

Title of entry:

Celebration of Campus and Community

Provide a concise description of this entry:

During a time when state and regional resources were strained, new IU East Chancellor Nasser Paydar decided to forgo a traditional installation ceremony and instead use the event to introduce a campus beautification initiative.

State objectives and how they support your institution's mission:

Chancellor Paydar intended to launch the creation of a sculpture garden that builds on the university's fine arts programs and creates an outdoor learning environment that will support the campus and community alike. The sculpture garden and other physical enhancements to the campus would signify a new beginning, and at the same time, pay tribute to Richmond Indiana's rich tradition in the arts as well as IU East's exceptional educational programs in the arts. The campus beautification initiative would be a physical representation of IU East's leadership role in enhancing the intellectual, cultural, and economic vitality of east central Indiana.

Describe what is innovative about your entry:

The public event replaced a traditional installation ceremony for Chancellor Paydar. Given the state of the economy, Paydar chose to forgo the pomp and circumstance – and expense – of a traditional ceremony. Instead, Paydar designated these funds for a campus beautification initiative to have a more lasting impact on the campus and community.

As a kickoff to the event, Paydar, students, faculty and staff also broke ground on a Community Garden on campus to promote environmental sustainability. More than 90 new trees were also planted throughout the inner campus in the weeks leading up to the event.

List your target audience(s) and how you addressed their needs:

The audience was both on and off campus constituencies who had an interest in the ongoing administration of the university. Those in attendance had an opportunity to observe the administration's good stewardship of its financial as well as natural resources.

Total number of participants, if applicable:

Approximately 250 guests.

Number of staff involved, including staff from outside of your department:

13 service and professional staff made up the Celebration Committee, from External Affairs, Facilities, Campus Police, and Information Technology.

List the titles or roles of primary staff contributors and note their significant contributions:

Rob Zinkan, Executive Director of External Affairs

John Dalton, Director of Communications and Marketing

Hali Cartee, Media Relations Manager

Susanna Tanner, Art and Graphics Manager

Aaron Hill, Webmaster

Brindy Roosa, Director of Gift Development

Roberta Fienning, Executive Secretary External Affairs

Terry Wiesehan, Director of Alumni Relations and Events

Amanda Vance, Student Activities and Campus Events Specialist

Dan Dooley, Vice Chancellor, Administration and Finance and Director of Physical Facilities

Gail Smoker, Manager of Physical Facilities

Burt Cole, Campus Police Chief

Todd Duke, Director of Information Technology

Briefly explain the involvement of all persons involved, including students, volunteers and/or others and how they worked together to get the job done:

The Celebration Committee met regularly in the months and weeks leading up to the event, with a continual eye towards positioning the event towards being classy, yet frugal, with overtones of environmental awareness.

To that end, several unique items were developed. The program was printed on a seeded paper that could be planted afterwards. The invitations were only sent electronically, saving printing and postage. A special edition of the school newspaper, *The Howler*, was presented as a commemorative gift. Unique food items displayed progressive thinking.

Total budget for entry, excluding salaries:

Tent	1,400.00
Chairs	775.64
Bistro tables and linens	225.00
Flowers	275.00
Podium flowers	150.00
Food	2,500.00
Misc. vases, glassware, etc	100.00
Paper for program	700.00
Sub total	6,125.64

Describe your results and how you met your goals and objectives:

Chancellor Nasser Paydar received good news during the Celebration of Campus and Community; Indiana University President Michael McRobbie made a surprise announcement, stating that the university would match contributions to IU East's campus beautification initiative up to \$50,000.