Title of Practicum: Student Activities Social Media and Technology Assistant

Practicum Description Summary
Working closely with the Assistant Director for Student Activities, Practicum student will assist with the evaluation, research and development of social media outreach, marketing, and system management for the IUPUI campus. Based on interest and departmental needs, additional opportunities for experience in leadership development, student organizations, and programming could be available in this position.

Sponsoring Office
IUPUI Office of Student Involvement

Department/Office web site address: http://life.iupui.edu/osi/

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

Spring 2014

Number available: 1

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

N/A

Learning outcomes associated with the practicum experience in your office:

As a result of completing this practicum, the student will be able to better:
  • Assess student organization uses of social media and technology
  • Connect relevant theory to program design and practice
  • Understand and cultivate organizational change

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

• Research best practices for student organization use of social media and technology
  o Urban 13 benchmarking
  o National, regional, and local comparison
• Explore and develop marketing strategies and social media policies
  o Identify possible application for mobile media interaction (including mobile app research and development)
  o Incorporate department vision, mission and goals
• Provide assistance with assessment of current student organization technology and social media uses
- Conduct focus groups with current student organizations
- Work with the Student Activities staff and the Director of Assessment & Planning to develop a future plan for assessment

- Identify other opportunities in the student activities area to incorporate into the practicum experience. Responsibilities in leadership development, student organizations, and programming, may include but are not limited to:
  - Program development and implementation
  - Advising committees or student groups
  - Assessment of learning outcomes
  - Benchmarking

- Embrace and enhance the missions of the Division of Student Affairs.
  - Gain additional knowledge of ways to serve student populations through direct and active experience.
  - Embrace the IUPUI community where awareness, civility, understanding, acceptance and dialogue flourish and create a safe learning environment where issues of diversity are addressed.
  - Gain an understanding of student affairs at an urban campus with a significant non-traditional population.

Please note that if the Practicum student lives in the Bloomington area, the Site Supervisor is willing to discuss alternatives so that the Practicum student does not have to commute and complete all 8 hours per week at the site location at IUPUI (i.e. some research and evaluation can be completed remotely, meetings by Skype, etc.). This can be negotiated during the interview process.

**Site Supervisor for Practicum Experience**

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