Higher Education and Student Affairs  
Spring 2015 Practicum Opportunities

Title of Practicum  
Social Networking for the Carnegie Classification of Institutions of Higher Education

Practicum Description Summary  
The student will coordinate social networking communication for the Carnegie Classification of Institutions of Higher Education to increase visibility of the 2015 update scheduled for release in mid-December.

Sponsoring Office  
The Carnegie Classification of Institutions of Higher Education is a national higher education project located within the IU Center for Postsecondary Research.

Department/Office Website Address: [http://carnegieclassifications.iu.edu](http://carnegieclassifications.iu.edu)

If multiple students can be selected for this position, please indicate the number of practicum students the site is willing to host:

Spring 2015 Number available: 1

Please identify any requirements outside the 8 hours per week of the practicum experience the student would be expected to complete:

There will be an initial flurry of work in the first two months of the year and then the flow should slow down. It would be great if we could get someone to put in some time in mid- to late-December, but that is not required. We need someone who has some experience with using Twitter, LinkedIn and Facebook for communicating about events or, more generally, public relations.

Learning outcomes associated with the practicum experience in your office:

The practicum will provide the student with both an understanding of, and skills for, using social communications platforms to engage professional and academic colleagues in national initiatives. This will entail communications, project logistics, and effective use of LinkedIn, Facebook, and Twitter for professional purposes. The student will also learn about the Carnegie Classifications and their role in providing higher education policy makers with a basis for crafting effective strategy and providing higher education researchers with a framework for analyzing similarities and differences between U.S. postsecondary, degree-granting institutions.

Provide a brief summary of the activities, duties, responsibilities and/or special projects associated with this position:

This works follows from a report developed last year by a Cox Scholar, Shelby Gullion, who studied the use of social networking platforms by similar types of initiatives. Her report provides
a starting point for developing a schedule of communications. The Carnegie Classification staff, Prof. Vic Borden, Research Scientist Phoebe Wakhungu and HESA doctoral student, Chris Stewart

**Site Supervisor for Practicum Experience:**

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<thead>
<tr>
<th>Name</th>
<th>Vic Borden</th>
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<tbody>
<tr>
<td>Address</td>
<td>SoE 4274, Eigenmann 633</td>
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**Individual completing this form:**

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___ X ___ Yes, my department plans to attend the HESA Practicum Fair and we have completed the description form

___ No, my department does not plan to attend the HESA Practicum Fair, but we have available opportunities for students and I have completed the description form

___ No, my department does not plan to attend the HESA Practicum Fair and we have no available opportunities at this time.

Please submit completed practicum description form to Gretchen Holthaus, gholthau@indiana.edu, by October 2, 2015. Past practicum descriptions can be found at http://education.indiana.edu/students/graduates/programs/hesa/masters-practicum-sites.html and http://education.indiana.edu/students/graduates/programs/hesa/masters-practicum-opportunities%202015.html.

If you should have questions concerning this form or the establishment/maintenance of practica in your office, please do not hesitate to contact Danielle De Sawal, HESA Master’s Program Coordinator, Education 4272, at 856-8382 or via e-mail at ddesawal@indiana.edu.

Thank you!