

Butler Beyond Strategic Direction – Progress & Updates – as of Feb 2022

[The following is not necessarily an all-inclusive list but captures several notable highlights.]

Priority 1 - Ensure the accessibility, relevancy, and distinctive impact of a Butler degree

- **The Park** – In December, the University began construction on the [The Park](#), a 7,500-square-foot learning laboratory in the Sunset Avenue Parking Garage, also the home of Butler Esports, which is slated to open in Fall 2022. This comes on the heels of the Spring 21 launch of an interdisciplinary Esports Communication minor, which builds in-demand skills needed for success in the booming world of competitive gaming (December 2021).
- **Gardner Institute** – Butler commences Foundations of Excellence with partner Gardner Institute to enable institutional transformation that improves first-year or transfer-student success and retention through comprehensive, evidence-based, guided self-study, planning, and implementation (Fall 2021).
- **New Minors** – Butler launches new minors in Asian Studies and Museum Studies.
- **Ivy Tech Articulation Agreements** – Butler and Ivy Tech partnered to create the first transfer agreement in [Elementary Education](#) (December 2020) and two additional transfer agreements in [Business and in Art + Design](#) (August 2021). These agreements seek to provide a more accessible and affordable pathway to a Butler degree, and in the case of the agreement with COE, to address Indiana's teacher shortage.
- **Three-Year Degree Programs** – Butler established 10 additional [three-year degree](#) tracks, bringing the total number to 40. These accelerated, lower cost pathways allow students complete their degree sooner through access to year-round courses (July 2021).
- **UnitedHealthcare Academy at Butler** – UnitedHealthcare and Butler University have agreed to a partnership that will deliver work-based learning and employment opportunities to LSB students interested in pursuing a career with United Healthcare. Through the [United Healthcare Academy](#), students will be part of a four-year track that includes multiple paid internships and the opportunity for full-time employment upon graduation, among other forms of financial support. The partnership creates a distinctive student experience, lowers the cost of a Butler degree and aligns skill needs closely to those of a key workforce partner (July 2021).
- **Wipro-Salesforce Course** – Wipro, formerly Appirio, has [partnered](#) with Butler University to offer a Salesforce consulting preparatory college course. Running as a pilot for the 20-21 academic year, students will have the opportunity to learn the in-demand skills needed for customer relationship management (CRM). The free, non-credit courses, which are held online, also provide students an opportunity to achieve their initial Salesforce certifications (Fall 2020).

Priority 2 - Enhance holistic student well-being and engagement

- **SGA Restructure** – Student Affairs restructured SGA and created three new programming councils (University Program Council, Diversity Program Councils, Civic Engagement Program Council), which will create new opportunities for student involvement.
- **Franciscan Partnership** – Butler Athletics has engaged in a multi-year contract with Franciscan to bolster athletic training resources. This arrangement enhances the level of

healthcare to student-athletes, which will cascade to more resources for well-being and performance development (Fall 2021).

- **Student Financial Literacy** – Butler and Elements Financial partner to create a student financial literacy training program (Spring 2021).
- **Mental Health First Aid Training** - Over the past year, a number of faculty and staff have elected to participate and become certified in [Mental Health First Aid](#), which equips non-clinical individuals to identify, understand and respond to signs of mental illnesses and substance use disorders. Over 250 have been trained through the end of 2021, greatly bolstering the number of mental health resources on Butler's campus. The training has also been extended to parents and alumni.
- **Headspace App** - Student Affairs is offering all students a free, annual subscription to the mindfulness and well-being app, Headspace (Spring 2021).
- **Podcast on Healthy Relationships** - The Sexual Assault Response & Prevention (SARP) Office at Butler University launched a bi-weekly podcast - the ACTUALLY Love Podcast (Spring 2021).
- **Butler Food Pantry** - Butler has launched the [Butler Food Pantry](#), a service addressing food insecurity through healthy food packages available to all Butler students (Spring 2021).
- **Student Mental Health Task Force** - A student mental health task force (includes 12 students) has been created. Two of those students will join the current, ad-hoc faculty/staff mental health task force (Fall 2020).

Priority 3 - Establish Butler as a leader in developing future models of education

- **New Online Programs** – Butler [announces](#) the launch of two new online master's degree programs that will begin in January 2022, and the relaunch of a third, in partnership with Noodle, the country's fastest-growing online learning network. Agreements have been signed for one other (Spring-Fall 2021).
- **Division of Professional Studies** - In securing a \$10M grant from Lilly Endowment, Butler is establishing a Division of Professional Studies to grow new programs that serve non-traditional learners, including fully online programs and alternative credit and non-credit credentials. Additionally, a newly established Program Success & Innovation team will work across the colleges and the new division to support faculty in the development of new, high-growth programs (Spring 20 – Summer 21).
- **Innovation Fellows Program** – In partnership with Purdue, the universities have named innovation fellows to identify, test, and pilot opportunities that will better equip undergraduate students with the transdisciplinary skill sets needed to succeed in the future economy (Spring 2021).
- **Butler Beyond Transformation Lab** - As a result of a \$2.5M grant from Lilly Endowment, the university established the Transformation Lab. The Lab will serve as a university-wide catalyst for advancing the Butler Beyond strategic direction and supporting University transformation. The Lab will provide 3 main services: 1) Idea design and development, 2) Access to financial and human resources to move ideas to pilots; and 3) Connection to local and national external partners working on similar transformational efforts. The Lab's first two employees were hired in Fall 2021 and formal launch is expected in Spring 2022 (Spring 20 – Fall 21).

Priority 4 - Build a culture of empowerment, engagement, and accountability

- **Human Resources Leadership** –Butler hired VP of HR, Lorrie Ortiz, to lead the transformation of the university’s HR department. Additional staff have been added, including in the areas of Organizational Development and Effectiveness, Talent Acquisition, and Total Rewards. The team will lead the University in implementation of foundational work necessary to support Butler’s culture strategy (Summer-Fall 2021).
- **Climate Survey** – A pilot climate survey was completed with Executive Council that revealed and/or affirmed several key areas for which to focus and further develop the priority. The team will commence efforts in alignment with Human Resources priorities (Fall 2021).

Priority 5 - Create an intentionally diverse, inclusive, and equitable campus community

- **Butler Latinx Alumni Association** – The Butler Latinx Alumni Association was established (Fall 2021).
- **Most Diverse Incoming Class** - Butler welcomes the most diverse incoming class in its history, with 21 percent self-identifying as students of color and 18 percent stating they are the first in their family to attend college (Fall 2021).
- **DEI Inventory** - An inventory collected feedback on the many ways the university community advances DEI on campus and in the community. Creating awareness has allowed for sharing resources and knowledge of existing DEI-related programs and initiatives (Summer 2021).
- **DEI Focused Positions and Roles** - Each college and the Office of Academic Affairs have created a DEI Faculty Director role more capacity and attention for DEI work in the colleges and academic affairs units. A new Diversity Center Faculty Fellow position has been created to better integrate the academic perspective into student life for student DEI programming. This position is a collaboration with the Race, Gender and Sexuality Studies program. A realigned position created a DEI-focused Faculty-in-Residence to provide greater support for first-year residential students from marginalized/ underrepresented backgrounds and identities. A new Director for the Diversity Center was hired in October (Spring – Fall 2021).
- **DEI Innovation Fund** - A \$200,000 fund has been established to engage our community in developing ideas that support a more inclusive, diverse, and equitable learning and working environment at Butler. Nine proposals were approved for a total of \$115,000 in 2021 (Spring 2021).
- **President’s Council on DEI** - A council including nearly 20 faculty, students, staff and alumni are serving in an advisory capacity to the President on matters related to diversity, equity and inclusion at the University (Spring 2021).
- **Hub for Black Affairs and Community Engagement** - Under the leadership of Dr. Terri Jett, the [Hub](#) will be focused on the lives and experiences of the Black community at Butler, through creation of affinity groups, a collaborative fellows program, Black student support initiatives, and connection with visiting black intellectuals. Further, the Hub will create opportunities for engagement with the greater Indianapolis community (Fall 2020).

- **ONB Center DEI Initiative** - The ONB Center for Business Excellence launched a [phased initiative](#) that intends to strengthen and support privately held businesses owned by underrepresented groups throughout Indiana by connecting them with the resources and support they need to succeed (Fall 2020).
- **BUnited** - Butler Athletics established [BUnited](#) as a department-wide initiative focused on empathy, education and experience. Its mission is Building Unity Through Leadership, Education and Respect (Fall 2020).

Priority 6 - Strengthen the University's short- and long-term sustainability

- **Operational Growth & Excellence** – Butler partnered with Huron Consulting Group across three interrelated areas: administrative, academic and growth. Huron, with Butler's input and direction, has developed evidence-based recommendations and data tools that build on Butler's position of strength and guide further refinement of key administrative, academic, and growth-related strategic initiatives. Those recommendations are being further evaluated, prioritized and tested for implementation.
- **Butler Beyond Campaign eclipses \$200M** - Butler is closing in on the campaign finish line, 99% of way toward the [goal](#) of \$250M.
- **Sciences Renovation Project** - The new 44,000-square-foot Sciences Expansion building opens as Phase I of a \$100 million investment in the University's sciences facilities. Phase II, a complete top-to-bottom renovation of Gallahue Hall is scheduled to be complete in January of 2023. Learn more about Butler's new sciences complex [here](#).

Priority 7 - Advance and strengthen Butler's external reputation and brand

- **New Broadcast Commercial ([Link](#))** - A new Butler broadcast commercial, and campaign, launched on Friday, December 17. The campaign theme is "We're changing what it means to be a university" to further amplify our Butler Beyond Strategy. The commercial will have widespread placement, including usage by the BIG EAST and our student-focused advertising on YouTube, Connected TV, Spotify, Facebook/Instagram, and more. We're also producing supporting/complementary videos on the topics of experiential learning, student-centered education, and innovation for use in our undergraduate digital efforts (December 2021).
- **Office of Strategic Engagement** - The newly formed Office of Strategic Engagement is established to elevate the University's local, national, and global influence as a leader in higher education (October 2021).
- **No.1 Regional University** - For the fourth consecutive year, Butler University is named the No. 1 Regional University in the Midwest, according to the 2022 U.S. News & World Report Best Colleges Rankings (September 2021).
- **Netflix's DOGS Series** - Blue III and Blue IV featured in episode of Netflix's DOGS (July 2021).
- **Community Impact Study** - A community impact study is underway which will evaluate and measure the various ways Butler contributes to the local community. It will also produce a dashboard for continual assessment of where and how Butler makes an impact (Summer 21).
- **NCAA Tournament Host** - Hinkle Fieldhouse served as one of six host sites in central Indiana, playing host to 16 games of the 2021 men's NCAA basketball tournament. The

university received significant, positive media coverage and attention throughout the country and beyond (March 2021).

- **Brand Equity Study** – We recently surveyed prospective undergraduate students and parents, and prospective graduate students, to measure brand equity (awareness, familiarity, and consideration) and test key messages. This is the fourth consecutive measurement cycle for prospective undergraduate students, and the first for prospective graduate students (to determine a baseline).