NEWM-N485 – Topic section:
Social Media Content, Analytics and Management

Department of Human-Centered Computing
Indiana University School of Informatics and Computing, Indianapolis
Fall 2019

Section No.: Credit Hours: 3
Time: Thursdays 6:00–8:40 pm
Location: IT 355, Informatics & Communications Technology Complex
535 West Michigan Street, Indianapolis, IN 46202 [map]
First Class: August 29, 2019
Website: https://canvas.iu.edu/

Instructor: Jared Hay, M.A. Journalism
Office Hours: by Appointment
Email: jarhay@iupui.edu
Website: http://canvas.iu.edu

Prerequisites: None

COURSE DESCRIPTION
This course is an introduction to social media marketing. Social media has become an essential tool in the arsenal of digital storytellers. From high-awareness influencer activations to finely-tuned targeting campaigns, this course will provide the foundation to managing a personal brand as well as a comprehensive approach to forming a social media strategy for a brand.

Final Deliverable
Students will be able to create their own personal brand on social media as well as create a comprehensive social media strategy with pitch for a brand.

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Learning Outcomes:
Upon completion of this course, the student will

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<tr>
<th><strong>RBT</strong></th>
<th>PLUs (primary emphasis)</th>
<th>PLOS</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>1. Have a foundational knowledge of social media strategy, channels and its role in digital marketing and storytelling.</td>
<td>2,5</td>
<td>P1.4</td>
<td>1,5,8</td>
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<tr>
<td>2. Be able to analyze and measure social media efforts.</td>
<td>4,5</td>
<td>P1.1; P3.1; P2.3</td>
<td>1,4,5</td>
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<td>3. Be able to apply social media insights into other disciplines or tactics.</td>
<td>2,5,6</td>
<td>P2.3; P4.4; P3.4</td>
<td>5,8,10</td>
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<td>4. Be able to create a comprehensive social media strategy for brands</td>
<td>2,5,6</td>
<td>P2.3; P4.4; P3.4</td>
<td>5,8,10</td>
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<tr>
<td>5. Have an understanding of their own social media presence and develop a professional social voice.</td>
<td>4,5,6</td>
<td>P3.4</td>
<td>10</td>
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Profiles of Learning for Undergraduate Success: IUPUI+
https://academicaffairs.iupui.edu/Strategic-Initiatives/IUPUI-Plus.html

Profiles of Learning for Undergraduate Success (PLUS)

<table>
<thead>
<tr>
<th>Media Arts and Science B.S. Program-level Learning Outcomes (PLOs)</th>
<th>Profiles of Learning for Undergraduate Success (PLUS, IUPUI+)</th>
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<tbody>
<tr>
<td>1. Understand digital media and its effective use as a form of communication.</td>
<td><strong>P1.1 Communicator</strong> – Evaluates Information</td>
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<td>2. Communicate ideas effectively in written, oral, and visual form to a range of audiences.</td>
<td><strong>P1.4 Communicator</strong> – Conveys Ideas Effectively</td>
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<td><strong>P1.2 Communicator</strong> – Listen Actively*</td>
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<td><strong>P3.2 Innovator</strong> – Creates/Designs**</td>
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<tr>
<td>3. Work effectively as a member of a team to achieve a common goal.</td>
<td><strong>P2.2 Problem Solver</strong> – Collaborates</td>
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<td><strong>P1.3 Communicator</strong> – Builds Relationships*</td>
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<tr>
<td>4. Analyze a problem, identify and evaluate alternatives, and plan an appropriate solution.</td>
<td><strong>P2.1 Problem Solver</strong> – Thinks Critically</td>
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<td></td>
<td><strong>P3.1 Innovator</strong> – Investigates*</td>
</tr>
</tbody>
</table>
5. Evaluate media from multiple perspectives using the theories, concepts, and language of digital media with an appreciation for the history, theory, and traditions of digital media. | P2.3 **Problem Solver** – Analyzes, Synthesizes, and Evaluates

6. Demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties. | P2.4 **Problem Solver** – Perseveres
P3.2 **Innovator** – Creates/Designs*

7. Develop professional quality digital media productions by promptly applying knowledge and skills including best practices and standards. | P3.2 **Innovator** – Creates/Designs
P3.3 **Innovator** – Confronts Challenges*

8. Explain the impact of digital media on individuals, organizations, and society. | P4.4 **Community Contributor** – Anticipates Consequences
P4.1 **Community Contributor** – Builds Community*

9. Acknowledge diverse opinions regarding professional, ethical, legal, and social issues with a global perspective. | P4.3 **Community Contributor** – Behaves Ethically
P4.2 **Community Contributor** – Respectfully Engages Own and Other Cultures*

10. Plan for continuing professional development with an appreciation of the need for lifelong learning. | P3.4 **Innovator** – Makes Decisions

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**EXPECTATIONS, GUIDELINES, AND POLICIES**

**Attendance:**

A basic requirement of this course is that you will participate in all class meetings and conscientiously complete all required course activities and assignments. Class attendance is required for classroom-based courses. It entails being present and attentive for the entire class period. Attendance shall be taken in every class. The instructor is required to submit to the Registrar a record of student attendance, and action shall be taken if the record conveys a trend of absenteeism.

Only the following are acceptable excuses for absences: death in the immediate family (e.g. mother, father, spouse, child, or sibling), hospitalization or serious illness; jury duty; court ordered summons; religious holiday; university/school coordinated athletic or scholastic activities; an unanticipated event that would cause attendance to result in substantial hardship to one’s self or immediate family. Absences must be explained with the submission of appropriate documentation to the satisfaction of the instructor, who will decide whether missed work may be made up. Absences that do not satisfy the above criteria are considered unexcused. To protect your privacy, doctor’s excuses should exclude the nature of the condition and focus instead on how the condition impacts your attendance and academic performance.
Missing class reduces your grade through the following grade reduction policy: You are allowed two excused or unexcused absences. Each additional absence, unless excused, results in a 5% reduction in your final course grade. More than six absences result in an F in the course. Missing class may also reduce your grade by eliminating opportunities for class participation. For all absences, the student is responsible for all covered materials and assignments.

**Incomplete:**

The instructor may assign an Incomplete (I) grade only if at least 75% of the required coursework has been completed at passing quality and holding you to previously established time limits would result in unjust hardship to you. All unfinished work must be completed by the date set by the instructor. Left unchanged, an Incomplete automatically becomes an F after one year. [http://registrar.iupui.edu/incomp.html](http://registrar.iupui.edu/incomp.html)

**Deliverables:**

You are responsible for completing each deliverable (e.g., assignment, project) by its deadline and submitting it by the specified method. Deadlines are outlined in the syllabus or in supplementary documents accessible through Canvas. Should you miss a class, you are still responsible for completing the deliverable and for finding out what was covered in class, including any new or modified deliverable. In fairness to the instructor and students who completed their work on time, a grade on a deliverable shall be reduced 10%, if it is submitted late and a further 10% for each 24-hour period it is submitted after the deadline.

**Lab assignments:**

Weekly

**Grading Information:**

- Requirements (two capstone projects, weekly discussion, class participation, case studies)
  - Each student will perform 4 case studies (1 Brand Case Study individually, 1 Brand Case Study with a group, 2 Personal Brand Case Studies). The students will audit their selected brands and personalities to analyze their social media performance. The students will share their findings with the class and all students will participate in discussion.
  - Each student will create their own actionable personal social media brand across at least two social media channels. Students will apply methods from each class to add to their social media voice including measuring analytical measurement, strategic messaging, etc.
  - As the final capstone project, students will play the role of social media strategists for a brand and build out a full enterprise-level social media strategy. Students will pitch their social media strategies to the class.
Social media is a dynamic world and concepts, algorithms and outlets change on a daily basis. Class discussion of the evolving social media industry will be a requisite as students build their own social media brands. Students will be expected to curate a list of 3-5 topics to discuss for every class.

- Class participation will be defined by actively engaging with the weekly topics, whether the student provides the topic or not.

### Grading

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>Weekly</td>
<td>2 Brand Case Studies (1 Group, 1 Individual)</td>
<td>150</td>
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<td>2 Personal Brand Case Studies</td>
<td>150</td>
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<td></td>
<td>Personal Brand Project</td>
<td>200</td>
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<tr>
<td>Final</td>
<td>Brand Social Media Strategy</td>
<td>300</td>
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<tr>
<td>Weekly</td>
<td>Participation</td>
<td>100</td>
</tr>
<tr>
<td>Weekly</td>
<td>Weekly Discussion</td>
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### WEEKLY SCHEDULE

#### Week 1

- **Introduction**
  - Student/Instructor Introductions
  - Social Media Litmus Test
  - Expectations
- **Lecture**
  - What is social media marketing?
  - Social Media Strategy
  - Personal Brand
- **Lab**
  - Identify 1 Brand Case Study to present throughout the semester
  - Identify 1 Brand Case Study with your group to present throughout the semester
  - Identify 2 Personal Brand Case Studies to present throughout the semester

#### Week 2

- **Lecture**
  - Strategy - Social Strategy Mapping: From Objectives to Analytics
  - Channel In-Depth – Twitter
- **Lab**
o Instructor Case Study Walkthrough
o Weekly Discussion
  ▪ Instructor Led
  ▪ Student Led

Week 3
  • Lecture
    o Strategy - The Ultimate Social Media Toolkit
    o Theory - Social Media Management 101
    o Channel In-Depth - Facebook
  • Lab
    • Create Your Own Social Toolkit
    • Case Study Presentations
    • Personal Brand Case Study Presentations
    • Weekly Discussion
      o Instructor Led
      o Student Led

Week 4
  • Lecture
    o Strategy - Personal Branding, Voice
      ▪ Guest Speaker
    o Theory - Extremes: Humor and Shock in Social Media
    o Channel In-Depth - YouTube
  • Lab
    • Begin Personal Branding Project
    • Case Study Presentations
    • Personal Brand Case Study Presentations
    • Weekly Discussion
      o Instructor Led
      o Student Led

Week 5
  • Lecture
    o Strategy – Influencers and Advocates
    o Theory – Social Media as Community, Social Good
      ▪ Guest Speaker
    o Channel In-Depth - Reddit
  • Lab
    • Case Study Presentations
• Personal Brand Case Study Presentations
• Weekly Discussion
  o Instructor Led
  o Student Led

Week 6
• Lecture
  o Strategy – Audience and Persona Identification
  o Theory - Digital Natives vs. the Generations
  o Channel In-Depth - TikTok
• Lab
  o Case Study Presentations
  o Personal Brand Case Study Presentations
  o Weekly Discussion
    ▪ Instructor Led
    ▪ Student Led

Week 7
• Lecture
  o Strategy - Social Listening, Curation, User Generated Content
    ▪ Guest Speaker
  o Channel In-Depth - Instagram
• Lab
  o Case Study Presentations
  o Personal Brand Case Study Presentations
  o Weekly Discussion
    ▪ Instructor Led
    ▪ Student Led

Week 8
• Lecture
  o Strategy – Analytics In-depth
  o Theory – Organic vs Paid
  o Channel In-Depth – Facebook Business Manager
• Lab
  o Set up Facebook Business Manager Accounts
  o Case Study Presentations
  o Personal Brand Case Study Presentations
  o Weekly Discussion
    ▪ Instructor Led
• Student Led

Week 9
• Lecture
  o Strategy – Video (Micro, Vertical, Live, AR/VR, Streaming)
    ▪ Guest Speaker – Esports Pro
  o Theory – Social vs Traditional
  o Channel In-Depth - Twitch
• Lab
  o Social Content Session
    ▪ Shoot vertical social content
  o Case Study Presentations
  o Personal Brand Case Study Presentations
  o Weekly Discussion
    ▪ Instructor Led
    ▪ Student Led

Week 10
• Lecture
  o Strategy – Social as Search and Bookmarking
  o Theory – The Future of Social Media
  o Channel In-Depth - Pinterest
• Lab
  o Case Study Presentations
  o Personal Brand Case Study Presentations
  o Weekly Discussion
    ▪ Instructor Led
    ▪ Student Led

Week 11
• Lecture
  o Strategy – Strategy Pitching
    ▪ Guest Speaker – Business Intelligence
  o Theory – Social Strategy on No Budget
  o Channel In-Depth - LinkedIn
• Lab
  o Case Study Presentations
  o Personal Brand Case Study Presentations
  o Weekly Discussion
    ▪ Instructor Led
- Student Led

Week 12
- Lecture
  - Strategy – Implementing Social Strategy
  - Theory – Media Literacy and Social Strategy on Low Budget
    - Guest Speaker – Publisher
  - Channel In-Depth - Blogs
- Lab
  - Case Study Presentations
  - Personal Brand Case Study Presentations
  - Weekly Discussion
    - Instructor Led
    - Student Led

Week 13
- Lecture
  - Strategy – Measurement
  - Theory – Social Strategy on Big Budgets
    - Guest Speaker – Big Brand
- Lab
  - Case Study Presentations
  - Personal Brand Case Study Presentations
  - Weekly Discussion
    - Instructor Led
    - Student Led

Week 14
- Final Personal Brand Case Study Presentations

Week 15
- Final Brand Case Study Presentations

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**Grading Scale:**

A+ 97–100%  Professional level work, showing highest level of achievement  
A  93–96.99% Extraordinarily high achievement, quality of work; shows command of the subject matter  
A– 90–92.99% Excellent and thorough knowledge of the subject matter  
B+ 87–89.99% Above average understanding of material and quality of work  
B  83–86.99% Mastery and fulfillment of all course requirements; good, acceptable work  
B– 80–82.99% Satisfactory quality of work  
C+ 77–79.99% Modestly acceptable performance and quality of work  
C  73–76.99% Minimally acceptable performance and quality of work  
C– 70–72.99% Unacceptable work (Core course must be repeated for credit)  
D+ 67–69.99% Unacceptable work (Course must be repeated for credit)  
D  63–66.99% Unacceptable work  
D– 60–62.99% Unacceptable work  
F  Below 60  Unacceptable work

No credits are granted for a grade below C.

**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](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.

**OTHER POLICIES**

1. **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.

2. **Civility:** To maintain an effective and inclusive learning environment, it is important to be an attentive and respectful participant in lectures, discussions, group work, and other classroom exercises. Thus, unnecessary disruptions should be avoided, such as ringing cell phones, engagement in private conversations, and other unrelated activities. Cell phones, media players, or any noisy devices should be turned off during a class. Texting, surfing the Internet, and posting to Facebook or Twitter during class are generally not permitted. Laptop use may be permitted if it is used for taking notes or conducting class activities. Students should check with the instructor about permissible devices in class. IUPUI nurtures and promotes “a campus climate that seeks, values, and cultivates diversity in all of its forms and that provides conditions necessary for all campus community members to feel welcomed, supported, included, and valued” (IUPUI Strategic Initiative 9). IUPUI prohibits “discrimination against anyone for reasons of race, color, religion, national origin, sex, sexual orientation, marital status,
age, disability, or veteran status” (Office of Equal Opportunity). Profanity or derogatory comments about the instructor, fellow students, invited speakers or other classroom visitors, or any members of the campus community shall not be tolerated. A violation of this rule shall result in a warning and, if the offense continues, possible disciplinary action.

3. **Communication:** For classroom-based courses, the instructor or teaching assistant should respond to emails by the end of the next class or, for online courses, within two Indiana University working days, which excludes weekends and holidays. The instructor should provide weekly office hours or accept appointments for face-to-face, telephone, or teleconferenced meetings, and announce periods of extended absence in advance.

4. **Counseling and Psychological Services (CAPS):** Students seeking counseling or other psychological services should contact the CAPS office by phone at 274-2548 or email at capsindy@iupui.edu. For more information visit [http://life.iupui.edu/caps/](http://life.iupui.edu/caps/).

5. **Course evaluations:** Course evaluations provide vital information for improving the quality of courses and programs. Students are urged to complete one course and instructor evaluation for each section in which they are enrolled at the School of Informatics and Computing with the following three exceptions: (a) The student has withdrawn from the course; (b) fewer than five students are enrolled in the section (in which case maintaining anonymity is difficult); 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/](https://soic.iupui.edu/app/course-eval/). Course evaluations are typically 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.

6. **Disabilities policy:** In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of accommodations needed for the course. Students requiring accommodations because of a disability must register with Adaptive Educational Services (AES) and complete the appropriate AES-issued forms before receiving accommodations. The AES office is located at UC 100, Taylor Hall (Email: aes@iupui.edu, Tel. 317 274-3241). Visit [http://aes.iupui.edu](http://aes.iupui.edu) for more information.

7. **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.

8. **Emergency preparedness:** Safety on campus is everyone’s responsibility. Know what to do in an emergency so that you can protect yourself and others. For specific information, visit the emergency management website. [http://protect.iu.edu/emergency](http://protect.iu.edu/emergency)

9. **IUPUI course policies:** A number of campus policies governing IUPUI courses may
be found at the following link: http://registrar.iupui.edu/course_policies.html

10. **No class attendance without official enrollment.** Only those who are officially enrolled in this course may attend class unless they are enrolled as an auditor or making up an Incomplete by prior arrangement with the instructor. This policy does not apply to those assisting a student with a documented disability, serving in an instructional role, or administrative personnel. http://registrar.iupui.edu/official-enrollment-class-attendance.html Children may *not* attend class with their parents, guardians, or childcare providers.

11. **Right to revise:** The instructor reserves the right to make changes to this syllabus as necessary and, in such an event, will notify students of the changes immediately.

12. **Student advocate:** The Student Advocate provides assistance to students with personal, financial, and academic issues. The Student Advocate Office is located in the Campus Center, Suite 350. The Student Advocate may also be contacted by phone at 317 274-4431 or by email at studvoc@iupui.edu. For more information visit http://studentaffairs.iupui.edu/advocate.

**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.