Sept. 23

Where's Bob?
Do you know where university photographer Bob Elbert spotted this well-protected sconce? (It's not a recreation area.)

Sept. 23

ISU will reprise partial shutdown over semester break
For the second straight year, Iowa State will be partially closed for an 11-day stretch during semester break.

Sept. 23

Flu shot clinic is Oct. 11-29
Occupational medicine staff will administer flu shots to ISU employees at no charge weekdays from 10 a.m. to 4 p.m. Oct. 11-29 in 205 Technical and Administrative Services Facility (TASF). No appointment is necessary, but be sure to bring your university ID card or your ID number.

Sept. 23

Public meetings on Campustown redevelopment are next week
Several public meetings on Campustown redevelopment are set for next week. Representatives of Kansas City, Mo.-based LANE4 Property Group, the master developer working on a development concept, will share the project status and findings from public input sessions held in June.

Sept. 23

A little help getting here
The prototype directional sign for campus entryways was installed recently on South Fourth Street, adjacent to the Iowa State Center parking lots. Look for more signs to be installed around campus this fall.

Sept. 23

Planning is under way on next year's
A summary of state appropriation requests, a short list of goals for next year and a budget timeline are included in Elizabeth Hoffman's first memo to university leaders on the FY12 budget development process.

**Sept. 23**

**Senate opens new academic year**

Senators approved a new masters of industrial design program at their Sept. 21 Faculty Senate meeting, but a decision on a proposed engineering technology degree will have to wait.

**Sept. 23**

**Iowa State makes the lists**

Iowa State made the lists in a couple of recent rankings. In a Wall Street Journal ranking, recruiters selected schools whose graduates were well-prepared. And a United Kingdom weekly ranked world universities.

**Sept. 23**

**On the agenda**

Among items on President Gregory Geoffroy's agenda are flood cleanup, continuing to offer a strong student-centered education, making employee salary increases a budget priority and rejuvenating campus town. Geoffroy discussed his “to do” list and recent university achievements during his talk at the university convocation and awards ceremony Monday.

**Sept. 16**

**Regents approve strategic plan**

The State Board of Regents approved Iowa State’s 2010-2015 Strategic Plan. Under the plan, the university will tackle 21st century challenges by integrating basic research, new technologies and entrepreneurial applications. Executive vice president and provost Elizabeth Hoffman presented the plan to the board.

**Sept. 16**

**Regents agree to expedited flood recovery processes**

An Iowa State request to use expedited construction and purchasing processes (detailed in the Iowa Code) to get flood-damaged buildings back in use as soon as possible was approved by the State Board of Regents during its Sept. 16 meeting.
Where's Bob?

University photographer Bob Elbert was on the top (third) floor of the Durham Center when he shot this image.
Iowa State will reprise partial shutdown over semester break
by Diana Pounds

For the second year, Iowa State will be partially closed for an 11-day stretch during semester break.

Last year's successful semester shutdown and continuing budget challenges prompted university leaders to support a similar schedule this year, vice president for business and finance Warren Madden said in a recent letter to administrators.

Encouraged, but not mandatory
The partial closing is scheduled for Dec. 23 through Jan. 2. The period includes three university holidays (Dec. 23, 24 and 31), four weekend days, and four work days (Dec. 27-30).

"This isn't a mandatory closing," Madden said. "Units involved in critical services, maintenance and research programs will remain in operation. And there may be partial staffing in some units. Supervisors must determine their operating schedules in consultation with their deans or vice presidents."

However, Madden added, university officials are encouraging units and employees to take advantage of the partial closing. He anticipates most Iowa State facilities will be closed and locked during the 11-day period, just as they are during holidays or weekends.

Employees who opt for a longer respite from work must take paid or unpaid leave for the four work days during that period.

Shutdown benefits
Madden said a partial shutdown offers several benefits:

- Many employees like to take leave over winter break and it's a good time for them to do so, because classes are not in session and campus activity slows down.
- The university saves energy through reduced demands for electricity and steam (heat). Estimated savings are $4,800 per day.

Leave a number
Units that shut down over the extended break will need to leave emergency contact numbers on websites and voicemail, turn down thermostats, turn off equipment and designate someone to periodically check work spaces for plumbing, heating or cooling problems.

Officials will provide a checklist for units that will be shutting down over break.
Roll up your sleeve. Flu season is fast approaching and Iowa State again is offering employees vaccinations at no cost. The good news is there’s no need for two shots this year; the new vaccine includes both the H1N1 and seasonal flu vaccines in one dose.

Occupational medicine staff will administer the flu shots while supplies last weekdays from 10 a.m. to 4 p.m. Oct. 11-29 in 205 Technical Administrative Service Facility (TASF). No appointment is necessary. Be sure to bring your ISU ID card or your university ID number to the shot clinic. Please note there is limited parking in front of TASF.

Flu shots will be provided at no cost for the following eligible groups:

- Faculty
- Merit
- Professional and scientific
- Contract employees
- University Child Care (employees only)
- Miscellaneous affiliate employees enrolled in ISU health plans (ISU Foundation, Iowa State Daily, Greek house directors). Some affiliate organizations will need to pay for their participating employees' vaccinations.
- Retirees on university health plans who are not yet 65

Students, post docs and visiting scholars are not eligible to receive flu shots at the clinic in TASF. These individuals should contact the Thielen Student Health Center, 4-5801, for flu vaccine information.

Employees are encouraged to attend the clinic at their earliest convenience. For more information, call 4-0874.
Public meetings scheduled to discuss the latest on Campustown redevelopment

by Annette Hacker, News Service

Members of the Ames/ISU community are invited to participate in an update on Campustown redevelopment.

The public meeting will be held Wednesday, Sept. 29, from 5:30 to 6:30 p.m. at the Memorial Union Maintenance Shop. Free popcorn will be served, and soft drinks may be purchased.

Representatives of Kansas City, Mo.-based LANE4 Property Group, the master developer tasked with creating a development concept for Campustown, will share the current project status and findings from public input sessions held in June. At that time, they asked community stakeholders for their thoughts on Campustown's strengths and weaknesses, and for their ideas about the types of retail, restaurants and amenities they'd like to see in the area south of the Iowa State campus.

Although Campustown redevelopment still is very much in the research stage, campus planner Cathy Brown said developers will articulate general concepts and next steps for the project at Wednesday's meeting. It's also another opportunity for people to ask questions and provide input.

"We are hearing a lot of the same things on the wish list for Campustown from students, faculty, staff, Ames residents who live near campus and those who live farther out in the community," Brown said.

The developers also scheduled public presentations at the Ames City Council meeting at 7 p.m. on Tuesday, Sept. 28; and at a meeting with representatives of the Government of the Student Body and Graduate and Professional Student Senate at 7 p.m. on Wednesday, Sept. 29, in the MU Campanile Room.
A little help getting here

The prototype directional sign for campus entryways was installed recently on South Fourth Street, adjacent to the Iowa State Center parking lots. Look for more signs to be installed around campus this fall. *Photo by Leah Hansen.*
Salary increases, flood recovery are part of FY12 budget planning
by Anne Krapfl

New revenue from additional entrepreneurial efforts, flexibility in anticipating state funding and an "aggressive plan to enhance faculty and P&S salaries" are top goals as the university begins to develop an operating budget for the year that begins July 1, 2011.

Executive vice president and provost Elizabeth Hoffman, whose office coordinates budget planning, posted her first memo (PDF) on the FY12 budget development process on Sept. 16. In addition to goals for the FY12 budget, it includes a summary of state appropriation requests approved last week by the state Board of Regents and a budget development timeline (PDF).

Goals to guide FY12 budget development
Hoffman outlined these goals for the university community in the FY12 budget (order doesn't indicate priority):

- Create stronger communication channels among all units involved in student admissions. Link institutional and college-level enrollment goals and targets
- Continue to monitor and develop intentional and creative undergraduate student retention strategies
- Enhance research activity and the indirect cost revenue that results from careful allocation of resources
- Plan for a range of possible funding levels from state appropriations
- Explore additional entrepreneurial activities that will provide alternate sources of revenue and are consistent with strategic goals
- Pursue an aggressive plan to enhance faculty and P&S salaries and balance that with employee benefit plans and the anticipated cost increases
- Focus energy and attention on flood recovery efforts. Maximize FEMA and insurance reimbursements to the extent possible

She said the process of developing the university's budget requires participation from all ranks and corners of campus, including deans, vice presidents, department chairs, unit directors, budget advisory committees, the Faculty Senate, P&S Council, faculty and staff.

New strategic plan is a driving force
In her memo, Hoffman also reminded the university community of the 2010-15 strategic plan (which also received regents' approval last week) and the importance of maximizing revenues, monitoring costs and watching for opportunities for greater efficiency in order to have funds available for the top priorities in that plan.
"Academic excellence and program quality are the bedrock of Iowa State's mission and values," she wrote. "Interdisciplinary approaches to teaching, outreach and research are key ways to achieve that excellence and quality."

**Up next**
Hoffman's next budget memo likely will be posted in early December. Through fall semester, budget work will focus on developing preliminary student enrollment projections for the 2011-12 academic year and a policy on salary increases. Budget planners also await the outcomes of the Iowa revenue estimating conferences, scheduled for mid-October and early December. A three-member appointed team meets three times a year to estimate state revenues for both the current and following fiscal years.

A preliminary FY12 budget will be sent to the regents office in early April; the board will be asked to approve a final budget in June.
The Faculty Senate convened Sept. 21 for its first meeting of the new academic year. Senators cleared a pair of business items held over from last spring, including unanimous approval for a new master's of industrial design in the College of Design.

Senators also approved Faculty Handbook revisions that better define the voting process for approving, merging or discontinuing academic programs. The changes to section 10.8 align with handbook revisions approved in May.

An amendment proposed by Annemarie Butler (philosophy and religious studies) to change the department's role in discontinuing academic programs narrowly passed. Rather than having only advisory input, the amendment requires a departmental vote on the proposed discontinuation of its majors. That vote can be overridden by a super majority (two-thirds) decision in the Faculty Senate.

"I would like to make sure that departments have a say in the future of their programs," Butler said.

**Policy input**

A parental leave draft policy was extracted from the consent agenda and discussed later in the meeting. The draft, developed by the university's Work/Life Advisory Committee, would apply to faculty, professional and scientific staff, post docs and nonorganized merit supervisory employees. The university committee is seeking senate feedback on the draft policy (PDF), which is available on the Faculty Senate website.

Proposed changes include a maximum of 15 working days of parental leave for any new parent of a child through birth, adoption or fostering. Birth mothers would be eligible for up to eight weeks of leave time. Both would allow the use of sick leave, vacation or unpaid leave. FMLA (Family and Medical Leave Act) leave would run concurrently for eligible employees.

**Student affairs update**

Vice president for student affairs Tom Hill was invited to address senators. His office will undergo a review by an appointed senate committee. Senate bylaws require five-year reviews of administrative offices.

In his remarks, Hill shared these numbers:

- 640, number of full-time equivalent student affairs staff members
- 2,100+, number of student employees
- $171 million, student affairs budget
- $48 million, total financial aid awarded
- 85 percent, ISU students who receive some type of financial aid
On the horizon
A proposed bachelor of engineering technology (BET) degree in information and computer engineering technology was omitted from this month's agenda. University Professor Doug Jacobson, who proposed the degree, was unable to attend the meeting.

The program proved controversial during senate discussion when it was introduced in May. Senators expressed concerns about its similarity to existing computer science and management information systems programs. Senate president Micheal Owen said the item will return in a future agenda.

Owen said other issues the senate likely will address this year include:

- Post-tenure review and report (PDF)
- Changes to section 2.7 (academic reorganizations) of the Faculty Handbook
- Review of the handbook’s faculty conduct policy (section 7.2)
- Report on non-tenure eligible faculty
Iowa State makes the lists in two recent rankings
by John McCarroll

More than 300 employers were scheduled to take part in career fairs this week at Iowa State, and a recent report by the Wall Street Journal says there's a reason for the high level of interest.

**WSJ recruiters' ranking**

Iowa State is identified as one of the top 45 colleges and universities across the country in providing well-prepared graduates, according to a WSJ survey of nearly 500 recruiters for the largest companies, non-profit organizations and federal agencies.

In rankings by major, the College of Engineering is No. 14, nationally.

The newspaper provided the recruiters a list of 100 colleges and universities, including Iowa State, and asked them to identify the schools "whose bachelor degree graduates were the best-trained and educated, and best able to succeed once hired."

Based on the recruiters' responses, the WSJ ranked the top 26 colleges and universities and identified 19 additional schools, including Iowa State, that had high scores.

**U.K. weekly's world rankings**

Iowa State also is among the top 200 universities in the world, according to rankings released by The Times Higher Education, a weekly publication based in the United Kingdom. In its 2010-11 World University Rankings, the magazine ranks Iowa State 156th.

*Times Higher Education* bases the rankings on 13 performance indicators, reflecting all three of the core missions of a university: teaching, research and knowledge transfer. The magazine says it previously relied more heavily on reputation in ranking universities worldwide.
Flood recovery, salary increases, Campustown revival on the agenda
by Diana Pounds

President Gregory Geoffroy's Sept. 20 convocation address to faculty and staff was part status report ("where we stand right now") and part to-do list ("important items on our agenda"). Here are highlights of the president's comments on a variety of issues:

**Flood recovery**

Devastating flooding on campus in August "was bad, but it could have been much worse if it had not been for the good work of many people." Flood cleanup and damage assessment is nearly complete and ISU officials are working with FEMA (Federal Emergency Management Agency) and insurance carriers to begin restoring facilities.

"We anticipate that most of the expenses will be covered in some combination by insurance and by FEMA, along with many in-kind contributions from the university."

**Record enrollments**

ISU's record 28,682 students is due to increased enrollment of out-of-state students. However, Iowa State also continues to enroll more Iowa high school graduates and more Iowa community college transfers than any other university.

Iowa State must continue to provide a strong student-centered education. Student recruitment efforts require continued focus in light..."I want to re-emphasize that, in spite of the budget challenges and the difficulties they cause us, as we move ahead we absolutely..."
of declining numbers of high school graduates in the upper Midwest.

**Sponsored success story**

Iowa State's 27 percent increase in sponsored funding, to a record $388 million, is a great success story. Special federal stimulus funds helped, but accounted for only about a quarter of the growth.

"The rest is simply due to the great work of our faculty and staff in competing so successfully for those funds."

**Alumni-strong**

Nineteen percent of all living alumni belong to the ISU Alumni Association. "Nineteen percent may not sound like a big number, but in the world of alumni associations, that's a very big membership."

**Campaign nears the mark**

With "exceptionally strong support from alumni and friends," the university is closing in on the $800 million goal of "Campaign Iowa State: With Pride and Purpose." The tally stands at $794 million with 10 months left in the campaign. The goal of doubling the number of endowed faculty positions to 150 already has been reached.

**Decline in ISU's share of state tax revenues**

Since 2000, Iowa State's share of state tax revenue has declined 41 percent. The decline results from state elected leaders giving higher priority to other state funding needs, such as transportation, health care, public safety, K-12 education and community colleges.

A priority this year will be to convince elected leaders of "how essential it is for Iowa to have strong public universities if Iowa is to be a strong competitor in a global economy."

**Facing budget realities**

"We do have to face the realities and adjust to the decreased funding that has been dealt us and follow through on the budget adjustment plans that have been developed by our colleges and other university units in response to the state funding cuts. Nearly all of those plans involve a progressive, phased budget reduction that will take one or more years to see through to completion."

**Salary increases a priority**

"After two years of essentially frozen salaries, we simply have to find some way to give a reasonable salary increase for the next year. It's far too early to know what level that will be or the funding sources, but we simply have to make it a top priority as we do the budget planning."

**Transforming Campustown**

Rejuvenating Campustown is the goal of a cooperative effort involving Iowa State, the city of Ames, and the LANE4 Property Group, a Kansas City developer hired by the city. Reports from the developers will be presented to the Ames City Council and other groups in the coming weeks.

"This will be a major priority for me and for the university leadership team this year, as it really is an almost once-in-a-lifetime opportunity to make a significant difference in a key part of our community that impacts all of us and especially our students."
Filling leadership vacancies
Two important vacancies to fill this year are the dean of the College of Veterinary Medicine (finalists will be on campus for interviews over the next few weeks) and the vice president for extension and outreach.

Winners
Competitive success in athletics included: ISU's highest-ever ranking (34) in the Learfield Sports Director's Cup, wrestling's third-place national team finish and two individual champions, an Insight Bowl football victory, Sweet Sixteen berths for women's basketball and volleyball, and great track and cross country seasons capped by Lisa Koll's three championships.

Academic success included a near 80 percent graduation rate for Cyclone student-athletes, the highest in the Big 12, and No. 7 among the 95 schools in the six BCS conferences.

Slide show
See the president's convocation presentation (PowerPoint).
Iowa State keeps an eye on 2050 in new strategic plan
by Anne Krapfl

Becoming a world leader in "advancing the land-grant ideals of putting science, technology and human creativity to work" is Iowa State's task under its new strategic plan approved Sept. 16 by the state Board of Regents. Specifically, the university will tackle 21st century challenges by integrating basic research, new technologies and entrepreneurial applications. The plan will guide university decisions and strategies through 2015.

Under development since last September (and informally 12 months prior) and involving hundreds of faculty, staff and students in the deliberation, the strategic plan is built around four priorities president Gregory Geoffroy outlined in encouraging the university community to look farther ahead than the period of a single strategic plan -- to the year 2050. The goals are:

- Be a magnet for attracting outstanding students who seek educations that prepare them to make a difference in the world.
- Be a magnet for attracting outstanding faculty and staff who create, share and apply knowledge to improve the quality of life.
- Be internationally known for faculty, staff and students who address the challenges of the 21st century, including safe, nutritious food in adequate supply; sustainable energy sources; water quality and availability; a sustainable planet; and the health of plants, animals and humans.
- Be a treasured resource for Iowa, the nation and the world because we improve people's lives.

Each of these goals is supported by two or three action steps that help define it.

"Developing this five-year plan while also envisioning what Iowa State University should be at the mid-point of the century has been an extremely valuable process," Geoffroy said. "The goals in this plan are important not only for Iowa State, but also for the unique contributions we make for the betterment of Iowa."

Board president David Miles praised the plan on three points: it sets high expectations, the university stays true to the land-grant mission, and Iowa State remains committed to being a valuable resource for the state of Iowa.

**Measuring achievement**

Planners identified 11 measures by which the university community will gauge progress on the strategic plan. These vary from fall student enrollments to graduation rates, from faculty and staff accomplishments to their salaries measured against peer groups, from the university's rank in National Science Foundation funding to the number of partnerships and clients served -- locally and
Executive vice president and provost Elizabeth Hoffman chaired a 23-member steering and writing committee that led the campus planning process and worked through more than a dozen strategic plan drafts in response to input from the university community.
Regents approve expedited flood recovery, phase-out of athletics subsidy
by Anne Krapfl

During its Sept. 16 meeting, the state Board of Regents approved Iowa State's request to use expedited construction and purchasing processes (detailed in the Iowa Code) to get flood-damaged buildings back in use as soon as possible. Hilton Coliseum, the Family Resource Center in University Village and the Lied Recreation Athletic Center are three of the most critical needs.

Vice president for business and finance Warren Madden provided the regents with a summary and update of the campus flooding. All 17 buildings affected by floodwater on Aug. 11 are dry, clean and safe, he said, and reconstruction has begun or will begin shortly in many of them.

There actually are no damage/reconstruction estimates for individual buildings yet, but he said the current best estimate of total damage is in the range of $40 million to $50 million. This includes cleanup, restoration and some mitigation. The expectation is that FEMA (Federal Emergency Management Agency) will reimburse 75 percent of costs not covered by the university's multiple insurance plans; the university, perhaps with state assistance, would cover the other 25 percent. He noted that things like employee labor could count toward the university's portion. A few other details Madden offered include:

- The only building requiring replacement is a maintenance shed at Veenker golf course.
- Flood reconstruction and reimbursement will take a year or two.
- There are no plans to move any buildings currently in the flood plain, but the university doesn't want to deal with the aftermath of another 100- or 500-year flood. Mitigation plans will be important to this recovery effort.
- University leaders have started discussions with city and county representatives about mitigation. "We don't want to take steps [for example, berms, dikes, levies] that will hurt others in the community. We need technical and engineering data to make these kinds of decisions," Madden said.

Phasing out funds for athletics
The board also approved president Gregory Geoffroy's proposal to eliminate, at the end of this fiscal year, the university subsidy to the athletics department. This year, $1.6 million in state funds is going to the athletics budget -- or 3.8 percent of the $41.6 million budget. The ratio of state funding for the athletics department has been incrementally declining since FY07, when it was nearly 10 percent.

At its March meeting, the board asked Geoffroy and University of Northern Iowa president Ben Allen to assess the feasibility of, and
develop a proposal to reduce or eliminate general fund subsidies for their athletics departments. The University of Iowa eliminated state financial support of athletics several years ago.

The athletics department will continue to receive tuition set-aside dollars. The university sets aside 22 percent of tuition revenues for student financial aid (regents policy requires a minimum of 15 percent). The university allows the athletics department to retain 22 percent ($1.6 million) of the tuition generated by student-athletes recruited to ISU. Of that amount, $1.3 million will be kept by the athletics department and used for scholarships for student-athletes; the remaining $300,000 will be used by the student financial aid office for scholarships for general students.

**Curtiss Hall renovation plans**

In other action, the board:

- Approved the schematic design and budget ($3.6 million) for the proposed student services mall in Curtiss Hall, a remodel of 8,850 square feet on the ground floor (south wing). It will be home to the College of Agriculture and Life Sciences' student services, career services, study abroad and global agricultural programs, currently scattered throughout the building. The project cost will be covered by private gifts. The project is expected to begin in February and be completed by January 2012.

- Approved Iowa State's request to work with the same architect on the above project (Smith Metzger, Des Moines) and begin project planning on the proposed Harl Commons, also on the ground floor (beneath the auditorium wing) of Curtiss. Approximately 9,400 square feet of space on the ground and basement floors will create a new street-level entrance on the east side of Curtiss and a student lounge area, and provide space for the ALS college's agricultural entrepreneurship initiative. The project’s estimated cost, absent a detailed budget yet, is about $6 million. It also will be covered by private gifts, including a lead gift of $1.5 million from Neil and Darlene Harl, Ames. Neil Harl is a professor emeritus of economics in the college.

- Approved state appropriations requests for FY12 (due to the state by Oct. 1). The requests include continuation of permanent appropriations in the current fiscal year, new funding totaling about $28 million regents-wide for strategic initiatives and permanent replacement of about $9.4 million in one-time funding this year. The regents' enterprise also asks to be included in a state incremental salary appropriation, but doesn't have a specific amount to request, pending salary negotiations this fall for collective bargaining employees for FY12 and FY13.
Fashion ... on a deadline

In its sixth year, ISU's Project Runway will take place on Sunday, Sept. 26 (8 p.m., Great Hall, Memorial Union). Derived from Lifetime Network's popular show, teams have eight hours to design and create garments based on a theme revealed the night before the competition. Emilio Sosa, who finished as runner-up this spring in the TV show's seventh season, will host the event. He and ISU apparel studies professor Jean Parsons will serve as judges for the contest. Designs are graded on creativity, craftsmanship and crowd appeal. The show is free and open to the public. Contributed photo.