

Standards in New Media

Steve Hodges talks about how the IUPUI website continues to raise the bar in higher education

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Transcript

[S. Hodges] IUPUI has been recognized for the last several years in a few major awards competitions that we submit websites and publications and all sorts of different things to. For the last three years we've actually won the most prestigious of the competitions, which is the Admissions Advertising Awards. We won the gold, so that meant we have the best university website for any university with 20,000 or more students. In fact, there is a book coming out this month that features, that talks about university websites, and our website is actually featured in the book.

The last two years we were actually recognized for the campus website, so www.iupui.edu. This year we won the gold for the new, events website, which is events.iupui.edu. In addition to those sites, we also won an award this year for our new video system – www.iupui.edu/podcasts. One of the most innovative things about it is it has a closed captioning system built into it. This is something that most other universities have no idea how to do.

In addition to winning awards, it's actually been a little bit more flattering to get calls. We get phone calls and emails all the time from other universities. In fact I had one from a major metropolitan area from their city government recently, from nonprofits, and all these different groups that want to actually hire the people that develop the IUPUI website. These people want to know how IUPUI does it. How do we have such a cutting edge website? A leading website? How do we keep it fresh and those sorts of things, so that's been pretty flattering.