AN AGENCY/UNIVERSITY PARTNERSHIP: COULD IT WORK FOR YOU?

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Our partnership, which has worked well in Indiana between the Indiana Department of Homeland Security and Indiana University-Purdue University, Indianapolis, makes resources available to the agency...and vice versa.

Graduate and undergraduate majors in journalism and public relations – and their professor – are extra sets of hands for:
• IDHS tabletop exercises;
• full-scale exercises; and
• real-life emergencies and large events.

IDHS provides the school with guest lecturers and opportunities students wouldn’t normally get – real resume and portfolio additions not routinely available.

IUPUI Social Media Strike Team
• 6-8 students per semester
• All voluntary
• Trained by IDHS and IUPUI
• Credentialed and on call if JIC or EOC activated
• Many recruited from Public Relations Issues and Crisis Management course

Super Bowl XLVI
It all started with IUPUI students and their professor monitoring various social media sites for security and safety issues:
• 10 days before the big game;
• Game day
• 10 days after the event

Henryville Tornadoes 2012
One student helped IDHS with social media monitoring and messaging, offering information and relaying needs.
And the partnership continues…

Key employees from IDHS routinely serve as guest lecturers for selected IUPUI courses. Students who participate in IDHS activities are able to include them on their resumes and in their portfolios, making them even more marketable.

Students are available and on call in case of unforeseen emergencies and are within walking distance, making timing and logistics virtually non-existent.

For the last two years, the professor has taken numerous PR students to Muscatatuck Urban Training Center to serve as mock media for first responder media training during week-long exercises.

Students also served as mock media and JIC staff during last July’s Vibrant Response, one of the largest, full-scale exercises ever held in North America.

IDHS has the opportunity to use the professor as pro bono public relations counsel for advice and training. IUPUI has routinely provided media and on-camera training as well as a social media summit to various groups of public safety officials such as police and fire PIOs.

IDHS has selected several of IUPUI’s students over the years to serve as interns in the PIO area. Today, there is a long and talented pipeline of Students for both now and in the future.
And that student who helped with the 2012 tornadoes?

He finished his public relations degree and is a full-time IDHS employee! And the same goes for the young lady in blue.

We encourage you to reach out to a nearby university or college with a journalism/public relations department or program to see if you could strike up a similar relationship. It’s truly a win-win partnership.

Questions?