

CHARGE:
Committee on Disseminating the Iowa Challenge

Background

The Student Success team used a year-long process to develop “The Iowa Challenge”, a message about what it means to be a successful student at Iowa. A work group also completed a preamble to provide message context, guidelines for acceptable use, and shortened version(s).

Charge

A broad, coordinated communications and implementation plan is needed to disseminate the Iowa Challenge to students, faculty, and staff within the UI community. Different strategies may be appropriate for the various populations (students, faculty, staff). The committee may decide that subcommittees are necessary to meet this need.

In conducting its work, the committee will use the SST’s definition of student success at the University of Iowa:

University of Iowa students succeed when they achieve personal and institutional educational goals. Successful students develop skills and knowledge, become more mature in their thinking, assume greater responsibility for their own lives and learning, develop understanding of diversity and multiculturalism, and become effective leaders.

Student success at The University of Iowa is a shared enterprise. Students succeed by active engagement in educationally-purposeful activities. Faculty, staff, and students create formal and informal learning opportunities on campus and off, and policies, programs, and practices that foster student engagement.

The University measures student and institutional success in undergraduate education by examining a variety of indicators, including measures of learning, persistence, graduation, engagement, health and well-being, and opportunities after graduation.

Sponsor

The Committee is sponsored by the Student Success Team Executive Committee

Membership

The Committee shall include:

- Tom Rocklin, Student Services (Chair)

Subcommittee for Communicating with Staff

- Tanya Villhauer, Health Iowa
- Diane Graber, Office of the Registrar
- Carlette Washington-Hoagland, Libraries
- Kathy Magarrell, University Libraries
- Lin Pierce, Chemistry
- Jan Brunstein, Office of the Registrar
- Jane Schildroth, Pomerantz Career Center
- Kathleen Forbes, Dance

Subcommittee for Communicating with Faculty

- Todd Houge, Tippie College of Business
- Len MacGillivray - Chemistry
- Jean Florman, Center for Teaching
- Cinda Coggins Mosher, Rhetoric
- Lindon Larson, University Relations Publications
- Maggie Jesse, ITS

Subcommittee on Communicating with Students

- Tara Edberg, Office of Student Life (Staff)
- Emil Rinderspacher, Admissions (Staff)
- Kate Fitzgerald, University Housing (Staff)
- Jodi Linley, Iowa Biosciences Advantage (Staff)
- Jon Sexton, Orientation (Staff)
- Casey Koschmeder, (Student)
- Sophie Switzer (Student)
- Stephanie Preschel (Graduate Student)
- Sondra Cue, Office of University Relations

Deliverables

The Committee is responsible for delivering each of the following products:

1. Definition and description of audience(s) for The Iowa Challenge
2. A communications/dissemination plan, including channels, timelines, and strategies targeting students, faculty, and staff. Clear articulation of the goals/mission related to The Iowa Challenge for each subpopulation and a list of actionable items should be included.
3. A plan for assessing the effectiveness of implementation

Schedule

- Due date for above deliverables:
A progress report is due to the SST Executive Committee by March 1, 2009
Final report is due to the SST Executive Committee by April 15, 2009
Deliverables should be provided in time for some measure of incorporation into summer 2009 orientation programs.