

SPORTS INNOVATION INSTITUTE



of Business, McKinney School of Law, School of Engineering and Technology, Herron School of Art & Design, School of Informatics, School of Liberal Arts, and School of Environmental Affairs, with support from central administration, formed to create a hub: the Sports Innovation Institute which launched in December 2015.

DEFINING THE NEW EDGE

"We are kind of a think tank—a magnet for activity," said Gladden. "We're a place where the sports industry can throw ideas at us that we can further explore. At the same time, it's a place where faculty and students can create something from their own ideas."

Currently working out of a small space at the National Institute of Fitness and Sports that will grow as applications take root, the Sports Innovation Institute has already received very positive feedback from industry leaders in Indianapolis. "We'll hopefully push the thinking into a variety of topics around sports," Gladden explained.

PLANS FOR THE FUTURE

Along with interdisciplinary collaboration and research, the blueprints for the Sports Innovation Institute include economic impact studies, teaching initiatives, and intentional talent development initiatives.

"We hope to eventually stimulate idea creation, innovation, and ultimately, new business," said Gladden. "There's also the opportunity to help emerging business and the community in general. It's an ideal cooperative scenario."

—Lynnell Nixon



Liberal arts is also a great example. IUPUI now offers a master's program in sports journalism, providing a digital content platform around sports to match a growing desire for more and genuine content about sports in Indiana.

As a result, a partnership between the School of Education, Kelley School