LIS-S 505 Evaluation of Information Sources and Services
Fall 2015

ONLINE (Asynchronous, paced)
Rachel Applegate, M.S.L.S., Ph.D.
Please use Canvas email to contact me (“Inbox”).
If not available, use:
rapplega@iupui.edu  (317) 278-2395

Catalog description
Theory and practice of the design, collection, and analysis of systematic data for managerial decision-making concerning information resources, services, facilities, and organizations. Covers techniques of social science and information science qualitative and quantitative methods; includes communicating to internal and external audiences.

Note: About “libraries” and “information. This course is designed to serve the general range of “information” agencies, organizations, resources and functions. The first section focuses on people-oriented tools that are generically important in any social sciences arena: surveys, interviews, focus groups, and observation. A second section is about ‘things,’ resources, or collections. In this part, some tools are very library-specific.

Textbook:
I donate my royalties from class usage to the LIS student diversity scholarships fund.
This contains most of the lectures for the class. It is not possible to be successful without the contents of the textbook.
This is available in e-book format which does NOT have page numbers! Page numbers and chapter/section names are given in the main timetable; there is a guide to finding the right section to read after the main Timetable.

Other required resources:
- Students will be using Excel for data organization and analysis. All students have access to Office (IUWare) or Office 365 (IUAnywhere).
- Avoid using GoogleDocs, Publisher, or rtf format for final output. Unless specified, upload only Excel files, .doc or .docx, and pdf formats.
- All assigned readings other than the textbook will be provided.
- At-home high speed internet access and a full computer (laptop or desktop, with sound capacity) are essential to success in a graduate online course. While Canvas and other resources often have mobile or tablet modes, sometimes these omit key features.

Course learning outcomes:
Upon completing this course students will know:
- Qualitative and quantitative methods for evaluating information collections, facilities, and services
- The role and value of evaluation in managing library and information organizations

1 The course name and description have been revised. This is official starting Spring 2015. This course was previously called “Evaluation of Library Sources and Services.”
And be able to:
- Determine which methods are most appropriate for particular evaluation questions
- Design and carry out an evaluation project
- Critically analyze empirical literature
- Communicate evaluation results effectively in oral, textual, and graphic / numeric formats.

All of these are included in each posting and major exercise.

How does this relate to masters-level librarianship?

Purpose
This course provides students with the tools to attain competence in an important aspect of library leadership. This is reflected in IU and professional standards:

Indiana University LIS MLS Program Goal:
Use research effectively
- Design, conduct, interpret, and take action based upon research and evaluation

American Library Association, Core Competencies of Librarianship: these “define the knowledge base to be possessed by a person graduating from an ALA-accredited master’s program in library and information studies and, thus, the knowledge required of a beginning generalist librarian.”

1. Foundations of the Profession
   1I. The techniques used to analyze complex problems and create appropriate solutions.
   1J. Effective communication techniques (verbal and written).

2. Information Resources
   2B. Concepts, issues, and methods related to the acquisition and disposition of resources, including evaluation, selection, purchasing, processing, storing, and de-selection.

4. Technological Knowledge and Skills
   4C. The methods of assessing and evaluating the specifications, efficacy, and cost efficiency of technology-based products and services.

5. Reference and User Services
   5D. Information literacy/ information competence techniques and methods, numerical literacy, and statistical literacy.
   5G. The principles and methods used to assess current and emerging situations or circumstances on the design and implementation of appropriate services or resource development.

6. Research
   6A. The fundamentals of quantitative and qualitative research methods.
   6B. The central research findings and research literature of the field.
   6C. The principles and methods used to assess the actual and potential value of new research.

8. Administration and Management
   8C. The concepts behind, and methods for, assessment and evaluation of library services and their outcomes.

This course also includes the Principles of Graduate and Professional Learning common to all graduate degrees at IUPUI:
- [http://graduate.iupui.edu/faculty-staff/policies.shtml](http://graduate.iupui.edu/faculty-staff/policies.shtml)
- *Demonstrating mastery of the knowledge and skills expected for the degree and for professionalism and success in the field*
- *Thinking critically, applying good judgment in professional and personal situations
- *Communicating effectively to others in the field and to the general public
- *Behaving in an ethical way both professionally and personally

Course Format

This fall online course goes over 15 weeks. Instead of a ‘fall break’ we will take off the entire week of Thanksgiving. In each week, you will complete a unit. Units consist of EITHER:

  - Posting
  - Exercise/major assignment
    (plus one pass-fail exercise)

Each week begins on Monday and ends on **Thursday midnight**

Papers and postings are due by **Thursday midnight**.

- Papers and postings that are on time will be graded by the end of Saturday.
- There is a penalty-free grace period on Friday until midnight.
- Items turned in on Fridays may not be graded until Monday.
- Items turned in after Friday have a 5% deduction.

You can work ahead if you need to arrange for time “off” for foreseeable issues like vacations and weddings. If you experience unforeseen personal issues, let me know. I can give you extended due dates: this is not ‘extra’ time but merely a replacement for time you may have lost to accidents or illness. **You need to communicate about this.**

Revisions and late assignments:

For any assignment on which you got a B+ or below, you can revise and resubmit.

There are two catch up deadlines:

- Friday October 23rd
- Monday Nov. 30th

**All assignments, revisions, and late submissions that are due up to those dates must be turned in by those dates. There will be NO credit given for items missing after those dates. If you have lost too many points by that time, consider withdrawing.**

Attendance

- **Engagement** is the word. You’ll be engaged with the concepts, the readings, the activities, and your class colleagues.
- LIS expectations are that each credit hour represents 1 hour of lecture/in-class and 2-3 hours of out of class work per week, averaged across the semester. This means this 3-credit course will occupy between 9 (minimum) to 15 (preparing major projects) hours per week. If you read or write quickly or slowly, that will affect the amount of time you spend. Also, note that online courses can be more time-consuming than in-person courses, as typing is less efficient than speaking up….and ALL students will be ‘speaking up’ via postings. Online courses are very individual! They require individual effort.
- **Communication** and feedback: You will be responsible for checking and reading these at least twice a week: the Home page and course email (Inbox) and assignment feedback (comments, grades). **Please do not use ‘comments’ in assignments to communicate: use email (Inbox).**
- If I send an email, you should respond in no more than one week (preferably sooner). If you send me an email, I will respond within 24 hours (usually sooner.) If there has been no response, please email again. **I would rather be reminded than fear I have forgotten or lost**...
something. I usually do not email after 7 pm most days and only email one time, in the afternoon, on Sundays.

- **Incompletes are only available for unforeseen circumstances**, and when you have a reasonable plan for completion. If you are at all hesitant about being able to complete the course in a timely fashion, consider **withdrawing**. For a 100% refund, withdraw by Aug. 30th. You cannot withdraw, under any circumstances, later than Nov. 11th; you cannot receive an Incomplete grade and then withdraw: your only option after the end of a semester is a grade for whatever work you complete, even if that is an F. The Registrar’s page has more information on University incomplete policies. In SoIC, students with multiple incompletes are blocked from registering for other courses.

- Also see Disability Accommodations below.

**Coursework**

All students should pay careful attention to unit and assignment instructions posted in the Modules (units), Pages, and Files in Canvas. Keep the following in mind for **all** assignments:

- **Citation format**: Whenever an article, chapter, book, or other item is formally **cited**, students must use correct APA, MLA, or Chicago (Humanities or Author-Date) formatting. **Do not include website/database information unless the item is a webpage/born digital.** A “cheat sheet” is posted in Files.

- **Single-space** all assignments. This has two purposes:
  - Real life is single-spaced. Double-spacing, especially in the academic world, is an artifact of publishing history. Publishers required article and book manuscripts to be submitted in double-spacing so they could make editorial markings; teachers and professors did the same. **The final product** was printed in single-spacing.
  - Many students have difficulties with paragraphing. One idea, one paragraph. It is easier to visualize the format of one-idea if you can see the paragraphs/text in its final format. See this document for some good help on this point: https://owl.english.purdue.edu/owl/resource/606/01/

- **You must document** the difference between YOUR writing and that of others. Use quote marks (not JUST a citation) whenever you are using the words of someone else. If you do not use quote marks, I will assume you want me to think of it as YOUR writing. If it is not, that is called **plagiarism**. Indiana University is part of Turnitin.com, which allows me to check for plagiarized material in papers. Some students seem to plagiarize because of a mistaken assumption that stringing together excerpts from what they’ve read equals academic writing. Because this sort of “honest misunderstanding” should happen no more than once, all instances of plagiarism are reported to the department chair and the School so that repeat offenses can be detected. For this class, if you plagiarize through carelessness or misunderstanding, one time, at the least you will need to redo the assignment properly, for a lower grade, and at the most may fail the assignment. If you plagiarize repeatedly, you may be dismissed from the program.

  See also the SOIC Code of Conduct, at the end. LIS students since 2013 complete an online tutorial about plagiarism as part of S401. Other students can see the link in the Code below.
Grading standards: LIS faculty following these standards with respect to the course grade. Students should expect similar standards to be applied to particular assignments: that is, A assignments will be completed with both full mastery and high originality; B assignments will show solid understanding; Cs or below will be assigned when it is apparent that not all aspects of an assignment have been completed satisfactorily. SoIC expects graduate courses to be challenging enough that not all students will get an A.

A  Outstanding achievement. Student performance demonstrates full command of the course materials and evinces a high level of originality and/or creativity that far surpasses course expectations.
A- Excellent achievement. Student performance demonstrates thorough knowledge of the course materials and exceeds course expectations by completing all requirements in a superior manner.
B+ Very good work. Student performance demonstrates above-average comprehension of the course materials and exceeds course expectations on all tasks as defined in the course syllabus.
B  Good work. Student performance meets designated course expectations, demonstrates understanding of the course materials, and performs at an acceptable level.
B-  Marginal work. Student performance demonstrates incomplete understanding of course materials.
C+ Unsatisfactory work. Student performance demonstrates incomplete and inadequate understanding of course materials.
C, C-, etc.  Unacceptable work.

Students must receive at least a B- grade on all core courses. S505 cannot fulfill the research requirement unless a grade of B- or above is achieved.

The Comment field in Canvas will show your letter grade. The points will be assigned according to this system:
A grade on an assignment is assigned the percent/points corresponding to the center of the range: 98% for 95-100; 93 for 90-94 etc.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent range</th>
<th>Course total points</th>
<th>5-point</th>
<th>15-point</th>
<th>20-point</th>
<th>30-point</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95-100</td>
<td>143-150</td>
<td>4.90</td>
<td>14.7</td>
<td>19.6</td>
<td>29.4</td>
</tr>
<tr>
<td>A-</td>
<td>90-94</td>
<td>135-142</td>
<td>4.65</td>
<td>14.0</td>
<td>18.6</td>
<td>27.9</td>
</tr>
<tr>
<td>B+</td>
<td>85-89</td>
<td>128-134</td>
<td>4.40</td>
<td>13.2</td>
<td>17.6</td>
<td>26.4</td>
</tr>
<tr>
<td>B</td>
<td>80-84</td>
<td>120-127</td>
<td>4.15</td>
<td>12.0</td>
<td>16.6</td>
<td>24.9</td>
</tr>
<tr>
<td>B-</td>
<td>75-79</td>
<td>112-119</td>
<td>3.90</td>
<td>11.7</td>
<td>15.6</td>
<td>23.4</td>
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Disability Accommodations: Students with learning disabilities for which accommodations are desired should contact the Adaptive Educational Services office on campus, and inform the instructor as soon as possible. http://aes.iupui.edu
Learning disabilities means any mental/physical/medical condition that affects your ability to learn and complete assignments.

If you have a sudden and clearly temporary medical issue, like flu or a car crash, I can handle a request for a due date extension. If you have ongoing issues, you absolutely need to contact AES. Faculty need the input of AES staff in order to be fair to all students.

**Assignments—Points (140 total)**

Postings (in Canvas “Discussions”): Evaluation tools, concepts, and critiques  
40 points  
5 points per each of 9 units  
These involve critique and also small exercises: read, do, comment. All must be completed; the lowest grade will be dropped.

10 Survey Feedback

Exercises: Trying out and analyzing evaluation methods:  
20 Survey Exercise  
15 People Exercise: Tally OR Mystery Shop OR Usability  
15 Things: Evaluate: Scholarly Collection // Popular Collection // Database Usability //

Citation Analysis  
15 Option: paper OR strategic plan measures or evaluation plan.

30 Final Project: design, carry out, and report on an evaluation project. Option:  
5 Comments on others’ final projects

The Timetable summarizes readings and topics; it provides an overview but not details. There are four things you will use as you move through the course:

**Unit directions.** Each unit has a document that describes the topic for that week, gives some background, and gives directions for postings. For some weeks, the actual content (explanations of concepts) will be in this document. For all weeks there will be other readings that the unit directions will list. HERE is where you find out what to do in the Discussions.

**For five units (5, 10, 12, 15, 16)** there are detailed directions on what to do for each of the five major assignments (Survey, People, Things, Option, Final), along with grading expectations.

**Readings.** There are two types of readings. One is your textbook. The other are articles about or using techniques. Some are required (listed in the Unit Directions and in this timetable), and some are optional. In some weeks, you will choose among readings—so don’t automatically assume you will read everything. For the data analysis weeks there will be recorded lectures/demonstrations.

**Statistics, Excel.** To be a successful evaluator, and to be numerically literate, you need basic knowledge of data management and summarization, including the use of Excel and some statistics. There will be links to lectures/demonstrations and teaching resources on concepts such as mean/median/mode, standard deviation, the normal curve, and using Excel. Read Unit 3 and 4 directions before you dive into this. Statistical tests, summaries, and visuals (charts) are required parts of the major assignments.


Start at each Unit Module. Then:

1—Read the Unit Directions.  
   a. Read the required readings. All required readings will be posted in that folder.  
   b. Do the required tasks
c. Think about your own experiences and apply the concepts to them.

2—Go to the Discussion posting area; find the right Topic within it
    Post according to the Unit directions
Grading and feedback will be provided in the gradebook/grade comments, or by email.

For each Exercise Unit
1—Exercise directions are in the appropriate module. Read the directions well before the exercise weeks.
2—Ask questions. I can look at drafts and see if they are headed in the right direction.
4—Submit the assignment by the due date
5—if you receive a B+ or below, you may revise and resubmit in Assignments.
Canvas saves all of your uploads and marks them with the time, so don’t worry that your previous upload will disappear/be over-written.

Timetable
Green bars are major exercises: do NOT wait until these weeks to work on them
White are normal read/do/post weeks
Blue bars have administrative notes and deadlines

<table>
<thead>
<tr>
<th>Due dates</th>
<th>Topic, readings, activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 27</td>
<td><strong>PET = textbook: Practical Evaluation Techniques</strong></td>
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<tr>
<td></td>
<td>Unit 1: Introductions, Data, Evaluation</td>
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<tr>
<td></td>
<td>Readings: PET Introduction</td>
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<tr>
<td></td>
<td><strong>Discussion 0 and 1:</strong></td>
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<tr>
<td></td>
<td>Introduce yourself</td>
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<tr>
<td></td>
<td>Data and data types</td>
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<td>Aug. 30</td>
<td><strong>100% refund period ends</strong></td>
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<tr>
<td>Sept. 3</td>
<td>Unit 2: Process Evaluation</td>
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<tr>
<td></td>
<td>Readings: PET p. 117-124.</td>
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<tr>
<td></td>
<td>AND one other, from list in Unit directions</td>
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<tr>
<td></td>
<td><strong>Discussion 2:</strong></td>
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<tr>
<td></td>
<td>Describe a process and its measurements</td>
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<td>Sept. 10</td>
<td>Unit 3: Surveys</td>
</tr>
<tr>
<td></td>
<td>Readings: PET ch1, Surveys: pages 1-13 (up to &quot;Administering&quot;)</td>
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<tr>
<td></td>
<td>Sample survey packet</td>
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<tr>
<td></td>
<td><strong>Discussion 3:</strong></td>
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<tr>
<td></td>
<td>Your draft survey (not graded).</td>
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<tr>
<td>Sept. 13</td>
<td><strong>50% refund period ends</strong></td>
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<tr>
<td>Sept. 17</td>
<td>Unit 4: Summarizing data</td>
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<tr>
<td>Date</td>
<td>Unit</td>
</tr>
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<tr>
<td>Sept. 24</td>
<td>Unit 5: Statistical testing and Sampling</td>
</tr>
<tr>
<td>Oct. 1</td>
<td>Unit 6: Survey Exercise</td>
</tr>
</tbody>
</table>
| Oct. 15 | Unit 8: Interviews and Focus Groups  
Readings:  
PET Ch. 1, pp. 23-36, Interviews and Focus Groups  
<table>
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<tr>
<th><strong>Discussion 7</strong>: Design and post an observation or usability instrument</th>
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</table>
| Oct. 22 | Unit 9: People Exercise  
Tally OR Mystery Shop OR Usability Study |
| Oct. 25 | **FIRST HALF—CATCH UP DEADLINE.**  
All revisions and late assignments through Unit 8 are due by midnight SUNDAY.  
**Nov. 13: last day to W.** |
| Oct. 29 | Unit 10 Instruction // Program Evaluation  
Instruction Evaluation option:  
PET Instructional Evaluation, pp. 46-57  
Information literacy assessment, LaGuardia Community College  
[http://guides.laguardia.edu/instructionassessment/assessment](http://guides.laguardia.edu/instructionassessment/assessment)  
Program Evaluation option:  
Shaping Outcomes [http://shapingoutcomes.org/course/index.htm](http://shapingoutcomes.org/course/index.htm)  
Modules A, B and C  
**Discussion 10**: Instructional design OR Logic Model: outcomes and measure |
| Nov. 5 | Unit 11 Usage  
PET p. 102-111  
Readings:  
“Circulation and the Future Debate” (from ARL-ASSESS, 2015)  
ProQuest: COUNTER Reports Information  
School of Informatics and Computing Policies

Course Evaluation Policy: Course evaluations provide vital information for improving the quality of courses and programs. Students are required to complete one course and instructor evaluation for each section in which they are enrolled at the School of Informatics and Computing. This requirement has three exceptions: (a) The student has withdrawn from the course; (b) only one student is enrolled in the section (in which case anonymity is impossible); and (c) the section is a laboratory that must be taken with a course having a different section number. Course evaluations are completed at https://soic.iupui.edu/app/course-eval/. Course evaluations are open from the eleventh week. Course evaluations are anonymous, which means that no one can view the name of the student completing the evaluation. In addition, no one can view the evaluation itself until after the instructor has submitted the final grades for the course. In small sections, demographic information should be left blank, if it could be used to identify the student. A course evaluation must close before the grade for that course can be released. To ensure students have had ample opportunity to complete the evaluation, an uncompleted course evaluation could delay the release of the grade for up to a week.

Email: Indiana University uses your IU email account as an official means of communication, and students should check it daily for pertinent information. Although you may have your IU email forwarded to an outside email account, please email faculty and staff from your IU email account. For this course, use Canvas email. For any other questions, use: rapplega@iupui.edu
CODE OF CONDUCT
All students should aspire to the highest standards of academic integrity. Using another student’s work on an assignment, cheating on a test, not quoting or citing references correctly, or any other form of dishonesty or plagiarism shall result in a grade of zero on the item and possibly an F in the course. Incidences of academic misconduct shall be referred to the Department Chair and repeated violations shall result in dismissal from the program.

All students are responsible for reading, understanding, and applying the Code of Student Rights, Responsibilities and Conduct and in particular the section on academic misconduct. Refer to The Code > Responsibilities > Academic Misconduct at http://www.indiana.edu/~code/. All students must also successfully complete the Indiana University Department of Education “How to Recognize Plagiarism” Tutorial and Test. https://www.indiana.edu/~istd You must document the difference between your writing and that of others. Use quotation marks in addition to a citation, page number, and reference whenever writing someone else’s words (e.g., following the Publication Manual of the American Psychological Association). To detect plagiarism instructors apply a range of methods, including Turnitin.com. http://www.ulib.iupui.edu/libinfo/turnitin

Academic Misconduct:
1. Cheating: Cheating is considered to be an attempt to use or provide unauthorized assistance, materials, information, or study aids in any form and in any academic exercise or environment.
   a. A student must not use external assistance on any “in-class” or “take-home” examination, unless the instructor specifically has authorized external assistance. This prohibition includes, but is not limited to, the use of tutors, books, notes, calculators, computers, and wireless communication devices.
   b. A student must not use another person as a substitute in the taking of an examination or quiz, nor allow other persons to conduct research or to prepare work, without advanced authorization from the instructor to whom the work is being submitted.
   c. A student must not use materials from a commercial term paper company, files of papers prepared by other persons, or submit documents found on the Internet.
   d. A student must not collaborate with other persons on a particular project and submit a copy of a written report that is represented explicitly or implicitly as the student’s individual work.
   e. A student must not use any unauthorized assistance in a laboratory, at a computer terminal, or on fieldwork.
   f. A student must not steal examinations or other course materials, including but not limited to, physical copies and photographic or electronic images.
   g. A student must not submit substantial portions of the same academic work for credit or honors more than once without permission of the instructor or program to whom the work is being submitted.
   h. A student must not, without authorization, alter a grade or score in any way, nor alter answers on a returned exam or assignment for credit.
2. Fabrication: A student must not falsify or invent any information or data in an academic exercise including, but not limited to, records or reports, laboratory results, and citation to the sources of information.
3. Plagiarism: Plagiarism is defined as presenting someone else’s work, including the work of other students, as one’s own. Any ideas or materials taken from another source for either
written or oral use must be fully acknowledged, unless the information is common knowledge. What is considered “common knowledge” may differ from course to course.

a. A student must not adopt or reproduce ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.

b. A student must give credit to the originality of others and acknowledge indebtedness whenever:
   1. directly quoting another person’s actual words, whether oral or written;
   2. using another person’s ideas, opinions, or theories;
   3. paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
   4. borrowing facts, statistics, or illustrative material; or
   5. offering materials assembled or collected by others in the form of projects or collections without acknowledgment

4. **Interference:** A student must not steal, change, destroy, or impede another student’s work, nor should the student unjustly attempt, through a bribe, a promise of favors or threats, to affect any student’s grade or the evaluation of academic performance. Impeding another student’s work includes, but is not limited to, the theft, defacement, or mutilation of resources so as to deprive others of the information they contain.

5. **Violation of Course Rules:** A student must not violate course rules established by a department, the course syllabus, verbal or written instructions, or the course materials that are rationally related to the content of the course or to the enhancement of the learning process in the course.

6. **Facilitating Academic Dishonesty:** A student must not intentionally or knowingly help or attempt to help another student to commit an act of academic misconduct, nor allow another student to use his or her work or resources to commit an act of misconduct.

**Administrative Withdrawal:** A basic requirement of this course is that students participate in all class discussions and conscientiously complete all required course activities and/or assignments. If a student is unable to attend, participate in, or complete an assignment on time, it is the student’s responsibility to inform the instructor. If a student misses more than half of the required activities within the first 25% of the course without contacting the instructor, the student may be administratively withdrawn from this course. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and a student who has been administratively withdrawn from a course is ineligible for a tuition refund. Contact the instructor with questions concerning administrative withdrawal.

**IUPUI**

**MISSION STATEMENT**

The Mission of IUPUI is to provide for its constituents excellence in
- Teaching and Learning;
- Research, Scholarship, and Creative Activity; and
- Civic Engagement.

With each of these core activities characterized by
- Collaboration within and across disciplines and with the community;
- A commitment to ensuring diversity; and
- Pursuit of best practices.
IUPUI's mission is derived from and aligned with the principal components—Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices—of Indiana University's Strategic Directions Charter.

STATEMENT OF VALUES
IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana’s capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community, both to provide educational programs and patient care and to apply learning to community needs through service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honesty, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its programs and services.