

Steve Hodges

Electronic Communications Manager, IUPUI Communications and Marketing

1. HIGHER EDUCATION EXPERIENCE

- a. Indiana University-Purdue University Indianapolis (IUPUI), Indianapolis, Indiana. IUPUI ranks among the 25 largest universities in the U.S. and is the third largest university campus in Indiana. It was founded as a partnership by Indiana University and Purdue University.
 - 1. 2005-Present, Electronic Communications Manager
 - 2. 2004-2005, Electronic Visual Coordinator

2. INDUSTRY EXPERIENCE

- a. Genesis Marketing Group, marketing and marketing communications; Greenwood, Indiana; 1999 - 2004; Sales Representative
- b. Marsh Supermarkets, web development; Indianapolis, Indiana, 1996-1997; Information Technology Intern

3. EDUCATION BACKGROUND

- a. Bachelor of Science in Media Arts and Sciences, School of Informatics, Indiana University, Indianapolis, Indiana, 2004.
- b. Certificate in Applied Computer Science, School of Science, Purdue University, Indianapolis, Indiana, 2004.

4. AWARDS AND HONORS

- a. 2009, Merit Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, "IUPUI Video Platform"
- b. 2008, Bronze Medal, CASE International Circle of Excellence Awards Program, Complete Institutional Web Site category, IUPUI Campus Website
- c. 2008, Gold Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, IUPUI Campus Website
- d. 2008, Bronze Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, "The Spot" podcast
- e. 2008, Merit Award, Admissions Marketing Report 23rd Annual Admissions Advertising Awards, "Health & Life Sciences" podcast
- f. 2007, Silver Medal, CASE International Circle of Excellence Awards Program, Complete Institutional Web Site category, IUPUI Campus Website
- g. 2007, Gold Award, Admissions Marketing Report 22nd Annual Admissions Advertising Awards, IUPUI Campus Website

- h. 2007, Silver Medal, Pride of CASE V 2007 Awards, Best Institutional Website, IUPUI Campus Website
- i. 2007, Bronze Medal, Pride of CASE V 2007 Awards, Best Website, Individual Page or Section, IUPUI Winter 2007 Website
- j. 2006, Award of Merit, Admissions Marketing Report 21st Annual Advertising Awards, Virtual Tour, IUPUI
- k. 2006, IUPUI Staff Make a Difference, IUPUI Staff Council

5. CREATIVE ENDEAVOR, RESEARCH AND SCHOLARSHIP

- a. Published work
 - 1. 2009, produced motion graphics for 40th Anniversary Recognition Dinner
 - 2. 2009, produced motion graphics for 2009 Chancellor's Report to the Community
 - 3. 2008, produced significantly upgraded IUPUI Campus Website, including flash authoring, application development, and graphic design.
 - 4. 2008, developed a video closed captioning system to embed captioned videos on campus websites. As part of the system, produced an application allowing non-technical staff to easily caption videos. Recognized in the 2009 Admissions Advertising Awards (New Media category)
 - 5. 2008, produced *Newsroom*, a news content management system for departmental websites at IUPUI
 - 6. 2008, produced *IU/Kenya Partnership* video, including ten-days of production in Kenya (IUPUI)
 - 7. 2008, produced motion graphics for the 2008 International Citizen of the Year Awards Dinner for the International Center of Indianapolis
 - 8. 2008, produced *IUPUIQ* video for Undergraduate Orientation (IUPUI)
 - 9. 2008, produced video program which played prior to the 2008 IUPUI Commencement Ceremonies
 - 10. 2008, produced *TRIP Showcase* video which played at 2008 TRIP Showcase event
 - 11. 2008, IUPUI Chancellor's Report to the Community slideshow
 - 12. 2007, produced IUPUI YouTube Portal
 - 13. 2007, produced significantly upgraded IUPUI Campus Website, including flash authoring and graphic design, recognized in the 2008 CASE International Circle of Excellence awards (Bronze) and 2008 Admissions Advertising Awards (Gold)

14. 2007, produced website for the Indiana University School of Public and Environmental Affairs at IUPUI, including data-driven news website, graphic design, and consulting.
15. 2007, produced visual design and graphics package for JagTV, an IUPUI campus digital communications network which includes distribution on digital signage and cable television.
16. 2007, produced web design for the “Quality of Life” initiative, a civic engagement project managed by IUPUI for the Marion County Health Department.
17. 2007, produced website for Indiana University STEM Initiative.
18. 2007, produced and directed *Our IUPUI*, a 30-minute broadcast quality video program which played at the 2007 IUPUI Commencement Ceremony. The program was also broadcast on the IUPUI website via a custom created flash video player.
19. 2007, developed and produced website to accompany *IUPUI Magazine*, a publication sent to over 100,000 alumni of the IUPUI campus, recognized in the 2007 Pride of CASE V Awards (Bronze)
20. 2007, developed concept and creatives and served as executive producer and director for IUPUI’s The Spot weekly video news program, recognized in the 2008 Admissions Advertising Awards (Bronze)
21. 2006, produced, designed, and implemented new IUPUI campus website, including information architecture, interface design, graphic design and flash authoring. Recognized in the 2007 CASE International Circle of Excellence awards (Silver), 2007 Admissions Advertising Awards (Gold), and 2007 Pride of CASE V Awards (Silver)
22. 2006, developed concepts and produced all creatives for 2006 IUPUI Jaguars basketball campaign, including logo, schedule poster, t-shirts, and other creatives
23. 2006, produced, directed and edited *Hometown Heroes* television commercial for IUPUI Jaguars basketball
24. 2006, produced communications campaign for IUPUI Weeks of Welcome, utilized on campus webpages and JagTV
25. 2006, developed concept and creatives for “JagTV” campus cable channel
26. 2006, developed and produced IUPUI “Pride, Spirit & Tradition” website and communications campaign
27. 2006, developed and produced first website for *IUPUI Magazine*
28. 2006, produced 40-minute video to play prior to IUPUI Commencement
29. 2006, produced *IUPUIQ* video and accompanying print piece for Undergraduate Orientation (IUPUI)
30. 2005, produced, directed and edited “Bodyrock” video for IUPUI Jaguars Athletics Basketball Tip-off Luncheon

31. 2005, developed and produced schedule posters for IUPUI Jaguars basketball season
32. 2005, produced IUPUI Chancellor Bantz *Welcome Back* video
33. 2005, produced and developed “IUPUI Events Website,” a data-driven web application
34. 2005, produced flash presentation for “Art in the Trees,” an exhibit by the Herron School of Art and Design (IUPUI)
35. 2005, produced *Oh Yeah* video promoting IUPUI Jaguars Volleyball
36. 2005, produced website for IUPUI Center for Service and Learning
37. 2005, art directed and produced website for IUPUI “JagDays”
38. 2005, produced and maintained website documenting campus response to Hurricane Katrina
39. 2005, produced and maintained website documenting campus response to Asian Tsunami
40. 2004, produced “IUPUI Virtual Tour,” flash and data-driven web application, recognized by the 21st Annual Admissions Advertising Awards as a Merit Winner in the category of Internet/Website
41. 2004, managed and produced IUPUI campus website redesign
42. 2004, produced television commercial for UBERCON gaming convention (New Jersey). Played on New York City area cable networks
43. 2004, produced event program and signage for UBERCON gaming convention (New Jersey)
44. 2003, produced event program and signage for UBERCON gaming convention (New Jersey)
45. 2002, produced event program and signage for UBERCON gaming convention (New Jersey)
46. 2002, produced website for UBERCON gaming convention (New Jersey)
47. 2000, produced website for DRG Marketing Group (Florence, Kentucky)
48. 2000, produced website for Middleby Cooking Systems Group (Elgin, Illinois)
49. 2002, produced website for Southbend Cooking Systems (Fuquay-Varina, North Carolina)
50. 1996, produced website for Genesis Marketing Group (Greenwood, Indiana)
51. 1997, produced website for North American subsidiary of Rational Cooking Systems (Landsburg, Germany)

52. 1995, produced first website for Marsh Supermarkets, Inc. (Indianapolis, Indiana)

6. HIGHER EDUCATION ACHIEVEMENTS

a. Management

1. Supervised staff at IUPUI including four Web Specialists, video editor, and student staff.
2. Managed external vendors including photographers, printers and video producers for IUPUI marketing activities.
3. Managed \$150,000 campus renovation to install digital signage across the IUPUI campus. The project included extensive work with university architects, evaluating and testing video distribution systems, and development of content to display on the digital signage. (2007)
4. Directed video production crews for live and taped events and performances.

b. Marketing Activities

1. Developed new communications channels for IUPUI, including:
 - a. IUPUI YouTube portal
 - b. IUPUI Hot Spot, a graphical announcement on the IUPUI Homepage. Produced and managed all graphics utilized from 2004 – 2007 (approx. 2 per week)
 - c. JagTV, a campus cable channel which includes campus news, event announcements, athletics updates. Spearheaded effort to install video monitors in public spaces across campus to display JagTV content.
 - d. IUPUI Events Website and E-mail Newsletter, a system which allows data exchange between a campus events calendar database and other systems, including departmental websites and JagTV.
 - e. *IUPUI's The Spot*, a weekly news program which communicates information about campus news and events to target audiences. Distributed via websites, podcasts, campus television systems, and digital signage.
2. Spearheaded IUPUI Pride, Spirit and Tradition website to educate students, faculty, staff, and the community about the university's history and traditions.
3. Developed IUPUI Athletics 2006 Basketball marketing concepts, "Feel the Power, Bring the Passion"

c. Reputation management

1. Developed IUPUI campus web policy to unify the web experience across campus

2. Assisted numerous campus units with website consultation and conformity with campus branding initiatives.
3. Coordinated several workshops to educate campus staff about topics including Communications & Marketing resources and web standards.

7. EXTENSION, SERVICE AND UNIVERSITY OUTREACH ACTIVITIES

a. Presentations

1. 2008, A (pod)cast of Hundreds, HigherEdWeb Conference, Springfield, MO
2. 2008, Surviving the New Media Whirlwind, ICASE Conference, Muncie, IN
3. 2007, Surviving the New Media Whirlwind, 33rd Annual CASE District V Conference, Chicago, IL
4. 2007, Strategic Communications at IUPUI, Indiana University External Relations Conference, Bloomington, IN

b. University Outreach

1. 2008, produced motion graphics for the 2008 International Citizen of the Year Awards Dinner for the International Center of Indianapolis
2. 2007, produced web design for the “Quality of Life” initiative, a civic engagement project managed by the Polis Center at IUPUI for the Marion County (IN) Health Department.

c. External Service

1. 2007 – 2008, industry representative and resource for students of the Indiana University School of Informatics at IUPUI, including participation in alumni panels, performance of mock interviews and job shadows, and guest lecturing.

d. Internal Service

1. 2008 – present, IUPUI Captioning Committee (Ad-hoc)
2. 2008 – present, Indiana University Web Standards Committee
3. 2008 – present, Indiana University Web Standards Committee, Web Privacy subcommittee
4. 2008 – present, Indiana University Web Standards Committee, Multimedia subcommittee