Syracuse University

SURFACE

iSchool Newsletter

Winter 2010

Winter 2010

School of Information Studies
Syracuse University

SOCIAL MEDIA 101:
Join the Conversation

MARGARET D. SPILLETT, EDITOR

In December 2006, *Time* magazine named "You" its person of the year. As Lev Grossman, the author of the cover story, explained: "For seizing the reins of the global media, for founding and framing the new digital democracy, for working for nothing and beating the pros at their own game, TIME's Person of the Year for 2006 is you."

Just over three years later, this user-centered Web 2.0 revolution continues to ripple through our academic paradigms, changing the way we live, work, interact, and educate.

Social media sites such as Facebook, Twitter, and YouTube wriggle their way into our classrooms as teaching tools, course delivery methods, new subject areas to be studied, and instant and continuous avenues for communications and feedback among students and faculty.

Social media sites enable an uninterrupted conversation between the iSchool and its constituents. The iSchool can stay connected via social media tools throughout the life cycle of students—from prospective students to current students to alumni. These tools also allow for two-way interactions and opportunities to engage in what Grossman calls the "global intellectual community."

To help the iSchool optimize its social media efforts, Dean Elizabeth D. Liddy appointed Anthony Rotolo '02, G'06 to the new position of social media strategist. Rotolo, who had been instructional technology manager at the iSchool, developed an expertise in Web 2.0 subjects having developed and taught courses on social media and multimedia technology since 2006.

As Rotolo helps guide the iSchool and Syracuse University into this ever-changing environment, he will take into consideration the main characteristics that drive all social media: conversation, participation, facilitation, openness, and community driven. Or at least, this is the list of characteristics of social media as defined by former social media strategist at Intel and current vice president at Edelman Digital Michael Brito, who blogs at *www.britopian.com*.

The iSchool's social media efforts, while still in their early stages, are far-reaching. Students and faculty are collaborating on social media projects involving everything from augmented reality to Internet safety education. These projects exemplify Brito's social media characteristics of conversation, participation, facilitation, openness, transparency, and community drive.

WAYS TO CONNECT

The iSchool already has a significant social media presence and is established on several different social media platforms, including Facebook, YouTube, Twitter, LinkedIn, and Orkut. Despite its presence on these platforms, the iSchool is continually looking for new ways to expand and enhance its dialogue with constituents.

In January, the iSchool launched its blog, *Information Space* (*ischool.syr.edu/blog*). The blog will feature posts from multiple iSchool voices, including students, faculty, staff, alumni, and invited guest bloggers. The goal is to create an interactive space for people to come together and discuss issues relevant to the iSchool and the information field.

This year, the iSchool, in partnership with SU's Division of Institutional Advancement, is hosting a "road show" called Social Media 101 at various locations across country, including San Francisco, Atlanta, Chicago, New York City, Florida, Philadelphia, and Washington, D.C. (See related stories, page 2, 18). Rotolo, Dean Liddy, and other iSchool members are meeting with alumni, prospective students, parents, and friends of the University to help them strategize on how to use social media in advancing their personal and professional goals.

The road show aims to show alumni and others why social media is important, and how it is changing the business world. The presentation also explains how the iSchool is educating students for this new paradigm, Rotolo said.

For example, while many professors require cell phones to be silenced and tucked away during classes, students in Rotolo's social media class are encouraged to text their comments and questions, which are then displayed to a live Twitter feed.

"Stand still, you're making me dizzy," was one student's tweet to Rotolo. After reading the tweet, Rotolo acknowledged that he does move around a lot during his lectures and tried to stand in one place.

Helping to develop a new national health care database, better reimbursements

New York State Attorney General Andrew M. Cuomo announced October 27 that Syracuse University will lead a consortium of academic researchers in partnership with a new nonprofit organization called FAIR Health to develop and maintain a new database that health insurers across the nation will use to set their out-of-network payments to physicians, hospitals, and other health providers. The new payment data will also be loaded into a newly developed health information web site (HIT) that will allow consumers to estimate what their out-of-pocket costs will be should they choose to go out of network for their health care. The landmark database project could benefit more than 100 million Americans.

The new database will replace one currently operated by Ingenix, a subsidiary of United Health Care and the nation's largest provider of health care billing information.

The $100 million project is an outcome of a January 2009 settlement agreement reached by Attorney General Cuomo and UnitedHealth Group Inc., the nation's second-largest health insurer, following an industry-wide investigation by the Attorney General's office into allegations that health insurers unfairly saddled consumers with too much of the cost of out-of-network health care.

Syracuse University researchers involved in the project are from the School of Information Studies (iSchool) and the Maxwell School.

Faculty from the iSchool will take the lead in creating the information technology for the new database of health care costs. Using new algorithms and theoretical frameworks that will be developed by Maxwell researchers and other academic partners, iSchool faculty members will provide

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DEAN'S COLUMN

An invitation to connect

In addition to commending our alumni, students, faculty, and staff whose accomplishments are reported throughout this issue, I wanted to take this opportunity to share with you information about the iSchool's Board of Advisors, which plays a key role in our school, but about which you may not have heard much. For while we rely on the school's internal leadership in our strategic planning, we also have the rich advantage of being able to tap into an exceptionally talented, vital, dedicated Board of Advisors. Board members are chosen for their accomplishments and willingness to share their experience and expertise in library or information fields or those industries which are highly information-centric. While some Advisors are alumni, we have come to know and invite some members to join our Board through their work, through introductions by friends of the school, or even through their children who are iSchool students.

The Board, currently consisting of 26 Advisors, is convened twice a year for day-long meetings during which we review where the iSchool stands in terms of our mission and goals, events and trends in the current world, directions of the information field, as well as initiatives of the University. Based on detailed pre-reads that report the status of the school, the Board and the iSchool senior administrators discuss challenges, opportunities, and their potential impacts, and then devise strategies and plans of action for responding to them.

Additionally, the Board plays an active leadership role in the vital development activities of the school—both through personal donations, as well as active outreach to other friends of the school who are not Board members. Being key individuals in their own spheres of influence, Board members introduce us to individuals and professional organizations who, in turn, may well become supporters of the iSchool, further enriching the opportunities for our students.

So, in response to this information about our Board of Advisors, I'd like to invite you to do three things:

- First, get to know our very impressive Board members by checking out their short biographies at *ischool.syr.edu/About/board.aspx*;
- Second, having read these, see if they trigger ideas of people you know and think would make good Board members, and then share these names with me, so that we can get to know and consider them for joining the Board, and;
- Third, since Board members attend our alumni receptions and other iSchool events when possible, we hope you will also join us at such events and get to meet some of them in person.

You will have (or may have already had!) such opportunities at the Road Show events around the country at which the University is hosting myself and Anthony Rotolo, in *Social Media 101: Join the Conversation.* The full schedule of these events is listed below.

I, myself, have enjoyed and been informed by the conversations I have had with those of you who have joined us at our recent events, and I wholeheartedly hope to see and talk with many more of you over the coming months, and perhaps have the opportunity to introduce you to some of our Board members.

Elizabeth D. Liddy

Elizabeth D. Liddy
Dean

iSCHOOL EVERYWHERE

Facebook:
www.facebook.com/su.ischool

LinkedIn:
www.linkedin.com/groups?gid=74275

Twitter:
twitter.com/syracuseischool

YouTube:
www.youtube.com/user/SyracuseiSchool

Blog:
Information Space
ischool.syr.edu/blog

For more:
ischool.syr.edu/ilife

SOCIAL MEDIA 101:
Join the Conversation

Upcoming Events

March 3 – New York City

March 30 – Florida

April 7 – Philadelphia

June – Washington, D.C.

July – Boston

For more details and to RSVP, visit
ischool.syr.edu/socialmedia101.aspx

Inside this Issue

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School of Information Studies
THE ORIGINAL INFORMATION SCHOOL

Faculty, Staff NEWS

Who benefits from innovation in a global economy?

JASON DEDRICK, ASSOCIATE PROFESSOR

Innovation is widely touted as the key to competing in the 21st century. Yet today, it is typical to see innovative products delivered through a global value chain, with design in one country, manufacturing in another, and components supplied by many others. In that environment, how are the benefits of innovation distributed?
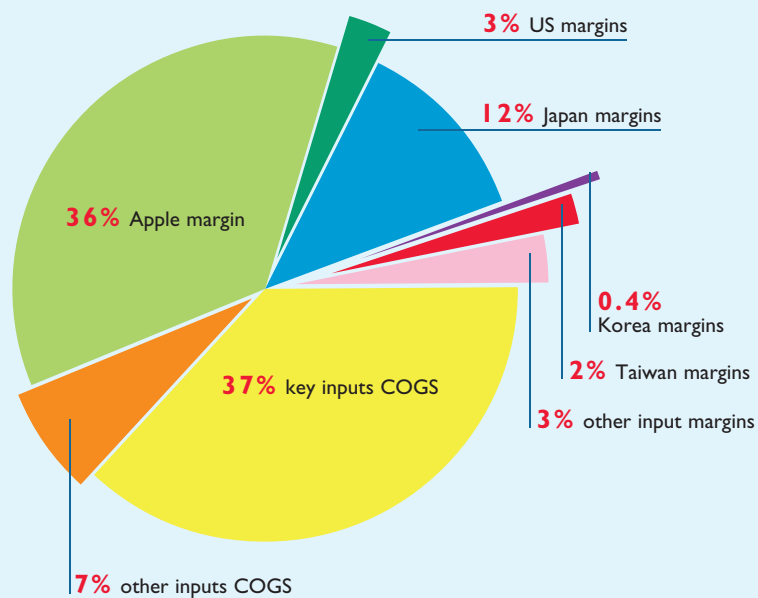
With support from the Alfred P. Sloan Foundation, Greg Linden, Ken Kraemer and I looked into this question by doing a product-level study of Apple's iPod. The back of each iPod states, "Designed in California, assembled in China." Inside are components from a variety of suppliers, all assembled by a Taiwanese manufacturer.

To find out who captures the value from such a global innovation, we obtained a "teardown" report on the 30GB Video iPod from Portelligent Inc., which identifies each component, its cost, and the manufacturer, as well as the cost of assembly. Our measure of value capture was gross margin, which is the difference between a firm's cost of goods and its sales price. Out of the $224 wholesale price of the Video iPod, we estimated Apple's gross margin to be $80. We found that Japanese suppliers earned $27 in gross margins, followed by U.S. suppliers at $7, and the Taiwanese assembler at $5.

Clearly the biggest winner is Apple, followed by the suppliers of high-value inputs such as hard drives, displays, and chips. In this analysis, China does not even show up, as there were no Chinese firms identified as suppliers.

Yet this analysis only looks at financial value, and ignores the critical issue of who gets the jobs and wages generated by such an innovation. To find that out, we did a second analysis looking at the entire iPod product line for 2006. We estimated that there were about 41,000 jobs in the iPod value chain. Of those, about 27,000 were located outside the United States, and 14,000 in the United States. But when we look at wages paid, U.S. workers earned about $750 million, versus $320 million for all non-U.S. workers. The U.S. jobs were split between highly-paid engineers and other professionals and lower-paid retail and non-professional workers. Most non-U.S. jobs were in very low-paying production work.

So what can we conclude from all of this data? First, nationality matters, as the biggest profits go to the brand name company and the biggest share of high value jobs to its home country. Second, our data suggests that the controversial U.S.-China trade deficit may be misleading. For each iPod imported from China, the bilateral trade deficit goes up by $145 (the factory cost), but the actual value added in China is only a few dollars. Finally, while most of the jobs associated with the iPod are outside the United States, Americans earn most of the wages.

30GB VIDEO IPOD:
Value capture and cost of inputs as a percent of wholesale price ($224)

- 3% US margins
- 12% Japan margins
- 36% Apple margin
- 37% key inputs COGS
- 0.4% Korea margins
- 2% Taiwan margins
- 3% other input margins
- 7% other inputs COGS

On a recent trip to Beijing, I heard government officials and academics complain that China was stuck with low-paying manufacturing jobs while foreign firms capture most of the value from the products made in China. By contrast, a recent *Harvard Business Review* article argues that U.S. technology firms risk losing their ability to innovate if they outsource manufacturing. Our research shows that U.S. companies can innovate successfully while outsourcing manufacturing, but the result is fewer manufacturing jobs in the United States. A big question for our students and others is what will happen to the technical and professional jobs that remain in the United States. That's the topic of another current research project and one that I'd be happy to discuss with anyone here at the school. ●

Jason Dedrick joined the iSchool this fall as an associate professor. His research interests focus on the globalization of technology and innovation, a field he has been studying for 20 years, and on the organizational impacts of information technology, which involves researching the economic impact of IT investment and use at the firm, industry, and national levels as well as the impact of national policy and environment on the diffusion and management of IT across countries.

CARLOS CAICEDO, assistant professor, presented with M. Weiss a paper entitled "On the Viability of Spectrum Trading Markets" at the Telecommunications Policy Research Conference in Arlington, Va. At the IEEE Frontiers in Education Conference in San Antonio, Caicedo presented with W. Cerroni "Design of a Computer Networking Laboratory for Efficient Manageability and Effective Teaching." In August Caicedo started work as director of the iSchool's new Center for Convergence and Emerging Network Technologies.

KEVIN CROWSTON, professor, presented with J. Howison and A. Wiggins on eScience to support research on free/libre/open source software development and collaborative data analysis with Taverna workflows at the eScience Workshop in Pittsburgh.

Kevin Crowston

Crowston co-authored with M. Avital, B. Björk, K. Lyytinen, R. Boland and A. Majchrzak an article, "ICIS 2008 Panel Report: Open Access Publishing: Nurturing the Sprouts of Knowledge and the Future of Information Systems Research," in the Communications of the Association for Information Systems (CAIS).

Crowston also co-authored with M. Scialdone and R. Heckman "Group Maintenance Behaviors of Core and Peripheral Members of Free/Libre Open Source Software Teams" for the Proceedings of the Fifth International Conference on Open Source Systems.

He wrote with A. Wiggins and J. Howison "Measuring Potential User Interest and Active User Base in FLOSS Projects" in the Proceedings of the Fifth International Conference on Open Source Systems, and "Analyzing Leadership Dynamics in Distributed Group Communication" in the Proceedings of the Forty-Third Hawai'i International Conference on SystemSciences.

Crowston also co-authored a chapter with B. Kwasnik and J. Rubleske in the book, Genres on the Web: Computational Models and Empirical Studies.

Since May, Crowston has received two grants. He is the principal investigator on a $19,994 yearlong NSF HCC Grant for travel support for the OSS 2009 Doctoral Consortium. He is also the principal investigator on a two-year, $150,000 NSF OCI Grant for "VOSS: Theory and Design of Virtual Organizations for Citizen Science."

JASON DEDRICK, associate professor, presented a tutorial on "Green IT: Issues for the IS Research Community," at the 2009 Americas Conference on Information Systems in San Francisco in August.

In October, Dedrick gave three presentations in Beijing on "Who Profits from Innovation in Global Value Chains? A Study of the iPod and Notebook PCsm," based on his research with K. Kraemer and G. Linden. Dedrick presented at the American Chamber of Commerce in Beijing, the Tsinghua University's School of Economics and Management, and the Joint Symposium of U.S.-China Advanced Technology Trade and Industrial Development at Tsinghua's School of Public Policy and Management.

Dedrick was also interviewed on the "Marketplace" radio program about the iPhone in China. The interview aired on October 28.

MEGAN OAKLEAF, assistant professor, authored an article, "The Information Literacy Instruction Assessment Cycle: A Guide for Increasing Student Learning and Improving Librarian Instructional Skills," in the Journal of Documentation and co-authored an article, "Examining Design and Inter-Rater Reliability of a Rubric Measuring Research Quality across Multiple Disciplines" in Practical Assessment, Research, & Evaluation.

Megan Oakleaf

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Faculty, Staff NEWS

Oakleaf presented "Teacher Proficiencies: Applying Proficiency Standards for Instruction Librarians in Your Library" at the American Library Association Annual Conference and "'Teachable Instants: Taking the Opportunity or Taking a Pass" at the 15th Annual New Reference Research Forum.

Oakleaf also had two articles named to the LIRT's "Top 20 Instructional Articles of 2008" list: "Dangers and Opportunities: A Conceptual Map of Information Literacy Assessment Approaches" and "Evidence vs. Anecdote: Using Syllabi to Plan Curriculum-Integrated Information Literacy Instruction."

JOON S. PARK, associate professor, published with J. Treglia "Towards Trusted Intelligence Information Sharing" in Proceedings of ACM SIGKDD Workshop on CyberSecurity and Intelligence Informatics (CSI-KDD), the 15th Conference on Knowledge Discovery and Data Mining, June 28 – July 1, 2009.

Joon S. Park

He also published with S. Ahmed and R. Mahajan "Prevention of ATM Fraud Using Fingerprints and PIN" in Proceedings of the International Conference on Security and Management (SAM) at the World Congress in Computer Science, Computer Engineering, and Applied Computing (WORLDCOM) in Las Vegas, July 13-16, 2009; and with J. Yim and J. Hallahan "Proactive Detection of Insider Threats against Confidentiality in Sensitive Pervasive Applications" in Proceedings of the 11th International Conference on Enterprise Information Systems (ICEIS), May 6-10, 2009.

RUTH V. SMALL, Laura J. & L. Douglas Meredith Professor and director of the school media program, co-authored with doctoral students J. Snyder and K. Parker "The Impact of New York's School Libraries on Student Achievement and Motivation: Phase I" and "The Impact of New York's School Libraries on Student Achievement and Motivation: The Phase II In-Depth Study." The articles were published in volume 12 of School Library Media Research.

Ruth Small

Small presented the results of all three phases at a concurrent session at the November conference of the American Association of School Librarians in Charlotte, N.C. She was also an invited panelist to discuss the future of research in the school library field. Small and M. Arnone attended a special session at the conference where their project, S.O.S. for Information Literacy, will be honored by AASL as a top 25 web site in education.

Small was also invited by the REISL (Research, Education, Information, and School Libraries) Special Interest Group to be the overall Discussant at the annual conference of the American Educational Research Association (AERA) in Denver in April 2010.

Small is currently serving as co-principal investigator on the project, "Kids as Environmental Entrepreneurs," in collaboration with SUNY-ESF and funded by the Kauffman Enitiative Project.

An op-ed piece, "On the Importance of Being Information Literate in the 21st Century," written by Small and M. Arnone was published in the *Syracuse Post-Standard* in October.

PING ZHANG, professor and director of the Ph.D. program, co-authored with L. Na, M. Scialdone and J. Carey "The Intellectual Advancement of Human-Computer Interaction Research: A Critical Assessment of the MIS Literature" for AIS Transactions on Human-Computer Interaction.

Ping Zhang

Zhang also co-authored with L. Na "Toward E-Commerce Website Evaluation and Use: Qualitative and Quantitative Understandings" for the Proceedings of the pre-ICIS Workshop on HCI Research in MIS in Phoenix, Arizona.

Zhang co-authored two conference posters for the pre-ICIS Workshop on HCI Research in MIS. The first was "Conceptualizing Aesthetic Experiences of Embodied Interaction with ICTs" with M. Ku and "Individual Users' Adoption of Smart Phone Services" with Y. Kim. ●

iSchool news briefs

SU receives an $800,000 IMLS 21st Century Librarian Program Grant

The Institute of Museum and Library Services (IMLS) recently awarded a Laura Bush 21st Century Librarian Program grant to the Syracuse University School of Information Studies for its project entitled, "Building an eScience Librarianship Curriculum for an eResearch Future."

Totaling almost $800,000, the grant will be used to educate a new generation of science librarians by developing a digital curation curriculum that will emphasize the management and preservation of science-related information.

The grant, under direction of principal investigator iSchool Associate Professor Jian Qin, provides funding for tuition, stipend to cover living expenses, travel, and paid internships for eScience Librarianship students. Learn more at *http://eslib.ischool.syr.edu*.

Eric A. Marks writes new book on cloud computing

Eric A. Marks, an adjunct professor at the iSchool and a member of its Board of Advisors, has written a new book, *Executive's Guide to Cloud Computing*. Co-written by technology industry veteran Bob Lozano of Appistry, *Executive's Guide to Cloud Computing* will be available in bookstores either by winter 2009 or spring 2010.

The book provides members of the C-suite a detailed overview of why cloud computing should be of utmost precedence to all IT companies; how cloud computing is becoming not only a financial, but also a technological necessity; how cloud computing, service oriented architecture (SOA), and web services relate to each other; and how to begin integrating cloud computing into existing operations.

American Association of School Librarians honors S.O.S. project

Syracuse iSchool professors Marilyn Arnone and Ruth Small's project, S.O.S. for Information Literacy, was recently named one of the Top 25 Best Websites for Teaching and Learning by the American Association of School Librarians (AASL).

AASL selected its list of 25 sites based on several criteria, including the site's ability to foster innovation, creativity, active participation, and collaboration. The S.O.S. site ranked among the best in curriculum sharing and for being user friendly and encouraging a community of learners to explore and discover.

Founded in 2000, S.O.S. for Information Literacy is a free, web-based multimedia resource for educators, K to 16. The site contains lesson plans, handouts, videos, and other teaching material for information literacy that have been carefully reviewed through a comprehensive quality control system to ensure the resources are of high caliber. Learn more at *http://informationliteracy.org*.

SU named a Center of Academic Excellence in Information Assurance Research

The National Security Agency and the Department of Homeland Security named Syracuse University a National Center of Academic Excellence in Information Assurance (IA) - Research. The goal of the program is to increase the understanding of robust IA technology, policy, and practices that will enable the United States to effectively prevent or respond to a catastrophic cyber event.

Associate Professor Joon S. Park traveled to the 13th Colloquium for Information Systems Security Education in Seattle to be recognized on the prestigious designation and to accept the honor on behalf of SU's information assurance faculty.

Cotelco researchers improve UN committees' online collaboration

Researchers at the Center for Research on Collaboratories and Technology Enhanced Learning Communities (Cotelco) partnered with the United Nations Global Alliance for Information and Communication Technologies and Development (UN-GAID) to develop an online collaboration strategy. The strategy assists the alliance's main committees in communicating and working effectively despite the geographically diverse locations of the committee members.

Under the leadership of iSchool Associate Professor and Cotelco Director Derrick L. Cogburn and Research Associates Endri Mataj G'10 and Ankit Banbah G'10, the Syracuse team has contributed significant improvements to the UN-GAID web site, and the alliance now uses a web conferencing tool suggested by the Syracuse team to run its monthly meeting. The team is also helping the group transition gradually from its old tools to more effective new ones.

The Cotelco team also assisted in helping set up remote participation at the UN-GAID Global Forum on ICT and Education that was held in September in Monterrey, Mexico. The event brought together IT leaders and the development community under the umbrella of the global alliance for a focused dialogue on emerging issues and challenges in the field of ICT for development, and to foster cooperation among governments, private sectors, and civil society.

Syracuse iSchool LIS graduates earn highest average salaries among peers

Graduates of the M.S. in Library and Information Science program at the SU iSchool commanded the highest average salary compared with graduates from other library and information science programs, according to the October 16, 2009, issue of *Library Journal*. The journal issued the results of its annual Placements & Salaries Survey, which showed a decline overall in starting salaries and full-time job placements.

In 2008, MSLIS graduates from the Syracuse iSchool received an average salary of $49,978. That places iSchool graduates' earning power just above that of graduates from the University of Michigan, who earned the second-highest average salary ($49,576).

Library Journal's survey also revealed graduates who found positions in the Northeast earned better-than-average starting salaries. Also, academic libraries continued to experience growth in the number of available full-time positions, while academic libraries in the Northeast saw salaries increase for the second year in a row. New graduates seeking opportunities in children's libraries and youth/teen services earned higher average starting salaries than in 2007.

Student entrepreneurs present their ideas at Tech Garden event

On August 12 at the Syracuse Technology Garden, a crowd of 75 people watched eagerly as five student teams presented their entrepreneurial ideas. The student team Grafight won the "People's Choice Award" and $1,000 during the Tech Garden's Student Sandbox Demo Day. Students from the iSchool were involved in every project:

iSchool celebrates National Distance Learning Week with launch of new blog, Syracuse Sampler

MARGARET D. SPILLETT, EDITOR

More than 1 million K-12 students and nearly four million college students enroll in online courses each year, and those numbers are expected to rise, according to reports by the Department of Education (DOE) and Sloan-C.

In celebration of National Distance Learning Week Nov. 9-13, 2009, the iSchool unveiled some new web resources for the University community, its peers, and the general public to promote and support online teaching and learning.

The iSchool has created a web site: *http://ischool.syr.edu/ndl*. The site features:

- **Syracuse Sampler**, a blog that provides free online access to select multimedia lectures, presentations, and technology tutorials from iSchool experts on topics ranging from administration and management, to gaming and innovation.

- **OrangeLearner** (*http://orangelearners.wordpress. com*), a blog administered by iSchool online students that discusses distance student life and issues of interest to online students

- **iSchool Online Publications**, quick access to academic and scholarly publications related to online education created by iSchool faculty and staff.

- **Grafight**—a web experience that allows users to upload hand drawn sketches of characters; turning these drawings into digital animations. (iSchool's Dave Chenell '10 and Visual and Performing Arts' Eric Cleckner '10)

- **Brand-Yourself.com**—the world's first online reputation management platform for job applicants—to diagnose, manage and improve their web presence. (iSchool's Pete Kistler '10 and Robert Sherman '09, and Whitman School of Management students Trace Cohen '10 and Evan Watson '11)

- **OpenQuad**—a one-stop shop for college students to learn about student organizations, buy textbooks, order their food, and lease their apartments. (Newhouse alumnus and current iSchool graduate student Jack Wright '09, G'11)

- **Congruser**—a pay-for service that allows users to have a consistent username across sites and allows for a portal of presence of user activity. (iSchool's Justin Breese '08, G'10)

The Student Sandbox is part of the Student Start-Up Accelerator, a Syracuse University initiative headed up by iSchool Assistant Professor Michael D'Eredita. The project includes a fall semester course, What's the Big Idea, that assists students in identifying feasible business ideas; a spring semester course, Idea 2 Startup, that coaches students on turning those ideas into viable businesses; and the Student Sandbox, a 12-week culmination of an entrepreneurial learning experience at the Tech Garden.

To learn more and to support the students and their entrepreneurial ideas, visit *http://accelerate.syr.edu*.

Researchers lead the first-ever Internet Governance Forum USA

Syracuse iSchool faculty and students participated in and facilitated the Internet Governance Forum-USA (IGF-USA) seminar in Washington, DC, on October 2, 2009.

The IGF is a multi-stakeholder forum established by the United States to encourage active participation and discussion of issues relating to Internet governance and public policy. The IGF-USA served as a one-day forum to engage civil society, government, technologists, researchers, industry, and academia in discussion about Internet governance and public policy that are being deliberated at a global level.

Representing the iSchool were Cotelco Research Associate Endri Mataj G'10, an M.S. in Telecommunications and Network

- ● **Online learning tips and online student resources**

"By sharing our resources and experience and encouraging others to do the same we hope to promote excellence in online education and to provide a forum where educators can learn from one another," said Katie Schisa, chair of the iSchool's Task Force on Online Education and director of the Web-based Information Science Education Consortium (WISE).

"Online course resources are becoming part of the 21st century student's online universe," said Peggy Brown, iSchool director of instructional design. "A course web site is now often a stop along the path from Facebook to email to Google, all accessed from an iPhone or a laptop for on-the-go learning. Students are entering undergraduate and graduate programs with greater expectations of how technology will be used to enhance their educational experience, and institutions including Syracuse University are striving to meet these expectations."

Management student; Brenden Kuerbis, an iSchool doctoral candidate and director of the Internet Governance Project; Cotelco Director and Associate Professor Derrick L. Cogburn; Milton Mueller, iSchool professor and founder of the Convergence Center at SU; and Lee McKnight, iSchool associate professor and founder of Wireless Grids Corporation.

Prof. Scott Nicholson wins Rising Star award at international gaming conference

Scott Nicholson, associate professor, was honored at the North America Simulation and Gaming Association (NASAGA) conference with the "Rising Star" award. The recognition is given to the most promising first-year attendee of the conference.

The NASAGA conference attracts an audience who is interested in using games and simulations for teaching and training. The conference attracted educators, trainers working in corporate and non-profit settings, and consultants and companies working in training fields.

The iSchool has been offering exceptional online education since 1993, and today, all of the school's fully accredited graduate programs can be completed online. The iSchool annually offers more than 80 online courses to approximately 1,250 graduate students from 33 different states and five different countries.

In addition to the benefits for courses offered completely online, educational technology enables instructors to enrich campus-based courses with anytime anywhere access to multimedia materials and online discussions. A 2009 DOE report notes that "students who took all or part of their class online performed better, on average, than those taking the same course through traditional face-to-face interactions." Such studies show why the iSchool, like many others, are supplementing campus-based courses with online resources. ●

DINOSAUR BAR-B-QUE EVENT RAISES $10,000+ FOR RAY VON DRAN FUND

Syracuse iSchool faculty, staff, and friends gathered on July 31, 2009, at the Dinosaur Bar-B-Que, to celebrate what would have been Ray von Dran's 63rd birthday and to support the fund that has been established in his name.

Approximately 80 people attended the event, which featured the iBand, and dozens more who weren't able to attend donated to the fund. Together, they raised more than $10,000 to support the Raymond F. von Dran Fund, which will go toward scholarships, research, and entrepreneurial and technological initiatives at the iSchool.

To date, more than $1 million has been raised for the Raymond F. von Dran Fund. To donate to the fund, visit *http://ischool.syr.edu/rvd*.

WISE recognizes two faculty with 2009 Excellence in Online Education Awards

Professors Barbara Kwasnik and Anthony Rotolo have been named recipients of the 2009 Excellence in Online Education Award by the Web-based Information Science Education (WISE) Consortium. The award recognizes highly regarded instructors for their outstanding dedication to best practices in online education demonstrated through instructional style in one or more WISE courses in 2009.

Each year, WISE students are invited to nominate WISE host instructors who excel in the online classroom and who do not teach in their home institution. Kwasnik and Rotolo were two of seven faculty recognized this year.

Kwasnik, who also received the award in 2006, was nominated by a student in her course, Theory of Classification and Subject Representation, which she taught in fall 2009. Rotolo

Faculty, Staff NEWS

The iSchool welcomes new faculty members

Bahram Attaie
Senior Instructor

Bahram Attaie

As a full-time senior instructor at Syracuse University's Center for Business Information Technologies, Attaie taught the Microsoft and Cisco certification courses. He is an IT veteran with more than 25 years of experience in networking and database programming for the corporate world. In the fall, he taught graduate and undergraduate courses in networking at the iSchool.

Carlos E. Caicedo Bastidas
Assistant Professor

Carlos E. Caicedo Bastidas

Caicedo began research related activities this fall and his teaching responsibilities in spring 2010. He recently completed a Ph.D. in telecommunications at the University of Pittsburgh School of Information Science. His dissertation focused on technical and economic conditions for viable spectrum trading markets. He holds M.S. degrees in electrical engineering from the University of Texas at Austin and from the Universidad de los Andes in Colombia. His other research interests include security for future data environments, security management, wireless networks, telecommunications management, and software development. At Pittsburgh's iSchool, he served as a research assistant in the NSF-funded Laboratory for Research and Education in Security Assured Information Systems and was also a consultant for the Center for Telecommunications Research of Colombia.

Michael D'Eredita
Assistant Professor

Michael D'Eredita

D'Eredita has been part of the iSchool faculty as a Professor of Practice for several years. He recently transitioned to the tenure-track assistant professor position. D'Eredita's research focuses on skill acquisition, expertise, "virtual apprenticeship," and "collective expertise." His research investigates how IT can work to support virtual apprenticeship and explores the boundaries/potential of this type of relationship. His interest lies in gaining insight into these processes in a manner that can be applied to the development and use of information-based technologies. He holds a Ph.D. in experimental/cognitive psychology from Syracuse University.

### Jason Dedrick
Associate Professor

Jason Dedrick

Prior to joining the iSchool faculty as an associate professor, Jason Dedrick was senior research fellow at the Center for Research on Information Technology and Organizations (CRITO), at the University of California, Irvine. His research interests include economic development, industrial policy, technology diffusion, and the globalization of the computer industry. He holds a Ph.D. in management from the University of California, Irvine. His current work is focused on the international diffusion of computer production and use. He is particularly interested in the environmental and policy factors influencing the patterns of diffusion in individual countries and globally. He has done work on the computer sector in Mexico, and has been working on twelve Asia-Pacific countries for the past five years.

Carlos Villalba
Senior Instructor

Carlos Villalba

Prior to his new position as senior instructor, Villalba was a senior technical instructor for the Center for Business and Information Technologies (CBIT). His areas of expertise include database management/administration, web design, Linux and security related courses. Villalba has more than 17 years of IT professional experience, with a strong background in designing and developing training strategies and implementing security solutions. Areas of research that interest him include IT security, open source applications, distance education, andragogy, structural communication, emergent technologies, instructional design and human performance. He has completed all his coursework, except his dissertation, toward a Ph.D. in instruction design, development, and evaluation at Syracuse University.

Jun Wang
Research Assistant Professor
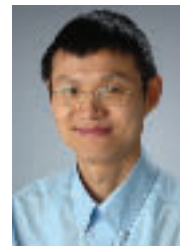
Jun Wang

Wang comes to the iSchool from a postdoctoral fellowship at Northwestern University. His research interests include intelligent computing, digital libraries, information visualization, and computational neuroscience. His current research focuses on socially intelligent computing, specifically social tagging games. Wang is also interested in designing novel visualization tools to aid collaborative exploration and interpretation of various statistical data. Wang was a recipient of the Natural Science Foundation of China Award in 1999. He is also the co-author of Citation-kNN, a machine learning algorithm that has been integrated into a number of open-source data mining software packages. Wang earned a Ph.D. in library and information science from the University of Illinois at Urbana-Champaign. He also earned a Ph.D. in computer science from the Institute of Computing Technology at the Chinese Academy of Sciences in China as well as an M.E. in computer science from Wuhan University in China.

Bei Yu
Assistant Professor

Bei Yu

Prior to accepting her position at the iSchool, Yu was a postdoctoral fellow at Kellogg School of Management at Northwestern University. Her research interests include text mining, opinion mining, political opinion and ideology, and media monitoring. Her postdoc focused on research in three areas: language and ideology; political opinion expression and voting behavior; and corporate opinion retrieval and classification. She earned an M.S. in computer science from the Institute of Computing Technology, Chinese Academy of Sciences and a Ph.D. in library and information science from the University of Illinois at Urbana-Champaign. While a doctoral student, Yu worked on the Nora Digital Humanities Project, designing and implementing text classification and feature analysis methods for literary text analysis and visualization. ●

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received accolades for his Social Media course, which he taught in summer 2009. Both nomination statements were complemented by positive evaluations and anecdotal feedback from students.

Syracuse University institutes new interdisciplinary cybersecurity research center

Syracuse University recently launched the new interdisciplinary Center for Information and Systems Assurance and Trust (CISAT). The center is currently developing its research agenda and reviewing proposals under the direction of its co-directors Scott Bernard, iSchool Professor of Practice, and Shiu-Kai Chin, Meredith Professor at the L.C. Smith College of Engineering and Computer Science.

CISAT promotes the exploration of new ideas in information and systems assurance and trust by bringing together faculty from six schools and colleges at Syracuse University: the School of Information Studies, L.C. Smith College of Engineering and Computer Science, College of Law, Maxwell School of Citizenship and Public Administration, Newhouse School of Public Communications, Whitman School of Management, and College of Arts and Sciences, who share a common vision of improving society through the creation of trustworthy systems.

For more information, visit *http://cisat.syr.edu*.

Prof. Lee McKnight receives two-year $600,000 NSF grant for wireless grid project

Lee McKnight, iSchool associate professor and co-founder of Wireless Grids Corporation, and a team of researchers at Syracuse University and Virginia Tech have been awarded a National Science Foundation (NSF) Partnership for Innovation two-year grant totaling $600,000 for the Wireless Grid Innovation Testbed (WiGiT). McKnight, along with Virginia Tech Professor Tamal Bose, will serve as principal investigators of the WiGiT.

The WiGiT will assist in refining transformative technologies to create markets, bridge the gap between wireless network middleware and grid application layers, and accelerate commercialization and adoption of new products and services.

The project's main goal is to evaluate specifications for possible industry standards in order to scale and integrate the transformative innovation of wireless grids, with specifications and protocols developed in Virginia Tech's NSF I/UCRC Wireless Internet Center for Advanced Technology, meshed with technologies and ideas from students, faculty, and companies worldwide.

This initiative will initially include faculty and students from Syracuse University, Virginia Tech, Massachusetts Institute of Technology, Tufts University, and Instituto Superior Tecnico in Lisbon, Portugal. In addition to the academic institutions, private sector organizations and corporate partners are involved as well as governmental organizations from France and Portugal.

SU celebrates the grand opening of JPMorgan Chase Technology Center

BY KELLY HOMAN RODOSKI,
CONTRIBUTING WRITER

In October, the Syracuse community marked the grand opening of the JPMorgan Chase Technology Center at SU, an on-campus facility where students and faculty will work side-by-side with bank employees conducting research and running global technology operations.

SU Chancellor and President Nancy Cantor, JPMorgan Chase Chief Administrative Officer and Operating Committee Member Frank Bisignano, and New York State Assembly Speaker Sheldon Silver were among those who cut the ceremonial ribbon to officially open the facility, an important centerpiece of the unique corporate-university collaboration established by JPMorgan Chase and SU in June 2007. Read more about the collaboration at *http://globaltech.syr.edu.*

The collaboration, which will bring hundreds of technology jobs to the region, is one of the most comprehensive between a business and a research university.

"From pioneering joint research and discovery, to hands-on teaching and learning, to extraordinary, real-world work experiences for our students, the whole, dynamic range of mutual benefits can be seen right here," Cantor said. "On top of all that, this hub for global enterprise technology is bringing engaging, information age jobs to our community. This is the very picture of innovation in higher education."

"This is an investment in the University, in the Upstate New York community, and in our bank," Bisignano said. "We are conducting cutting-edge research and working side-by-side with the University to change the way technology and business students are trained, making them well prepared to enter the workforce after graduation."

The collaboration transformed the way the global enterprise technology courses are developed and taught. University faculty and bank employees jointly developed a new interdisciplinary Global Enterprise Technology (GET) minor, housed within the iSchool, and conducted applied research projects with students in areas such as cyber-security and risk management. JPMorgan Chase executives enhance the curriculum via guest lectures and close collaboration with SU's new Center for Information Security and Assurance Technology. Nearly 450 students are enrolled in courses this semester within the collaboration's minor, and interest is growing every semester.

SU iSchool Senior Associate Dean Robert Heckman, who leads the curriculum development committee, described the opportunities students have through the new GET curriculum and internship program. "We have students from all over campus who are gravitating to this," he said. "An integral part of the design of this curriculum was to make available to students internship opportunities jointly supervised by faculty members and managers at JPMorgan Chase."

JPMorgan Chase offers short- and long-term internships to students for school credit and in some cases for pay, to challenge and maximize talent. Interns in the extended internship program have the opportunity to work in offices around the United States and abroad. Thirty students are currently engaged in academic year internships with the company, and 60 students interned with JPMorgan Chase over the summer at sites across the United States and in India.

Laura Perdiue from Fairfield, Conn., a senior majoring in information management and technology at the iSchool and marketing management at the Whitman School of Management, was engaged in a GET extended internship throughout the spring semester and the summer and worked in New York City.

"The entire process was a learning experience, and each day I was exposed to new technologies, problems or situations where I had to absorb, ask questions and help solve whatever was ahead," Perdiue said.

The technology center, which seats 125 workers and occupies the first two floors of SU's Lyman Hall, fosters an environmentally efficient and collaborative work environment. It is a "paperless" office with minimal paper storage; has innovative technology features such as wireless and virtual desktops, and state-of-the-art collaborative and individual workspaces.

JPMorgan Chase opened the application process this summer for more than 100 center-based new technology jobs. Forty-two full-time employees are currently based there, with more to be hired this year. Employees are working on information technology and cyber security, risk analysis, and application development for JPMorgan Chase and its lines of business. Other positions within the center include managing or assisting with the daily technology operations and support.

The collaboration is illustrative of SU's Scholarship in Action vision, which encourages collaborations that both enrich student and faculty scholarship and that address critical issues facing the world.

Bisignano will be recognized for his visionary leadership in forging the innovative collaboration with the Chancellor's Medal for Outstanding Achievement. The award will be conferred during a formal ceremony in New York City this spring. ●

"This is an investment in the University, in the Upstate New York community . . . We are conducting cutting-edge research and working side-by-side with the University to change the way technology and business students are trained."

FRANK BISIGNANO, JPMorgan Chase Chief Administrative Officer and Operating Committee Member

JPMorgan Chase Chief Administrative Officer Frank Bisignano, New York State Assembly Speaker Sheldon Silver, and SU Chancellor and President Nancy Cantor formally open the JPMorgan Chase Technology Center at SU.

Syracuse University, IBM, New York State launch one of the world's greenest data centers

Left: Representatives from Syracuse University, IBM, and New York State celebrate the grand opening of the Green Data Center with a ribbon cutting in December.

Above: SU Chancellor Nancy Cantor and Francis J. Murray, president and chief executive officer of NYSERDA, tour the green data center facilities, touted to use 50 percent less energy than a typical data center.

KEVIN MORROW, CONTRIBUTING WRITER

On December 2, Syracuse University, with partners IBM and New York State, celebrated the construction of its new Green Data Center (GDC)—a showcase of world-class innovations in advanced energy-efficient information technology and building systems.

Announced in late May 2009 and constructed in just over six months, the $12.4 million, 12,000-square-foot facility uses an innovative on-site power generation system for electricity, heating and cooling, and incorporates IBM's latest energy-efficient servers, computer-cooling technology and system management software.

> "Together, IBM and Syracuse are tackling a significant problem—how to address the skyrocketing amount of energy used by today's data centers, which is impacting businesses and institutions of all sizes."
>
> **VIJAY LUND G'81**, IBM vice president

When the GDC becomes fully operational in January, it is anticipated to use about 50 percent less energy than a typical data center in operation today, making it one of the world's "greenest" computer centers.

SU will utilize the center as its primary computing facility. In addition, as part of the GDC project, IBM and SU intend to establish a GDC Analysis and Design Center in 2010 to offer research and analysis services for clients and others who want to build new energy efficient data centers or optimize the efficiency of current centers.

IBM has provided more than $5 million in equipment, design services, and support to the GDC project, including supplying the power

Constructed in six months, the 12,000 square-foot Green Data Center is located on SU's South Campus.

generation equipment, IBM BladeCenter, IBM Power 575 and IBM z10 servers, and a DS8300 storage device. The New York State Energy Research and Development Authority (NYSERDA) contributed $2 million to the project, and Sen. David Valesky secured $500,000 in funding from the New York State Senate.

The project is an example of IBM's Smarter Planet initiative, focused on helping clients use digital intelligence to improve products or entire systems. IBM intends to showcase the data center and its energy-efficient technologies to help clients design new data centers or improve their current operations. The center will expand SU's leadership in the development and use of "green" innovations in nationally strategic domains.

Coupling new technology with new uses of existing technology, the innovations pioneered in the GDC will make advances in energy efficiency possible in data centers from downtown Manhattan to emerging nations.

"Together, IBM and Syracuse are tackling a significant problem—how to address the skyrocketing amount of energy used by today's data centers, which is impacting businesses and institutions of all sizes," said Vijay Lund G'81, IBM vice president. "We looked beyond conventional wisdom and addressed the broader issues of where and how to generate the elec-

tricity, how to cool the data center and how to make the computers more effective and efficient. This unique end-to-end focus has resulted in a smarter, cost-effective, greener data center."

The growing demand for computing, Internet, and online services has led to the growth of data centers and dramatic increases in their energy consumption and costs. A typical data center uses up to 30 times more energy than a typical office building, and total data center energy use is doubling every five years. Improving data center energy efficiency offers significant energy cost savings and environmental benefits to organizations and businesses.

"The cross-sector collaboration at the center of this project epitomizes Scholarship in Action," said SU Chancellor and President Nancy Cantor. "IBM, New York State, and SU have formed a community of experts, pooling our resources and talent to develop innovations that will enable greener, more cost-effective computing across the globe. Most importantly, the discoveries we make here will drive innovation that serves the public good."

The SU GDC features an on-site electrical tri-generation system that uses natural gas-fueled microturbines to generate all the electricity for the center and cooling for the computer servers. The center will be able to operate completely off-grid.

IBM and SU created a liquid cooling system that uses double-effect absorption chillers to convert the exhaust heat from the microturbines into chilled water to cool the data center's servers and the cooling needs of an adjacent building. Server racks incorporate "cooling doors" that use chilled water to remove heat from each rack

IBM invests $27 million over five years to educate Syracuse University students on smart data center technologies

MARGARET D. SPILLETT, EDITOR

As more corporations and government organizations digitize their business processes for efforts such as electronic medical records or mobile banking, universities are aiming to educate a student workforce that is knowledgeable about current IT challenges beyond traditional enterprise computing techniques.

Thanks to a $27 million investment over five years from IBM, Syracuse University students will now have access to IBM hardware, software, and maintenance services to learn about innovative enterprise computing technologies like the System z10 mainframe. At roughly the size of a large refrigerator, the IBM z10 operates as "a data center in a box" by replacing more than 1,400 x86 servers with intelligent software.

For students, exposure to the IBM z10 means that they will get firsthand experience on a computing system that is optimized for fast and secure transactions, such as the same technology that major credit card companies use to support the busy holiday buying season and new, information-intensive applications such as advanced fraud analysis and mobile payments and services.

In addition to the IBM z10, SU students and professors will also have access to an IBM DS8000 with 18 terabytes of storage (enough to store all the X-ray films for 18 large technological hospitals or data printed from nearly a million trees saved).

"It is rewarding to see IBM recognize the significant level of expertise and dedication to preparing the next generation of smart data center experts here at Syracuse University," said iSchool Dean Elizabeth D. Liddy. "The iSchool has aggressive plans for adapting our curriculum to ensure that our students will have hands-on preparation for professional careers working on critical challenges, like using intelligent technology to run an energy-efficient data center."

"IBM's investment goes beyond teaching our students about systems support," said David Dischiave, an iSchool professor of practice who leads the M.S. in information management program and teaches database and large-scale enterprises courses. "Exposure to the hardware and software of the IBM z10 introduces students to today's world of virtual data centers and the growing importance of mainframe-like quality required by a broad range of applications, like helping doctors make smarter healthcare recommendations from countless data sources. IBM's investment will allow us to do things we couldn't do before in our database and enterprise technologies courses."

Dischiave and his wife, Susan, also an iSchool professor who teaches advanced database and

database security courses, were integral in acquiring the IBM mainframe for the University. They participate in IBM's System z Academic Initiative and received the program's 2006 Faculty Award. Through the program, they were allowed to tap into an IBM mainframe in the company's Innovation Center in Dallas to teach their students about large-scale computing environments.

The z10 System will enable the Dischiaves to build and "hand out" virtual machines to students so that the students can become familiar with building and processing large-scale data sets. "Basically, each student can have their own mainframe to work on, and we can mirror the large-scale systems that many big employers have," David Dischiave said. "Now, our students will have worked within these environments before they graduate and will be better prepared for the workplace. They will have access to a whole new classification of tools in their toolkit to solve modern computing and information management problems for organizations."

The system will enable the Dischiaves to also teach students how to virtualize many small computers within one large-scale system and thereby reduce energy costs and save on physical space for an organization.

The Dischiaves have already revamped their courses for this fall and included lab exercises that employ the new z10. IBM has also offered a "sanitized" Medicare claims database to serve as a sample data set for students to access in their courses. Until now, the Dischiaves have made up problems and data for their students to use, but David Dischiave said, "There's no substitute for real problems and real data to teach students about the system."

The duo will also be responsible for connecting SU researchers to this powerful campus resource. Researchers will be allowed to import their data sets into the system, which will be able to process the data at a rate faster than any resource currently available to them.

"This is a tremendous investment," Susan Dischiave said. "We feel so fortunate to be able to expose our students to IBM's latest and smartest computing system."

iSchool professors David and Susan Dischiave, participants in IBM's System z Academic Initiative, were integral in acquiring the IBM mainframe for the University.

more efficiently than conventional room-cooling methods. Sensors will monitor server temperatures and usage to tailor the amount of cooling delivered to each server, further improving efficiency.

The GDC project also incorporates a direct current (DC) power distribution system. In a typical data center, alternating current (AC) electricity is delivered by a central power plant through the local utility's electric grid and then converted to DC to power the servers. This conversion process results in power loss. By directly generating DC power on site, transmission and conversion losses are eliminated.

The GDC was designed and built by Syracuse-based VIP Structures. The project is registered with the U.S. Green Building Council. SU is seeking certification under the USGBC's Leadership in Energy and Environmental Design (LEED) program, with a goal of achieving a Silver rating.

For more on the GDC, including video and photos, visit *http://syr.edu/greendatacenter.*

Professor David Dischiave and his iSchool class welcome the arrival of the z10 mainframe to campus in summer 2009.

WINDOWS PROJECT OPENING C
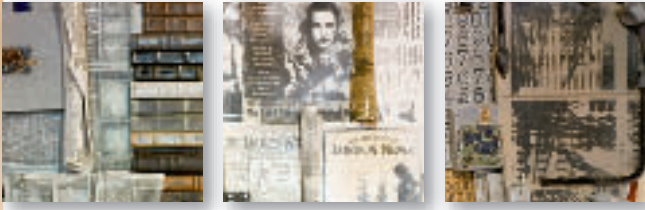
Title: *Information Spiral:*
Ice Age to Space Age
Artist: **Margie Hughto**
Materials: Clay, underglazes, glazes
Location: First floor Hinds Hall, hallway

Title: *Miscellaneous*
Artist: **Darcy Van Buskirk**
Special thanks to: **Daniel Biegler,**
Ron DeRutte, and
Bob Wysocki
Materials: Chrome-plated steel,
powder-coated steel
Location: Hinds Hall 010, computer lab

"Not often does a school have the opportunity to involve their artistic colleagues in perfecting their environment, but we had that chance! Being interpreted by such creative folks has been a rich and rewarding experi- ence, while beautifying our daily environment. We thank all the artists, and challenge all visitors to expand their understand- ing of the field of information through their eyes."

ELIZABETH D. LIDDY, iSchool Dean

Title: *Funambulists*
Artist: **Gail Hoffman, artist**
Ron DeRutte, fabrication engineer
Materials: Cast aluminum and steel rod
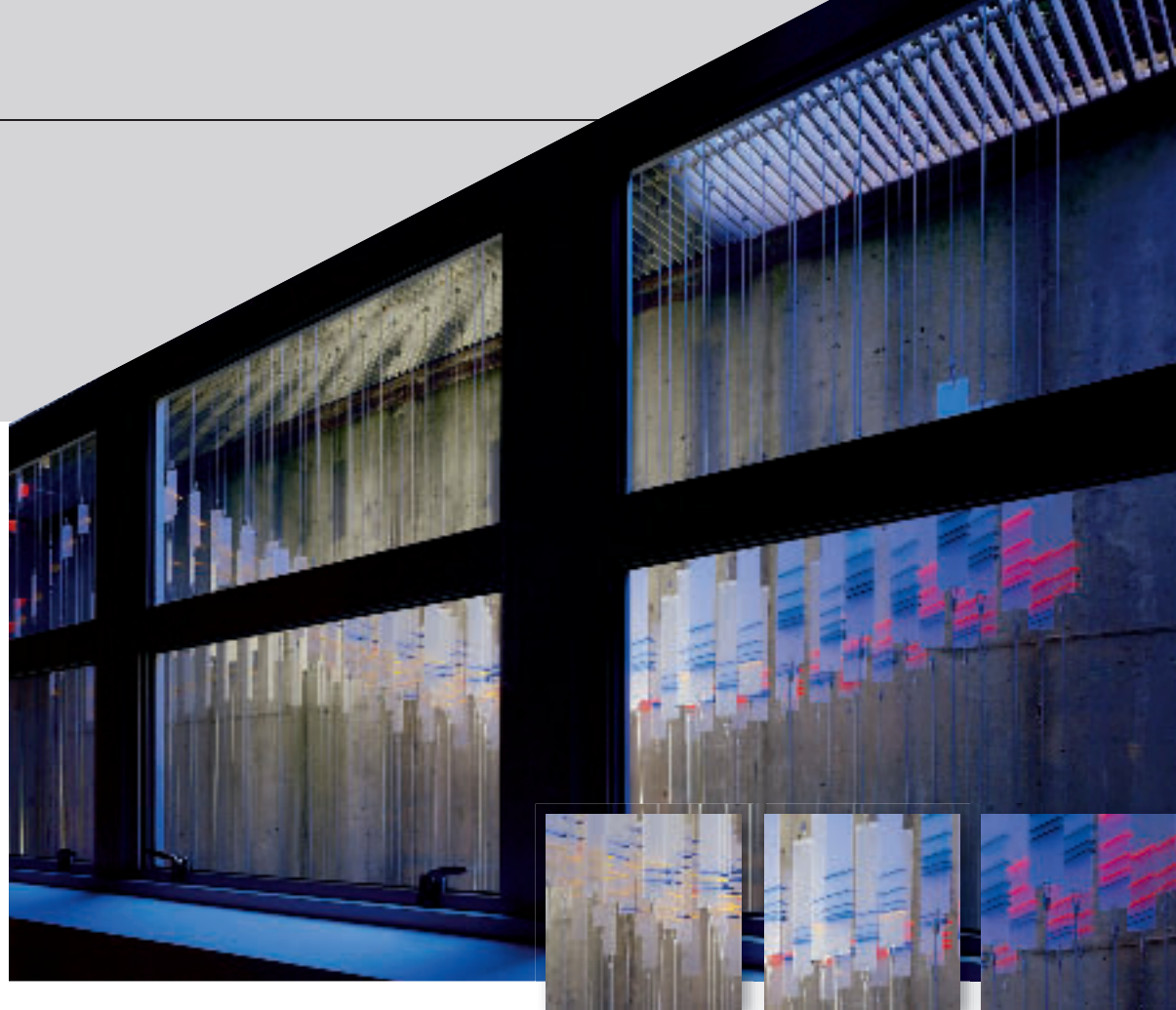**Location:** Hinds Hall 018, west window well

ELEBRATION

Title: *Overlooked Information: The Carbon Espalier*
Artist: Errol Willett,
assisted by Jen Gandee and Dan Hughes
Materials: Clay, glaze, mortar, grout, glass cullet
Location: Hinds Hall 018, east window well

Title: *Stacked*
Artist: Anne Cofer
Materials: Ceramic
Location: Hinds Hall 027, south window well

Title: *PROJECTions*
Artist: Clare Olsen | C.O. CO.
with student assistants: Casey Allen, Dan Di Dio, Arianna Dusso,
Mary Libatore, David Schragger, and Daina Swagerty
Materials: (Aircraft grade) Acrylic, Galvanized Aircraft Cable, Fittings, Rebar
Location: Hinds Hall 020, study lounge

Title: *Binal Staircase*
Artist: Aaron Hraba and John Wesley Mannion
Materials: CPU, display, web camera, streaming video source
Location: Monitors throughout Hinds Hall

Learn more about the permanant art installations at *ischool.syr.edu/windowsproject.*

"From the beginning, we recognized that the iSchool's Windows Project was a truly unique opportunity for artists in the Syracuse University community. The iSchool's passion for supporting a collaborative effort designed to bring together information, technology, art, and design drove the initial phases of this project …We are very proud of the fact that we were able to facilitate the creation of eight original works of art for Hinds Hall, and in turn support the creative practices of artists in our community."

JAIME SNYDER (iSchool) and **ANNE COFER** (VPA), Project Coordinators

Title: *Connectivity*
Artist: Thomas E. Day
Materials: Acrylic
Location: Hinds Hall 027, north window well
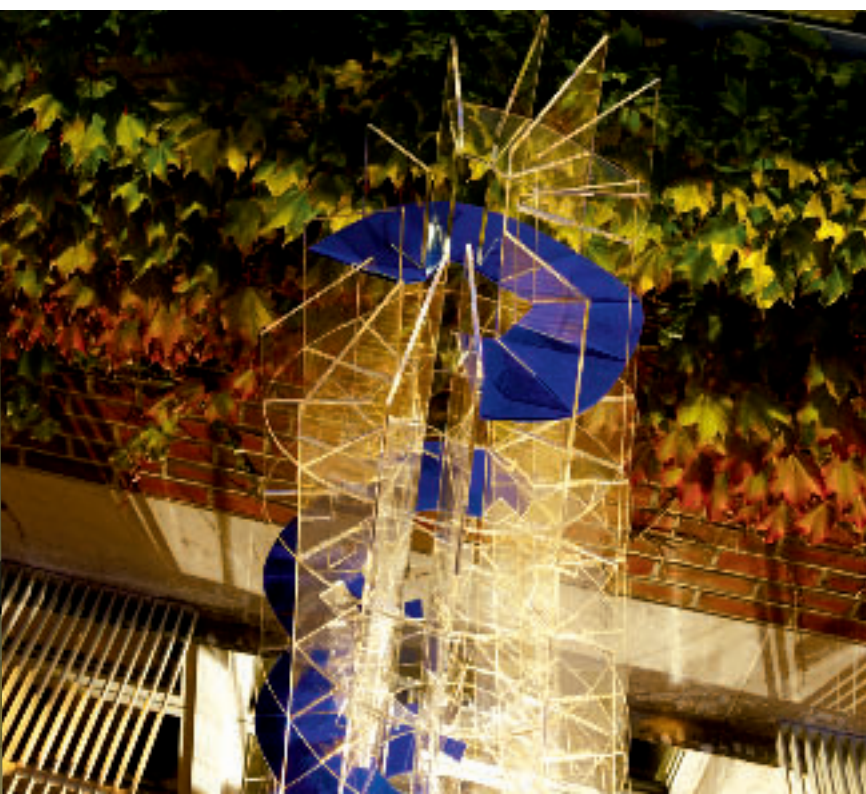
Social Media

Although he receives some funny responses, the idea behind the anonymous Twitter feed was to encourage questions and comments from students who may not want to raise their hand, or to spark discussion in a "back channel" during the lecture, Rotolo said. Often students post comments or share related links that enhance the content being presented during class.

A CALL TO PARTICIPATE

Social media sites would not exist without the support of user participation. From 2005 to 2006, YouTube, the social media site for online videos, experienced a growth increase of 2,000 percent and now welcomes 25.5 million unique visitors each month. iSchool Associate Professor Scott Nicholson is one of the millions of participants who uses YouTube on a regular basis.

During the summer, Nicholson used the Syracuse University YouTube Channel to teach his IST 600 course, Gaming in Libraries. Nicholson's class of about 20 students was

required to watch and post weekly videos. The first session, posted May 22, 2009, received more than 1,500 views, attracting a much larger audience than 20 students in the classroom environment.

Nicholson's goal for the course was to bring together students, librarians, gamers, and representatives of the gaming industry. With approximately 300 consistent viewers, he succeeded in his goal and continues to share the course material with new viewers who are still watching the videos long after the course has ended.

Another way in which people are participating in social media is by creating their own customized products—whether that means designing your own sneakers or developing your own iPhone application.

Syracuse iSchool alumnus Darren Paul '00, co-founder of the creative digital marketing company Night Agency, explained to students in the IST 500 What's the Big Idea course how social media is forcing companies to embrace a new business model (See related story, page 21). The new business model might include encouraging customers to develop their own product or paying royalties to customers whose personalized designs are popular with other customers.

Guest speaker Alexander Manu, a strategic innovation practitioner, told SU students in the same class that during the past two years, more than 85,000 iPhone applications were created, thanks to iPhone users who have developed them. Manu stressed the point that iPhone applications, like other social media tools, are a product that caters to users' desires, wants, and needs. When people stop having a need for the applications on the iPhone, they will stop participating and those applications will be replaced by the next big innovation.

FACILITATING COMMUNICATIONS

Social media facilitates the sharing of information. That's exactly what Syracuse iSchool professor and alumnus Jeffrey Rubin '95, G'98 is doing with his business. Rubin has built his company, Internet Consulting Services and SIDEARM Sports, around staying in tune with the "next big thing" for his clients, which include more than 320 colleges and universities.

Gaming and building communities

Scott Nicholson

I use social media tools as a way of bu... around a topic. I've got about 5,000 s... Games with Scott video blog where I... ern board games. As the director of th... Syracuse, I've used a blog to share wh... as a place to put my publications on g... also been the producer and host of th... podcast, which is a way to bring toget... scholars to discuss their experiences...

In June 2009, I brought all of thes... to teach an online course on Gaming i... This WISE+ course has students enro... institutions, and was done in partnership with th... Association, and was funded by the Kaufmann E... ated one video every day and had guest librarian... These videos were made available to students an... same time. Through ALA Connect, anyone was a... tent of the course. I have continued the course w...

This fall, Rubin's company introduced the SU Athletics iPhone application that makes it easier for Orange fans to access the latest news, schedules, scores, rosters, comments from coaches and players, and photo galleries, for free.

"This is version 1.0, and we hope to get more into videos and statistics with later versions," Rubin said.

Rotolo is also working to bring Syracuse University into a new application for smart phones called augmented reality, which will facilitate the transfer of information about the physical location of the user.

Rotolo and his student team are working with GoWeb3D, a software developer based in Denver, to create an application on the Layar Reality Browser. Layar uses mobile GPS technology to display real-time digital information on the camera view of a mobile device. For example, a student whose mobile phone is equipped with Layar could hold up the phone and scan all the restaurants on Marshall Street. Information such as address, phone number, and customer reviews could then pop up on the screen over the image.

The student team is currently inputting information about Syracuse University and surrounding areas such as Marshall Street and Armory Square into the system.

"Visitors or current students will be able to view the augmented reality, or 'AR,' using a free application on their mobile phone," Rotolo said. "This collaboration enables our students to work in this emerging area and be part of the roll out of augmented reality at Syracuse University. That's exciting. "

OPENNESS AND TRANSPARENCY

Social media provides people with opportunities to access information in new ways and also enables them to share their own opinions, experiences, and personal information at the touch of a button.

While social media presents a way toward a more democratic and open society, it also creates a risk for people who may not understand the implications or the reach of their messages, photos, or videos.

Rotolo is lead investigator on a grant from the Verizon Foundation that is teaching middle-school students and their parents how to be safe online, especially when using social networking sites, like Facebook and MySpace.

INFORMATION SPACE
The official blog of the School of Information Studies at Syracuse University

Scholarship in Action: Connecting with communities of experts through Tweets and posts

Dave Lankes

Some might think that blogging and the university are not a good mix. After all blogging is being short, pithy, and for the general reader, while scholarly writing is—well—not that. Academics' articles are all about Greek letter and phrases like "to ensure the validity of the study, the population had to be sampled at..." You get the point. Blogging is for the field, scholars write for their peers, other professors who appreciate a good "p" value (I didn't make that up).

Except, that most scholarship, frankly the fun part of scholarship, is not writing the articles. The best part of the academy is the hallway conversations, the tag teams at a white board working on an idea. Most great ideas that end up in those scholarly journals start as two minute exchanges at a conference (quite often at the conference hotel bar). In essence, the true work of academics looks a lot like blogging, and twittering, and most conferences are just really slow Facebook updates.

Now don't get me wrong, there is a lot of hard work, and P values and those Greek letters matter. They are mostly just a sort of academic shorthand that make articles extremely efficient ways of communicating research results, however, they are impenetrable to those who have not been versed in the shorthand. Kind of like texting (lol my bff is gr8).

For me, that has been the best result of social networking in the academy. It opens up the process, the academic foment of idea formation and discussion to a much wider audience. The format both allows and forces scholars to break free of the short hand and make the work accessible. Professors can reach out to new audiences, and invite the practitioners and general public to get involved.

Blog: *http://quartz.syr.edu/rdlankes/blog/*
Twitter: *@rdlankes*

building a community
subscribers to my Board
teach how to play mod-
he Library Game Lab of
hat the lab is doing and
gaming in libraries. I've
e Games in Libraries
ther librarians and
on a monthly basis.
se experiences together
n Libraries via YouTube.
lled from different
he American Library
nitiative project. I cre-
s speak on the weekends.
d to the public at the
ble to talk about the con-
ith an additional short

video every day.

The entire course is still available through *gamesinlibraries.org/course* and the number of people viewing the class continues to grow. As of December 2009, more than 350 people have watched the final video in the course. As there is an optional survey at the end of the course, we have learned that there were fairly equal groups of librarians, students, and members of the general public who found the course through my other gaming channels. One intriguing finding from the survey is that 30 percent of people who took the class were not in libraries, but planned to volunteer their time to start programs in libraries. This innovative course demonstrates the power of opening up the ivory tower to allow students to engage not only with librarians but also with interested members of the public to make an impact.

Blogs: *http://boardgameswithscott.com*
http://gamelab.syr.edu
Twitter: *@snicholson*

In September, he and three students from the Newhouse School of Public Communications presented "Making Smart Choices Online" to 300 middle-school students from the Syracuse City School District during the Forum on Internet Safety at Hendricks Chapel. They acted out different scenarios such as deciding whether to accept a friend request from a stranger on Facebook or to post controversial photos or comments to social networking sites. Their presentation helped the students to see the consequences associated with some of their decisions.

"What you post online will always be online," Rotolo said. "We're trying to show people that their choices in the online environment directly affect their real lives off line."

Syracuse University students, under the direction of Rotolo, are creating a social networking safety web site for middle school teachers, students, and their parents. This web site will feature webisodes designed to illustrate important concepts such as the risks associated with sharing personal information online and how social networking can be used to build a positive personal reputation that will benefit students in the future.

The SU team will also be creating print materials on Internet and social networking safety that will be distributed to the parents of approximately 20,000 students in the Syracuse City School District.

INFORMATION SPACE
The official blog of the School of Information Studies at Syracuse University

Invaluable informal interactions

Jill Hurst-Wahl

Besides interacting with other faculty through Facebook, Flickr, Skype, Twitter, and FriendFeed—and reading their blog posts, social networking sites are allowing me to get to know my students better and vice versa. The online social spaces allow us to passively and actively exchange information on areas of interest (e.g., a new article on digital libraries). This makes learning not just something that happens in the classroom. Learning can happen through Twitter or Facebook by sharing links, snippets from conference sessions, or links to podcasts. Of course, I'm not just sharing content with my students or other faculty members; I'm also sharing content with other people in my network.

Two of my fall classes used social media. Since 2006, students in IST 677 Creating, Managing, and Preserving Digital Assets have blogged about digitization programs, and my IST 676 Digital Libraries class used SharePoint, an enterprise social media software, in order to collaboratively build a digital library. And in every course, I tell my students how to contact me through social media. Why should they always have to contact me during office hours, when they can talk to me online at any time? (BTW I taught a class in 2007 using Second Life, which seems like a lifetime ago! So much has changed since then.)

Is our interaction always academic? No, and that is also useful. What is the value of a casual conversation with a student based on photos shared in Flickr? What's the worth of an iSchool question answered in Facebook or Twitter? What is the benefit of a face-to-face conversation made comfortable because you were able learn something about each other through social media? What is the value in being able to use social media in order to connect a student to someone that can help with a job search? For me, the value is immeasurable, and that incalculable value keeps me involved in social media.

Blogs: *http://www.enetworking101.com/blog/*
http://hurstassociates.blogspot.com/
Twitter: *@Jill_HW*

Life without social media? Never again.

ANTHONY ROTOLO '02, G'06

Anthony Rotolo

I'm often asked how and why I use this technology in my own life. As I sat down to explain myself, I was suddenly at a loss for words. How exactly do I incorporate social media into my teaching, career, and personal life? And why?

Hoping for a fresh perspective, I posted the question on Facebook and Twitter. A student suggested my blogging assignments and class discussion over Twitter are the answer. A colleague replied that social media introduces "authenticity" into my teaching, instead of just "talking at them." Next my cousin joked that "most people are addicted [to social media] and you might as well put that addiction to good use!" These were all great points, but one comment from a former student put everything into perspective. He said, "I think utilizing Facebook to ask this question is a prime example…." He was exactly right.

The ability to instantly collaborate with so many different people is the result of incorporating social media into my professional, educational, and personal lives. With my social networks acting as the intersection of these realms, I'm able to tap the unique perspectives of all these people in one place. The feedback is not just fast—it's valuable because these people actually know me.

Of course, many are nervous about this type of interconnectedness. Some professors feel uncomfortable having their students mingle with their personal network. Likewise, some students would prefer not to reveal their lives outside of class. These are certainly valid concerns, but I have two suggestions for anyone worried about their separate lives mixing online. First, get acquainted with the privacy features available in your social networks; and second, stop believing you have separate lives online! It's no secret that our personal information is available to anyone interested and creative enough to find it. I assume that what I share online will be seen by everyone I know—and everyone I don't know, too.

If we insist on having separate lives online, we are missing out on the true power of social media. At its core, social media is about relationships. So when I ask my class to connect with me on Twitter, it's not only to try something new and cool. I do it to build meaningful relationships with them, to learn about their broader interests, and to allow them to learn about me in the same way. The benefits are obvious now. Discussion continues effortlessly throughout the week. Students discover common interests and connect outside of class. Even former students interact in future semesters.

So I guess I wasn't struggling to write this because I didn't know how to integrate social media into my life. I'd just forgotten what it was like before that happened!

Blog: *rotolo.syr.edu*
Twitter: *@rotolo*

New York State Attorney General Andrew Cuomo enlisted the help of SU researchers to develop a new national health care database to improve the reimbursement process.

Healthcare

leading-edge technology and software support to achieve the desired result: a trustworthy, impartial national source for cost of health care services that will be used by insurers to determine reimbursement rates.

> *"The project will involve the best work from our Maxwell health economists to leading technologists in our iSchool, all of whom will be joining with their colleagues from our partner universities to do this critical work."*
>
> **NANCY CANTOR,** SU Chancellor and President

The iSchool will also assume a leadership role in the development of the HIT web site. Using its expertise in web design and development and in data mining technologies, the iSchool will develop an easy-to-use site that provides consumers with educational information about factors that determine reimbursement of medical costs by insurers. The site will also feature an interactive component through which a patient can find out the approximate costs for out-of-network medical care in various locations. Consumers will enter basic information in a web-based form, and the site will be able to estimate the out-of-pocket costs for their procedure or visit to an out-of-network physician.

"The HIT web site will be a tremendous service for consumers," said Elizabeth D. Liddy, iSchool dean. "Syracuse University has the technical expertise, the resources, and the public confidence to provide an independent, credible nation-wide source for health care reimbursement information. We see this as a wonderful opportunity to improve an element of the health care system and apply our knowledge to the benefit of society."

Participating from the iSchool are:

- **David Dischiave, Professor of Practice–** Expertise: Technology infrastructure, database design and implementation, management of application development environments

- **Robert Heckman, Senior Associate Dean–** Expertise: Strategic management of information resources, information industry strategies, and information consulting

- **Elizabeth D. Liddy, Dean and Trustee Professor; Adjunct at SUNY Upstate Medical University–** Expertise: Natural language processing, information retrieval, question-answering, medical informatics

- **Jeffrey Rubin, Professor of Practice–** Expertise: Web site design and development, content management systems, web-based applications, user behavior, e-commerce, information architecture

- **Art Thomas, Professor of Practice–** Expertise: Project management, systems and personnel transitions, corporate structure and development, staff training and development

- **Howard R. Turtle, Research Associate Professor, Director of the Center for Natural Language Processing–** Expertise: Design and implementation of retrieval systems, operating system support for large databases, formal models for retrieval of complex objects, automated classification and inference technique

According to the Attorney General's office, 70 percent of insured working Americans pay higher premiums for insurance plans that allow them to use out-of-network doctors (a doctor that does not have a contract with the person's health insurer). In exchange, insurers often promise to cover up to 80 percent of the "usual and customary" rate of the out-of-network expenses, with consumers responsible for paying the balance of the bill.

The Ingenix database—on which United Health Care and other large health insurers rely—uses the insurers' billing information to calculate the "usual and customary" rates for individual claims by assessing how much similar medical services would typically cost, taking into account the type of service and geographical location.

In its findings, the AG's office contended that the Ingenix database intentionally skewed "usual and customary" rates downward through faulty data collection, poor pooling procedures and the lack of audits, and as a result consumers paid more out-of-pocket costs than they should have. The AG's office said it believed having a health insurer determine the "usual and customary" rate—a large portion of which the insurer then reimburses—can create an incentive for the insurer to manipulate the rate downward.

The new database, to be operated independently by FAIR Health, will remove this conflict of interest and will determine fair out-of-network reimbursement rates for U.S. consumers. The project will be supported by funding authorized under the terms of the settlement agreement; the project is anticipated to take up to five years to complete.

According to Attorney General Cuomo, the project "will bring much-needed transparency, accountability, and fairness to a broken consumer reimbursement system. By spending almost $100 million in settlement proceeds from health insurers, this initiative will also create new jobs and contribute to the development of the upstate economy which is vital to New York."

"The project will involve the best work from our Maxwell health economists to leading technologists in our iSchool, all of whom will be joining with their colleagues from our partner universities to do this critical work," said SU Chancellor and President Nancy Cantor. "The universities engaged in this project—all of them anchor institutions in their communities across Upstate—are doing what they do best: bringing their expertise to the table and partnering with the attorney general and FAIR Health, all for the public good, and to help make Upstate New York the intellectual capital of the nation for development, use and understanding of health care data."

The project leader is internationally known health economist Deborah A. Freund, SU Distinguished Professor of Public Administration and Economics and adjunct professor of orthopedics and pediatrics at SUNY Upstate. Other Maxwell participants include economics professors Badi Baltagi, Gary Engelhardt, William Horrace, Thomas Kniesner, and Michael Wasylenko (senior associate dean). Joining them are sociology professor Christine Himes and graduate students Andrew Friedson and Coady Wing.

Along with Syracuse University, other partners in the research consortium that will develop the FAIR Health database are Cornell University, the University of Rochester, SUNY Upstate Medical University and the University at Buffalo.

Among their activities in developing the database, the consortium researchers will work with insurers and all providers to ensure that the data are accurate and robust; use statistical models to make sure that all data reflect the universe of claims data from data contributors; and develop methods to pay out-of-network physicians and other providers appropriately when few procedures are done in the area where they are located.

Finding God on Facebook

TODD MARSHALL, PH.D. CANDIDATE

MINHEE CHO, CONTRIBUTING WRITER

With more than 200 million active users spending 5 billion minutes each day, Facebook has become a social networking phenomenon. Companies of all shapes and sizes have noticed the trend and have started using these types of web sites—once deemed solely for maintaining relationships between individuals—to instead maintain relationships with customers. Today, churches have found social networking sites are helping church members strengthen their connections to each other and to God.

"Churches are information-based organizations," said Todd Marshall, a doctoral candidate at the iSchool. "They focus on information and relationships. New technologies are allowing for the transfer of information at the speed of light, but the effect upon relationships is still in the early stages. This is a ripe new area for research."

Marshall, a 2004 SU alumnus with an M.S. in library and information science, hopes to use not only his iSchool background, but also master's degrees in divinity, biblical studies, and theology to investigate how information technology can best be applied to religious work and education in developing countries. In particular, he focuses on how technology can be harnessed to build relations within a church by studying virtual community work in organizations through social networking outlets, such as Facebook.

"There are thousands of churches using Facebook groups," Marshall said. "My research looks at the questions regarding why people do and do not participate in these systems."

The impact of these new technologies on the church is already palpable, Marshall explained.

"The church of the future will definitely have some different social dynamics because of new technologies," Marshall said. "As an example, a number of larger churches already stream a single sermon to multiple sites at the same time so that congregations, even in different states, participate in the same worship service at the same time."

Marshall's research interests led him to create ServanTek—a nonprofit organization with the goal of helping other nonprofits make a stronger impact by effectively integrating information technology. Founded in 2006, ServanTek is already working in Eastern Europe, Russia, Africa, and the United States.

Although Marshall has been primarily working with ServanTek in the summer months so that he can focus on his studies, he still tries to find the time to serve as the organization's International Ministry Consultant when he can. Currently, he is working with ServanTek to send a 20-foot shipping container full of books, computer equipment, and library furniture to schools in Senegal.

Essentially working as a boundary spanner, Marshall realizes how the creation of ServanTek along with his unique skill set has deeply affected lives.

"The ServanTek motto is 'harnessing the power of technology to meet the needs of humanity,'" Marshall said. "Basically, we're taking something really old—religion—and bridging it with technology. Very few people are doing that because very few people have the IT or information science background to do so."

Keeping this mantra in mind, Marshall has led ServanTek through numerous projects, including a recent collaboration with Scott Theological College in Kenya to launch an Internet-based distance education program—the first master's program of its kind to be offered in East Africa. Marshall, along with a team of nine volunteers, also built a fully operational computer lab, complete with Internet connection

Todd Marshall, Ph.D. candidate, center

at the college's library, thanks in part to Roger Merrill of the iSchool and Syracuse University Surplus. Without their expertise and assistance in procuring the computer equipment, Marshall and the volunteers would not have been able to improve the school's technology as part of their five-year project, he said.

"Just as the first printing of the Bible in 1453 was critical to the spread of ideas during the Reformation, the Internet is becoming critical for the spread of new religious ideas," Marshall said. "Changes that took place during the Reformation over a hundred year period could take only 10 or 20 years today."

Once Marshall finishes his studies at the iSchool, he hopes to continue serving people and bringing the benefits of technology to the disenfranchised people of the world.

"I would like to continue the Syracuse tradition of Scholarship in Action through research that helps bridge the digital divide in developing countries and underserved communities," Marshall said. "In addition to improving the human condition, this approach stimulates my creativity and helps keep my research questions relevant. To me, this is the ideal combination of the theological principle of 'love thy neighbor as thyself' and the iSchool's emphasis on a user-centered approach to technology." ●

Social Media

continued from page 13

DRIVEN BY THE COMMUNITY

Social media is a community driven phenomenon. Companies and universities alike are discovering that people are using social media to conduct a variety of personal and professional business. As innovator and guest speaker Manu explained during his October 7 lecture at SU, changes in people's behavior drive new business ideas.

"The future is the changes that you make to the present," he said.

The Syracuse iSchool is currently recrafting its future by responding to the needs of its students and faculty, and thus, shifting the nature of the classroom and expanding the interactions between populations.

"When the iSchool moved into Hinds Hall, Dean Ray von Dran wanted people to interact and learn from each other," said Jill Hurst-Wahl, assistant professor of practice. "However,

we are not always in the building…it seems natural that this group that is used to mingling would find new ways of doing it, which has lead to our mingling online in the social media."

The iSchool group on LinkedIn.com brings together current students with alumni and employers, and the iSchool Facebook page allows prospective students to connect directly with current students. Online social spaces allow faculty and students to learn about each other as individuals and get to know each other in a broader context.

"Social media is the way a new generation is communicating," Rotolo said. "Social media is not defined by younger generations as anything other than life."

And for the scholars who, in the past, may have seemed removed from such informal interactions with lay people, social media has moved the water cooler brainstorming sessions into a public realm.

"For me, that has been the best result of social networking in the academy," iSchool

Associate Professor R. David Lankes said. "It opens up the process, the academic foment of idea formation and discussion to a much wider audience. The format both allows and forces scholars to break free of the short hand and make the work accessible. Professors can reach out to new audiences, and invite the practitioners and general public to get involved."

JOIN OUR DIGITAL DEMOCRACY!

In the spirit of the Web 2.0 world, the iSchool invites you to join the conversation through our various social media outlets.

Engage with our students and scholars. Network with colleagues and friends. Leverage the power of social media to advance your personal and professional goals.

Check out our web site at *ischool.syr.edu* to link to our communities on the most popular social media sites, or send us a message on Twitter @syracuseischool. ●

—Heather Drost contributed to this report.

Joining forces with U.S. Army to educate tomorrow's leaders

MARGARET D. SPILLETT, EDITOR

Professor Scott Bernard, director of executive education, Vice Chancellor and Provost Eric F. Spina, iSchool Dean Elizabeth D. Liddy, and U.S. Army General Jeffrey Foley participate in a formal signing ceremony to mark the creation of an agreement to educate U.S. Army officers at the iSchool.

Equipping a soldier during World War II cost approximately $170. Today, that cost is approximately $26,000 per soldier, thanks to an increasing amount of IT-related tools, according to Brigadier General Jeffrey Foley, commanding officer of U.S. Army Signal Center (SIGCEN) at Fort Gordon in Augusta, Georgia.

However, equipping soldiers with the latest technologies also means educating them on how to effectively use these technologies. To that end, the U.S. Army SIGCEN School of Information Technology has established a formal agreement with the Syracuse iSchool to educate U.S. Army officers on how to use and manage new information and communications technologies through two master's degree programs at the iSchool.

On October 30, 2009, General Foley and officials from Fort Gordon participated in a day-long visit to the iSchool that culminated in a formal signing ceremony to announce the agreement.

The U.S. Army's Fort Gordon School of Information Technology offers 120 courses, has educated 14,000 students from more than 30 countries, and is home to the largest Microsoft and Cisco Networking academies in the free world. The iSchool, ranked No. 1 in information systems by *U.S. News & World Report*, is an internationally recognized leader in the education of information professionals.

"We see this agreement as the first step in an increasingly rich and extensive relationship between Syracuse University and the U.S. Army Signal Center School of Information Technology at Fort Gordon," said iSchool Dean Elizabeth D. Liddy.

The agreement enables soldiers who have completed FA53 Information Systems Managers and/or the FA24 Telecommunications Engineers at SIGCEN to transfer between 9 to 15 credits toward an M.S. in Information Management or M.S. in Telecommunications and Network Management at the SU iSchool. The agreement was coordinated by iSchool Director of Enrollment Management Sue Corieri, Executive Education Director Scott Bernard, and Senior Associate Dean Robert Heckman.

The agreement also allows active soldiers—many of whom may be deployed overseas—to complete the master's degree requirements through online courses. Retired army officers will also be able to take advantage of this opportunity and may enroll in the campus or the online programs.

U.S. Army Major Jonathan Hughes, a Signal Center officer who is enrolled in the iSchool's campus-based M.S. in Information Management program, described how his Syracuse experience rounded out his education as an information professional and soldier.

"It's very exciting to see that through this agreement the iSchool's virtual learning program is going to extend the same educational benefits that I've received on campus to so many of my peers who are serving in all corners of the globe," Hughes said. "I can honestly say that my time here at Syracuse has expanded my skill sets and has made me a more proficient information management professional. I'm looking forward to taking those skills back to the Army with me."

General Foley pointed out that both organizations also share a similar mission. "At Fort Gordon, we're most proud of our professional development of leaders, and we're certainly interested in helping our officers pursue a world-class education. There's a long history of Syracuse support to those who serve in our nation. We're just continuing that." ●

Student News

BLISTS selects 30 iSchool students to participate in Leadership Program

The Black and Latino Information Studies Support (BLISTS) student group sponsored a semester-long Leadership Program for iSchool students. The 10-week training program helps students develop their confidence and their communications, negotiation, team building, and conflict resolution skills.

On September 11, approximately 60 students competed for 30 slots in the iSchool's Leadership Program. The following students were selected to participate in this year's program: Felipe Martinez, Katherine Urena, Rafiluis J. De Los Santos, Jay Sumresh Bhansali, Paridhi Nadarajan, Sergio Hinestrosa, Don Holness, Johanna Olivares, Patrick Plebo, Anthony Ortiz, Cortland Bradford, Andrew Taitt, Jonathan Sanchez, Jaisa Dominguez, Elmer Mascarenhas, Abhijeet Bhanoori, Shruti Worlikar, Deepak Atreya, Jaime Suarez, Laura Cawley, Ashley Schofield, Leead Vangruber, Yu Gao, Juliana Mends, Jasy Liew Suet Yan, Nicole Dittrich, Deborah Spector, Rohan Kamat , and Endri Mataj.

These students followed a rigorous curriculum that included readings, hands-on activities, weekly meetings, and listening to guest speakers.

Two iSchool student-athletes recognized by SU Athletics

Kevyn Scott '11 of Tamarac, Florida, was named the Syracuse University Male Scholar-Athlete of the Week for the week of September 21, 2009. Scott is a starting cornerback for the Syracuse football team. He is currently tied for 9th in the Big East Conference for interceptions per game, and he is tied for 17th with passes defended per game.

Derrell Smith '10 of New Castle, Delaware, was named Syracuse University Scholar-Athlete of the Week for the week of October 26, 2009. Smith is a linebacker on the football team. This season he has averaged 9.2 tackles per game, which ranks him 3rd among defenders in the Big East Conference. His 0.67 forced fumbles per game leads the Big East Conference and his five forced fumbles tie him for 6th on the Syracuse University career ledger. He also received this honor last year for the week of November 24, 2008.

Ph.D. candidate Andrea Wiggins attends Microsoft eScience Workshop

Microsoft sponsored **Andrea Wiggins**, a doctoral candidate at the iSchool, to attend the 2009 Microsoft eScience Workshop in Pittsburgh from October 15 to 17. The workshop, co-hosted by Microsoft Research and Carnegie Mellon University, brought together scientists from different disciplines and allowed them to share how computing influences their research.

At the event, Wiggins presented a paper, "Collaborative Data Analysis with Taverna Workflows," that she co-authored with iSchool Professor Kevin Crowston and Ph.D. alumnus James Howison G'09. The paper discussed how Taverna, a free software tool for designing and creating workflows, is a valuable tool for small-scale eScience collaboration.

SU students nominated for College Entrepreneur of the Year

Brand-Yourself.com, a company started by two Syracuse University undergraduates and a 2009 alumnus, was one of five finalists in *Entrepreneur Magazine's* College Entrepreneur of 2009 contest.

Brand-Yourself.com was created by iSchool student **Pete Kistler '10**, iSchool alumnus **Robert (RJ) Sherman '09**, and Whitman student **Trace Cohen '11**. The company is the world's first online reputation management platform for job applicants to establish, maintain, and monitor a professional web presence that gets them hired.

Ph.D. candidate Brenden Kuerbis serves on ICANN panel

Brenden Kuerbis, a doctoral candidate at the iSchool, participated in a panel October 2 at an ICANN forum hosted by the Congressional Internet Caucus. The forum briefed Congressional staffers on a new agreement between the U.S. Department of Commerce and the Internet Corporation for Assigned Names and Numbers (ICANN). The new agreement creates international oversight of ICANN, the non-profit operator of the Internet's domain name system. Previously the U.S. government provided primary oversight of ICANN. The new agreement will create review panels that ensure ICANN complies with international oversight. Kuerbis was quoted about the review panels in a PCWorld.com article.

Ph.D. candidate Andreas Kuehn wins Austrian e-government innovation award

Andreas Kuehn, a Ph.D. student at the iSchool, won an Austrian e-government Innovation Award for his article "Boundary Objects in E-Taxation." Kuehn's article details the holistic approach used in developing successful e-government and e-taxation systems. In his article, Kuehn explains that coordination and collaboration are crucial in multi-million dollar endeavors where actors with differing views, interests, and values are required to work closely and effectively together.

Ph.D. candidate Johanna Birkland participates in master class on gerontechnology

Johanna Birkland, a Ph.D. student at the iSchool, was one of six student-scholars selected to participate in the fourth annual Master Class on Gerontechnology in Eindhoven, Netherlands, on November 10 and 11. The master class brought young scientists together with top European researchers to discuss gerontechnology issues. The field of gerontechnology focuses on the intersection of gerontology and technology.

Birkland presented a poster at the master class on the study that she plans to use for her dissertation. Her poster and dissertation investigate what types of issues impact older adults' usage of information and communication technologies.

iSchool team grows hair to fight men's cancer

The men of Hinds Hall sported more facial hair than usual in November to support an international month-long charity event, called Movember. The word "Movember" is a combination of "mo" (Australian slang for mustache) and "November." Movember participants spend the month of November growing mustaches to call attention to men's health issues, specifically prostate cancer and testicular cancer.

"It's nice to be able to address such a heavy issue with a light approach," said Shay Colson G'10, a master's student in the information management program. He was one of approximately 20 people from the iSchool who participated in Movember. The event culminated with a celebration, Mustachio Bashio, that was held in the student lounge.

iSchool visits Asia to explore collaborative opportunities

KIMBERLY MONTENYOHL, CONTRIBUTING WRITER

In November, Senior Associate Dean Robert Heckman and Director of Enrollment Management Sue Corieri spent 10 days traveling around India, one of the world's fastest-growing economies and an emerging global power in the information technology industry. While in Asia, Heckman also took a brief side trip to Singapore and Malaysia to explore possible future collborations.

"We just felt we had so much to learn," Corieri said. "As educators, it's important that we understand the global perspective because it will affect the business decisions our students make in their future careers."

Corieri started the trip in the Indian capital of New Delhi, where she represented the iSchool at the FICCI Higher Education Summit. FICCI, or the Federation of Indian Chambers of Commerce and Industry, is a non-profit organization that works closely with the government on policy issues, enhancing efficiency, competitiveness, and expanding business opportunities. FICCI invited top American universities to the Higher Education Summit to share their expertise on how to establish rigorous, competitive academic programs.

Corieri said she spoke to representatives from roughly 50 different universities while in New Delhi. The universities were interested in learning more about how to strengthen the higher education opportunities in India. They also wanted to learn about the iSchool and how it can benefit Indian students.

While Corieri was in New Delhi, Heckman traveled to Singapore. There, he met up with Paul Gandel, an iSchool professor on a one-year leave of absence currently serving as CIO of Singapore Management University. Heckman and Gandel met with the dean of the iSchool at Singapore Management University. They also talked with representa-

Left: Director of Enrollment Management Sue Corieri talks with a prospective student during an information session. Center: Corieri and Senior Associate Dean Robert Heckman learn about Indian culture. Right: Heckman met up with iSchool alumnus Anis Yusoff G'93 in Kuala Lumpur.

tives from JPMorgan Chase Singapore and discussed collaboration opportunities as well as how to strengthen the Syracuse iSchool's Global Enterprise Technology curriculum. In addition, Heckman and Gandel met with information management alumnus Gary Wee G'05.

Heckman and Gandel traveled to Kuala Lumpur, where they met with several iSchool alumni, including Anis Yusoff G'93, Shahren Ahmad Zaidi Adruce, Nasriah Zakaria, and Mohammad Fauzi Hamid. Many of the alumni work at Malaysian universities, and Heckman and Gandel talked with them about exploring avenues for collaboration with their institutions. "It was good to rekindle contact with international members of the iSchool family," Heckman said.

Heckman and Gandel met up with Corieri in Chennai, India, where they talked with representatives from B.S. Abdur Rahman University and hosted an information session about the iSchool. Chennai native Murali Venkatesh, an associate professor at the iSchool, was visiting his hometown and was able to attend the information session, too. "It was wonderful to have him there," Corieri said. "He knows the iSchool intimately, so he was able to talk about his experiences and the educational value that the iSchool brings to its students."

They held information sessions in Bangalore and Mumbai, and also met with Jay Srinivasan G'92, a management consultant at CubbonPark Consulting. In Mumbai, they spoke to the principal of Thadomal Shahni Engineering College, and connected with alumni Omesh Bhujbal G'02 and Virat Chirania G'05.

"The trip was a great success," Corieri said. "Everywhere we went, we were received with open arms. We went there to build relationships, and we were overwhelmed by all of the opportunities that we found."

Heckman and Corieri are still analyzing all of the information that they gathered during their trip. They are considering many different avenues for Asian collaboration, including faculty exchanges, student internships abroad, expanding the iSchool's overseas career network, and recruiting more Asian students to participate in the iSchool's distance learning and executive education programs.

"Strengthening our relationships abroad will be important to the iSchool as we go forward," Heckman said. "The world is getting smaller and smaller, and it's important for us to bring global enterprise technology into the classroom." ●

iSchool student team advances to finals in Morgan Stanley Case Competition

A team of four iSchool information management graduate students advanced to the final round of the Morgan Stanley Case Competition, held September 23, 2009, at the Sheraton Syracuse University Hotel and Conference Center.

Chhavi Gupta G'11, Hemant Gupta G'10, Deep Vinay Shah G'11, and **Piyush Tripurari Sharma G'11** developed a non-profit organization whose mission was to increase awareness among minority liberal arts students of the value of their education and training to the business sector. Professionals from Morgan Stanley and other companies judged the students' ideas, presentation, and financial model.

Endri Mataj G'10 delegate to SCUSA 61 at West Point Military Academy

Endri Mataj G'10, an Albanian Fulbright Student in the M.S. in Telecommunications and Network Management program at Syracuse University School of Information Studies, was selected as a delegate to the International Student Delegation for the Student Conference on United States Affairs (SCUSA).

SCUSA 61, "Advancing as a Global Community: Scarcity, Instability, and Opportunity, was held from November 4-7, 2009, at the United States Military Academy at West Point.

Mataj served on a panel on the Challenges of European Integration, which consisted of 16 delegates representing Albania, Czech Republic, Germany, France, Spain, Netherlands, and the United States. The panel outlined a policy draft with recommendations on how to approach the challenges European Union (EU) faces. They focused on the integration of Turkey, and the enhancement of the relations between United States, EU and NATO.

Executive Doctorate student Paul Stamas named a 2010 Computerworld Honoree

Paul Stamas, a Doctorate of Professional Studies in Information Management student, was named a 2010 Computerworld Premier 100 Award Honoree, making him one of Computerworld's top 100 IT Leaders for 2010.

Each year, Computerworld launches a nationwide search for nominations of technology professionals who have demonstrated leadership in their organizations through technology.

Stamas, vice president of IT at Mohawk Fine Papers Inc. in Cohoes, N.Y., helped his company overcome new competitors by helping them to implement a far-reaching system to track and improve energy conservation. Stamas also helped expand Mohawk's distribution network in Europe and launched a comprehensive e-commerce project to further broaden the company's offerings to its customer base.

Ph.D. student Jaime Snyder named liaison for Interdisciplinary Curriculum Development

Jaime Snyder will assume responsibilities as liaison for Interdisciplinary Curriculum Development between the iSchool and the SU College of Visual and Peforming Arts through a year of exploration, which will be called **Common Ground.** This project will include events, talks, projects, and cross-teaching to further engage and enlighten faculty and students from both schools as to our mutuality of interests, and to lay the groundwork for a potential new interdisciplinary design-information signature focus for SU.

Building on her own professional training and practice as an artist, the successful course she co-taught with VPA last year, and her leadership of the Windows Project, Snyder is well suited for this role, according to Dean Elizabeth Liddy.

Check out the CommonGround blog: *http://common-ground.syr.edu.* ●

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ALUMNI NEWS

ALUMNI VOICES

Social Media: Mainstream communications

BARBARA SETTEL, DIRECTOR OF ALUMNI RELATIONS AND ANNUAL GIVING

Do you have a Facebook page? Do you use Twitter? Do you maintain a LinkedIn profile? Do you blog? Even if you answered no to every one of these questions, it is likely that you have friends and family that use social media, or you work for a business or organization that now uses one of these forms of social media. Social media is more than just the trend "du jour," it is a mainstream form of social networking and public communication. Like a web site, no legitimate business or organization can afford to do without it.

The iSchool recognized that we needed to do more in this arena. We recently created a new staff position, Social Media Strategist, to ensure that we are maximizing the school's use of these sites to promote our brand and our programs. Anthony Rotolo manages our social media strategy and teaches classes on using social media as an information tool. After learning the basics, many of our students go on to develop software applications and start-up companies which incorporate social media. One alumnus, Darren Paul '00, owns a company, Night Agency, which helps other businesses rethink their marketing strategies and incorporate social media concepts into their business models.

True to the spirit of social media—bringing people together to share common interests—we are now bringing alumni together to talk about how they are using social media to advance their personal and professional lives. We call it the "Social Media Road Show". Anthony Rotolo '02, G'06, iSchool Social Media Strategist, and Dean Liz Liddy G'77, G'88, are touring the country, making stops in several cities to engage all SU alumni in a conversation about social media. They visited San Francisco and Palo Alto in November, where they met alumni from the iSchool as well as a number of other SU schools and colleges. The presentation and reception have been extremely well received, and we look forward to seeing many of you at the upcoming events. See page 2 for a list of upcoming events.

Of course if you can't make one of these events, you can always "converse" with us through the many social media sites where we are present. Join our Facebook fan page and our Linkedin alumni group to keep up to date with changes on campus and stay connected with your classmates. Our school blog, *Information Space* (*ischool.syr.edu/blog*) has just been launched, and we would love to hear your comments on any topic, but especially how your work and life has been affected by social media. See you online! ●

Your News

PLEASE

use the enclosed envelope to let us know about your professional and personal accomplishments so we can include them as news items in future issues of *Home Page*. Also, please inform us of any address changes.

YOU MAY ALSO

visit the alumni web site at *ischool.syr.edu/alumni* to update your address, make a gift to the school, or join the online alumni community. You can now submit class notes online.

OR CONTACT

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B.S. in Information Management and Technology

Patrenia Gooden '96 is a fourth-grade teacher at Teasley Elementary School in Smyrna, Ga. She has completed a master's degree in education as well as a specialist degree in technology of education.

Kristen Schuliar '04 is a project manager at Aetna Inc. and recently completed her Project Management Professional (PMP) certification. She also earned an MBA from the University of Connecticut in May 2009.

Carl Cowan '05 is a communications specialist for MedSTAR Transport, a trauma outfit for Washington Hospital Center in Lanham, Md. As a communications specialist, he is responsible for coordinating air and ground transport requests for WHC/MedSTAR, as well as interfacing with regional EMS/Police/EOC jurisdictions for Medevac and scene requests.

Michelle Duquette '07 is information systems security engineer at Booz Allen Hamilton in Washington, D.C.

Michael Edrich '08 is an installation coordinator with Bloomberg L.P. in New York City.

Benjamin Whitney '08 is a cyber security analyst at Edgewater Federal Solutions in Urbana, Md.

Joshua Algaze '09 is an associate at BTIG in New York City.

Ian Alter '09 is an account manager with Chelsea Technologies in New York City.

Carlos Alvarez '09 is a compliance associate at GMS Group in New York City.

Stephen Andress '09 is a play-by-play reporter at ESPN in Philadelphia.

Jeffrey Bartholomew '09 is co-director of sales and promotion at JudaMuzik in New York City.

James Bell '09 is enrolled in the M.S. in information management program at the Syracuse University School of Information Studies.

Matthew Bellezza '09 is an information management leadership associate at NBC Universal in Los Angeles.

Marian Berda '09 is a computer consultant at Syracuse University.

Gabriel Berfield '09 is a software engineer at Infosys Technologies in Quincy, Mass.

Patrick Bresnahan '09 is a technology analyst with JPMorgan Chase in Syracuse.

Lindsay Briggs '09 is enrolled in the master's in broadcast journalism program at the S.I. Newhouse School of Public Communications.

Melissa Cavaiola '09 is a network administrator at Aids Community Resources in East Syracuse.

Robert Cave '09 is a network analyst with JPMorgan Chase in Syracuse.

Ashley Cohen '09 is an account representative with International Ingenuity in McLean, Va.

Bradford Cortland '09 is enrolled in the M.S. in information management program at the Syracuse University School of Information Studies.

Kristen Coulon '09 is an intern with the Department of the Interior, Bureau of Indian Affairs, in Herndon, Va.

Richard Davis '09 is senior business development manager at Unisys in Rochester, N.Y.

Nicole DeCesare '09 is enrolled in the master's degree in Human-Computer Interaction program at DePaul University in Chicago.

Sharon DiFusco '09 is an analyst with JPMorgan Chase in Syracuse.

Kevin Dong '09 is enrolled in the certificate of advanced study in information security management program at the Syracuse University School of Information Studies.

Jonathan Faibis '09 is an associate in IT advisory at Ernst and Young in New York City.

Michael Fleishman '09 is an area systems technician with the Marriot in Baltimore.

Pedro Fuentes '09 is employed by the Department of Education in Indiana.

Matthew Gerlach '09 is an analyst with JPMorgan Chase in Syracuse.

Juliann Greenberg '09 is project coordinator with Lincoln Financial Group in Philadelphia.

Tyler Harris '09 is an assistant for sales and IT at Royal Chrysler in Oneonta, N.Y.

Danielle Holmes '09 is a technology analyst with JPMorgan Chase in Syracuse.

Ben Huber '09 is employed by Bridgewater Associates in Westport, Conn.

Cintia Johnson '09 is a customer service representative at Carrier Corporation in Syracuse.

Brittany Jurick '09 is radio promotions assistant at Atlantic Records in New York City.

Andrew Kieffer '09 is an associate in Travelers Insurance Information Technology Leadership Development Program in St. Paul, Minn.

Will Kievit '09 is an associate in the information management leadership program and is project leader in risk systems for GE Capital in New York City.

Dedicated to Service

AIMEE SCANLON G'95

BY MINHEE CHO, CONTRIBUTING WRITER

After graduating with a B.A. in philosophy from Colgate University in 1994, Aimee Scanlon G'95 found herself back at home, living with her parents—a prospect many of today's college students are also facing due to the current economic recession.

"I thought I wanted to pursue a career related to political consulting," Scanlon said. "However, I could not find a job that I was very excited about."

Scanlon's father, David Smith, who was at that time the vice president of enrollment management at Syracuse University, suggested that she explore her options for graduate study. He had specifically heard good things about the iSchool and encouraged Scanlon to look into the types of career paths in the information field.

"I followed [my dad's] good counsel, and took a summer class in network management," Scanlon said. "Although it was completely different from anything I had studied before, I really enjoyed it and decided to pursue my graduate degree through the iSchool that year."

Scanlon wasted no time and ended up completing the coursework for her two-year M.S. in Information Management program within a year. After completing a paid internship, she was hired by Freddie Mac in Reston, Va., for a full-time position in the data communications department. She worked for the next two years as the company's e-mail administrator and gained the technical experience she was looking for.

"I had no prior experience in technical work, and did not have a natural tendency for it," Scanlon said. "However, I planned to have a career that focused heavily on technology and felt that it was important to have several years of hands-on experience in technical work prior to moving into management or consulting."

Since then, Scanlon has worked for Congressional Quarterly, Booz Allen Hamilton, and even Syracuse University, where she helped implement the PeopleSoft (now Oracle) system. At one point, Scanlon worked for a small contracting company called RGS Associates in Crystal City, Va., where she supported the U.S. Navy in the area of long-term budget planning for logistics information technology. She was later hired as a Navy civilian and now works directly for the government.

Scanlon's current title is Branch Head of Logistics Technology and Innovation. She is a member of the Chief of Naval Operations staff, specifically in the logistics area.

"Living in the Washington, D.C., area, I am excited about working for the government, particularly the Department of Defense," she said. "I feel a strong pull to public service, and this particular job leverages my past work and educational experience nicely. I have found my colleagues to be top notch, smart, and dedicated professionals. It is truly an honor to spend my work week with a group of people who are working for the good of the Navy and the country."

Now nearly 15 years since her iSchool graduation, through all the career twists and turns, Scanlon still recognizes how her time here at the iSchool has helped shaped her future for the better.

"The iSchool experience has helped my career in many ways," Scanlon said. "The program gave me a strong foundation in both technical knowledge and introductory management and strategy development. While it is impossible to achieve an expert level of knowledge in the information technology field from education alone, I found that the iSchool offered a strong mix of subject

Aimee Scanlon G'95

matters as well as practitioners and academicians to instruct us."

In particular, Professor Bob Benjamin's Organizational Change Management course translated easily into her "real-world" work experiences, and Professor Murali Venkatesh was dedicated to ensuring that his students understand a fairly technical topic and had the confidence in their skills, said Scanlon.

"It was exciting for me to pursue a career-oriented course of study," Scanlon said. "I felt as if I was preparing myself for my future career and for living an independent life. The year I spent at the iSchool, I could feel myself really becoming an adult." ●

Jacob Kuss '09 is an associate in Travelers Insurance Information Technology Leadership Development Program in Hartford, Conn.

Patrick Lauzon '09 is an associate in General Electric's Information Management Leadership Program.

Kenneth Malley '09 is junior technical operations analyst at Carney Inc. in Washington, D.C.

Richard Mooney '09 is an associate in General Electric's Information Management Leadership Program in Cincinnati.

Kevin Nassimi '09 is an IT consultant at Winbrook Management in New York City.

Matthew Neman '09 is employed by Premier Care Industries in West Babylon, N.Y.

Thomas Nichol III '09 is an IT technician at Hatch Mott MacDonald in New York City.

Rebecca Noble '09 is employed by the New Woodstock (N.Y.) Free Library.

Adam Noyes '09 is a technology consultant in Boston.

Stephanie Ohol '09 is a graduate assistant with the Buffalo Bills in Buffalo, N.Y.

Amy Ossip '09 is working in consumer goods in New York City.

Yaw Owusu-Safo '09 is enrolled in the M.S. in telecommunications and network management at the Syracuse University School of Information Studies.

Bella Pangah '09 is an IT professional in Washington, D.C.

Clayton Parker '09 is junior help desk technician with the New York City Office of the Mayor.

Michael Perdew '09 is a media production professional in Los Angeles.

Ricky Podsiadlo '09 is an IT administrator with Liberty Mutual in Portsmouth, N.H.

Ethan Sawka '09 is a technology analyst with JPMorgan Chase in Syracuse.

David Schatz '09 is a software engineer with Walt Disney Internet Group in Los Angeles.

Nathanael Sellars '09 is an analyst with JPMorgan Chase in Syracuse.

Scott Sheridan '09 is vice president at Naughton and Associates in Syracuse.

Sommer Smith '09 is assistant event planner at Todd Events in New York City.

Umphavanh Thatvihane '09 is Third Keyholder at Against All Odds in Moonachie, N.J.

M'Lis Traver '09 is a keyboard specialist at SUNY ESF in Syracuse.

John Troynousky '09 is a junior web developer at MWW Group in East Rutherford, N.J.

Alex Widrick '09 is a consultant for marketing and sales at Headstrong in New York City.

Devon Williams '09 is a software engineer at UniSys in Reston, Va.

Stephanie Zuniga '09 is an associate in General Electric's Information Management Leadership Program in Atlanta, Ga.

Minor in Information Management and Technology

Jennifer Criscuolo '07 (Whitman) is program manager at Telephonics Corporation in Farmingdale, N.Y.

M.S. in Library and Information Science

Elnora Minoza-Mercado '57 is co-author of Voices from Colorado: Perspectives of Asian Pacific Americans, 2008.

Oxana Horodecka '68, coordinator of Electronic Programs, Cataloging in Publication, U.S. & Publisher Liaison Division, Library of Congress, retired effective January 2, 2010, after 41 years of service at the Library of Congress.

Diana (Lauterbach) McGarry '92 is senior knowledge management, information, and content architect at KNOWtoABLE in Raleigh, N.C. She recently completed a novel and is working on two other books.

Steve Weiter '95 was appointed director of College Libraries at SUNY College of Environmental Science and Forestry in Syracuse.

Jim Baillie '99 was promoted to development officer of the Annual Fund at Naropa University in Boulder, Colo.

Morna Hilderbrand '04 is manager of information delivery service at Rochester Institute of Technology in Rochester, N.Y.

Rebecca (Hubler) Kindon '05 is coordinator for Instruction, Reference, and Educational Services at SUNY Upstate Health Sciences Library in Syracuse.

HO**20**ME PAGE

D E V E L O P M E N T   F O R U M

Supporting the iSchool on its path to excellence

PAUL BRENNER,
EXECUTIVE DIRECTOR OF DEVELOPMENT

In an October op-ed piece, *New York Times* columnist Thomas Friedman wrote, "Those who are waiting for this recession to end so someone can again hand them work could have a long wait. Those with the imagination to make themselves untouchables—to invent smarter ways to do old jobs, energy-saving ways to provide new services, new ways to attract old customers or new ways to combine existing technologies—will thrive."

The innovation that Friedman talks about is precisely what drives the iSchool. Every day our faculty and students work toward finding better, smarter, more efficient, and more creative ways of using information and information technologies to transform our world. This fall, the iSchool undertook several major projects that demonstrate our commitment to leading innovation and change in the information field. Among other endeavors, the iSchool is helping to develop a new national health care database, collaborating with the U.S. Army to educate future leaders, and working with Verizon to educate middle school students on Internet safety.

The iSchool's Board of Advisors is eager to foster the success of these projects, as well as other new opportunities that arise. At a board meeting in New York City right before Thanksgiving, the development subcommittee announced a $150,000 gift this year. The subcommittee challenged the rest of the board to raise an additional $50,000 by the end of the fiscal year that they will also match, for a total board gift of $250,000. If that goal is met, it will represent unprecedented support by the board of advisors! The funding will be used for new and exciting iSchool projects proposed by Dean Liddy and endorsed by the board.

At the meeting, the board also made ambitious plans to rise to a challenge set forth by Syracuse University Vice Chancellor and Provost Eric F. Spina. He requested that all school boards target a 100 percent giving participation rate within the next three years. The board made plans to lead the other schools on campus and achieve 100 percent participation by the end of the year. The energy and enthusiasm of the board is inspiring. Their support is clearly reflected in the momentum and success that the iSchool has achieved in recent months.

In order for the iSchool to continue on its path to excellence, we need even greater support. The tough economy has made it more important than ever for the iSchool to find new and better ways of expanding human capabilities through information. We have adopted a three-legged stool approach to outline the areas that need your support:

- Annual Fund Giving, gifts of any size that carry the school from year to year;
- Major Gifts, such as endowed faculty positions, scholarships, building naming opportunities or other projects; and
- Donor Estate Gifts, including deposit accounts, retirement plans, insurance policies, annuities, and charitable lead trusts.

There are several tax-advantaged ways of contributing to the iSchool's giving campaign, including estate gifts, gift annuities, and charitable trusts. These types of gifts do not necessarily require any cash outlays. To learn more about how to tailor giving opportunities to your personal circumstances, contact me at *pbrenner@syr.edu* or 315-443-6139. I look forward to hearing from you, and I promise to keep you informed as the campaign continues. •

American Heritage Center in Laramie, Wy.

Jessica Howard '09 is reference and web services librarian at Musselman Library at Gettysburg College in Gettysburg, Pa.

Elizabeth Jurkiewicz '09 is a library clerk at Solvay (N.Y.) Public Library.

Sylvia Kendrick '09 is a teacher in the Rochester (N.Y.) Central School District.

Jennifer Kilbury '09 is a library technician Syracuse University Bird Library.

Seiko Kojima '09 is a librarian at the International University of Japan in Niigata, Japan.

Randi Kraemer '09 is an account manager at Special Ops Media in New York City.

Kimberly Lee '09 is a teacher in the Rochester (N.Y.) Central School District.

Kathryn Lulofs '09 is library director at Simmons Institute of Funeral Service in Syracuse.

Natalie Panshin '09 is a library media specialist at Morristown Central School in Morristown, N.Y.

Maura Proctor '09 is a support specialist at Paychex Inc. in Rochester, N.Y.

Kathleen Schisa '09 is director of the Web-based Information Science Education (WISE) at the Syracuse University School of Information Studies.

Carrie Solinger '09 is enrolled in the Ph.D. in information science and technology at Syracuse University School of Information Studies.

Tracy Sparent '09 is an office coordinator at Syracuse University.

Patricia Vargas Leon '09 is a library consultant with the Division of Oceanic Affairs and Law of the Sea at the United Nations in New York City.

M.S. in Information Management

Jeff Hunt '95 is employed at InfoPrint Solutions in Binghamton, N.Y.

Yeliz Eseryel '02; MBA '03 is assistant professor at the University of Groningen, at the Faculty of Business & Information Technology, in the Netherlands. She is also currently enrolled in the Syracuse University School of Information Studies Ph.D. program.

Kavitha Veigas '05 is a business analyst at Omego in Boston.

Robert J. Osborn II '06 is deputy director of the U.S. Transcom Command, Control, Communications and Computer Systems in the U.S. Air Force at Scott Air Force Base, Ill.

Sweeny Fernandes '07 is senior associate with KPMG Contract Compliance Services in Houston. Since joining KPMG, she has completed Certified Information Systems Auditor certification.

Di Lu '08 is a business management analyst ay JPMorgan Chase in Hong Kong.

Murugan Pandian '08 is retail application developer at Bright House Networks in East Syracuse.

Shiv Kumar Bansal '09 is a business analyst at EDS in Dublin, Ohio.

Mandy Burkard '09 is a PC software support specialist with the Liverpool (N.Y.) Central School District.

Kim Colton '09 is vice president/area director at Ciber Inc. in Peachtree City, Ga.

Edward DePalma '09 is an engineer at the Air Force Research Laboratory in Rome, N.Y.

Jeff Dunkelberger '09 is a sales executive with Dell Computers in Alexandria, Va.

Michael DeRosier '09 is a major in the U.S. Army.

Lisa Thomas '06 is a digital services librarian at Southern Connecticut State Library in New Haven, Conn.

Meg Grotti '07 is assistant librarian and coordinator at the University of Delaware Library in Newark, Del.

Michelle Bombard '08 is a library media specialist at Notre Dame High School in Elmira, N.Y.

Jill Golden '08 received a fellowship at Stanford University in Palo Alto, Calif., where she is pursuing a master's degree in Russian and East European Studies.

Monica Moore '08 is visiting e-resources librarian at Illinois Wesleyan University in Bloomington, Ill.

Rabecca Pierce '08 is a school library media specialist at Alden Intermediate School in Alden, N.Y.

Mariah Prentiss '08 is a library media specialist at Groton Elementary School in Groton, N.Y.

Adrienne A. Turner '08 is a research analyst at Mesirow Financial Consulting in New York City.

Maura Valentino '08 is coordinator of digital initiatives at University of Oklahoma in Norman, Okla.

Elizabeth Angelastro '09 is assistant librarian at Manlius Public Library in Manlius, N.Y.

Meg Backus '09 is adult programming librarian and public relations coordinator at Northern Onondaga Public Library in Cicero, N.Y.

Colleen Brin'Amour '09 is a teacher in the Rochester (N.Y.) Central School District.

Andrea Catroppa '09 is a library technician at Syracuse University Bird Library.

Jordan Fields '09 is digital projects manager at Kansas City Public Library in Kansas City, Mo.

Ben Goldman '09 is a digital programs archivist with the University of Wyoming

Digital Marketing Guru

DARREN PAUL '00

BY MINHEE CHO, CONTRIBUTING WRITER

With a client base ranging from major corporations, such as Hanes, Dial, and Keds to non-profits like Keep A Child Alive, Syracuse iSchool alumnus Darren Paul '00 has sure made a name for himself in the world of digital advertising, marketing, and public relations.

Paul is the managing partner of Night Agency *(www.nightagency.com)*—a company he co-founded with his friends and fellow SU alumni Evan Vogel '00 and Scott Cohn '99. Located in New York City, Night Agency offers services in everything digital: web sites, applications, interactive advertising campaigns, etc. In particular, Paul is in charge of the company's overall leadership and strategic direction as well as day-to-day management and strategic counsel for many of the firm's clients.

"My responsibilities are 360, ranging from creative, technology, communications, finance, HR, PR, marketing, and media," Paul said. "That is particularly what I love most about my job—the fact that every day is different, and involves working with different people, on different projects with different challenges. It definitely keeps things fresh and exciting."

He and his company have been featured in various books over the years, including Paul Gillin's *The New Influencers: A Marketer's Guide to the New Social Media.* "For me, it was good to be included in this book when we were," Paul said. "The book originally published in 2007, long before the craze, and eventual buzzwording, of social media. It helps to cement the fact that we're working in areas that are quickly changing and emerging, and building confidence in our outlook for the future."

Paul himself has been honored as well with his recent induction into the International Academy of Digital Arts and Sciences. Founded in 1998, this invite-only organization boasts more than 550 members, including the likes of musician David Bowie, Virgin Group founder Richard Branson, Internet inventor and Google Chief Internet Evangelist Vinton Cerf, "Simpsons" creator Matt Groening, and others.

Through all of his success and professional endeavors, Paul recognizes the important role his Syracuse iSchool education has played.

"It set the framework for my understanding and interests of the parallels and intersections between business and technology," Paul said. "It seems like an eternity ago that I was a student, however, early on in the development of my company, I turned to examples and instances that I learned at the iSchool. Additionally, Jeff Rubin's web design class was my introduction to HTML, and basic web design in general. As the founder of a creative digital agency, I have to give credit to him and that class for inspiring me early on in the world of digital development."

Although the iSchool's web design class was one of Paul's most practical and relevant experiences at the iSchool, he still remembers and cherishes his time spent on other academic work.

"My fondest memories are based on a work-study program I conducted with R. David Lankes for a business idea I had," Paul said. "I spent the summer between my junior and senior years working on the business plan and trying to develop the idea into a formidable company. The company never launched, but to this day I believe the concept had and still has tremendous merit."

SU's impact on Paul's life goes beyond academics and professional accomplishments as well. He married his college sweetheart, an SU alumna, and even visited Memphis, Tennessee, in March to watch the Syracuse Orangemen in the NCAA Sweet 16.

Darren Paul '00

"The same things that attracted me to SU in the first place—pretty girls and the sports program—are still highly prevalent in my life," Paul said. "I'm still a huge fan of the SU sports program, and the pretty girls that move me today are my beautiful wife Carrie, and gorgeous baby daughter, Eva. You can say SU has had a tremendous impact and influence on my life."

In the future, Paul has high hopes for Night Agency and wants this growing firm to accomplish even more than it already has.

"Professionally, I am focused on pushing Night Agency to new heights," Paul said. "We believe we have an opportunity to help rewrite the rules of communications. We want to be revered as the best creative digital agency in the world. These are exciting times. I've taken the approach to a shorter term outlook on life and business. Even if I had a crystal ball and could see life 10 years from now, I don't know if I would look into it. It might just take the fun out of it!" ●

Lu Gong '09 is a software engineer at Next Jump in New York City.

Kaitlin Lambracht '08, G '09 is an associate in the Information Management Leadership Program at General Electric in Fairfield, Ct.

Yu-Chun Lin '09 is a logistic assistant at Crystal Window & Door Systems Inc. in Flushing, N.Y.

Thomas Neff '09 is project director at the U.S. Army Reserve Component Automation System in Alexandria, Va.

Krati Pachori '09 is a consultant at ETQ Management Consultants in Farmingdale, N.Y.

Vinay Pandey '09 is a consultant at MVP Consulting Plus Inc. in Albany, N.Y.

Aditya Rajagpalan '09 is a systems consultant at Eze Castle Software in Boston.

Prasad Raote '09 is a consultant with Unisys Corporation in Blue Bell, Pa.

Tamana Raspal '09 is a software engineer at CA Inc. in Framingham, Mass.

Bhanu Rathore '09 is a business analyst at EDS in Dublin, Ohio.

Paul Rigby '09 is an information systems manager in the U.S. Army.

Shilpa Shrivastav '09 is a research assistant at Standard & Poor's in Pailin, N.J.

Tiffanee Thompson '09 is a consultant at Ernst & Young in New York City.

Paul Wachtler '09 is an information security officer at Lincoln Labs at MIT in Lexington, Mass.

Nick Weber '09 is a scientific informatics and infrastructure analyst at the National Institute of Allergy and Infectious Diseases in Baltimore.

M.S. in Telecommunications and Network Management

Alpika Singh '08 is a QA Tester for MVP Consulting Plus Inc. in Albany, N.Y.

Patrick Rummel '09 is employed at the IRS in New Carrollton, Md.

Hesham Sayed '09 is pursuing a Ph.D. in information science and technology at Syracuse University School of Information Studies.

Jainish Shah '09 is an IT administrator at Lown Cardiovascular Research Foundation in Brookline, Mass.

Ph.D. in Information Science and Technology

Norhayati Zakaria '06 is assistant professor at the University of Wollongong in Dubai.

Na Li '08 is assistant professor at the Center for Graduate Studies at Baker College in Flint, Mich.

HOME 22 PAGE

Alumni Jennifer G'02 and Jeffrey Rubin '95, G'98 donate $100,000 to the iSchool's Raymond F. von Dran Fund

BY MARGARET D. SPILLETT, EDITOR

Jeffrey Rubin '95, G'98 leads by example. As a student in the School of Information Studies (iSchool) more than a decade ago, he put his classroom learning to work and launched his own company, Internet Consulting Services. As a Professor of Practice in the iSchool, he currently teaches all first-year iSchool students and students from across campus in the introductory IST 195 Information Technologies course, and incorporates real-world lessons from his experience as a successful entrepreneur, CEO, and alumnus. His accomplishments inspire iSchool students and alumni, as well as his colleagues.

Now, at the modest age of 36, Rubin is forging the way in stewardship. He and his wife, Jennifer, a 2002 graduate of the iSchool's M.S. in Information Management, have committed $100,000 over five years to the Raymond F. von Dran Fund to support scholarships, research, and entrepreneurial and technological initiatives at the iSchool.

"I am very proud and pleased to accept this generous gift from Jeff and Jennifer," said iSchool Dean Elizabeth D. Liddy. "It serves as an inspiring example of how our alumni can show their gratitude for what they've learned as students in the iSchool. Jeff is an exceptionally good model of a successful graduate paying it forward. Ray, too, would be very proud."

Jeffrey Rubin said that he wanted what he hopes is his first of several major gifts to the University to go to the iSchool.

"The iSchool, in particular, has done a lot for us," he said. "It's where we got our education—for me both my undergrad and graduate degrees. The iSchool also gave me my first teaching opportunity, and the faculty and staff here have done a lot to mentor me along the way. I wanted my first gift to be to the iSchool, and in particular, to the Ray von Dran Fund. Ray was a huge mentor of mine, and it was very important to me that my gift would support his fund."

In recognition of their gift, the Rubins will have the opportunity to name a space within Hinds Hall, the home of the iSchool. They have yet to decide what space they will name.

"Jeff and Jennifer's gift sets such a wonderful precedent and example," said Paul Brenner, Assistant Dean for Advancement. "Jeff has had such a positive impact on the lives of so many young alumni. The fact that he and Jennifer have dug deep for this shows their strong commitment to the school and the memory of Dean von Dran, and I hope it inspires others to join them."

Jeff Rubin hopes that their gift will act as a catalyst to other young successful alumni to support the iSchool. "I just think a lot of people don't realize how much these gifts help," Rubin said. "Setting up a gift can be done on your own terms—whether that's a lump sum or spread out over time or in a will. One thing I realized with all the work that I do here at the University

Jeffrey Rubin '95, G'98

is that these gifts are what allow Syracuse University to be Syracuse University, with its exceptional facilities, faculty, and opportunities for students. I am hoping that others might realize that and write out that check for whatever amount makes sense to them."

The Rubins' gift will be counted in The Campaign for Syracuse University's total. With a goal of $1 billion, The Campaign is the most ambitious fundraising effort in SU's history. By supporting faculty excellence, student access, interdisciplinary programs, capital projects, and other institutional priorities, the campaign is continuing to drive *Scholarship in Action*, More information is available at *http://campaign.syr.edu*. ●

The Raymond F. von Dran Memorial Fund

Donations may be directed to:
The SU Raymond F. von Dran Fund
School of Information Studies
343 Hinds Hall
Syracuse NY 13244
ischool.syr.edu/ray

or contact Paul Brenner
Assistant Dan for Advancement
pbrenner@syr.edu
315-443-6139

Alumnus and Professor Scott Bernard G'98 provides founding gift for Executive Doctorate Fund

BY MARGARET D. SPILLETT, EDITOR

Thanks to a $10,000 gift from Professor of Practice Scott Bernard G'98, students in the Executive Doctorate in Information Management now have a flexible fund to use to assist peers who may need financial assistance from time to time.

Bernard, who directs the iSchool's Executive Education Program, hopes his gift will permanently establish the new Executive Doctoral Program Student Support Fund and serve as a catalyst for others to support it.

"Once I got to know the executive doctorate program as its first director, I saw the need for a fund to help these students through financial situations that arise sporadically," Bernard said. "The fund could cover such things as travel expenses, support to attend a residency session or a conference, or tuition support for an academic term."

Paul Brenner, iSchool assistant dean for advancement, said Bernard sets an example for other faculty, not only in his financial support for the program, but also in his innovative thinking. "Dr. Bernard was crucial to the development of the executive doctorate program, and now he has come up with a creative way to ensure its future success," Brenner said. "He

also follows through on his ideas by providing the support to see them realized."

The fund will be administered by one student representative from each year's cohort, alumni of the program, and a faculty representative. They will then suggest to iSchool Dean Elizabeth D. Liddy who or what qualifies for support from the fund as a need arises, and she can distribute accordingly.

"We are thrilled to receive yet another gift from Scott, who has long demonstrated his conviction as to the quality of an iSchool education with funding to support our students," Liddy said. "As the program's first director, Scott has observed firsthand the temporary financial challenges these students sometimes experience. It is reassuring that we now have the Executive Doctoral Program Student Support Fund for such emergencies. I am hopeful that these students' situation will resonate with others, who will add their donations to Scott's founding gift."

Bernard also sees the fund as a way to bring the group of executive doctorate students together to build their identity and create a feeling of community, despite geographical distances and being at various stages in the completion of the degree.

The Executive Doctorate is a part-time, limited residency program for mid-career professionals that spans three years. Students attend five-day residencies twice a year and meet for an extended webcast in January. During the academic year, they take online courses, participate in weekly phone calls about coursework, and monthly phone conferences with their peer cohort.

Bernard, who has previously supported the iSchool with two naming gifts, said he feels fortunate to be in the position to fulfill what he calls his "stewardship obligation."

"A number of us who are either adjunct professors or professors of practice have been out there in industry, earning money, and we've had success," he said. "We're in a really blessed area of the IT profession, which remains very hot and quite lucrative.

"The iSchool is a very special place," he said. "We don't have departments. Our faculty of one creates these neat collaborations in research and teaching. A whole group of people are needed to support that and give the financial resources to keep it going and keep it accelerating. Mine is just a small part of it. This is my academic home, and I have the ability to give a bit and so I do." ●

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Syracuse iSchool helps establish Youth Literature Collection on campus

KIMBERLY A. MONTENYOHL,
CONTRIBUTING WRITER

Among Syracuse University Library's collections that span 4,000 years and range from ancient Sumerian cuneiform tablets to 21st century digital databases is a lesser-known trove of children's books.

The Youth Literature Collection was the brainchild of Ruth V. Small, Meredith Professor and director of the School Media Program and the Center for Digital Literacy (CDL). Small wanted to create a collection of materials for students who aspire to work as teachers, school librarians, or children's librarians in public libraries, children's book authors or illustrators, and reading teachers.

The collection started several years ago when Small discovered that the children's literature collection in Huntington Hall had been eliminated when the building was renovated. She realized that there was no longer a place on campus where students could find children's books for completing course assignments and projects and wanted to do something about it.

Small put out an appeal to school media alumni to help fund the collection's development. Several alumni responded to the call, including Rosemary Scalessa G'72, whose career as a children's librarian and school media specialist spanned 35 years. Scalessa made a donation in honor of her favorite iSchool professor, Dorothy McGinniss, whose passion for children's literature has inspired her. Scalessa wanted her gift to perpetuate the late Dorothy McGinniss's legacy of children's librarianship.

CDL earmarked the McGinniss legacy gift to purchase books written or illustrated by local Syracuse authors and artists. The Youth Literature Collection has also grown thanks to the generosity of several children's publishers. Small estimates that the Youth Literature Collection now includes roughly 500 titles ranging from books in foreign languages to graphic novels.

Small hopes to see the collection expanded to include books that spotlight underrepresented groups, such as the Onondaga people, who are one of the original five nations of the Iroquois and hail from the Syracuse area. Another possible area for growth includes children's books about people with disabilities.

The collection is now a collaborative project administered jointly by both E.S. Bird Library

SU students now have access to a growing collection of youth literature in Bird Library.

and CDL, and is located on the 5th floor of Bird Library.

Small gives credit to University Librarian and iSchool Advisory Board Member Suzanne Thorin for nurturing the collection's development. "We're grateful for her insight and vision for this project," Small said. "Not many academic libraries acknowledge the benefits of children's literature, but she recognized that it could be an asset to the University." ●