



Annual Report to the Board of Trustees on the State of the University



Alan W. Cramb, President
October 25, 2018

ILLINOIS INSTITUTE
OF TECHNOLOGY 

PRESIDENT'S INTRODUCTION

The last year has been a very good one for Illinois Institute of Technology. Peter Kilpatrick joined the university as provost and senior vice president of academic affairs and Michael P. Galvin (LAW '78) was elected new chairman of Illinois Institute of Technology's Board of Trustees.

I am proud of our accomplishments that were recognized by a number of external organizations:

- *U.S. News & World Report*
 - Our national ranking rose to #96 due to continued improvement in our six-year graduation rates and our first-to-second-year retention statistics.
 - Illinois Tech was #30 in the Best Value Schools among national universities.
 - Armour College of Engineering showed improvement in three graduate categories: Aerospace/Aeronautical/Astronautical Engineering, Computer Engineering, and Mechanical Engineering, with the college's overall graduate ranking moving to #74 from #78 last year.
 - In the five-year graduate science rankings for the College of Science, four departments improved in their respective ranking categories: Biological Sciences, Chemistry, Computer Science, and Physics. Mathematics held its position. Computer Science, at #91, is now squarely in the top 100.
 - Chicago-Kent College of Law moved to #85 this year, up from #92, with the Trial Advocacy program holding steady at #4 in the country, while both the Intellectual Property Law (#9) and part-time law (#20) rankings improved.
- Our first-year undergraduate class was the highest in 30 years with 608 new students.
- The university was ranked #1 in Illinois and #32 in the nation by the Equality of Opportunity Project (now Opportunity Insights) and the *New York Times* for lifting students from families in the bottom 20% of income to the top 20%.
- Illinois Tech was ranked #1 in the state and #62 in the nation in 20-year, mid-career earnings return on investment by *PayScale*.
- We were ranked in the Top 25 STEM Colleges by *Forbes*.
- Our College of Architecture undergraduate program was #15 in DesignIntelligence's Most Admired Architecture Schools the United States.
- The *Financial Times* ranked Illinois Tech's finance program #5 in the country.
- The NCAA Division III Membership Committee granted Illinois Tech active Division III membership status.

These accolades reinforce that we are still true to our original mission to provide a pathway to professionalism for outstanding students from Chicago while spreading our educational promise both nationally and globally. Members of our first-year class of 608 students are from 34 countries and 38 states, with 127 students from Chicago; 14 percent are international students, 27 percent are underrepresented minority students, 31 percent are female, and 31 percent have declared that they are first-generation college students.

This past year was also a very good year for our faculty, with a number of significant research awards. The year culminated with the September 2018 announcement that President Emeritus and Distinguished Professor of Chemical Engineering John L. Anderson was the sole nominee to be the next president of the National Academy of Engineering.

We also focused on improving our financial position over the past year. We established a long-term goal of building financial durability and sustainability into our overall business model. We stabilized university finances, reduced debt, and increased our liquidity. With the sale of one of two broadband channels for \$65 million, we were able to significantly reduce our debt, increase the investable assets in our endowment, refinance a portion of our debt to a significantly lower interest rate, and increase our overall cash position.

We have also improved our facilities. The new Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship was completed and will formally open in late October. This is a \$37 million investment in our undergraduates and is focused on allowing our creative students to practice meaningful innovation and understand the entrepreneurial mindset. We hired Howard A. Tullman, a noted entrepreneur and educator, as its first executive director and University Professor. Significant safety improvements were made to the State Street crosswalk and the CTA refurbished the 34th Street Green Line stop. We now even house a live weather camera for ABC7 on the IIT Tower rooftop.



Overall this last year was indeed a very good year for Illinois Institute of Technology. As Colin Powell stated, “There are no secrets to success. It is the result of preparation, hard work, and learning from failure.” We will continue to work hard, learn from our mistakes, and develop a new strategic plan to continue on this trajectory.

Alan W. Cramb

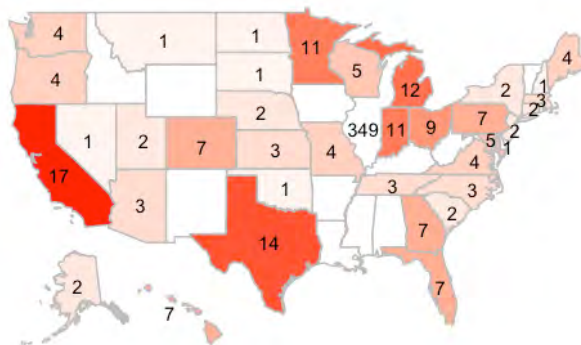
Alan W. Cramb, President
Illinois Institute of Technology

ENROLLMENT REPORT

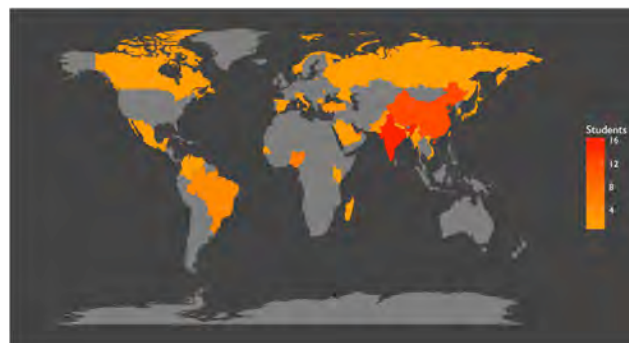
As of the fall 2018 census, total enrollment at Illinois Tech was **6,840** students, composed of **3,026** undergraduate students, **3,727** graduate students and **87** professional-education students.



This year the university welcomed **608** new first-year students, the largest class in more than 30 years. Additionally, **219** full-time undergraduate students with prior college experience and **40** new full-time visiting students enrolled.



Students in the first-year class come from 38 states and 34 countries, with **127** from Chicago. Thirty-one percent (**191** students) have self-reported that they are the first in their families to attend college. This year's class is also very diverse: 27% are underrepresented minorities, 32% are female, and 14% are international students. The average ACT composite score is 29.



Also this year Illinois Tech welcomed **1,322** new graduate students, composed of **77** Ph.D. students, **259** J.D. students, **928** master's students and **58** non-degree students. The class comes from 45 countries.

INSTITUTIONAL ADVANCEMENT REPORT

FY18 Fundraising Results

In the first full year following *Fueling Innovation: The Campaign for IIT*, the final fundraising total was \$22,896,215, which includes six extraordinary gifts of \$1 million or more.



Ed Ross (ME '43)

After a lifetime of commitment to his alma mater, late Armour Society member Edward Ross (ME 1943) left an unrestricted gift from the Renee & Edward Ross Foundation as part of his estate. This gift will allow Illinois Institute of Technology to award scholarships in the Ross family's name to numerous students—all Chicago Public Schools graduates with demonstrated need. Ensuring that students of all backgrounds have access to an Illinois Tech education is the heart of the university's mission, and it is an objective that Ed and his wife, Renee, exemplified throughout their lifetimes, culminating in the year they supported 85 Illinois Tech students. Institutional Advancement (IA) has also recognized the commitment by naming the terrace in the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship for the Rosses.

Additionally, Charlotte (M.S. '70, Ph.D. '73) and Jeffrey (M.S. '68, Ph.D. '71) Denenberg each made a \$1 million commitment to support scholarships in mathematics and engineering, and John and Jeanne Rowe made a \$2.5 million commitment to the university to establish a new endowed scholarship fund and to support their two existing endowed chairs.

Adding to personal commitments from alumni and university friends, IA also had strong support from foundations in fiscal year 2018, including a gift from the McCormick Foundation in support of undergraduate scholarships for Chicago students. The McCormick Foundation Chicago Scholarship will benefit students from underrepresented groups who demonstrate financial need. The \$1 million gift will award scholarships to up to 40 students, divided into up to 10 students per year for four years. This continues the university's long relationship with the McCormick Foundation.

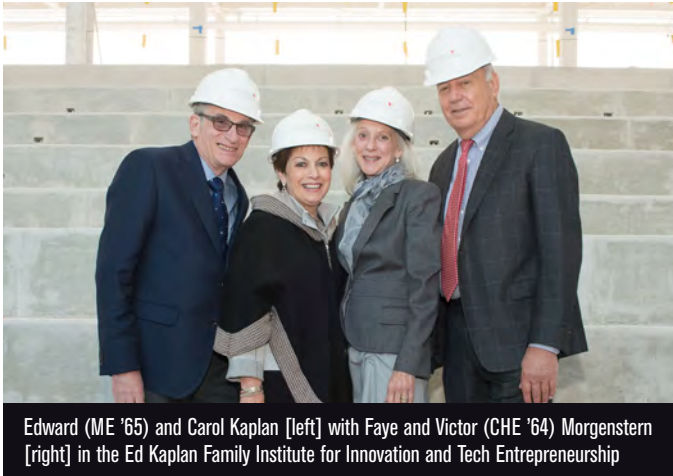
On November 7, 2017, Illinois Tech held its third annual Giving Day. In comparison to the previous fiscal year, this year IA saw larger gift totals and year-over-year increases in the total number of donors and alumni donors—15 percent and 14 percent, respectively. In one day, 1,088 alumni, students, faculty, staff, and friends came together and donated \$793,333 in support of the university. There were 736 total alumni donors, and a total of \$354,338 was raised for scholarships. Of the university's eight colleges, the Institute of Design garnered the most gifts from their alumni. The next Giving Day will be held on Pi Day, March 14, 2019.



Charlotte (M.S. '70, Ph.D. '73) and Jeffrey (M.S. '68, Ph.D. '71) Denenberg

Kaplan Institute Grand Opening

Fiscal year 2018 was a year to celebrate the extraordinary contributions that made the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship a reality. With 16 donors of \$1 million or more, this building was funded by the philanthropy of alumni and university friends coming together for a common goal. Throughout the year, a number of hard-hat tours were made available for donors, and attendees were able to walk through the building at various stages of construction. Now, as the hard hats come off and we near completion, the university is eager to celebrate the generous donors who made the building possible. For the first time in university history, every significant space in the Kaplan Institute has a donor name attached to it, for a record number of 36 donor-named spaces.



Edward (ME '65) and Carol Kaplan [left] with Faye and Victor (CHE '64) Morgenstern [right] in the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship

One of the most significant Kaplan Institute gifts came from longtime university partner Steelcase, Inc., which donated all of the furniture for the new building at cost. Through the generosity of university friend and chairman of the Steelcase Board of Directors Rob Pew, who made a personal gift to make up the difference and cover delivery and set-up, the university incurred no cost in furnishing the building.

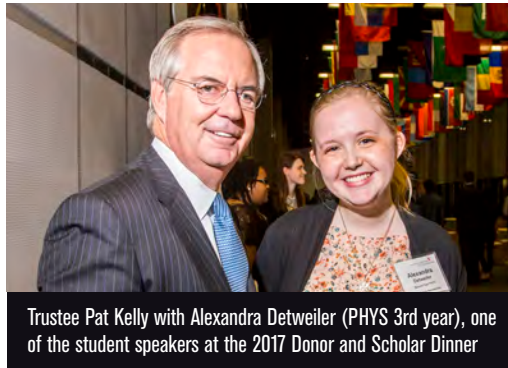
On October 25, 2018, IA will hold a private donor event for the building's grand opening. A public campus celebration will take place the following day for alumni, students, faculty, staff, and university friends.

Stewardship

This year Illinois Tech was able to honor faculty and donors through four investiture ceremonies of endowed chairs. Investitures allow the university to celebrate the extraordinary philanthropists who understand that the strength of a great university resides in its faculty. In December 2017 Geoffrey Williamson, professor of electrical engineering, was invested as the Duchossois Leadership Professor. Two investitures were celebrated in February 2018—the first was the Rowe Family College of Architecture Dean Endowed Chair, held by Michelangelo Sabatino. The second investiture that month was a milestone for the university: the first endowed chair in philosophy, as Professor J. D. Trout was invested as the John and Mae Calamos Endowed Chair in Philosophy. In May 2018 John Ronan was invested as the John and Jeanne Rowe Endowed Chair in the College of Architecture. Several more investitures are on the horizon for fiscal year 2019.



Craig Duchossois [front, right of center] and the Duchossois Leadership Scholars and Professors



Illinois Tech celebrated another stewardship opportunity at the Donor and Scholar Dinner in October 2017. This annual event pairs donors and scholars for networking, mingling, dinner, and a program focusing on scholarship. Several donors with multiple scholarship recipients held their own events with their students throughout the year, including trustees Craig Duchossois and Bud Wendorf (ME '71).

Alumni Engagement

In fiscal year 2018 the focus of alumni engagement remained AP³, asking alumni to help with admissions, pride, placement, and participation. Overall alumni involvement increased, with growth in volunteerism, and electronic and social media interactions leading the way as modes of engagement.



The 72nd annual Alumni Awards presentation and luncheon was held on April 20, 2018. This year 12 alumni and one friend of the university were honored. Recipients included the founder of Linksys, the first Hispanic to serve as commanding officer of a United States Navy aircraft, and the youngest lead scientist at Saudi Basic Industries Corporation (SABIC) Americas. Three members of the Illinois

Tech Board of Trustees were included among the winners. Joel Krauss (MATH '71) was the recipient of the Collens Merit Award, and Jamie Cowie received the Galvin Award, which is named after former chairman of the Board of Trustees Robert Galvin and honors non-alumni for their leadership and dedication. Victor Morgenstern (CHE '64) received the Alumni Medal, the highest honor given by the Illinois Tech Alumni Association.

In September, the university celebrated the tenure of Chairman of the Board of Trustees Bud Wendorf with a special dinner event in his honor. Left to right: President Emeritus and Distinguished Professor of Chemical Engineering John Anderson and his wife, Pat; Wendorf and his wife, Suzie; and President Alan Cramb and his wife, Anna



ACADEMIC ACHIEVEMENTS 2017-18

Illinois Tech Jumps to #96 on *U.S. News & World Report* 2019 Best Colleges List



Illinois Institute of Technology is ranked among the top 100 schools in the National Universities category of the *U.S. News & World Report* 2019 Best Colleges ranking, released this month. The #96 ranking is a jump from the 2018 and 2017 ranking of #103 (tie) and marks the first time in a decade that Illinois Tech has cracked the top 100.

The university is ranked #30 in the Best Value Schools list, up from #38 in 2018. Illinois Tech's population of international students was also ranked at the top of the list.

U.S. News & World Report provides nearly 50 different types of numerical rankings and lists to help students narrow their college search. The four overall rankings—National Universities, Liberal Arts Colleges, Regional Universities, and Regional Colleges—are based on factors that indicate academic quality, such as graduation rates and faculty resources.

Endowed Professors Appointed FY 2018



Michelangelo Sabatino

Rowe Family College of Architecture Dean Endowed Chair

An architect, preservationist, and historian whose research broadly addresses intersections between culture, technology, and design in the built and natural environments, Michelangelo Sabatino is also the inaugural John Vinci Distinguished Research Fellow.



John Ronan

John and Jeanne Rowe Endowed Chair in the College of Architecture

John Ronan is founding principal of John Ronan Architects, an internationally recognized design firm based in Chicago and established in 1999. He led the design of Illinois Tech's Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship.



Elizabeth Durango-Cohen

M. Zia Hassan Endowed Professor at Stuart School of Business

Associate Professor of Operations Management Elizabeth Durango-Cohen was invested as the first-ever M. Zia Hassan Endowed Professor. Her research focuses on the formulation, estimation, and analysis of models to support managerial decision making arising in the areas of supply-chain management and nonprofit fundraising.



J. D. Trout

John & Mae Calamos Endowed Chair in Philosophy

The John & Mae Calamos Endowed Chair in Philosophy is the university's first endowed chair in philosophy. J. D. Trout's research interests include the philosophy of science, epistemology, and cognitive science.

Faculty Awards and News



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Flury



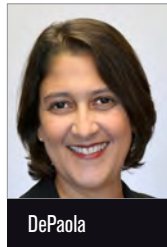
Williams



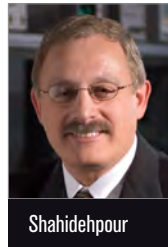
Borkar



Arastoopour



DePaola



Shahidehpour

Jean-Luc Ayitou, assistant professor of chemistry, received a Faculty Early Career Development Program (CAREER) grant from the National Science Foundation for his research on novel polycyclic chromophores that exhibit anti-aromaticity.

Associate Professor of Architecture Frank Flury received the Illinois Tech Board of Trustees Outstanding Undergraduate Teaching Award. He is director of the Bachelor of Architecture program. Flury's commitment to teaching is most evident through his decade-long experience leading the popular Design/Build course offerings at the college.

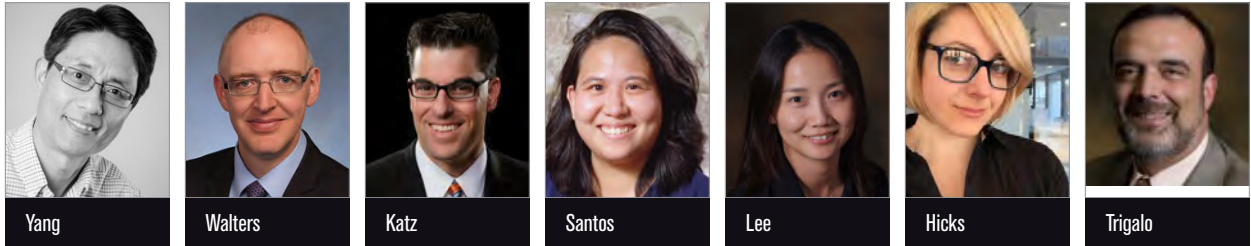
The John W. Rowe Excellence in Teaching Award was presented to **David Williams**, professor of mechanical and aerospace engineering, and director of the Fluid Dynamics Research Center. He joined Armour College of Engineering in 1983 as an assistant professor of mechanical engineering. Williams's expertise lies in flow control, flow-metering fluidic oscillators, linear and nonlinear wave interactions in transitioning flows, and acoustic measurement techniques.

Suresh Borkar, senior lecturer of electrical and computer engineering, received the Bauer Excellence in Undergraduate Teaching Award. He joined Armour College of Engineering in 2006 after a long career at AT&T/Lucent/Alcatel-Lucent Bell Labs in technical and senior management leadership positions. His expertise lies within wireless access and networking, mobility standards, electromagnetics, telecom technologies, telecom management, Internet of Things (IoT), future workforce, digital design, and computer architecture.

Hamid Arastoopour, Henry R. Linden Professor of Engineering and director of the Wanger Institute for Sustainable Energy Research, has been named the 2018 recipient of the AIChE Sustainable Engineering Forum Research Award. Presented annually for basic or applied research results relative to the sustainability of products, processes, or the environment, the award recognizes a person who has made significant technical contributions to research and development activities.

Natacha DePaola, Carol and Ed Kaplan Armour College Dean of Engineering, is the chair of the Global Engineering Deans Council. She will serve in the position through late 2019 and succeeds Peter Kilpatrick, Illinois Tech's provost and senior vice president for academic affairs, who served as chair from 2015–17. This role provides DePaola with the opportunity to make an impact on engineering education worldwide through collaboration with international educational and industrial partners and membership in the Executive Board of the International Federation of Engineering Education Societies.

Professor **Mohammad Shahidehpour** was named a 2017 fellow of the National Academy of Inventors among a distinguished cohort of 155 inventors from around the world.



Yongyi Yang, professor of biomedical engineering and Harris Perlstein Professor of Electrical and Computer Engineering, was elected as a fellow of the American Institute for Medical and Biological Engineering for his outstanding contributions to medical image processing and analysis.

Adrian Walters, Ralph L. Brill Professor of Law at Chicago-Kent College of Law, was inducted as a fellow of the American College of Bankruptcy.

Professor **Daniel Martin Katz**, director of the Law Lab at Chicago-Kent College of Law, was inducted as a fellow of the College of Law Practice Management.

Eunice E. Santos, Ron Hochsprung Endowed Chair, chair of the Department of Computer Science, and professor of computer science, was named to the Crain's Chicago Business Tech 50 of 2018 list. This 2018 appearance marks the second time Santos has been included in the list, which includes notable Chicago founders, leaders, technologists, investors, connectors, and mentors .

Eun-Jeong Lee, associate professor of psychology and director of the Division of Counseling and Rehabilitation Science in the Department of Psychology, was named a recipient of the 2017 Early Career Practice by Division 22 of the American Psychological Association.

Marie Hicks, assistant professor of history, was appointed as a fellow of the National Humanities Center. Hicks is one of 39 new fellows who will work on individual research projects during the 2018–19 academic year. During her fellowship, Hicks will work on the project, "Queer Users and the Digital State: A Prehistory of Algorithmic Bias."

Ophir Trigalo, vice provost and chief information officer, was selected from a distinguished group of 23 top IT executives from some of Chicago's largest and most recognized companies as 2018 CIO of the Year.

College Awards and News

Wharton Research Data Services, SSRN (Social Science Research Network), and Elsevier have selected Stuart School of Business as the winner of the 2018 North America WRDS-SSRN Innovation Award, honoring emerging business schools. The award is based on analytics provided by SSRN and the growth in papers and citations of papers written by Illinois Tech faculty/students.

College of Architecture Professor Frank Flury and his students were awarded a 2018 American Institute of Architects Chicago Chapter Small Project Honor Award.

The Chicago-Kent College of Law team of Brittany Kaplan (LAW 2nd year) and Evan Kline-Wedeem (LAW '18) won first place in the national finals of the 2018 Saul Lefkowitz Moot Court Competition, held in March at the United States Court of Appeals for the Federal Circuit in Washington, D.C.

The M. A. and Lila Self Leadership Academy was named 2018 Collegiate Leadership Competition International Champions. The team emerged as the top scoring team among 79 teams from 55 universities across the United States and Canada.

FACILITIES AND PUBLIC SAFETY REPORT

Over the past year, Illinois Tech invested \$29.6 million to plan and implement numerous capital improvements. These capital investments were funded through generous philanthropic gifts, state grants, and a modest operating allocation. Project highlights include:

- Construction of the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship began in April 2018 and was nearing completion at the end of this fiscal year. A grand opening is planned for October 25 and classes will begin in the building earlier in the same month.
- Upgrades in the Stuart Building to support the Department of Computer Science were completed with generous philanthropic support led by Illinois Tech Trustee Chris Gladwin.
- Code related façade repairs to Carman Hall were completed.
- Various campus infrastructure improvements were done, including:
 - Overhaul of the air conditioning chiller at Paul V. Galvin Library
 - Replacement of critical steam infrastructure serving S. R. Crown Hall
 - Upgrades to the security call station and camera locations in the area around The McCormick Tribune Campus Center and McCormick Student Village
 - Overhaul of Chiller Plant #3, which serves University Tech Park
 - Laboratory and mechanical room safety upgrades



Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship

FINANCIAL REPORT

Financial Accomplishments

Fiscal year 2017–18 proved to be a pivotal year for Illinois Tech. As a team the university was able to move to a more durable and sustainable financial position, and to accomplish the following highlights:

- Successfully sold one of two broadband channels to Sprint for \$65 million (unrestricted cash) in December 2017
- Unraveled the State Street Corporation and paid off \$25 million in debt outstanding (with \$7 million from accumulated cash in the corporation and \$18 million from the Sprint proceeds)
- Transferred illiquid assets out of the endowment (loans and IIT Tower property) and replaced their value with real, investable cash (from Sprint)
- Increased the university's overall cash position from \$28 million in unrestricted and quasi-restricted cash to more than \$90 million
- Completed credit-rating reviews that resulted in Moody's holding Illinois Tech's rating at Baa3 negative and in Fitch upgrading Illinois Tech from a stable outlook to a positive one, while holding the university at a BB rating
- Refocused efforts in summer revenue opportunities and supported operational cutbacks to mitigate the initial budget shortfall, by faculty and staff working together

The university also secured a \$40 million loan, \$17 million of which was used to build up cash and the remaining to be used to pay off the 2009 bonds in February 2019. The debt is a direct placement loan with Wintrust at a rate of 3.6% fixed for 10 years (with a 15-year amortization), generating a significant reduction in annual debt service (the 2009 bond rate is 7.125%).

Additionally, Illinois Tech conducted an RFP process and engaged the campus community's feedback for a new dining services partner. Chartwells began service on June 1, and the university has received the first of two payments scheduled for this year totaling \$6 million (\$2 million unrestricted cash and \$4 million capital investment).

Uncertain of what the "new normal" will be on international enrollment, the university partnered with Huron Consulting to identify opportunities for structural efficiencies and more effective processes within administrative functions. This will allow Illinois Tech to be more strategic in how its limited resources are deployed in pursuit of the mission.

Activities

Total operating revenue decreased by \$10.5 million to \$261.1 million. Net tuition and fees were down by \$11.3 million to \$139.7 million. The major driver behind the enrollment challenges were students from India who had difficulty obtaining visas from the U.S. Department of State. Private gifts increased by \$3.6 million to \$14.8 million.

Total operating expenses remained flat at \$270.8 million from the prior year.

Net assets from non-operating activities increased by \$55.5 million to \$65.7 million. This increase was the result of the sale of the university's broadband channel.



Financial Position

As of May 31, 2018, total net assets increased from May 31, 2017, by \$62.9 million to end the year at \$397.6 million. Permanently restricted net assets increased by \$7.0 million due to endowment contributions (\$4.7 million) and endowment pledges (\$1.4 million). Temporarily restricted net assets were relatively flat and finished the year at \$56.8 million. Unrestricted net assets increased by \$55.2 million. This change, in large part, resulted from the sale of a broadband channel for \$65 million that the university had been granted by the FCC in the 1980s.

Total assets increased by \$53.3 million. Physical properties increased by \$30.3 million to \$300.2 million due to the ongoing capital projects including the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship. With the proceeds of the broadband channel, the university acquired the three State Street Village dormitories, which accounted for \$17.9 million of the change in fixed assets.

Total liabilities decreased by \$9.6 million, mostly attributed to \$6.6 million in payments on bond debt.

Endowment

As of May 31, 2018, the university's endowment fund was valued at \$248.6 million, an increase of \$6.7 million versus the 2017 year-end value. The endowment return was 6.7% for fiscal year 2018. The \$12.5 million endowment draw was composed of \$11.0 million normal distribution and an excess \$1.5 million draw for the capital campaign.

EXTERNAL AFFAIRS REPORT

The Division of External Affairs completed the development of a new brand for Illinois Tech. The brand development team worked with students, alumni, faculty, and other stakeholders to determine Illinois Tech's key differentiators. Potential messages were tested with prospective students, and the process settled on the following brand message summary, three brand pillars, and tagline:

Brand Message Summary

Based in the global metropolis of Chicago, Illinois Tech is the only tech-focused university in the city. It stands at the crossroads of exploration and invention, advancing the future of Chicago and the world. Its graduates lead the state and much of the nation in economic prosperity. Its faculty and alumni built the Chicago skyline. And every day in the living lab of the city, Illinois Tech fuels breakthroughs that change lives.

Brand Pillars

The brand message is supported by three pillars that uniquely define Illinois Tech:

1. **Chicago's Tech University**—Illinois Tech is the only tech-focused university in the Chicago area. From skyscrapers to startups, Illinois Tech has fueled the city's rise as a global metropolis.
2. **Opportunity and Value**—Illinois Tech is an engine of opportunity, providing the best ROI in the state and among the best in the nation.
3. **Active Learning**—At Illinois Tech students learn by creating, inventing, and solving—not just in the classroom.

New University Tagline

Discover. Create. Solve.

As it has since 2016, the name Illinois Tech will continue to be used in addition to the formal name Illinois Institute of Technology.

External Affairs is currently developing a two-year integrated marketing plan to implement the new brand strategy.

ILLINOIS TECH
Discover. Create. Solve.

Office of Marketing and Communications

Illinois Tech's media mentions/stories totaled 14,585 from June 1, 2017, through June 1, 2018, marking an 10 percent increase in mentions over the previous fiscal year. These included stories in top-tier national and local outlets such as the *New York Times*, *60 Minutes*, *GO Style*, WTTW's *Chicago Tonight*, *Crain's Chicago Business*, *Chicago Tribune*, and *Chicago Tonight*. The Media Relations team, in partnership with Legal, Facilities, and the Office of Technology Services, secured an agreement with ABC7 Chicago to house a live weather camera on the IIT Tower rooftop. The station now shows the camera shot from Mies Campus during live on-air weathercasts. Illinois Tech is the only university to host an ABC7 weather camera.



The Office of Marketing and Communications developed new undergraduate recruitment materials to align with the new university brand, including a redesigned viewbook and an international travel brochure. The team developed four communications plans for graduate recruitment composed of 137 emails, a viewbook, an international viewbook, college brochures, a video, and program sheets describing the top 25 programs. The team won a Silver Trumpet Award from the Publicity Club of Chicago for its creation of the 2017–18 graduate admissions viewbook.



Introducing Illinois Tech University News



The newly formed content team led the development of Illinois Tech University News, a new website developed in-house to share high-level university news, media mentions, multimedia, and events with external and internal audiences. News posted on the site daily is further delivered to the university community via a monthly e-newsletter. The content team launched a new podcast, Curiosity Unplugged, which features faculty from across the university discussing important topics facing society today; distribution channels include iTunes, Google Play, and Stitcher. During the past fiscal year, the content team created 51 videos, which were promoted on multiple channels including social media and sent in e-blasts to prospective students. Of the 30 videos posted on social media (Facebook, Twitter, YouTube) with available data, a total of 43,458 views and 286 Facebook hours watched were obtained within their respective first months of delivery. The content team also spearheaded the redesign of *Illinois Tech Magazine* (*IIT Magazine*), a process that included surveying alumni.

Office of Government Relations

External Affairs organized a meeting with the Chicago Transit Authority and Illinois Tech's Department of Facilities, which led to renovations of the campus CTA Green Line entrance completed in the summer of 2018.

The Illinois state legislature passed a budget with level funding for the Monetary Award Program (MAP). In addition, the bill also included priority status for returning students who are MAP recipients, providing stability and financial predictability for prospective students considering Illinois Tech and other Illinois institutions.

External Affairs and Illinois Tech board member Kevin Willer conceptualized and planned an event with World Business Chicago, Illinois Tech students, and the Chicago White Sox, which was held on April 9 at Guaranteed Rate Field. The event included exhibits of Illinois Tech student projects followed by a presentation by key business leaders; a tour of Guaranteed Rate Field with Jonathan Reinsdorf; and a White Sox game, networking, and dinner.

External Affairs organized a meeting of state, county, and city emergency agencies at the Robert W. Galvin Center for Electricity Innovation, which included a tour of Illinois Tech's smart grid and resulted in ongoing discussion regarding opportunities for Illinois Tech research and expertise to contribute to emergency preparedness in Chicago and Illinois.

External Affairs and Media Relations organized a press conference with Mayor Rahm Emanuel and DMG Mori announcing the relocation of DMG's North American headquarters on or near Mies Campus to work with Illinois Tech faculty and to recruit students.

After six years working with Illinois Tech Facilities and Chicago City Hall's Department of Planning and Development, the Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship was granted Certificate of Occupancy on August 17, 2018. External Affairs planned the grand opening press conference with Mayor Emanuel.





Office of the President

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