

The Faculty of the Purdue School of Engineering and Technology object to the use of the phrase “a campus of Indiana University” in public advertising for IUPUI, for example, on the vans of Parking and Transportation Services.

The use of this phrase makes our tasks of recruiting students to engineering and technology programs and of gaining support from local industry more difficult. As the public relations staff members who conducted focus groups last year discovered, many people in central Indiana do not know that Purdue degrees can be earned at IUPUI. When the campus advertises only its IU affiliation, it contributes to this misconception. It also works against its own advertising campaign—“Why not both?”

Although we recognize the literal accuracy of the phrase (IU, after all, owns the property of IUPUI), we regard the public use of the phrase to be detrimental to the morale of our faculty and students and to the success of our programs. We, therefore, request that the IUPUI administration remove this phrase from Parking and Transportation Services vans and refrain from using it in public descriptions of IUPUI.

Adopted by the Faculty Senate of the
Purdue School of Engineering and Technology
February 13, 2001

Sanjiv Gokhale, Ph.D., President