



IU HR Community Meeting | November 3, 2016

# Personal and Professional Branding

# Welcome and Agenda

# Agenda

<b>Time</b>	<b>Topic</b>
9:30 am	Welcome
9:50 am	We are the IU Brand
10:30 am	BREAK
10:45 am	IU Brand Exercise
11:30 am	FLSA Update
12:00 pm	BREAK: Lunch and Networking
12:45 pm	John Sejdinaj, VP & CFO Address
1:15 pm	A Guide: Leveraging LinkedIn for Professional Success
2:00 pm	BREAK
2:15 pm	IU on LinkedIn
2:40pm	Demo: Add your headshot to Outlook
2:45 pm	CUPA-HR
3:05 pm	HR2020 Update
3:30 pm	Adjourn





IU HR Community Meeting | November 3, 2016

# We are the IU Brand

# IU Marketing Vision

Create a world-class marketing organization for Indiana University:

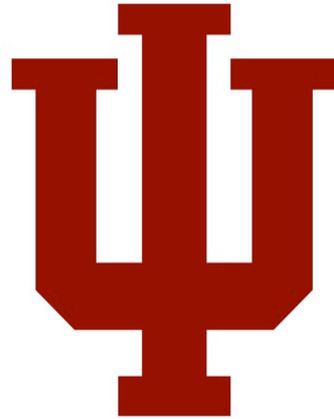
1. Optimize the IU brand promise
2. Drive disciplined brand support
3. Build organizational excellence
4. Align activities with top university priorities



SECTION 1

# Brand Basics

# “Brand” and “Branding”







# “Brand” and “Branding”

## Brand

- Gut feeling
- What THEY say it is
- Sum total (experiences, associations)

## Branding / Brand Strategy

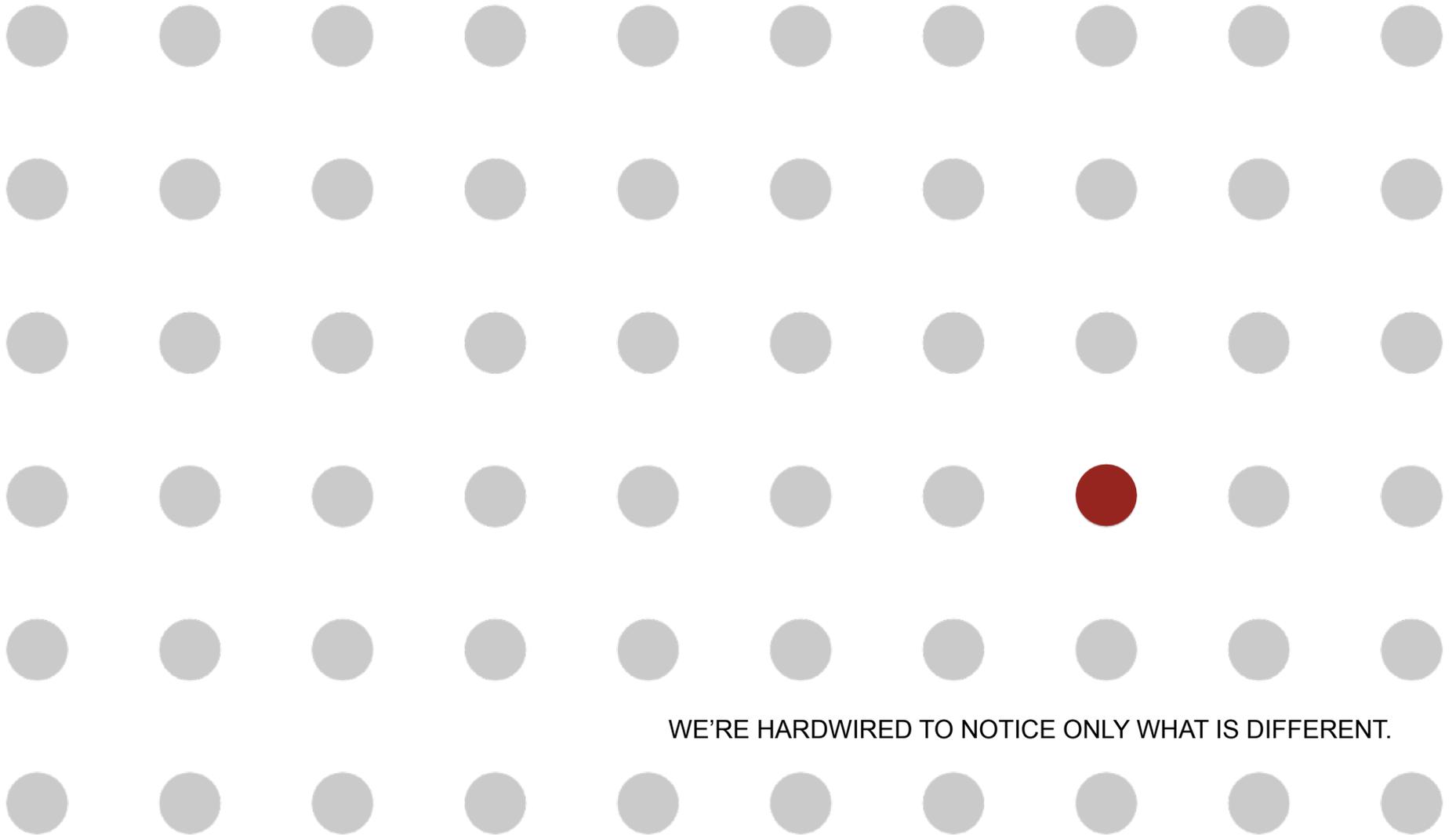
- The disciplined process (intentional)
- Understanding and articulating your brand



# Focus and Differentiation

- The **Starbucks** mission is to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.
- **Indiana University** is a major multi-campus public research institution, grounded in the liberal arts and sciences, and a world leader in professional, medical, and technological education. Indiana University's mission is to provide broad access to undergraduate, graduate, and continuing education for students throughout Indiana, the United States, and the world, as well as outstanding academic and cultural programs and student services. Indiana University seeks to create dynamic partnerships with the state and local communities in economic, social, and cultural development and to offer leadership in creative solutions for 21<sup>st</sup> century problems. Indiana University strives to achieve full diversity, and to maintain friendly, collegial, and humane environments, with a strong commitment to academic freedom.





WE'RE HARDWIRED TO NOTICE ONLY WHAT IS DIFFERENT.

# Brand Strategy

Must be **meaningful** and **resonate** to motivate action



Must be authentic and **meaningful** and engender a **sense of pride** so that they **live the brand**

Must show you offer **something different** from and **better than** competitor institutions



# IU Marketing: Executive Summary

- IU is one of the finest academic and research institutions of the 21<sup>st</sup> century.
- In an increasingly competitive higher education environment, IU needs to continue strengthening its global brand position through the next decade and beyond.
- In the past 3 years, IU Marketing has undertaken a disciplined process to develop a compelling, differentiated, and enduring brand strategy for IU.
- “Fulfilling the Promise” delivers against all key objectives – bringing together the grand achievements of the past two centuries with the bold potential and optimism of IU’s third century.
- Today, IU Marketing is deploying the new “Fulfilling the Promise” campaign across all media vehicles, including digital/mobile, television, print, outdoor, and sponsorships.
- IU Marketing has developed best practices in both the web and print space, driving stronger messaging and consistency across the institution.



# Disciplined Process



# IU Brand Architecture

## 1. CORE TARGET

Prospective students who value the strength of a world-class education in a supportive and caring environment

## 2. INSIGHT

Choosing the right college is one of the most important decisions I will make in my life. I want to choose the place that will best prepare me for a lifetime of success.

## 3. KEY BENEFIT

The world-class academic institution committed to the lifetime potential of each and every student

# FULFILLING *the* PROMISE

## 4. REASONS TO BELIEVE

- World-class education
- Quintessential college experience
- Strong career development
- Great faculty-student engagement
- One of the largest alumni networks
- Global perspectives/experiences
- Experiential learning environment
- Excellent research opportunities
- Exposure to diverse point of views
- Flexibility/choices to finish degree
- Strong value for my dollar

## 5. BRAND ASSETS

- IU degrees
- IU red (crimson) and trident
- History and tradition
- Breadth of academic offerings
- Extraordinary faculty
- Multiple campuses
- One of the largest alumni networks

## 6. BRAND PERSONALITY

- Smart
- Welcoming/Approachable
- Global citizen
- Supportive
- Confident
- Exploratory
- Fun

## 7. BRAND VALUES

- Commitment to the individual
- Integrity
- Respect/Commitment to diversity
- Research and exploration
- Global citizenship
- Service to the world community
- Academic freedom



SECTION 2

# IU Brand Promises

**THE FREEDOM TO  
RESEARCH *your* PASSIONS**

**A LIFETIME  
*of* SUCCESS**

**A BRIGHTER  
FUTURE  
*for* ALL**

**DEGREES *for* DREAMERS,  
DOERS, AND LEADERS**

**FACULTY *who* INSPIRE**

**A LEGACY *of* STRENGTH**

**SOMETHING BIGGER  
*than* YOURSELF**

**PREPARATION  
*for* WHATEVER  
COMES NEXT**

**A CULTURE  
*of* PERPETUAL  
DISCOVERY**

**AN EDUCATION  
*that* WORKS  
ANYWHERE**

**AN ENVIRONMENT  
*of* ENDLESS  
CURIOSITY**

**A COMMUNITY  
WHERE  
*you* BELONG**

***the*  
DREAM**

**FRIENDSHIPS  
*that* NEVER  
FADE**

***helping*  
INDIANA  
THRIVE**

A close-up photograph of a graduate in a black gown and mortarboard cap. The cap has the words "THE DREAM" written on it in white, with a play button icon integrated into the letter "D". The graduate is holding a red diploma in their right hand and a smartphone in their left hand. The background is a blurred crowd of people in a graduation ceremony.

*the* **PROMISE** *of*

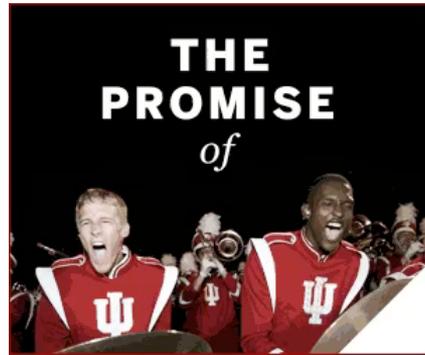
**THE  
▶ DREAM**

SECTION 3

# Creative in Action

# Digital Advertising





# A LEGACY *of* STRENGTH

We've been preparing extraordinary people for a lifetime of success for almost 200 years. We promise to continue to nurture talent, inspire curiosity, and encourage discovery for at least another 200.

**We're tried and true—we learn from the past and we look to the future.**

Be part of the next chapter of excellence at IU.

Visit [go.iu.edu/legacy](http://go.iu.edu/legacy)

**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE

# A LIFETIME *of* SUCCESS

What do you want out of life? Whether you dream of leading the charge on Wall Street or revolutionizing the way we think of education in the U.S., IU will give you the support you need to succeed.

**Take the next step toward a successful life.**  
Visit [go.iu.edu/succeed](http://go.iu.edu/succeed)

**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE



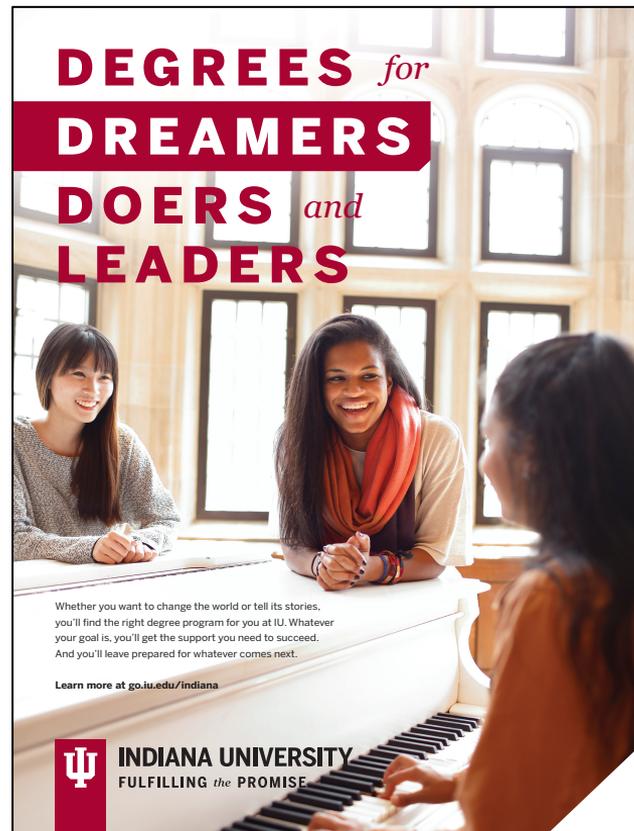


**PROMISE** *of*  
**THE DREAM**

Maybe it's a pledge you made to yourself. Maybe it's a vow you made to someone you love. Maybe it's just something you know you have to do. No matter what inspires you, IU can help make your dream a reality.

Get started at [iu.edu](http://iu.edu).

**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE



**DEGREES** *for*  
**DREAMERS**  
**DOERS** *and*  
**LEADERS**

Whether you want to change the world or tell its stories, you'll find the right degree program for you at IU. Whatever your goal is, you'll get the support you need to succeed. And you'll leave prepared for whatever comes next.

Learn more at [go.iu.edu/indiana](http://go.iu.edu/indiana)

**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE



# SOMETHING BIGGER *than* YOURSELF

Walk into Assembly Hall and you'll feel it. A sense of belonging. A swell of pride. When you join the ranks of Hoosiers, you become part of something great—something you'll carry with you forever. And you'll leave prepared for whatever comes next.

Get all the details at [go.iu.edu/dreambig](http://go.iu.edu/dreambig).



**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE

# PROMISE *of* THE DREAM

Maybe it's a pledge you made to yourself. Maybe it's a vow you made to someone you love. Maybe it's just something you know you have to do. No matter what inspires you, IU can help make your dream a reality.

Get started at [go.iu.edu/thedream](http://go.iu.edu/thedream)



**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE

# PROMISE *of* THE DREAM

Maybe it's a pledge you made to yourself. Maybe it's a vow you made to someone you love. Maybe it's just something you know you have to do. No matter what inspires you, IUPUI can help make your dream a reality.

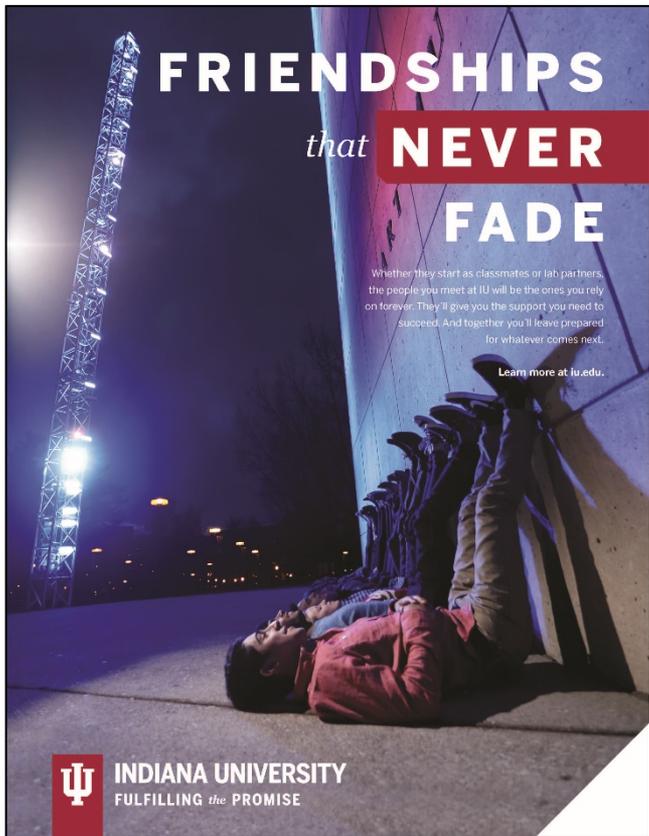
Get started at [go.iupui.edu/next](http://go.iupui.edu/next)



**Ψ** IUPUI  
FULFILLING *the* PROMISE



INDIANA UNIVERSITY

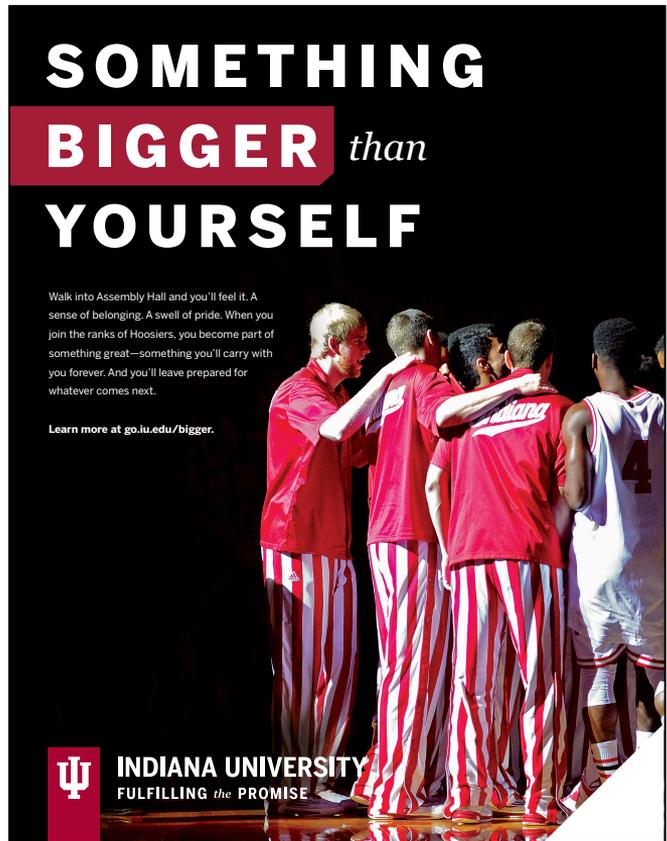


# FRIENDSHIPS *that* NEVER FADE

Whether they start as classmates or lab partners, the people you meet at IU will be the ones you rely on forever. They'll give you the support you need to succeed. And together you'll leave prepared for whatever comes next.

Learn more at [iu.edu](http://iu.edu).

**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE



# SOMETHING **BIGGER** *than* YOURSELF

Walk into Assembly Hall and you'll feel it. A sense of belonging. A swell of pride. When you join the ranks of Hoosiers, you become part of something great—something you'll carry with you forever. And you'll leave prepared for whatever comes next.

Learn more at [go.iu.edu/bigger](http://go.iu.edu/bigger).

**Ψ** INDIANA UNIVERSITY  
FULFILLING *the* PROMISE



# Outdoor Advertising



SECTION 4

# IU Human Resources Branding Exercise

# Brand Strategy Workshop

- IU Communications conducted a half-day workshop with IU Human Resources stakeholders/leadership
- Built upon the strength of the core IU brand, “Fulfilling the Promise”
  1. Brainstorm the strategic brand pyramid outlining the brand personality, brand assets, functional benefits, and emotional benefits
  2. Develop an effective and meaningful brand position strategy
  3. Identified core brand promises and proof points for each promise



## Fulfilling the Promise

# Strategic Brand Pyramid

### Emotional & Social Desires

Make a real difference in the world;  
Rewarding career in my chosen profession;  
Part of an intellectually engaged community;  
Place that values both my professional and personal  
quality of life; Opportunities for growth;  
Continue my journey of self discovery;  
Connections that last a lifetime; Welcoming and caring environment;  
Part of the proud legacy and history of IU.

### Functional Benefits

Competitive, high-quality benefits package (medical, retirement, PTO, tuition reimbursement); Committed to the long-term success of staff and faculty; Dedicated to training and employee growth; Culture of leadership development; Working with smart and dedicated professionals/co-workers; Policy and culture of inclusiveness; Resources of a world-class academic research institution; Almost 200 years of experience and results; Personal academic and learning opportunities; Commitment to personal health and well being; Exposure to global perspectives; Access to world-class arts, culture, and athletics; Access to cutting-edge technology; Committed to strengthening talent management; Indiana's low cost of living; Commitment to sustainability (LEED and green building programs).

**Brand Assets** – IU degrees; IU Trident; IU red; Academic offerings; Top scholars and administrators; Top schools (Kelley, Jacobs, etc.); World-class research; Internal professional and leadership development; Higher education network (Big10, AAU); Largest alumni network; Technology infrastructure; Access to strong health network; Diverse university community; Rich cultural opportunities; Recreation and wellness facilities; Commitment to sustainability; Nationally ranked athletic programs. **Brand Personality** – Smart; Hoosier positive; Welcoming; Approachable; Supportive; Collaborative; Encouraging; Confident; Committed; Engaged; Leading; Exploratory; Expressive; Progressive; Creative; Inclusive; Fun; Diverse; Proud; Vibrant; Relationship-oriented; Family-friendly; Mission-driven; Globally minded; Ambitious; Responsible; Honest; Ethical.



# Positioning Strategy

## Single-Minded Communication Idea

Fulfilling the Promise



## Strategic Brand Positioning

<b>Convince</b>	Current, prospective, and past staff and faculty
<b>That the</b>	Indiana University
<b>Is the</b>	Top higher education employer
<b>That</b>	Offers promising careers for those who want to make a difference in the world
<b>Because of</b>	For almost 200 years, Indiana University has been making a real difference in the world; Resources of a world-class academic research institution; Offering rewarding careers in multiple professions; Competitive, high-quality benefits package (medical, retirement, PTO, tuition reimbursement); Committed to the long-term success of staff and faculty; An intellectually engaged community; Valuing both professional and personal quality of life; Strong opportunities for growth and self discovery; Working with smart and dedicated professionals/co-workers; Policy and culture of inclusiveness; Connections that will last a lifetime; Welcoming and caring environment.



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***helping*  
INDIANA  
THRIVE**

# **SOMETHING BIGGER** *than* **YOURSELF**

As faculty or staff, you become part of the IU family.  
One that is full of pride, determination, and spirit  
When you come together and work toward  
a common goal you can feel it—and it's powerful.

- Preparing the next generation
- Inspiring the next generation
- Shaping the future
- Career you can be proud of
- Creating a sense of purpose
- Engaging minds and hearts
- Helping Indiana thrive
- Making a meaningful impact
- Helping my community thrive



**A COMMUNITY**  
**WHERE**  
*you* **BELONG**

We welcome everyone, regardless of  
background, ethnicity, religion, or sexuality.

- Where my personal and professional life matter
- Making connections that last a lifetime
- An intellectually engaged community
- An investment in you
- Celebrating our differences
- Exposure to global perspectives
- Being a member of the IU family
- Finding your place at IU
- The flexibility you need
- The support to improve
- Careers of all facets
- Once in a lifetime experiences



# **CAREERS *for* DREAMERS, DOERS, AND LEADERS**

We offer careers for everyone, no matter what they want to do, or what success means to them.

- A work culture where you can thrive
- A team you can count on
- A workplace that brings out your strengths
- A lifetime of growth
- A commitment to excellence
- Opportunities for lifelong enrichment
- An environment of endless curiosity
- Preparing you to lead
- Freedom to explore your passions
- A culture of perpetual discovery
- The resources to do your best work
- A place to inspire and be inspired



SECTION 5

# Next Steps

# Next Steps

- Bring the IU Human Resources brand strategy to life:
  1. Building upon the master brand, articulate IU HR specific promises in a meaningful way
  2. Create a portfolio of assets to deploy consistent messaging and materials across IU HR activities



# Discussion

SECTION 6

# Exercise

# What can I do today?

- IU Brand tools currently available at [Brand.IU.edu](https://brand.iu.edu):
  1. Email Signature Builder
  2. Downloadable templates



# Exercise

- What can you do today to brand your current activities?
  1. At your table, brainstorm in small groups ideas and tactics to implement elements of the IU brand into your daily activities
  2. Record your ideas on the pads of paper provided
  3. Share your ideas with the larger group





**Thank you!**



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# FLSA Update

# FLSA Reminders

- **PTO Accruals:** ePTO balances will be transferred to Quali Time. Ensure new PAS Staff have accurately recorded time off through November 18th.
- **PAS Staff:** Please refrain from making job or position changes to this population until after November 20<sup>th</sup>.
- **Additional Pay:**
  - UHR will stop monthly additional pay for the PAS population effective November 19<sup>th</sup> for a prorated amount (November 1- 19).
  - The department should initiate new BW Create Additional Pay eDoc after the November 23<sup>rd</sup> payroll closes and before December 7<sup>th</sup> with an effective date of November 20<sup>th</sup>.
- **Employee Center:** Around November 24<sup>th</sup> FMS will begin reaching out to PAS employees with direct deposit or tax by amount. The deadline to make these changes in Employee Center is December 9<sup>th</sup>.



# FLSA Reminders

- **Final FLSA Webinar:** TOMORROW, November 4, at 10:00am
- **Approved Salary Increases:** Increases to remain above \$47,476 should be processed by the department effective November 1.
- **November 20, 2016: Transition to PAS and bi-weekly payroll. Ensure new PAS employees are recording time!**





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# Vice President & CFO Address



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# A Guide: Leveraging LinkedIn for Professional Success



# A GUIDE: LEVERAGING LINKEDIN FOR PROFESSIONAL SUCCESS



**Brian Franke**  
Relationship Manager



A red banner with a white 'IU' logo is attached to a pole. In the background, a modern building with large glass windows and a blue sky with light clouds are visible. In the foreground, there are red and white flowers.

# AGENDA

1. LINKEDIN'S MISSION
2. INDIANA UNIVERSITY BY THE NUMBERS
3. INDIANA UNIVERSITY'S PRESENCE ON LINKEDIN
4. WHO'S YOUR AUDIENCE?
5. ROCK YOUR PROFILE



LinkedIn's Mission

Connect the world's  
professionals to make them  
more productive and successful



LinkedIn's Vision

Create economic opportunity  
for every professional in the  
world



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# THE ECONOMIC GRAPH

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INDIANA UNIVERSITY

# By the numbers on LinkedIn

**26,334** Employees with LinkedIn Profiles

**854,967** First Degree Connections

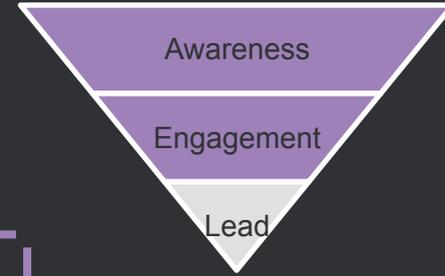
**135,138** Monthly Employee Profile views

**76,375** Total Company Followers on LinkedIn



# INDIANA UNIVERSITY'S PRESENCE ON LINKEDIN

# Your Career Page is providing content for candidates to resonate with directly on LinkedIn



**Indiana University**  
Higher Education  
10,001+ employees

261,804 followers [Follow](#)

[View in Sales Navigator](#)

Home **Careers** Premium Insights Analytics

## Find your place at Indiana University

### About Indiana University

Indiana University is home to seven beautiful, unique campuses that offer creativity, collaboration, and support to help employees live healthy, enriching, and balanced work lives.

The benefits go beyond healthcare and retirement—you'll belong to a strong, proud community of faculty and staff who support and applaud each other in all achievements, big or small, in a challenging and rewarding work culture.

Watch the video below to see how one organization at IU works.

### How You're Connected

6 first-degree connections  
736 second-degree connections  
22,103 Employees on LinkedIn

### Jobs at Indiana University

- CRM Business Analyst**  
Bloomington, Indiana USA
- Assistant Director of Physical Plant**  
Gary, Indiana USA
- IT Project Manager**  
Bloomington, Indiana USA
- Scientific Systems Developer/Programmer**  
Bloomington, Indiana USA
- Fiscal Compliance Manager**  
Indianapolis, Indiana USA
- Research Technician I**  
Indianapolis, Indiana USA
- Lead Services Engineer**  
Bloomington, Indiana USA

Discover Indiana University • Learn about working at IU • Explore our benefits • Find salary information for IU staff employees •

Begin familiarizing your target audience with your company and talent brand

Home Profile My Network Learning Jobs Interests Business Services Go to Recruiter

[Johns Hopkins Online - Museum Master's & Digital Curation Certificate](#) Flexible & Online | Ad

**Maria Johnson**  
Ideal Employee  
Your recent activity

5 people viewed your profile in the past 3 days

7 days to keep in touch

194 views on your update "LinkedIn webinar: From Employee to Adv..."

Erica Benedetto has a work anniversary celebrating 2 years at LinkedIn

Share an update Upload a photo Write an article Like Message Skip

**Todd Bookout** Marketing Director - GlobalTranz 45m

**Vic Aviles** Business Development

Transfer your existing book of business and receive a BONUS between \$5,000 and \$500,000! Call me directly at 480-339-5530 or email me at [vaviles@globaltranz.com](mailto:vaviles@globaltranz.com) to see how you qualify!

**Are you a high producing freight sales professional?**  
Become a premier partner of GlobalTranz and you could be paid up to **\$500k**.  
*Find out if you qualify!*

**Vic Aviles**  
Business Development  
480.339.5530

Get the latest on Indiana University Jobs, News and more!  
Maria, grow your career by following **Indiana University**

About Help Feedback Privacy & Terms - LinkedIn LinkedIn Corp. © 2016

# Jobs are attracting passive talent all over the LinkedIn Network

Home Profile My Network Learning Jobs Interests Business Services Go to Recruiter

Johns Hopkins Online - Museum Master's & Digital Curation Certificate. Flexible & Online. | Ad

**Maria Johnson**  
Ideal Employee  
Your recent activity

5 people viewed your profile in the past 3 days

194 Views on your update "LinkedIn webcast: From Employee to Adv..."

Share an update Upload a photo Write an article

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Transfer your existing book of business and receive a BONUS between \$5,000 and \$500,000. Call me directly at 480-339-5530 or email me at [vaviles@globaltranz.com](mailto:vaviles@globaltranz.com) to see how you qualify!

**Are you a high producing freight sales professional?**  
Become a premier partner of GlobalTranz and you could be paid up to **\$500k**.  
*Find out if you qualify!*

**Vic Aviles**  
Business Development  
480.339.5530

GLOBALTRANZ

Like Comment Share

**Jobs you may be interested in**

 <b>Ideal Employee</b> Indiana University, Bloomington, IN <a href="#">View Job</a>	 <b>Brand Marketing Consultant</b> Midwest Infinity Group — Madison, Wisconsin Area <a href="#">View Job</a>	 <b>Head of Global Talent Acquisition</b> PayPal — San Jose, CA <a href="#">View Job</a>
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Post a job · See more jobs

**Maria Campbell** Love this! So helpful!  
Like · Reply

Add a comment...

AT&T 11:02 AM 75%

Share Photo

Kiran Prasad likes this

**Haider Sabri**  
Senior Engineering Manager at Uber  
13 hrs

MOAR Props, **Mark Hull** :)

7 Likes

Like Comment Share

Jobs recommended for you

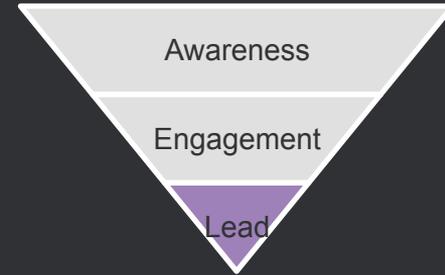
**Ideal Employee** 3 w  
Indiana University, Bloomington, IN  
**Jessie Heish** and 3 other connections of yours work here

**Director of Marketing** 15 d  
Twitter · San Francisco, CA  
8 LinkedIn alumni work here

[See more jobs](#)

Home Me Messages My Network Search

Jobs to direct candidates to apply





# AUDIENCE

THE PEOPLE GIVING OR LIKELY TO GIVE ATTENTION TO SOMETHING





1. PICK A PLATFORM



2. WHAT DOES THIS PERSON CARE ABOUT?

3. WHO IS THIS PERSON'S "AUDIENCE"?

4. HOW MIGHT THIS PERSON USE SOCIAL MEDIA  
TO BE MORE SUCCESSFUL?

A photograph of a stone building at night, illuminated by warm lights. The building has a gabled roof and a stone facade. A path leads towards the building, and there are trees and a larger building in the background. The text "ROCK YOUR PROFILE" is overlaid in white, bold, sans-serif font across the center of the image.

**ROCK YOUR PROFILE**



**Hasan Ahmed** 16 • PREMIUM  
Multimedia & Emotion Architect  
San Francisco Bay Area · Graphic Design

Current: LinkedIn  
Previous: HAI Freelance, Zodiac Aerospace, Centric Media  
Education: San Jose State University

[Send a message](#) [View in Recruiter](#) 359 connections

## Background

### Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.

### Experience

#### Senior User Experience Designer

LinkedIn

December 2014 – Present (5 months) | Mountain View, California



#### Contract Designer

KMidori Design & Easy Art Co.

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

#### User Experience Designer

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California



▶ 1 recommendation

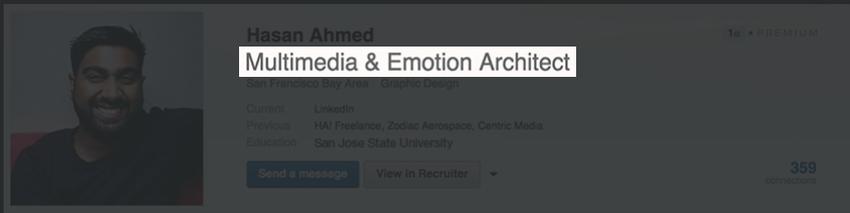


# ADD A PROFESSIONAL PHOTO

# 14x

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More views with a  
profile photo than  
without



**Hasan Ahmed**  
Multimedia & Emotion Architect  
San Francisco Bay Area | Graphic Design

Current: LinkedIn  
Previous: HAI Freelance, Zodiac Aerospace, Centric Media  
Education: San Jose State University

Send a message View in Recruiter

359 connections



**Karyssa Magann**  
UX Designer, Animal Whisperer & Presentation Guru  
San Francisco Bay Area | Graphic Design



**Mike Gamson**  
Passionate about investing in people  
Chicago, Illinois | Internet



**Reid Hoffman**  
Entrepreneur. Product Strategist. Investor  
San Francisco Bay Area | Internet

Senior UX Designer  
LinkedIn  
December 2012 – December 2014 (2 years 1 month) | Mountain View, California

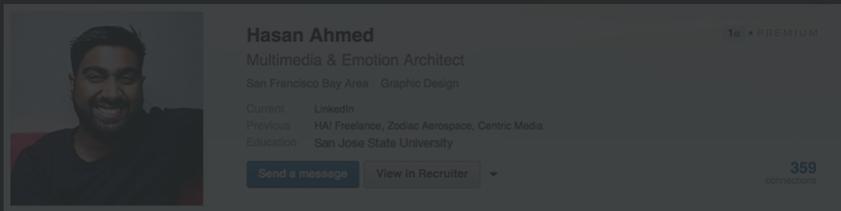
1 recommendation



# WRITE AN ATTENTION GRABBING HEADLINE

Explain what it is you do

Show your passion and value



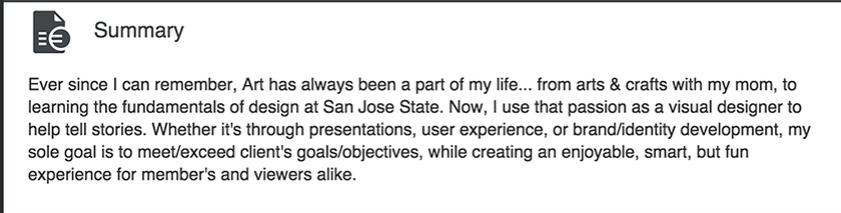
**Hasan Ahmed**  
Multimedia & Emotion Architect  
San Francisco Bay Area · Graphic Design

Current: LinkedIn  
Previous: HAI Freelance, Zodiac Aerospace, Centric Media  
Education: San Jose State University

Send a message · View in Recruiter

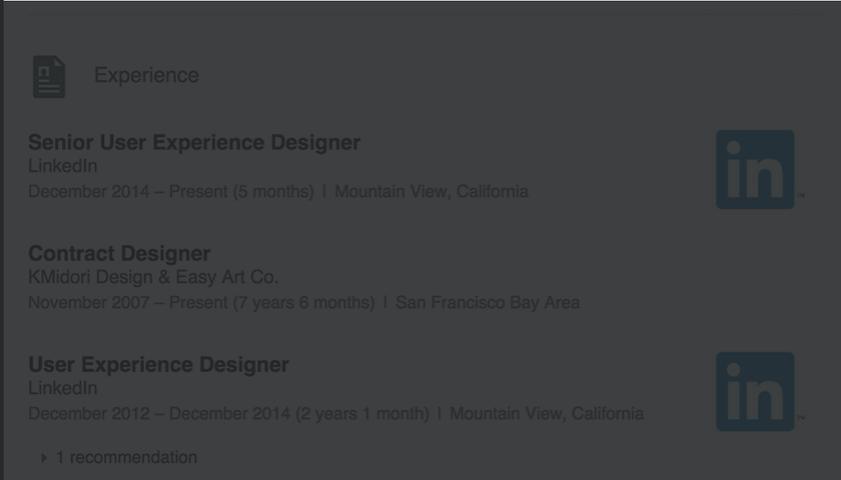
359 connections

## Background



**Summary**

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.



**Experience**

**Senior User Experience Designer**  
LinkedIn  
December 2014 – Present (5 months) | Mountain View, California

**Contract Designer**  
KMidori Design & Easy Art Co.  
November 2007 – Present (7 years 6 months) | San Francisco Bay Area

**User Experience Designer**  
LinkedIn  
December 2012 – December 2014 (2 years 1 month) | Mountain View, California

1 recommendation



# DRAFT A COMPELLING SUMMARY

Focus on career accomplishments and aspirations

Recommend 40 words or more

Include keywords – not buzzwords



## Experience

### User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States



▶ 1 project

### Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstien & Parker FW 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

### Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

#### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

#### Tasks



# DETAIL YOUR WORK EXPERIENCE

# 12x

More profile views than those without



## Experience

### User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

› 1 project



### Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstien & Parker F/W 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

### Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



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#### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks



# ADD EXAMPLES OF YOUR WORK

Provide a representation of your professional story

Include videos, presentations, or photos

#### Notable Projects

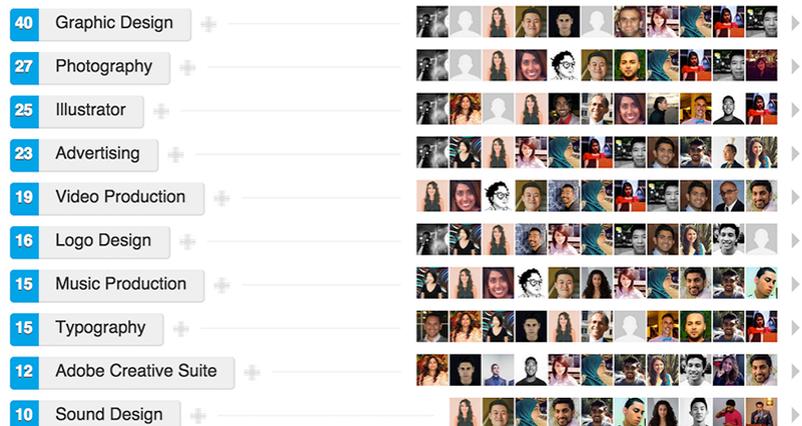
Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

#### Tasks



Skills

#### Top Skills



#### Hasan also knows about...



# ADD SKILLS AND GET ENDORSED FOR THEM

Include a mix of high level and niche skills



## Volunteer Experience & Causes

### Designer

East Palo Alto Charter School  
2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

### Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees  
January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

### Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

### Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

### Organizations Hasan supports:

- Sierra Club



# INCLUDE VOLUNTEER EXPERIENCE & CAUSES

# 6x

---

More profile views than  
those without



QUESTIONS?



# IU on LinkedIn

## Jobs at IU



# Jobs at IU

jobs.iu.edu

### You've come to the right place.

Indiana University is home to seven beautiful, unique campuses that offer creativity, collaboration, and support to help employees live healthy, enriching, and balanced work lives.

The benefits go beyond healthcare and retirement—you'll belong to a strong, proud community of faculty and staff who support and applaud each other in all achievements, big or small, in a challenging and rewarding work culture.

Explore jobs below, and find your place at IU.

[Browse staff positions](#)

[Browse faculty positions](#)

You can also find us on [LinkedIn](#) or join our [Talent Network](#).

# Google Analytics

## Pre-LinkedIn Pilot Program

(January 1 – May 31)

#7 – HigherEdJobs

#9 – America’s Job Exchange

#12 – CareerBuilder

#13 – LinkedIn – 1,619 sessions

Total sessions: 365,719

## LinkedIn Pilot

(June 1 – October 31)

#4 – HigherEdJobs

#5 – LinkedIn – 7,275 sessions

#10 – America’s Job Exchange

#19 – CareerBuilder

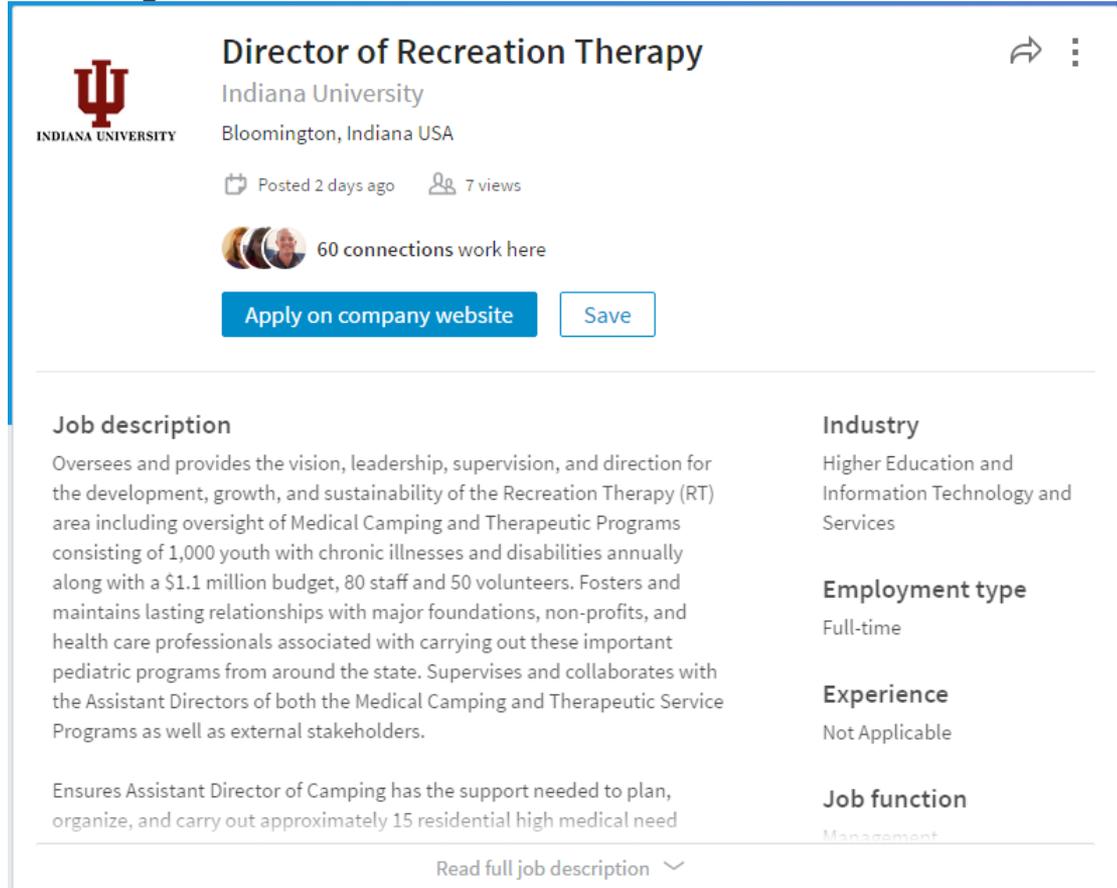
Total sessions: 457,020



# Indiana University's LinkedIn Contract

18 months

- 101 job posting slots
  - All PA3 level positions and higher are automatically 'scraped' and posted.
- For other positions – contact your Campus HR directly or add a note to the posting under 'Advertising Instructions'



The screenshot shows a LinkedIn job posting for the position of Director of Recreation Therapy at Indiana University. The job was posted 2 days ago and has 7 views. It is currently shared by 60 connections who work at the company. There are two buttons: 'Apply on company website' and 'Save'. The job description states that the role involves overseeing and providing vision, leadership, supervision, and direction for the development, growth, and sustainability of the Recreation Therapy (RT) area, which includes oversight of Medical Camping and Therapeutic Programs for 1,000 youth with chronic illnesses and disabilities annually, with a \$1.1 million budget, 80 staff, and 50 volunteers. The role also involves fostering and maintaining relationships with major foundations, non-profits, and health care professionals. The job function is categorized as Management.

**Director of Recreation Therapy**  
Indiana University  
Bloomington, Indiana USA

Posted 2 days ago 7 views

60 connections work here

[Apply on company website](#) [Save](#)

**Job description**  
Oversees and provides the vision, leadership, supervision, and direction for the development, growth, and sustainability of the Recreation Therapy (RT) area including oversight of Medical Camping and Therapeutic Programs consisting of 1,000 youth with chronic illnesses and disabilities annually along with a \$1.1 million budget, 80 staff and 50 volunteers. Fosters and maintains lasting relationships with major foundations, non-profits, and health care professionals associated with carrying out these important pediatric programs from around the state. Supervises and collaborates with the Assistant Directors of both the Medical Camping and Therapeutic Service Programs as well as external stakeholders.

Ensures Assistant Director of Camping has the support needed to plan, organize, and carry out approximately 15 residential high medical need

**Industry**  
Higher Education and Information Technology and Services

**Employment type**  
Full-time

**Experience**  
Not Applicable

**Job function**  
Management

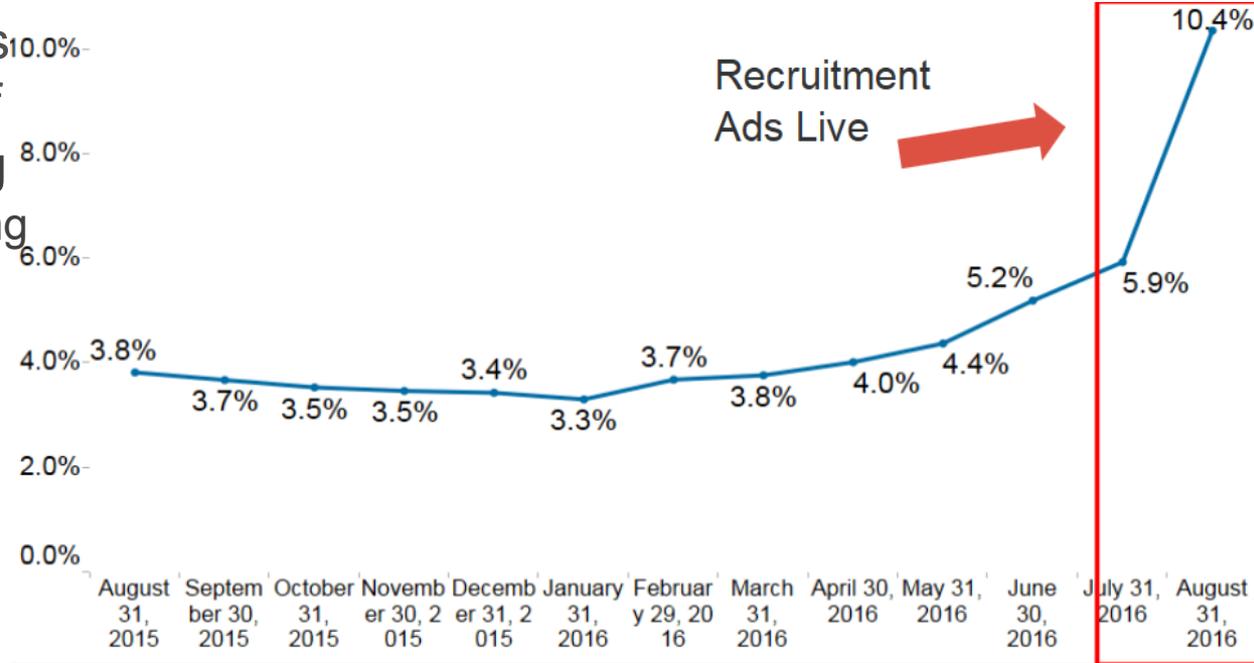
[Read full job description](#)



# Indiana University's LinkedIn Contract

18 months

- 101 job posting slots
- Approx. 5 months of Targeted Advertising
  - Targeted advertising to engage passive applicants



Jobs you may be interested in

**INDIANA UNIVERSITY**

**Principal Systems Security Engineer**

Indiana University —  
Bloomington, Indiana USA

[View Job](#)

**Human Resources Administrator - Second**

Chewy — Clayton, IN, US

[View Job](#)



# Indiana University's LinkedIn Contract

18 months

- 101 job posting slots
- Approx. 5 months of Targeted Advertising
- 3 Recruiter Seats
  - Used to mine LinkedIn for passive candidates.
  - Useful for 'hard-to-fill' positions

The screenshot shows a LinkedIn search interface for the role of 'New-Media Developer' in the 'Bloomington, Indiana Area'. The search criteria include 'Current or Past' status, 'Programmer' as a skill, and 'Software Engineer' as a location. The search results show 336 total candidates, with 5 open to new opportunities, 19 company connections, and 118 engaged with the Talent Brand. The results are sorted by relevance and show two profiles: 'Alicia Whelan' (2nd) and 'Tasha Pappas' (3rd). Both profiles list 'Programmer Analyst at Indiana University' as their current role and 'University of Indianapolis' as their education. The interface also shows filters for skills like HTML, JavaScript, and PHP, and companies like IBM, Google, and Amazon.

Showing results for 02066P - New-Media Developer

336 total candidates | 5 open to new opportunities | 19 have company connections | 118 engaged with your Talent Brand

336 candidates • Sorted by relevance | 1 - 25 > | □

**Alicia Whelan** 2<sup>nd</sup>  
Programmer Analyst at Indiana University  
Bloomington, Indiana Area • Information Technology and Services  
Current  
Past  
Education  
4 Shared connections | Views | 1 project | Company follower

**Tasha Pappas** 3<sup>rd</sup>  
Programmer Analyst at Indiana University  
Bloomington, Indiana Area • Higher Education  
Current  
Past  
Education  
Views | 3 projects | 1 review | Company follower | Being considered by 1 other team



# Sharing jobs from PeopleAdmin

Take Action On Posting ▾

★ See how Posting looks to Applicant

🖨️ Print Preview (Applicant View)

🖨️ Print Preview



Jenna Ellis

Talent Acquisition Coordinator at Indiana University Human Resources - Bloomin...

15s

IU is hiring!



Director of Recreation Therapy

[iujobs.peopleadmin.com](http://iujobs.peopleadmin.com) • Oversees and provides the vision, leadership, supervision, and direction for the development, growth, and sustainability of the Recreatio...

Like • Comment • Share



# Interested in using LinkedIn?

Contact the Talent Acquisition team

Phone: 812-855-2172

E-mail: [iupers@iu.edu](mailto:iupers@iu.edu)





IU HR Community Meeting | November 3, 2016

# Demo: Add your headshot to Outlook



IU HR Community Meeting | November 3, 2016

# CUPA-HR



# College and University Professional Association for Human Resources

KNOWLEDGE  
RESOURCES  
ADVOCACY  
CONNECTIONS

# CUPA-HR Learning Framework

## Key Higher Education HR Professional Expertise & Knowledge:

- 1 Understanding Higher Education
- 2 HR Operations (domestic & international)
- 3 Benefits
- 4 Compensation
- 5 Budget & Finance
- 6 Recruitment
- 7 Employee/Labor Relations
- 8 Employee Development
- 9 HR Data & Systems
- 10 Risk Management, Compliance & Public Policy
- 11 Organizational Development & Planning

1

## Building & Developing Self & Others

- 1 Self Awareness
- 2 Critical Thinking
- 3 Relationship Management
  - Conflict engagement
  - Facilitation skills
  - Consulting skills
  - Challenging established practices
- 4 Change Management
- 5 Ethics
- 6 Communication
- 7 Cultural Competency
- 8 Diversity, Equity & Inclusion
- 9 Establishing Credibility and Accountability
- 10 Team Building
- 11 Coaching
- 12 Leadership
- 13 Mentoring

2

## Building & Developing Talent & Your Organization Management

- 1 Identifying & Recruiting Talent
  - Sourcing & recruiting
  - Workforce planning – principles & models
- 2 Mission-Driven Performance Management
  - Aligning talent (the right people on the bus & in the right seats)
  - Aligning performance to mission, strategies, goals
  - Measuring performance & outcomes
  - Recognition, rewards, strategic retention
- 3 Employee & Leadership Development
  - Career development
  - Continuous learning
  - Adaptive leadership
- 4 Cultural Architect & Steward
  - Inclusivity
  - “Employer of Choice” mentality
  - Diversity & internationalization of talent & talent pool
  - Creating conditions that enable employees to perform at their very best
  - Changing environment & nature of work
- 5 Professional Network

3

## Accessing/Utilizing Knowledge, Information & Technology

- 1 Leading the Way: The Higher Ed Business Model
  - Metrics that matter to whom?
  - Measuring the work & defining what success looks like
  - Understanding demographics from your own institution
  - Diversity & inclusion data
  - Building an HR model for the future
- 2 Collaboration & Managing Key Relationships
  - Working with constituents—focus on them with data
  - Managing vendor relationships
  - Asking the right questions
- 3 HR Transformation
- 4 Process Reengineering & Practice
  - Insourcing rather than outsourcing
  - HR technology tools that will help leverage HR work
  - Making the case for technology investment
  - Social media/networking

4

[www.cupahr.org/learning](http://www.cupahr.org/learning)

## Face to Face



Annual Conference  
Spring Conference  
Higher Ed Symposiums  
Chapter Meetings

Webinars  
Virtual Workshops  
E-Learning Courses  
CUPA-HR Essentials  
Videos

[www.cupahr.org/learning](http://www.cupahr.org/learning)



Online



[Home](#) • [Advocacy & Compliance](#) • [CUPA-HR Advocacy & Compliance News](#)

## Advocacy

### Advocacy & Compliance News

[FLSA Overtime Regulations](#)

[Affordable Care Act](#)

[Legislation and Regulation](#)

*Issues CUPA-HR is watching*

[Advocacy Positions](#)

*CUPA-HR letters and briefs*

[HR and the Courts](#)

*Recent legal rulings*

# Advocacy & Compliance News

Welcome to CUPA-HR's Advocacy and Compliance News page. Here you'll find links to our most recent blog posts, e-mail alerts, articles and position statements related to public policy issues. Use the menu on the left to delve into each of these areas more deeply.

## October 2016

### Affordable Care Act

[Treasury Announces It Will Extend Relief on Subsidies for SHIP Coverage](#)*(Washington Insider Alert)*

### Immigration and Nationality Act

[Comments on Proposed Rule of Office of Special Counsel for Unfair Immigration-Related Employment Practices](#) *(Advocacy Position)*



[diversity.cupahr.org](https://diversity.cupahr.org)

# Salary Surveys 2017

NEW!

- Incumbent-Level Reporting Makes Participating Easier
- Exempt-Status Reporting Will Facilitate FLSA Planning
- Demographic Reporting (optional) Will Help With Benchmarking Diversity Efforts and Turnover Rates



# Add yourself to your institution's membership roster

- Go to [www.cupahr.org](http://www.cupahr.org)
- Click on the "Connections and Membership" tab
- Click on "Update Your Membership Roster" under the "Membership" column
- Scroll down and click on the form entitled "Add Myself to the Roster (To Receive Full Membership Benefits)"
- Fill out this form, then hit "Submit"
- In 24-48 hours, you will receive a welcome e-mail letting you know you have been added to the membership roster, explaining what all member benefits you now have access to, and providing you with your own unique username and password to access the CUPA-HR website

# Questions?

[memberservice@cupahr.org](mailto:memberservice@cupahr.org)

877-287-2474

# CUPA-HR Indiana Chapter

<http://chapters.cupahr.org/in/>



IU HR Community Meeting | November 3, 2016

# HR2020 Update

Thank you and Adjourn!