistic and community-minded, and Campus Compact sought to institutionalize and develop those qualities through proper encouragement and supportive structures in colleges and universities. These structures include offices and staff to coordinate community engagement efforts, training to help faculty members integrate community work into their teaching and research, scholarships and other student incentives, and the institutional will to make civic and community engagement a priority.

Again, I'm proud that the UI has both campus-wide support structures—such as Linda's position in the Provost's Office and the Community-Based Learning Program housed in the Pomerantz Career Center—and numerous initiatives within individual units, departments, and colleges all over campus.

Today, Campus Compact boasts a membership of more than 1,100 presidents of colleges and universities across the spectrum of institutions. The organization sponsors a large number of programs and initiatives focusing on teaching and learning *and* public

scholarship, including a relatively new initiative for research universities called the Research University Civic Engagement Network, of which we are a member. Campus Compact provides a wealth of resources for schools and individuals, including toolkits, publications, a program and syllabi searchable database, public policy advocacy, awards programs, professional development opportunities, a consulting corps, and much more. Campus Compact also participates in the AmeriCorps VISTA program, building campus-community partnerships that fight poverty, and the organization has been instrumental in the development of the Carnegie Community Engagement classification.

Central to the success of Campus Compact are its state affiliates. Currently, there are 34 state affiliate organizations, including Iowa. The Iowa state affiliate comprises twenty-two institutions, including all three Regent universities. Students at Iowa Campus Compact schools are highly engaged. Last year alone, they logged 2.8 million hours of service valued at \$61 million. Our fiscal agent is Iowa Western Community College of Council Bluffs, and the office is housed in the Pappajohn Education Center in Des Moines through University of Iowa support. Iowa Campus Compact's Executive Director is Emily Shields, a UI graduate, and the Board chair is President Joanne Burrows of Clarke University in Dubuque.

Like the national organization, Iowa Campus Compact offers numerous support programs and materials. Some of these include a campus speaker network, Engaged Scholar Faculty Fellowships, peer coaching circles, awards, and participation in such programs as the Midwest Campus Compact STEM Consortium and the AmeriCorps and VISTA Community Corps I mentioned a moment ago.

A new program this year is the Iowa Campus Compact Civic Ambassadors Network. Each member institution has the opportunity to nominate two students to serve for the academic year as Iowa Campus Compact Civic Ambassadors, who will participate in leadership development and networking opportunities, as well as receive support for planning civic engagement and service opportunities on their campuses.

We are fortunate here at Iowa to have two excellent students as Civic Ambassadors. Bethany Welsh is a senior business major who is also pursuing a leadership studies certificate and participates in the Career Leadership Academy. Bethany has a strong record of community service, including founding the UI's first 4-H collegiate chapter and incorporating service projects into the chapter's activities. Our other Iowa Campus Compact Civic Ambassador is Jake Kurczek. Jake is a PhD student in neuroscience who incorporates engagement and service in his teaching and scholarship. He is an Obermann Graduate Fellow and participated in this year's Obermann Graduate Institute on Engagement and the Academy.

The national Campus Compact is now undergoing a transition that could result in important changes to the organization. President Maureen Curley will retire, and a national search for a replacement will most likely bring about some changes. Much of the challenge for the national organization is that it has to lead the state organizations,

which have their own boards comprised mostly of academic leaders. President Curley hails from the nonprofit sector rather than academia, and sometimes the state affiliates have pushed back against the national organization, at least in part because, in the affiliates' view, the leadership could have more academic gravitas. In addition, the offices of the national Campus Compact will be moving from Boston to Washington, DC, which I believe is where they belong and will certainly put the organization more on the pulse of the national public policy scene.

Campus Compact continues to grow, and as we continue redefining what engagement in the academy means, it will be interesting to see how the organization transforms in the years to come as well.

It is now my pleasure to introduce to you Linda Snetselaar, our Associate Provost for Outreach and Engagement. Linda is an Endowed Chair in the Department of Epidemiology in the College of Public Health. She has participated as Principal Investigator or Co-PI in numerous National Institutes of Health funded studies. Her work in these federally funded projects is community-based and includes a focus on community health projects and worksite wellness programs. Currently, Linda is involved in a project to use Community Based Participatory Research in rural Iowa schools to improve wellness programs. Please welcome Linda Snetselaar.