

SYRACUSE UNIVERSITY

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HOME PAGE

School of Information Studies
THE ORIGINAL INFORMATION SCHOOL

Innovation at the iSchool

Entrepreneurial thinking unites the interdisciplinary iSchool community

MARGARET D. SPILLETT, EDITOR

Entrepreneurship has played a dominant role in shaping American history and driving the national economy, and American universities have provided a fertile environment for innovative ideas to take root and grow.

Here at Syracuse University, Chancellor Nancy Cantor has described the campus as “a place where creative exchanges occur easily across disciplines and colleges” and where students “have been given real, entrepreneurial opportunities in settings where students with diverse interests from diverse backgrounds can ‘mix it up.’”

The School of Information Studies, grounded in interdisciplinary study and problem solving, supports entrepreneurial activity on many levels. Innovation occurs in our partnerships with community organizations and local business owners, how we teach our courses, and our bleeding-edge research. The iSchool faculty, students, and alumni spur economic growth through their business



Professors Lee McKnight and Craig Watters work with students in the Wireless Grids Lab, where students access emerging technologies not yet on the market, including McKnight's new wireless grids software, Innovaticus.

iSchool community urged to ‘unleash its creativity to increase its impact’

MARGARET D. SPILLETT, EDITOR

The School of Information Studies officially began its 2008-09 academic year with its annual Fall Convocation ceremony September 12 in Heroy Auditorium. Dean Elizabeth D. Liddy opened the event with a welcome to the faculty, staff, and Ph.D. students and then introduced Associate Chancellor and Provost Eric F. Spina, who delivered the keynote address.

“It’s very exciting to be in the midst of what amounts to a harmonic convergence of intellectual ferment and unity of purpose directed toward bringing our great strengths to bear on the greatest challenges facing the world,” Spina said. “In fact, that pretty much captures the essence of SU’s vision, Scholarship in Action.”

Spina went on to list a series of accomplishments and new research partnerships that the University and the iSchool were involved in over the past year. He acknowledged the role new Dean Liz Liddy has had in advancing the school since her appointment last spring.

The “i” in iSchool stands for much more than information, Spina said. It also stands for:

- **Interdisciplinary**—shown through the multidisciplinary nature of the school’s faculty and programs as well as the cross-campus collaborations and the importance of IT to every other field

continued on page 5

ventures and through their research that paves the way for new technologies and management processes.

Needed Now More than Ever

A new study by the Ewing Marion Kauffman Foundation reports that Americans see entrepreneurship as the answer to the current financial crisis. “Americans in big numbers are looking to entrepreneurs to rally the economy,” said Carl Schramm, president and chief executive officer of the Kauffman Foundation, in an October 1 release. “More than 70 percent of voters say the health of the economy depends on the success of entrepreneurs, and a full 80 percent want to see the government use its resources to actively encourage entrepreneurship in America.”

Additionally, many experts believe that in the 21st-century global economy with many manufacturing jobs being sent overseas, America can remain the stronghold of the knowledge economy through its universities and innovation. Jeff Busgang of Businessweek.com predicted that America’s greatest export will be entrepreneurship, and noted that many international innovators have been educated in the United States. The 2008 edition of the World Knowledge Competitiveness Index ranks the United States in the top spot; and although other nations are gaining ground, some organizations, like the Kauffman Foundation, believe American universities can help the country secure this historic strength.

“Americans in big numbers are looking to entrepreneurs to rally the economy.”

— Carl Schramm, president and CEO of the Kauffman Foundation

In her 2006 speech, “Universities and Their Connected Communities: Creating Capital for the Future,” Chancellor Cantor describes the great contributions private universities make to economic growth and competitiveness. “Our definition of ‘capital’ must be stretched to include the cultural and social capital of trusting networks of peoples, ideas, and cultures that are bound to invigorate the new economy,” she said. “Scholarship in Action serves us all well—campus and community alike—as it sparks an entrepreneurial attitude that invites diverse participants to pool ideas creatively. Such ‘communities of experts’—some scholars, some practitioners, some citizens, some students—seem especially well suited to address the most pressing concerns of our shifting economies and environments.”

It is important to note that entrepreneurship does not just mean running a business, but rather it is thinking of new and innovative ways to offer products and services to patrons, says Associate Provost for Entrepreneurship and Innovation and iSchool Professor Bruce

continued on page 8



Share with us your HindSights

I trust you enjoyed our last celebratory *Home Page*, which centered on our very exciting iOpening, with photos of many of our new spaces. While we continue to be exhilarated by the lovely environs in which we work, we have a few more embellishments to Hinds Hall, which you'll read all about in our next issue — but just a hint now. One is the addition of an Innovation Studio on the ground floor, which will enable studio-based methods of teaching and learning that promote collaboration, idea generation, and rapid prototype development for student and faculty team projects. The second is a partnership with colleagues in the College of Visual and Performing Arts on *Designing the Information Space: The Windows Project* — a design competition that will result in the selection of one or more commissioned site-specific art pieces for the iSchool by students to be permanently installed in the Hinds Hall window wells on the ground floor, which right now are raw grey concrete. So stay tuned.

For now, we are back to a more regular academic routine, with our classes filled with the largest enrollment we have ever had — a 60 percent increase at the masters' level. Our students are so aware of the significance and centrality of what they've chosen to major in as undergrads or graduate students, that it makes all our courses and student events quite stimulating and expectant. Not only do our students realize this, but so do employers, and again this year we have been fortunate to welcome many, many recruiters to campus who are looking to offer

internships or hire students with the expertise that they learn in the iSchool. The quality of our student body is very impressive, and I was pleased to be able to award 16 Scholarships for Graduate Leadership this fall to ensure that the best and the brightest are able to join us.

In addition to focusing on our everyday life in the school, I've been thinking that it would be great to hear stories from our alumni of what your education and time here with us have led you to. In fact, I think we should call these reminiscences as HindSights, given our location in Hinds Hall. What I'm thinking of is how we can recognize the significance today of an event or learning from years ago, that was not clear to us then. For many of us, it was a particular course or professor who had a lasting impact, and either knowingly or unknowingly influenced our career paths, or perhaps a fellow student who years later re-emerged in a network of professional associates and opened new doors for you. Barb Settel, director of alumni relations and annual giving, and I would love to learn from your HindSights, so please share. We hope to feature HindSights in future editions of our *Home Page* newsletter. I look forward to hearing from you, and to hopefully seeing many of you at our various alumni events around the country.

Elizabeth D. Liddy
Dean



Alumni share their experiences with iSchool community during 2008 Homecoming

This year, the iSchool's annual Homecoming Alumni Panel featured (clockwise) Diego Martinez G'06 TNM, manager at the National Bureau of Asian Research in Seattle; Zane Williams '04, G'05 IM, a senior risk advisor at Ernst and Young in New York City; David Harrison G'07 LIS, a market research analyst at Dawnbreaker Inc. in Rochester, N.Y.; Theresa Mason '06, a systems administrator for sales and service at Honeywell (formerly Hand Held Products) in Skaneateles Fall, N.Y.; and Ryan Scherer '06, a programmer at Wegmans Food Markets Inc. in Rochester, N.Y.

Inside this Issue

Feature Articles

Innovation at the iSchool	1
2008 Fall Convocation	1
Creating new breed of information professional	5
Five decades of fervor	6
Bernard named director of executive education	7
Library students create strategic plans	12
Students create digital library in Costa Rica	13
iSchool awards 16 Graduate Leadership Scholarships	20

School News

Dean's Column	2
Faculty Column	3
Faculty News	3
iSchool News Briefs	4
Student News	10
New Faces in Hinds Hall	16
Student Profiles	
Robert Sherman	11
Raed Sharif	17

Alumni News

From the Director	14
Class Notes	14
Alumnus Profile	
Michael Librizzi	15
Development Forum	18
List of Donors	19

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HOME PAGE

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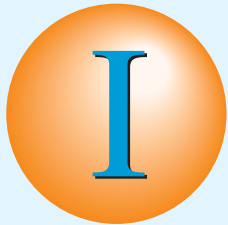
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Faculty, Staff, Student NEWS

Professor rejoins 'faculty of one'

STEVEN SAWYER



In August 2008, I joined the faculty of Syracuse University's School of Information Studies as an associate professor. It is a great privilege to join such a dynamic group of scholars. To do so at a premier iSchool that is part of such as spectacular University is a rare honor. It is also a homecoming: I'm joining for the second time.

How did this happen? It started in 1994 when I joined the iSchool as an assistant professor. Then, in 1999 I left to help start Penn State's iSchool (now College) of Information Sciences and Technology. My five years of faculty experience at Syracuse had convinced me that the model of collegiality, interdisciplinarity, the synthesis of scholarship and education, and the focus on the nexus of information, technology, and people was worth "exporting" to colleagues at other places. Starting a school is uncommon work: heady and difficult. Translating the collegiality embodied in Syracuse's "faculty of one" concept, the value of inter-disciplinarity, and the commitment to be both a scholar and an educator is demanding work. In the nine years of building Penn State, I realized that I missed what I was trying to share.

In the time I was away the iSchool grew, expanding both its intellectual depth and educational breadth. Many more great faculty members joined. Superb students continued to enliven the classroom with their interests and enthusiasm. New facilities—like Hinds Hall and research centers—opened. And, the soul of the iSchool—its commitment to people-centered technologies and the roles that information play in our lives—stayed true. How could I not want to be part of this? So, I did not come "back;" I had the chance to join a great place, again!

What do I bring? First, and perhaps obviously, I am committed to the school's tradition of scholarly excellence, educational enthusiasm, and collegiality. Second, my scholarship complements current and emerging strengths. My research explores—empirically and theoretically—the changing nature of work. In particular, I focus on how knowledge work is evolving as new information and communication technologies enter the workplace.

My approach is to get deeply involved with workers who are taking on new technologies. I've been fortunate to garner funding

that has allowed me to spend more than 15 years studying software developers, more than a decade with real estate agents, and nearly eight years with police and other public-safety officers. Now, I've begun to explore two more areas of work undergoing great change: coaches and scientists. While different, both are facing tremendous changes as new digital technologies enter their places of work. Both areas are also passions: I am a scientist and in my past I was a competitive rower and U.S. National Rowing Team coach.

Third, I bring an enthusiasm for collaboration. This extends from my colleagues at the iSchool through to faculty in Sports Management, Maxwell, and other places on campus. I'm keen to work with our superb doctoral students, and to encourage our many outstanding undergraduate and master's students to consider a scholarly path for their career.

Fourth, I'll bring my research into the classroom. My courses are designed around constructivist learning: cases, open-ended problems. Class with me combines doing these problems with examples and issues from current industry mixed up in a very "heads-in" experience.

Find out for yourself: come visit my class to find out, stop by my office to chat, or send an e-mail to begin a conversation. It is great to be here, again!

Steven Sawyer is an associate professor with a strong interdisciplinary background. He holds a B.S. in Marine Transportation from the United States Merchant Marine Academy, an M.S. in Ocean Engineering from the University of Rhode Island, and an M.S. in Management Information Systems and a D.B.A. in Management Information Systems from Boston University.



Steven Sawyer

FACULTY NEWS & VIEWS



Bob Benjamin

BOB BENJAMIN, professor of practice, delivered a paper at the International Federation for Information Processing Congress in Milan, Services Science Track, Sept. 6-10. The paper, "Explaining the Evolving Web: Mixing

Technology with Pleasure," will be published in *Industry Oriented Conference-Services Science*, Springer Press, late in 2008. The paper was co-authored by Benjamin; R. Wigand, University of Arkansas; and J. Birkland, iSchool graduate student.

Benjamin, Wigand, and Birkland also co-authored "Web 2.0 and Beyond: Implications for Electronic Commerce," which was presented by Wigand at the International Conference on Electronic Commerce, Innsbruck, Austria, Aug. 18-22. The paper will be published in the Conference Proceedings.



Derrick L. Cogburn

DERRICK L. COGBURN, associate professor, has been elected president of the American Political Science Association's Information Technology and Politics section.

Cogburn has also been awarded a two-year, \$12,000 Initiative grant; a

\$50,000 JPMorgan Chase phase II collaboration grant; and a pending \$50,000 Sloan grant.

He published "Teaching Globalization, Globally: A 7-Year Case Study of South Africa-U.S. Virtual Teams" in *Information Technologies and International Development (ITID)* with N. Levinson. He also authored a book chapter in the Taylor and Francis Group's *Routledge Handbook of Internet Politics* as well as two conference papers: with F. Espinoza and D. James at the International Association for Media and Communication Research 2008 conference, July 20-25 in

Stockholm; and with B. Addom at the 2008 American Political Science Association conference.

Cogburn will also teach a new course on distributed collaboration and emerging technologies for I I students from the telecommunications and network management; information management; library and information science; and instructional design, development, and evaluation programs.



Kevin Crowston

KEVIN CROWSTON, professor, has written a book chapter on "Internet Genres" to be published in the *Encyclopedia of Library and Information Sciences*, M.J. Bates (Ed.).

Crowston presented with M.J. Scialdone, N. Li, J. Howison, and R. Heckman "Group Maintenance in Technology-Supported Distributed Teams" in *Academy of Management Best Papers Proceedings*,

Faculty, Staff, Student NEWS

Anaheim, Calif., Aug. 9-13; with J. Howison and A. Wiggins "Opportunities for eScience Research on Free/Libre Open Source Software" and "Replication of FLOSS Research as eResearch" in *Proceedings of the Oxford e-Research 08 Conference*, Oxford, England, Sept. 11-13; with J. Howison and A. Wiggins "Social Dynamics of FLOSS Team Communication Across Channels" and "eResearch Workflows for Studying Free and Open Source Software Development" in *Proceedings of the IFIP 2.13 Working Conference on Open Source Software (OSS2008)*, Milan, Italy, Sept. 7-10.

Two of Crowston's papers have recently been accepted for presentation and publication in *Proceedings of the International Conference on Information Systems (ICIS 2008)*. He will be publishing with H. Annabi and R. Heckman "Depicting What Really Matters: Using Episodes to Study Latent Phenomenon"; and with Q. Li, R. Heckman, E. Allen, U. Y. Eseryel, and J. Howison "Decision-Making Paths in Self-Organizing Distributed Teams."

He presented a poster with Q. Li, R. Heckman, E. Allen, U. Y. Eseryel, J. Howison, and A. Wiggins on "Asynchronous Decision-Making in Distributed Teams" at the Conference on Computer-Supported Cooperative Work (CSCW), San Diego, Nov. 8-12.

MICHELLE KAARST-BROWN, associate professor, presented a paper co-authored with I. Guzman at the 6th bi-annual International Conference on Cultural Attitudes Toward Technology and Communication (CATaC) held June 24-27 in Nimes, France. The paper, "Decisions, Decisions: Ethnography or Mixed-Method Approaches to Study Cultural Issues in IS Research?" debates the challenges cultural researchers face in balancing time, access, and resources.

In August, Kaarst-Brown co-facilitated the MISQ Executive Writer's Workshop at AMCIS 2008 in Toronto. Kaarst-Brown is on the editorial board for *MISQ Executive*, a professional journal that publishes high-quality research papers written for the senior level business

manager. She and her co-author, I. Guzman, also presented their paper, "Get to Know Your IT Professionals."

Also at AMCIS 2008, Guzman and Kaarst-Brown co-chaired the first mini-track on "IT Culture and Values in Organizations and Society" and hosted an open discussion of IT-related cultural issues. The track will be held again at AMCIS 2009 in San Francisco. Guzman and Kaarst-Brown encourage authors to submit papers for consideration. Kaarst-Brown can be reached at mlbrow03@syr.edu.



Bruce Kingma

BRUCE KINGMA, associate provost and professor, presented with K. Schisa "The Economics of Learner-Centered Online Education" on Aug. 14 as part of the eLearning discussion group session at the World Library

and Information Congress: 74th International Federation of Library Association and Institutions (IFLA) General Conference and Council in Quebec City. The theme of the conference was "Libraries Without Borders: Navigating Towards Global Understanding."



R. David Lankes

R. DAVID LANKES, associate professor and Information Institute of Syracuse executive director, was appointed to the Institute of Museum and Library Services' Task Force on 21st Century Skills for Libraries and Museums.

He also presented a paper at the Oxford e-Research '08 Conference at Oxford University. The paper, "Cyberinfrastructure Facilitators: New Approaches to Information Professionals for e-Research," was co-authored by Lankes, D. Cogburn, M. Oakleaf, and J. Stanton. The paper is available online for Oxford University Research Archive.

Lankes was also a consultant to the MacArthur Foundation on the topic of the Future of Libraries and was part of the project team funded by the MacArthur Foundation to plan for Reference Extract, a credible search engine built on the work of librarians.

In addition, Lankes has made the following presentations: "If They Build It They Will Come," Rethinking Access to Information IFLA Satellite Conference in Boston; "Theory Meets Practice: Educators and Directors Talk," Reference Renaissance Conference in Denver; "The Dewey-Level Shift," WiLSWorld Conference in Madison, Wis.; "Participatory Librarianship Update," ALA Annual Conference in Anaheim, Calif.; "Social Networking and Reference," Reinvented Reference 4: Emerging Technologies for Reference Services (an ALA pre-conference) in Anaheim, Calif.; "You Are the Future of Libraries: No Pressure," Path to the Future, a

iSchool News Briefs

Prof. Amone receives third NLG grant

Marilyn P. Amone, research associate professor, recently received her third National Leadership Grant (NLG) from the Institute of Museum and Library Services to support the S.O.S. for Information Literacy project.

This newest grant, "A Demonstrated Project to Update Standards for 21st Century Librarians," will be used to update the system to address new American Association of School Librarians standards. She will address these new standards within the current system, retrofit hundreds of existing lessons within the database, provide virtual training on integrating the new standards, and expand the content level standards to the state level.

Prof. Cogburn awarded two-year NSF grant

Associate Professor Derrick L. Cogburn was awarded a two-year \$199,927 grant by the National Science Foundation to support an interdisciplinary project titled, "VOSS: Developing a Comparative Meta-Analytical Model for Evaluating and Facilitating Accessible CI-Enabled Virtual Organizations."

Cogburn, the director of Center for Research on Collaboratories and Technology Enhanced Learning Communities (COTELCO), will head the project with professors from across Syracuse University. The project will encompass four phases and will examine 10 sample virtual organizations in order to build a meta-analytical model.

Prof. Lavender assists in preserving Black history in Syracuse

This Fall, iSchool Professor Kenneth Lavender presented two workshops on collecting and preserving the history of Black people in Syracuse.

The first workshop was geared toward organizations and institutions and explained the basics of archival arrangements. The second workshop focused on how individuals and families can preserve their historical family collections.

Lavender has taught courses on archives and preservation, and his research focuses on the preservation of cultural heritage. The workshops were co-sponsored by the iSchool and Gaylord Brothers as part of SU's South Side Initiative.

Prof. McKnight's Wireless Grids Corp. named one of Network World's Nine Wireless Companies to Watch

Professor Lee McKnight's company, Wireless Grids Corporation of Syracuse, has been named to *Network World's* 'Nine Wireless Companies to Watch.' This is the latest in a series of recognitions the company has received for its new product, Innovaticus.

In July, his company received a \$75,000 Grant for Growth award from the Metropolitan Development Association of Syracuse and Central New York Inc. to support the development of Innovaticus. His product is expected to create three new jobs and generate \$5 million in revenue.

Prof. Qin named a fellow at prestigious Chinese institute

Associate Professor Jian Qin was named the first research fellow at the International Collaborative Academy of Library and Information Science (ICALIS) at Wuhan University—home to the top ranked information management program in China.

During her four-year appointment, Qin will work with Chuanfu Chen, dean of the School of Information Management at Wuhan University and executive director of ICALIS, and other faculty and doctoral students at Wuhan on a research project entitled "The Info-Tech Impact on Scientific Communication and Collaboration."

Qin will lead the yearlong project that will investigate the impact of information technology on scientific communication and collaboration from socio-behavioral, organizational, and use perspectives. ●

University of Maryland Libraries Speaker Series in College Park, Md.; "Same Old Story: Everything is Different," Metro Spring Conference in Brooklyn, N.Y.; and "LIS and the Ivy League," Cornell University Libraries in Ithaca, N.Y.

NANCY MCCrackEN, research associate professor, received a Certificate of Award for a Best Paper at a conference in Poland. McCracken presented the paper, "A Cluster-Based Classification Approach to Semantic Role Labeling," at the Twenty First International Conference on Industrial, Engineering & Other Applications of Applied Intelligent Systems (IEA/AIE-2008) held in Wroclaw, Poland, June 18-20. The paper was co-authored by McCracken, K. Mehrotra, and N. Ozgenzil.



Lee McKnight

LEE MCKNIGHT, associate professor, presented to the World Bank and Brazilian Ministry of Science and Technology on "Wireless Grids in Regional Innovation Ecosystems" in Brasilia, Brazil, Oct. 21.

He presented his paper, "The Future of the Internet is Not the Internet," at TPRC's 36th Research Conference on Communication, Information, and Internet Policy in Arlington, Va., Sept. 26-28.

Also attending from the iSchool were professors M. Garcia-Murillo and M. Mueller; recent graduate Y.J. Park, now of Delft University; and doctoral candidate B. Kuerbis — all of whom also presented at the conference.

McKnight was a respondent at the American Political Science Association's Annual Meeting, Aug. 28- Sept. 1, for a panel on "Global Multistakeholder Networked Convergence for ICT Policy," in Boston.

MILTON MUELLER, professor and Convergence Center director, was invited to speak at the Cornell University Information Science Colloquium Nov. 19. The topic of his talk was "Internet Addressing and Routing: The New Flashpoint for Global Internet Governance."

Leading commentators discussed the future of ICANN at a United Nations Internet Governance Forum workshop organized by the Internet Governance Project (<http://internetgovernance.org>). The workshop was part of the annual meeting of the Internet Governance Forum in Hyderabad, India.

Mueller gave his inaugural address on "The Future of Freedom on the Internet: Security, Privacy, and Global Governance" at the Technology University of Delft, Oct. 17. The paper, "Disrupting Global Governance: The Internet Whois Service, ICANN, and Privacy," authored by Mueller and Ph.D. candidate M. Chango, was accepted for publication by the *Journal of Information Technology and Politics*.

continued on page 6

iSchool team receives an NSF grant to create 'new breed of information professional'

MARGARET D. SPILLETT, EDITOR

A biologist studying the way chemotherapy interacts with a tumor at the cellular level works years to develop the expertise needed to assess those changes. Meanwhile, advances in technology that enable the biologist to store, retrieve, manipulate, and analyze the large amounts of data she collects are developing at a rate faster than she can keep up.

Likewise, international researchers working in Switzerland on the world's largest and most advanced particle physics lab, CERN, need to send new data, access their previous research, and collaborate with colleagues back in their home countries. But again, their expertise is not in developing the technical infrastructure to ensure this process happens smoothly.

Who are the experts? Researchers at the iSchool are hoping to define this new group of workers that they're calling cyberinfrastructure facilitators, or CI facilitators.

Funded by a two-year, \$244,000 grant from the National Science Foundation's Office of CyberInfrastructure, the iSchool team will investigate "CI-Facilitators: Information Architects across the STEM Disciplines." The team is headed by Associate Dean for Research Jeff Stanton, Dean Elizabeth D. Liddy, SU Chief Information Officer and Professor Paul Gandel, and professors Derrick L. Cogburn, R. David Lankes, and Megan Oakleaf.

"The rapid pace in the development of information infrastructure implies that only individuals who dedicate their professional lives to it can truly keep up," Stanton

says. "Our proposal hopes to define the education and training of a new breed of information professionals called CI-facilitators. These individuals will ensure that researchers in the science, technology, engineering, and mathematics (STEM) disciplines can utilize the large-scale datasets, images, databases, and other information collections they need to advance their work."

The team will design an educational program at the graduate and undergraduate levels that will teach a set of focused skills, knowledge, and capabilities. This program will include current courses, new courses, internships, technical training, and a variety of other learning modules.

These students will graduate knowing how to:

- assess and identify socio-technical needs
- set up technology/collaborative tools and facilitate their use
- archive results of work
- act as the catalyst between researcher and technologies needed to facilitate the research process

The iSchool researchers believe this skill set will shorten the time it takes to achieve a goal in the STEM disciplines. "We see CI-facilitators excelling in the three 'I's'—information, infrastructure, and improvisation," Stanton says. "They will have the research skills to discover the needs of information users and will be able to adapt available technology to satisfy those needs." ●

Convocation

continued from page 1

- **Inclusive**—rooted in the iSchool's philosophy that access to information is key to democratizing society
- **Indefatigable**—overcoming barriers of space and time through the iSchool's adoption of pioneering distance-learning courses and programs
- **Innovation**—the iSchool's commitment to combining invention with inspiration
- **Impact**—including the "truly exemplary work" being done by iSchool faculty and students

"This is all inspiring and important, and I know there's more where that came from," Spina said. "I urge you to unleash your creativity to increase the iSchool's impact."

Following Spina's remarks Dean Liddy congratulated the faculty and staff on a successful previous year and challenged them to continue to press forward in the coming academic year.

During the ceremony, Liddy awarded Assistant Professor Carsten Oesterlund the 2008 Robert I. Benjamin Junior Faculty Award. The award recognizes a junior faculty member who has made significant contributions to the iSchool and has demonstrated excellence and originality in research. Oesterlund's research interests include distributed and virtual work, organizational learning and knowledge, communication practices, and medical informatics. He received an engraved glass sculpture, and will also have his name engraved on the Robert I. Benjamin Junior Faculty Award plaque, which will be displayed in the iSchool lounge.

Liddy also recognized a few staff and faculty members who celebrated anniversaries with the University, including:

- **Susan Bonzi**, Director of Instructional Quality and Associate Professor, 25 years
- **Joan Laskowski**, Administrative Specialist, Information Institute of Syracuse, 25 years
- **Scott Bernard**, Director of Executive Education and Professor of Practice, 10 years
- **Peggy Brown**, Director of Instructional Design, 10 years
- **Milton Mueller**, Professor and Director of Convergence Center, 10 years
- **Carsten Oesterlund**, Assistant Professor, 5 years



Ph.D. students share some refreshments and some laughs with Prof. Barbara Kwasnik at the 2008 Fall Convocation in Heroy Lobby.

Faculty, Staff, Student NEWS

Mueller was a featured speaker at the EU Presidency Conference on "The Internet of Things" in Nice, France, Oct. 6.



Megan Oakleaf

MEGAN OAKLEAF, assistant professor, co-authored "Evidence vs. Anecdote: Using Syllabi to Plan Curriculum-Integrated Information Literacy Instruction" in *College and Research Libraries* in November 2008.

At the Library Assessment Conference hosted by the Association of Research Libraries, Oakleaf presented a paper, "Assessment Cycle or Circular File: Do Academic Librarians Use Information Literacy Assessment Data?", spoke on two panels, "Covering Assessment in LIS Education" and "The New ACRL Institute for Information Literacy Immersion Institute Track: Assessment in Action," and delivered a post-conference workshop, "Getting Started with Learning Outcomes Assessment: Purposes, Practical Options, & Impact."

Oakleaf and P. Owen, adjunct professor, presented "Using Evidence to Bridge the 12-13 Gap" at the Ohio Educational Library Media

Association Annual Conference in Columbus, Ohio, and "Evidence-Based Bridge Building: K-16 Partnerships for First-Year Student Success" at the Academic Library Association of Ohio Annual Conference in Wilmington, Ohio.

Oakleaf was the primary speaker at the 8th Annual Augustana Information Literacy in Academic Libraries Workshop at the University of Alberta (Augustana Campus). She delivered a talk entitled "Considering Assessment: Evaluating Student Learning and Informing Evidence Based Decisions Using Rubrics and Performance Measures" to academic librarians from the United States and Canada.



Jian Qin

JIAN QIN, associate professor, was invited by the University Carlos III, Madrid, for a two-week visit in May. She gave presentations on metadata research to local libraries and information groups and to the faculty and students at the

Department of Library and Information Science. In May, she was also invited by the Chinese Academy of Science Library to give a lecture on ontology design and application.

Qin presented a paper on the epistemological analysis of social and controlled semantics at the conference organized by the International Society for Knowledge Organization, which was held in Montreal in August. Later in August, she attended the NSF Curriculum, Course, and Laboratory Improvement PI meeting and reported on the Science Data Literacy project in a poster. Qin gave a presentation on "Folksonomies and Taxonomies: Where the Two Can Meet" at a workshop co-organized by the Networked Knowledge Organization Systems and CENDI, an interagency working group of senior scientific and technical information managers from 13 U.S. federal agencies.

At the International Conference on Dublin Core and Metadata Applications in late September, Qin and doctoral students M. Chen and X. Liu presented their new research project at the plenary session. The project used a combination of natural language processing, machine techniques, and Google application programming interface search results to extract tag relations.

Qin is also a co-author of the new book, *Metadata*, which was published in June by Neal-Schuman.

Five decades of fervor

TIMEKA N. WILLIAMS, CONTRIBUTING WRITER

What began as a childhood fascination that compelled a young boy from Buffalo, New York, to build his first radio at age 11 has developed into what Professor Bill Gibbons—now all grown up—considers a fulfilling career. After more than 50 years in the telecommunications field, the iSchool professor of practice says it's time to move on to the next stage of his life—a stage he says will include fam-

ily time and travel. "My wife and I can now enjoy more time together and with our five children and their families," Gibbons says. "We're looking forward to what's ahead."

Gibbons's intended retirement marks the second major shift in his career, the first being his move from a corporate executive position at Verizon to the teaching arena in 1991. The change was one Gibbons says he'd been leaning toward since his first boss suggested he make long-term plans about where he wanted to go in his career. "I had opportunities to teach during my time at Verizon and found I really liked it," Gibbons says. "I liked sharing ideas and being able to field questions and look at things in a different way. I was able to couple it with my radio background, and it's been a great journey at SU for 14 years."

Before he joined the iSchool faculty in 1994, Gibbons, an executive at Verizon, aided in the development of a master's degree in telecommunications program at the State University of New York at Utica. As the daily commute from Jamesville to Utica began to wear on him, Gibbons approached his friend Jeffrey Katzer, a former iSchool dean, now deceased, about working at SU. Once Gibbons entered the iSchool's Ph.D. program, he immediately began teaching. "One of my highlights here in the iSchool has been returning to school in my 50s and being able to do Ph.D.-level work," he says.

During his time at the iSchool, Gibbons has taught 12 different courses, including IST 614 Management Principles for Information Professionals and IST 233 Introduction to Computer Networking. He has been a pioneer in online education, having researched online learning delivery options for the school in the 1990s and then developed an animated graphical learning environment with then-undergraduate student Adam Rubin within Palace, a precursor to today's SecondLife.

Gibbons has also played an active role in the life of the iSchool, and has served on numerous committees. He has sat on several search committees, including the committee that selected former dean Raymond F. von Dran. Gibbons was also instrumental in establishing a 3-credit study group for iSchool students interested in earning certifications through the Center for Business Information Technologies.

Throughout his career at the iSchool, Gibbons has worked as the senior research associate for the Center for Emerging Network Technologies (CENT). "I have always enjoyed tinkering," he says. "As a child I kept trying to take apart clocks, radios, or toasters. I encourage my students here at SU to do the same thing—to get more involved than just trying to memorize a chapter out of a book." ●



Professor Bill Gibbons will retire in December after 14 years with the iSchool.



Steven B. Sawyer

STEVEN B. SAWYER, associate professor, has been named senior editor of the *Journal of Information Technology*.

Sawyer was also named to the editorial board of the *Journal of the American Society for Information*

Science and Technology, starting in January 2009, and served as assistant director (with T. Finholt from the University of Michigan) at the first summer workshop of the Consortium for Science of Socio-Technical Systems (CSSTS), held July 20-25, 2008 in Ann Arbor, Mich.

He published with J. Coopriider and P. Guinan "Social Interactions of Information Systems Development Teams: A Performance Perspective" in *Information Systems Journal*, 18(3), 1-13.

Sawyer published with C. Hinnant and T. Rizzuto "Planning for Platforms: Pennsylvania's Transition to Enterprise Computing as a Study in Strategic Alignment" in *Government Information Quarterly* 25(3), 645-668.

He also published with F. Yi "The Computerization of Service: Evidence of the Effects of Information and Communication Technologies in Real Estate" in E. Davidson, M. Barrett, and J. DeGross' (Eds) *IT and Change in the Service Economy: Challenges and Possibilities for the 21st Century*, London: Kluwer, 199-212.

Sawyer participated on a panel entitled "Turning Products Into Services and Services Into Products: Contradictory Implications of Information Technology in the Service Economy" at the International Federation for Information Processing 8.2 Working Conference on IT and Change in the Service Economy: Challenges and Possibilities for the 21st Century, Aug. 10-13, 2008, in Toronto.



Ruth Small

RUTH V. SMALL, Laura J. & L. Douglas Meredith Professor and director of the Center for Digital Literacy, has received a Kellogg Foundation/Enitiative grant for her research project, "Facilitating the

Innovation Process: Motivational Influences and Information Requirements." Small and her team, consisting of M. Amone, research associate professor; D. Kelly, CEO of Intellectual Assets Management Associates in Alexandria, Va.; and two graduate research assistants, will conduct a pilot survey of public library support for innovators and will work with public librarians to further develop a digital library of video interviews with child and adult inventors and entrepreneurs.

Prof. Scott Bernard appointed to new director of executive education position

MARGARET D. SPILLETT, EDITOR

Scott Bernard G'98 has been named director of executive education at the School of Information Studies (iSchool). Dean Elizabeth D. Liddy created this position to provide educational opportunities that result in high quality information leaders in the ever changing global workplace.

In his new role, Bernard will establish a formal Executive Education (ExecEd) program at the iSchool under the guidance of the dean and associate deans, and will support the master's degree program directors in promoting courses, certificates, and seminars that are aimed at mid-career students and alumni. He will also assist with the iSchool's new Doctorate of Professional Studies in Information Management, and will work with the iSchool's Center for Business Information Technology on training and certification courses for working professionals.

"Scott will spearhead the effort to solidify our previously somewhat disparate efforts in the important arena of executive education," Liddy says. "Scott's leadership role in our earliest ExecEd effort—the Washington, D.C., Program, as well as his ongoing teaching for us as a professor of practice and leadership in the initial planning for our

Doctorate of Professional Studies, prepares him well for this exciting role."

Bernard, a professor of practice in the iSchool since 1998, has headed up the school's Washington, D.C., programs for the past eight years and served as the liaison with the National Defense University's Information Resources Management College and its chief information officer certification. He has also been integral in organizing the Executive Master's in eGovernance with the Swiss Federal Institute and in developing the iSchool's Executive Information Management master's program and the new professional doctorate.

"I look forward to working with colleagues and school partners to develop a major new capability that will further identify the iSchool as an academic leader with a full range of offerings to students and alumni," Bernard says. "The ExecEd program will provide new offerings that will increase our outreach and ongoing relationship in a number of information fields that call for continuing refreshment as technology, theory, and practice continually evolve. I am thrilled to be the iSchool's first director of executive education, and I look forward to working to create a wonderful new capability for our school." ●



Small is also co-principal investigator (co-PI) on an Institute of Museum and Library Services-funded grant (Amone, PI, and A. Diekema, co-PI) entitled, "A Demonstration Project to Update Standards for 21st Century Librarians."

On Oct. 7, Small made a presentation on "The 21st Century Library" to a visiting group of K-12 educators from Thailand. Small presented her project, "Enriching Literacy through Information Technology" to the Meredith Symposium on Oct. 17.

In December, Small hosted the Center for Digital Literacy's annual Institute for Digital Empowerment, with this year's theme "Insights Incite Innovation."



Ping Zhang

PING ZHANG, associate professor, is the co-founding editor-in-chief (with D. Galletta from University of Pittsburgh) of the Association for Information Systems (AIS) first transactions journal—*AIS Transactions on Human-Computer Interaction*.

Zhang has also published "Motivational Affordances: The Fundamental Reasons for ICT Design and Use" in *Communications of the ACM* (Association for Computer Machinery), 51(11); with S. Bhattacharyya (Ph.D. student)

"Students' Views of a Learning Management System: A Longitudinal Qualitative Study" in *Communications of the Association for Information Systems* (CAIS); with W. Ke (Clarkson University) "Participating in Open Source Software Projects: The Role of Empowerment" in *Proceedings of the Pre-International Conference on Information Systems Workshop on Human-Computer Interaction Research in Management Information Systems*, December 2008 in Paris; with S. Heshan (assistant professor at the University of Arizona) "Adaptive System Use: An Investigation at the System Feature Level" in *Proceedings of the International Conference on Information Systems* (ICIS), December 2008 in Paris; and with S. Heshan "Online Seller Trust and Use of Online Auction Marketplaces" in *Proceedings of the Pacific Asia Conference on Information Systems* (PACIS), July 2008 in SuZhou, China. This paper was nominated for the best paper award.

Zhang also co-chaired the Americas Conference on Information Systems (AMCIS 2008) Management Information System Camp for Junior Faculty. ●

Continued from page 1

Kingma. “Academic entrepreneurship’ includes opportunities for students, regardless of major, to engage with the community in their courses around innovative commercial, social, or environmental products and services,” he says. “It provides a more enriching classroom by engaging students in their discipline or profession with the real world and provides a stronger bond between the University and the community.”

Infusing Innovation into the iSchool

In 2007, the Kauffman Foundation awarded Syracuse University a five-year, \$3 million grant to encourage faculty and students throughout Central New York to work with communities of experts across disciplines and geographic boundaries. Together, their efforts will foster entrepreneurial education and innovation in three key development areas: technology, neighborhoods, and the arts. Kingma heads the Enitiative Program (entrepreneurship.syr.edu), which manages the distribution of the grant money to support these entrepreneurial projects and people.

Since the program began, iSchool faculty and students have received 17 Enitiative grants to fund a diverse selection of projects, including building technology infrastructure on Syracuse’s South Side, creating an interdisciplinary web design center for students to build sites for local entrepreneurs, infusing libraries with gaming to better serve and

“Academic entrepreneurship’ includes opportunities for students...to engage with the community in their courses around innovative commercial, social, or environmental products and services.”

— Bruce Kingma, associate provost for entrepreneurship and innovation

attract new clientele, and researching how to encourage innovative thinking among children. (See ischool.syr.edu/research/entrepreneurship/index.aspx for a complete listing of iSchool entrepreneurial projects.)

Also, Enitiative grants funded the creation of a dozen new courses in entrepreneurship, more than doubling enrollments in entrepreneurship courses from 1,900 to over 4,800 students. For example, professors Murali Venkatesh and Mike D’Eredita each developed a new course, Technology as Public Good and Technology Entrepreneurship, respectively, to promote student interaction with local community members and business people. D’Eredita co-teaches the course with Nasir Ali, the head of the Syracuse Technology Garden, an incubator for Central New York start-ups. “Students directly interact with one or two successful, experienced entrepreneurs from the community just about every week of the course,” D’Eredita says.

Meredith Professor Ruth V. Small and Kingma are working on a project to bring entrepreneurship education to public libraries. This project also includes surveying

innovators and entrepreneurs about their use of the library and librarians about the resources they offer to entrepreneurs. Associate Professor Scott Nicholson leads an innovative project, the Library Gaming Programs, which promotes a variety of gaming activities as relevant library services and a way for libraries to increase their effectiveness in reaching new patrons. “This is the kind of ‘out of the box’ thinking that represents the entrepreneurial spirit,” Kingma says of Nicholson’s project. “Another stellar example is the BOOST initiative, led by iSchool students providing technology literacy training to women reentering the workforce.”

Flow of Innovation Fed by Many Sources

Another cross-campus partnership is supporting the development of innovative curriculum. JPMorgan Chase’s 10-year, \$30 million partnership with Syracuse University is helping to better prepare students to meet the challenges of the global economy and manage large-scale information systems. Associate Dean Robert Heckman of the iSchool heads the partnership curriculum

The iSchool Impact

Here’s a short sampling of iSchool students, faculty, and alumni who have started their own business ventures.

Adam C. Cannon G’09 Founder

SYRACUSE PARANORMAL

Phone: 609-468-2425

E-mail: contact@syracuseparanormal.com

Web site: www.SyracuseParanormal.com

Founded in March 2007

Non-profit organization that documents and analyzes cases of paranormal activity.

Dave Chennell ’10 Co-founder

ZAANG

Web site: www.zaang.com

Founded in 2008; launch of web site is pending

Offers students the opportunity to ask questions of other students; students get paid for answering questions.

Kevin Crowston, professor Co-owner

WEB ARCHITECHS

Phone: 315-426-0272

E-mail: williams@web-arch.com

Web site: www.web-arch.com

Founded in 1996

Provides Internet consulting and web site development assistance.

Maxine Davis G’73 Founder

EVERY LIFE IS A STORY LLC

Phone: 612-871-5610

E-mail: maxine@tellyourhistory.com

Web site: www.tellyourhistory.com

Founded in 2005

Creates personal documentaries using personal interviews, photographs, and home movies.

Robert Diamond ’01 Founder and editor-in-chief

BROADWAYWORLD.COM

Address: New York City

Web site: www.broadwayworld.com

Founded in 2003

Offers an interactive way for theater-goers and professionals to find information and news about the theater community.

Susan Dischiave, professor of practice Owner

CADEIT

Founded in 2000

Provides database solutions and general consulting to government agencies, accounting firms, non-profits and public school districts and universities.

Lili Steven Hu G’04 Founder and CEO

INGAMEAD INTERACTIVE

China office: Suite 1705, F/17, Tower I, Kerry Everbright City, No.218, West TianMu Road, Shanghai 200070

U.S. office: 853 Maryland Ave., Syracuse, NY 13210

Phone: +86 21 53550415

Web site: www.ingamead.com.cn

Provides in-game advertising solutions and operates an independent in-game advertising network.



Jill Hurst-Wahl, adjunct professor Owner

HURST ASSOCIATES LTD.

Address: P.O. Box 2964, Syracuse, NY 13220

Phone: 315-243-4403

E-mail: hurst@HurstAssociates.com

Web site: www.HurstAssociates.com

Founded in February 1998

Assists clients in planning digitization programs and implementing social networking tools.

Michelle L. Kaarst-Brown, associate professor Owner

BERKENA BUSINESS STRATEGIES

Operated from 1987-1994

Provided executive consulting to both small business and larger financial services firms.

Philip Kaplan ’97 Founder and President

ADBRITE

Address: San Francisco

Phone: 415-975-0916 ext. 213

E-mail: pk@adbrite.com

Web site: www.adbrite.com

Founded in 2002

Allows companies to buy and sell advertising online and gives advertisers more control and transparency than other ad networks.

Sean Keesler G’08 Owner

AN INDEPENDENT CONSULTING COMPANY

Address: 130 Academy St., Manlius, NY 13104

Phone: 315-682-0830

E-mail: sean@keesler.org

Founded in 2008

Provides independent instructional technology consultation for higher education.

committee, which has already developed nine new courses, including Technology in Action, Financial Systems Architecture, and Large-Scale Computing Challenges, and expects to launch a new undergraduate minor in global enterprise technology in the next year. See globaltech.syr.edu for more details.

The JPMorgan Chase partnership is funding ground-breaking research involving iSchool faculty in green technology, informa-

Prof. Murali Venkatesh and his students support local entrepreneurs by providing wireless Internet access at such places as the Beauchamp Public Library.



tion security, and collaborative work environments, to name a few. Other iSchool faculty members are finding ways to work with the Central New York community and school systems to more fully integrate these lessons in information systems into K-12 education and worker retraining programs.

The National Science Foundation (NSF) is supporting innovative curriculum building at the iSchool. Funded by a two-year, \$244,000 grant from the NSF Office of CyberInfrastructure, an iSchool team, led by Associate Dean for Research Jeff Stanton, is defining a new breed of information professionals through its project, "CI-Facilitators: Information Architects across the STEM Disciplines." The team is designing an educational program at the graduate and undergraduate level that will teach a set of focused skills, knowledge, and capabilities that will define a CI facilitator. (see related story, page 5).



iSchool's Recipe for Success

Innovative, interdisciplinary, inclusive, indefatigable, and impact—these are the words Provost and Vice Chancellor Eric F. Spina used to describe the iSchool during his speech at the 2008 Fall Convocation (see related story, page 1). Students and alumni report that the iSchool also inspires. These ingredients combine to create an environment conducive to entrepreneurship, they say.

Lili Steven Hu G'04 was a student in the M.S. information management program when he first met a venture capitalist who showed interest in his idea of creating a virtual world dedicated to various brands. Today, Hu's idea has become InGameAd Interactive, a leading partner for marketers seeking to place their products in online games and virtual worlds in China. This idea

Alumnus Mike Librizzi '05 and employees introduced his start up Briz.com at the Web2.0 Expo in September in New York City.



Pete Kistler '10, R.J. Sherman '09, Trace Cohen '10 Founders

BRAND-YOURSELF.COM, LLC

Web site: www.brand-yourself.com

Founded in 2008

Helps students build professional web identities at their own URLs where they can showcase their strengths and supplement their resumes.

Ilona Koti G'01, G'04 Founder

CRYSTALVIEW CONSULTING GROUP

Address: Pollock Pines, CA 95726

Phone: 530-644-4577

E-mail: ilona@crystalviewconsultinggroup.com

Web site: <http://crystalviewconsultinggroup.com>

Founded in 2008

Provides life coaching and consulting to information professionals to help them achieve academic goals and make career transitions.

Michael Librizzi '05 Founder

BRIZ.COM

Phone: 866-622-BRIZ

E-mail: press@briz.com

Web site: www.briz.com

Founded in 2007

Provides opportunities for businesses to form communities and create web profiles; serves as a networking site for small businesses.

Elizabeth D. Liddy G'77, G'88, dean President and CEO

TEXTWISE LLC

Web site: www.textwise.com

Founded in 1994; sold in 1999

Designs content-driven technology solutions to help users understand the meaning of text and to deliver useful semantic applications.

Eric A. Marks, adjunct instructor and Board of Advisor member President and CEO

AGILEPATH CORPORATION

Address: 38 Merimac St., Newburyport, MA 01950

Phone: 978-462-5737

Web site: www.agile-path.com

Founded in December 2003

Provides management and technology consulting services for federal agencies and departments and for commercial F1000 corporations.

Lee W. McKnight, associate professor President

WIRELESS GRIDS CORPORATION

Web site: <http://wgrids.com>

Founded in 2004

Enables the sharing of music, videos, documents or pictures across a wide array of devices using embedded wireless grid technology.

Jason Mills '95, G'96 CEO

NEW LIFE JOURNEYS LLC

Web site: <http://www.newlifejourneys.com>

Founded in 2006

Provides a one-stop online shop for coaching and technology solutions for the wellness industry

Scott Nicholson, associate professor creator

TULIPMANIA 1637

Web site: boardgamegeek.com/game/33732

Board game that uses math, economic principles, and investment strategies to illuminate lessons from the world's first bubble market, the tulip crash in Holland in the 1600s.

Ricky Podsiadlo '09 Founder and President

WINTER HAT SHOPPE

Phone: 516-644-7484

E-mail: ricky@winterhatshoppe.com

Web site: www.winterhatshoppe.com

Founded in 2006

Online store that sells winter hats.

Mark Pollitt, adjunct professor President

DIGITAL EVIDENCE PROFESSIONAL SERVICES INC.

Address: P.O. Box 1309, Ellicott City, MD 21041

Phone: 410-598-3008

E-mail: info@digitalevidencepro.com

Web site: www.digitalevidencepro.com

Founded in August 2003

Provides business and forensic consulting services, presentations, documentation, educational materials, and educational programs in the fields of information security and digital forensics.

Jeffrey Rubin '95, G'98, professor of practice

Founder and CEO

INTERNET CONSULTING SERVICES INC.

Phone: 315-443-1872

E-mail: jhrubin@internetconsult.com

Web site: www.internetconsult.com

Founded in 1996

Provides clients with innovative technological solutions for their web design needs.

Arthur P. Thomas, adjunct professor CEO

COUNTERPOINT

Phone: 716-860-9701

E-mail: athomas@counterpointllc.com

Web site: www.counterpointllc.com

Founded in 1992

Provides performance-improvement advice and solutions to small to medium sized businesses.

of promoting brand placement within video and online games has attracted the attention of some major venture capitalists, who have provided the funds necessary to get the company off to a booming start.

Hu says the interdisciplinary nature of the iSchool's courses and expertise was the single most important influence on his success after college. "I can't emphasize its importance enough," he says. "We are an extremely interdisciplinary company." His company involves technology associated with virtual worlds, an understanding of gamers' minds and motivations, consumer insights, communication skills, and strategic planning.

"The iSchool's curriculum and spirit of interdisciplinary intellectual challenge undoubtedly reinforce my inherent love of combining things to come up with better solutions," Hu says. "The professors who taught me at the iSchool all embody such



JPMorgan Chase supports innovative curriculum, such as the "elevator pitch" in IST 444. Students had one minute to sell their idea to Associate Provost Bruce Kingma during a staged time-out at the Carrier Dome.

a spirit." He also hopes to better utilize the strong alumni network and find other entrepreneurs with whom he can share experiences. "Having a powerful network is a must for any successful entrepreneur, and there is probably no better network than the alumni one," he says.

Alumnus Mike Librizzi '05 and senior R.J. Sherman '09 (see related stories, pages 15 and 11) also credit the iSchool faculty, and student and alumni networks with playing a crucial role in the success of their business ventures. The iSchool faculty members are themselves an entrepreneurial group. Nearly a quarter of the iSchool's 40 full-time faculty members own or have owned their own companies, including Dean Elizabeth D. Liddy. They enrich classroom lessons with their experience from the business world of information and also serve as a sounding board or informal consultants for ambitious student and alumni innovators.

For example, Librizzi returned to campus last year to present his business plan to a group of faculty and staff for comments and suggestions. Sherman periodically chats with his faculty advisor, Jeffrey Rubin, who shares lessons about running his own company, Internet Consulting Services, with the young entrepreneur. Hu says he remains "immensely grateful" to iSchool faculty members Robert Heckman, Ian MacInnes, David Lankes, and Martha Garcia-Murillo who challenged him to approach problems with an open mind and by employing lessons from all areas.

Liddy runs the iSchool much like a venture capitalist investing in innovative ideas. She funds projects that pull together

a diverse group of excited participants who have the potential to accomplish something significant, including creating an Innovation Studio in the ground floor of Hinds Hall, an experimental lab for students and faculty to play with technology in creative ways. Liddy is also supporting the Windows Project, a multidisciplinary design competition for student-led teams that will result in the selection of one or more commissioned site-specific art pieces to be permanently installed in the Hinds Hall window wells on the ground floor. "It's so exciting when people have an idea and want to commit their time to it," she says. "I want to have start-up funds for really cool stuff. I want to be able to say to people who have these terrific ideas that might have great impact, 'OK, go for it. We'll support you.' That's how you get new courses, hands-on experiences for students, and new initiatives. It's very entrepreneurial."

Making an Impact

The school's innovative atmosphere combined with its small size inspires many iSchool students to venture into new projects or assume leadership roles. "At the school, I always felt I was part of a growing business because that's what the school is," says Philip Kaplan '97, an iSchool Advisory Board member who has founded several new ventures, including his current company AdBrite, of which he is president. "The iSchool is open to people starting new programs and having new ideas for research."

For iSchool junior Dave Chenell '10, it only took one summer as a dishwasher and one year of college training to give him the initiative to start his own web design company, CS Web Design of Guilford, Conn., the summer after his sophomore year. "Almost two years later, we have a host of successful clients and plan to expand in the future," Chenell says. "We are currently beginning work on the University Union web site here at Syracuse." Chenell has teamed up with two peers at Babson College in Massachusetts to develop another company, Zaang, which he describes as Facebook meets Yahoo Q&A service for college students. Chenell is excited about this company as it has attracted some interest and support from venture capitalists in the Boston area. The beta trial of Zaang was launched this



Prof. Michael D'Eredita launched a new course, Technology Entrepreneurship, at the Syracuse Technology Garden, an incubator for Central New York start-ups.

fall at Babson and is expected to roll out on the Syracuse University campus in the next year or so. "I find the things I'm learning in class more relevant the more Zaang progresses," he says. He credits another iSchool entrepreneur, Pete Kistler '10, co-founder of brand-yourself.com, for getting him involved with Zaang.

University leadership believes that such "playing" or "coloring outside the lines," to quote Chancellor Cantor, can have tangible effects on the Central New York and worldwide community. Dean Liddy agrees.

"In the iSchool, we give our students latitude to improvise, to explore, to risk, to put what they learn to unexpected uses—along with strong guidance and direction from a very creative faculty," says Dean Liddy, herself a national award-winning entrepreneur, who still meets with students to share her insights and experiences as they embark on their own exciting entrepreneurial journeys. "And the results are frequently quite surprising and inspiring." ●

Student News

Ph.D. student Jaime Snyder wins awards for her papers

Ph.D. student Jaime Snyder G'10 won a \$750 student scholarship to attend the Association for the Advancement of Artificial Intelligence (AAAI) Fall Symposium on Multimedia Information Extraction Nov. 7 through 9 in Arlington, Va.

The symposium examined the divide between how biological and computational systems solve cognitive problems. Snyder presented a poster based on a paper she submitted to conference organizers, "An Exploratory Approach for Modeling Image-Enabled Discourse."

She also won a New England Chapter of the American Society for Information Science and Technology (ASIS&T) Student Travel Award to attend the 2008 ASIS&T Annual Meeting. The meeting, "People Transforming

Information—Information Transforming People," took place from October 24 through 29 in Columbus, Ohio.

She received the award for her paper entitled "Image-Enabled Discourse: Towards an Exploratory Analytic Framework."

Snyder earned a bachelor's of fine arts in painting and glass from Temple University's Tyler School of Art in 1993 and a master's of fine arts in painting from Stanford University in 1997. She is focusing her doctoral research on visual information, image-enabled discourse, and multimodal communication.

STUDENT PROFILE

In racing and business, it pays to take some risk

MARGARET D. SPILLETT, EDITOR

For some people, the idea of launching their own business sounds risky, but at 15, Robert (R.J.) Sherman thought it was the least risky thing he could do, especially when compared to his other interest—dirt bike racing. An avid off-road motorcycle racer, Sherman has taken his share of risks. In fact, he's lacerated his liver, injured his neck, shattered his big toe, and lost his spleen on his way to becoming a top five nationally ranked, expert class dirt bike racer. But no matter how bad an accident, he always gets back on the bike.

Today, Sherman is a senior triple major in the information management and technology program at the iSchool and in the finance and entrepreneurship programs at the Whitman School of Management, and he has learned the value of taking risks.

"Racing is a discipline," he says. "You learn a lot about yourself out there on the 40- to 80-mile long course alone—how you deal with stressful situations, how you overcome obstacles, and how you can channel your passion for something to be self-motivated. You become resilient. You just get back up and go."

So founding his own web design and development company, Charles River Web Connections, came easy to Sherman. "There was no risk associated with it," he says. "I was living with my parents so if I made zero money, I still had dinner on the table and a roof over my head. I realized early on that I did not want to spend my summers working at a fast-food restaurant, grocery store, or gas station. Sitting down with a project, creating something new, and learning all the time—now, I could see myself working at that job."

Seven years later, Sherman still runs the company while juggling the demands of his academic responsibilities and his commitments as president of iVenture, the student entrepreneurship club at the iSchool. However, things are about to change again for Sherman.

For the past six months, he and classmates Pete Kistler '10 and Trace Cohen '10 have been working on a new company that is almost ready for launch. Brand-yourself.com is a web platform for students to build a professional web identity at their own URL (like "JohnnyStudent.com"). They can use the site to showcase their strengths, convey their unique value, provide tangible proof of past performance, and supplement their resumes. "I am shifting my priorities away from Charles River Web Connections to brand-yourself.com," Sherman says. "With brand-yourself.com, we are making a lot of big moves. We are making some great progress with industry leaders and are excited to get some of our new products out there."

He sees the move away from his first company to a new one as a logical progression for his career. "I like to change things up regularly," he says. Sherman had to decide whether to make a major investment in his first company to take it to the next level or refocus his energy on his latest idea. "We have received a fair amount of private funding for brand-yourself.com, and are working with programmers around the country to get the new systems built and going," he says. "I am much more of a fire starter than one to keep them burning. I don't like to think of myself as a serial entrepreneur, but in some ways I am."

Sherman often finds he learns the most through his interactions with professors outside of class. For example, his advisor, Jeffrey Rubin, professor of practice, owns his own



Robert (R.J.) Sherman '09

web design and development company as well and serves as a mentor and consultant for Sherman. "Our conversations are very productive and move me forward," Sherman says. "It's that mentoring that I really love. I try to get to know my professors and find out where their passion lies, because usually I can apply that to some aspect of my life."

While Sherman enjoys running his own companies, he says that being an entrepreneur sometimes means that he has to wear too many hats. Eventually, he says he'd like to move into IT consulting. "I want to come into a company that has a marketing team, that has accounting, and everything is set up," he says. "Now I just need to make it better. Raising that bar is really where my passion lies. Thanks to my first passion—dirt bike racing—I know what to do. I'll devote myself to it and just let it ride." ●

Ph.D. student K. Matthew Dames appointed SU library copyright and information policy advisor

K. Matthew Dames G'01 was appointed copyright and information policy advisor at Syracuse University Library, effective August 2008. In this newly created position, Dames provides strategy, advice, guidance, and education to the library on copyright and information policy issues so the library can effectively deliver information, scholarship, and related services to the University and its constituents.

Dames was awarded the Lemke Book Award in 2001, and currently is enrolled in the iSchool's doctoral program, where he is researching rhetoric and framing in information policy. Dames has earned a bachelor's degree in business from Bernard M. Baruch College, and a law degree from Northeastern University School of Law.

Ph.D. candidate Tina Finneran wins ISI Best Doctoral Dissertation Proposal Award

Tina Finneran, an iSchool Ph.D. candidate, won the Institute for Scientific Information's Thomson Best Doctoral Dissertation Proposal Award for her proposed research in personal information management.

Her proposal, *Factors that Influence Users to Keep and/or Leave Information Items: A Case Study of College Students' Personal Information Management Behavior*, earned her a \$1,500 scholarship and a trip to the American Society for Information Science and Technology (ASIS&T) annual conference in Columbus, Ohio, October 24-29.

LIS student Jill Golden wins 2007 Federal Library Technician of the Year award

Jill Golden G'09, a distance student in the M.S. in Library and Information Science program and the federal library technician at the Marshall Center Research Library in Garmisch-Partenkirchen, Germany, was named the 2007 Federal Library Technician of the Year by the Federal Library and Information Center Committee.

During 2007, Golden implemented numerous new services, demonstrated an exceptional commitment to service and applied innovative thinking, technical skills and knowledge of library resources for the benefit of a diverse user community, the award release stated.

As part of her coursework in the required IST 613 Planning, Marketing, and Assessing Library Services class taught by Assistant Professor Megan Oakleaf, she created a strategic plan for a student net portal at the Marshall Center Research Library.

Library students create strategic plans for community organizations

MARGARET D. SPILLETT, EDITOR

The Golisano Children's Hospital at University Hospital hopes to establish a Family Resource Center for the patients and their families who face the challenge of learning about an illness and coping with the cascade of worries associated with the diagnosis.

Professor Megan Oakleaf seeks to find practical problems for her students to tackle in the required IST 613 Planning, Marketing, and Assessing Library Services course so that

these students can make a positive impact in the community. When Oakleaf reached out to Golisano Children's Hospital about the possibility of collaboration, Cristina A. Pope, co-chair for the Family Resource Center development committee, happily agreed.

Two teams of graduate students volunteered to develop a strategic plan for Golisano Children's Hospital that included marketing ideas, a budget, timetables, and an assessment plan. Meanwhile, their classmates selected similar projects at a range of other organizations, including Cicero-North Syracuse High School and the Fayetteville Free Library. The students' work at these organizations was impressive, according to project collaborators.

"This is an absolutely amazing example of the type of interaction with Syracuse University that can benefit the Golisano Children's Hospital," says Thomas R. Welch, MD, director of the Golisano Children's Hospital and professor and chair of the Department of Pediatrics at Upstate Medical University. "The level of detail and professionalism that these students provided for us was exemplary."

Pope, director of Health Sciences Library at SUNY Upstate Medical University, collaborated with the two student groups on the Family Resource Center and agrees with Welch's assessment. "They were wonderful to work with," she says. "We were really surprised by the quality of their report. It was very professional."

She says the students came up with creative marketing ideas and identified some community agencies that could partner with the Family Resource Center to offer more support services to the children and their families. The students also provided a literature review of health-related materials that could be used by the resource center.

"As we move forward with implementing the Family Resource Center, we'll definitely use some of their ideas," Pope says.

Nothing could make the students happier than to see their ideas implemented and



Students in IST 613 learn the key elements of developing a strategic plan for libraries by applying those lessons in community-based projects.

assisting these patients and their families.

"It was so much more engaging to work on a class project that appealed to me on a personal level," says graduate student Melissa McElroy-Elve of Liverpool, N.Y. "Family-centered care is an important component of the medical field and is certainly an area of which information specialists in medical settings must be aware and be able to develop an appropriate supporting role for those settings."

Oakleaf says she wanted the students to work on community-based projects to gain experience in assessing community needs and making an impact on people outside of the University. She designed the class so students could step beyond theory and apply research methods, while providing a service to the community.

"Lots of librarians don't have the time or training to make an assessment plan, but our class projects give the students that opportunity," Oakleaf says.

In addition to the Golisano Children's Hospital project, student teams enrolled through online and campus-based version of the course have created plans for a wide range of projects. The students have created web sites for libraries, developed newsletters, designed book donation programs, outlined collection development procedures, and



Professor Megan Oakleaf teaches students how to plan, market, and assess library services through a variety of hands-on projects with partners across Central New York and beyond.

Golisano Children's Hospital

Family Resource Center: The project created a comprehensive plan for the establishment of a resource center for children who come to the hospital for treatment and for their families. The students prepared a report that included current literature available on planning a medical resource center, comparisons to similar programs at other hospitals, marketing plans, and lists of other community resources that could partner with the hospital.

Fayetteville Free Library

Homebound Book Delivery Service: This outreach project proposed a partnership between the Fayetteville Free Library and Meals-on-Wheels, with the goal of bringing library services to a population that does not come into the library for a variety of reasons. Meals on Wheels volunteers would provide a book delivery service along with a meal, and the library would provide reading materials.

Gaming Service for Teens: Gaming as a library service has been gaining popularity among U.S. libraries in the past few years. This project outlines a plan for introducing gaming services, including video and board games, for teenagers at the Fayetteville Free Library.

Cazenovia Library

e-Gyptian Expedition: The Cazenovia Public Library and Museum plans to install a computer in their Egyptian Gallery, which contains an impressive array of Egyptian artifacts, including the prize jewel of the collection, a mummy named Hen. This project describes a plan to increase the number of school field trips while providing content that is useful to educators and that caters to New York State learning standards.

Cicero-North Syracuse High School Media Center

Mash the Stacks with Digital Ink: This project examined how Cicero-North Syracuse High School Media Center could launch an online book review service for its students. The plan describes how students can post book reviews or book trailers (similar to the catchy movie trailers out of Hollywood) through Web 2.0 technologies, such as blogs and online forums.

iSchool students and alumna create digital library in Costa Rica

LEAH M. GALKA, CONTRIBUTING WRITER

Two iSchool graduate students recently traveled to Monteverde, Costa Rica, with alumna Laurie Kutner G'98 to help create a digital library of community development resources. The students, Cindy Dykes G'08 and Michelle Moyer-Hennessy G'08, spent seven weeks this summer working with digital materials generated from the Monteverde Institute's Sustainable Futures program.

Their work will allow the public, including students and researchers across the globe, to virtually access about 250 of the institute's documents related to sustainable community development and ecotourism. The collection spans from 1995 to 2007 and includes planning documents, final reports, PowerPoint presentations, architectural drawings, photos, maps, and other forms of data.

"We had an incredible group working on this project, and I'm immensely proud of what we accomplished," says Moyer-Hennessy, who graduated from the iSchool this summer with a master's degree in library and information science (MSLIS) and Certificate of Advanced Study in digital libraries.

The creation of the library was a joint effort between Syracuse University, which supplied the interns; Kutner, project director and library associate professor at the University of Vermont; Marlene Leiton Campbell, the on-site library services coordinator at the Monteverde Institute; and the University of South Florida, which supplied the digital library software and support and will house the library's web site on its server.

The library will provide access to the previously inaccessible research materials created by students in the Sustainable Futures program from several participating

American colleges. The challenge of the library project, says Moyer-Hennessy, was deciding which materials to include. "This was the most time-consuming and important part of the project because it was necessary to create a coherent collection," she says. The team then converted the selected materials to PDF format and created metadata for each record. The metadata will be searchable in both English and Spanish.

"I was so impressed by how prepared these two students were, through their digital librarianship courses at SU, to address all the complex issues and challenges presented by this project," says Kutner of the University of Vermont.

Dykes, who is in her final semester in the MSLIS program, says she drew on many of her iSchool courses for this project. She cites Jian Qin's Metadata (IST 681), Barbara Kwasnik's Cataloging of Information Resources (IST 604), and Jill Hurst-Wahl's Creating Managing and Preserving Digital Assets (IST 677) as especially valuable courses for this project.

Dykes also notes how valuable this experience was for her. "I think, as with many of these types of experiences, one walks away with more than they left," she says. "I also learned that if we—as a global society—are truly committed to equal information access for all, we need to support efforts being made to improve the physical access to the Internet." She explains that Internet service in Monteverde was not dependable and that their selection decisions were limited by their Internet connections—some objects could not be included in the library because they were too large.

While there were challenges to working in Costa Rica, Dykes says there were also



iSchool students Cindy Dykes G'08 and Michelle Moyer-Hennessy G'08 work to build a digital library in Monteverde, Costa Rica.

benefits. She says her walk to work was "too beautiful to pass up." The wildlife—including birds, butterflies, monkeys and sloths—as well as the "gorgeous views of the Gulf of Nicoya" created a strong appreciation of the environment and culture of the region.

Both students say the internship was a valuable resume-building experience, but Kutner notes that it also had a less tangible value. "Thanks to Cindy and Michelle, we will be able to provide access to an important body of local information that will directly benefit the local community," Kutner says. And that's priceless. ●

planned for new facilities or special programs at the libraries.

"These amazing, high-quality, community-centered projects are terrific exemplars of the iSchool's commitment to Scholarship in Action and demonstrate the commitment of both our students and faculty," says Liz Liddy, dean of the iSchool. "Megan and her students have done an outstanding job, of which I am extremely proud."

Each student team provides the host library with a literature review, project plan, marketing plan, and assessment plan.

The students' work has also led them to job offers and prestigious awards, including Jill Golden G'08, an online student and librarian at the Marshall Center Research Library in Garmisch-Partenkirchen, Germany. So impressed with Golden's project, her supervisor nominated her for the Library of Congress's 2007 Federal Library Technician of the Year Award, and Golden won. "The project planning skills I've learned have really helped with my job and directly benefited my career," Golden says.

For Emer Feeney G'09 of Burlington, Vt., who admittedly was initially uninspired

by the project assignment at Fletcher Free Library in Burlington, the class project led to her dream job at that same library. "When a job opened up there, I applied and got it, despite it being a terribly competitive job market where I live," she says. "I am now happily employed full-time at the library where I hope to spend the majority of my career—a full year before getting my degree!"

Tibbi Angelastro G'09 and classmate Deborah McHugh G'09 jumped at the chance to work with the Fayetteville Free Library and the Syracuse area Meals on Wheels program on Homebound Book Delivery Service. Meals on Wheels volunteers, working with the Fayetteville libraries, would deliver a book as well as a meal to homebound people.

"The project appealed to us right away," McHugh says. "I already volunteer for Syracuse Meals on Wheels, and we both live in Manlius, so we're very familiar with Fayetteville library."

Angelastro adds: "This project is important, because libraries don't consider the people who *don't* come into the library as much as they should. It is easy to serve the users

who patronize the library frequently, but the real challenge is to identify groups who need the library and the barriers that prevent them from using it."

Ben Goldman G'09 and Bradley Shipps G'09 also worked on a project that hoped to bring library services to a broader audience. They collaborated with the Cazenovia Public Library and Museum on a plan to attract more student classes to take field trips to the facility to visit its Egyptian collection.

"The appeal of the course is that you get to apply what you learn to a real project, and potentially contribute to the success of a library's project or program," Shipps says. "The course and project reinforced the importance of starting any project with clear objectives in mind, identifying and communicating with the appropriate audiences, and continuously assessing the impact of your efforts to make improvements and guide future efforts." ●

Minhee Cho '10 contributed to this report.

ALUMNI NEWS



ALUMNI VOICES

Help others invest wisely in iSchool education

BARBARA SETTEL, DIRECTOR OF ALUMNI RELATIONS AND ANNUAL GIVING

As I write this column, we are all coping with the effects of the economic meltdown. The financial crisis is over arching. It affects our homes, employment, investments, and retirement. I hope by the time this publication reaches you, we will have begun to see improvements, but it is inevitable that we will not be able to recoup all the losses we have each suffered. But I am a "cup is half full" person, so it won't surprise those of you who know me that I am focusing on the positives.

So here's some good news. You can't lose your education. In fact, it is one of the few investments that will go up in value as every other stock plummets. Even if in the short term there are layoffs and hiring freezes, the employment outlook for graduates in the field of information management, technology, and librarianship is excellent. And, you can always leverage the world-wide iSchool alumni network to help you advance your career.

But these may be tough times for those who have yet to attend college or pursue an advanced degree. While a poor economy often encourages people to stay in school and get graduate degrees, investments and savings, which were to pay for college, are now diminished. Schools with lower in-state tuition rates will be attractive and competition for scholarships at private institutions will be greater.

Despite these challenges, we at the iSchool believe we have the best value for the dollar and we know that many of our alumni agree. Your pride in your degree and

your success in your careers affirm that belief. Moreover, you, our alumni, are one of the best resources we have for marketing the school. Time after time we hear from incoming students, "my neighbor told me about this program;" "my supervisor is an SU alum and encouraged me to apply to the School of Information Studies;" "my co-worker took the distance program and she loved it;" "the librarian at the public library inspired me to choose this career and attend Syracuse."

We are indebted to the alumni who sing our praises and serve as ambassadors of the field and the school. We also see the potential to enlist more of you directly in recruitment-related activities. Dean Liddy is committed to providing small grants and recruitment materials to alumni who would like to meet with prospective students at information sessions, college fairs, and in schools and guidance counselors' offices. International alumni who are traveling to their homes abroad would receive support to present our programs to groups at educational institutions. We will also work with alumni who want to host an information session at their company to inform employees about our graduate and executive education programs.

If you would like to become more involved in telling our story, please contact me (basettel@syr.edu) or Sue Corieri, director of enrollment management (sbcorier@syr.edu). We will be happy to enlist you formally in these efforts. And keep up the great work to all of you who are already promoting our programs. ●

B.S. in Information Management and Technology

Nicholas Zwinggi '02 is a web developer for Marcus Thomas LLC in Cleveland.

Simon Sjogren '06 is pursuing a master's degree in education at Radford University in Virginia.

Ron Ishak '07 is a project manager, building web applications for online trading at Ciptadana Securities, one of the largest stock broker and financial services companies in Indonesia.

Jasmine Thompson '07 is a financial advisor at JPMorgan Chase in Chicago.

Justin Breese '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Anthony Brown '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Yakeema Cobb '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

James Crimmer Jr. '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Brian Doty '08 is an analyst at Diamond Consultants in Chicago.

Ryan Fee '08 is working for GE with the Information Management Leadership Program.

Darryn Glenn '08 is a technology analyst with Merrill Lynch in New York City.

Abina Griffith '08 is an associate consultant and systems analyst with Computer Sciences Corporation in New York City.

Grant Haggan '08 is a systems analyst with Computer Sciences Corporation in Chantilly, Va.

Nicholas Hall '08 is a private wealth manager with Wachovia Securities in Chester, N.J.

Joe Hecker '08 is a manager-in-training at National Income Life Insurance Co. in East Syracuse.

Merim Isaeva '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Jessica Juliano '08 is employed by GE Security with the IT Project Leader/Information Management Leadership Program in Bradenton, Fla.

Karla Jorge '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Daniel Kelly '08 is an information systems analyst at Liberty Mutual in Portsmouth, N.H.

Jonathan Krauss '08 is a project manager with Discover Financial Services in Riverwoods, Ill.

Kaitlin Lambracht '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Benjamin Maljovec '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Freddie Maneiro '08 is a software quality assurance specialist at Sunday Interactive in Fargo, N.D.

Dexter McKinney '08 is enrolled in the master's degree in information management program at SU School of Information Studies.



Your News

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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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ALUMNI PROFILE

The buzz about Briz.com

MARGARET D. SPILLETT, EDITOR



As a sixth-grader, Michael Librizzi '05 dreamed of one day opening his own bait and tackle shop. Although he hasn't fished in years, his desire to run his own business is stronger than ever. In March 2007, he left a lucrative career at Morgan Stanley to pursue his dream of becoming an entrepreneur.

"Growing up, I watched my father and grandfather who owned their own construction businesses and witnessed their entrepreneurial passion and hard work," says Librizzi, who graduated with a dual degree from the iSchool's B.S. in information management and technology and Whitman School of Management's B.S. in finance. "They instilled those values in me, so I've always had a focus on and kind of liking for the small business marketplace. In elementary school, I guess the cool thing to me then was running my own bait shop."

Today, he's launched what many would consider a very "cool" business for the 21st century, Briz.com. He describes Briz.com in its most basic terms as the "Facebook" for small businesses. The basic services on the networking site are free to the businesses and consumers, so the company makes money by selling advertising on the site and by offering additional subscription-based services to small businesses. "Briz.com is where small businesses share their buzz locally—news, coupons, events—anything a small business owner wants to share," he says.

He sees his company serving a business group that has yet to be explored. "Only 48 percent of small businesses in America even have a web site," Librizzi says. "So we're giving small business owners a place to go to

develop and maintain their web presence and also manage their local marketplace. This is a huge opportunity."

Librizzi says the biggest opportunity lies in the growing trend of the Internet "going local"—or the increase in local searches that bring up geographically based results. "Local search is the fastest growing search out there right now," he says. "Nobody has really focused before on all angles of social networking and local search through the eyes of the small-business owner. That's what we're doing." The company is also helping small business utilize micro-blogging—a new web application using local and vertical searches to highlight events and news specific to a location or industry.

Briz.com, which currently has more than 1,000 business members, was among the ranks of eBay and Microsoft who were debuting new products and services at the Web 2.0 Expo in September at the Javits Center in New York City. "This is really good exposure for the company, and I'm really hoping to get some people interested in what we're doing," he says.

He says his iSchool courses, especially Dave Dischiave's database courses, helped him understand information management from a conceptual level. "I could teach myself coding from a book because I understood the concepts behind it," Librizzi says. Syracuse has also offered a variety of other supports to the young entrepreneur—mostly through networking with faculty and students. He also presented his initial business plan to some iSchool faculty and staff for their feedback and suggestions. "I've had a lot of good people helping me out so far and giving me good advice," he says. "But the best support has come from Syracuse—not just the staff and faculty but also my peers and friends."



Michael Librizzi '05

Since leaving Morgan Stanley, Briz.com has been his life. Currently, he works sun-up to sundown out of a makeshift office in the basement of his parents' Long Island home. "If I'm not sleeping, I'm working," he says. "You have to love a good challenge."

He also loves the positive feedback he receives from the small businesses that are benefiting from his company, including a company in New York that found a cross-marketing partner in a related company from Florida, or a business that jumped to the top spots in a Google search. "We've had some real great response to increasing exposure of the businesses," he says. "That's where I get the most satisfaction—hearing about how my company is helping these other small business owners."

The coming year will be very telling for Briz.com. Librizzi says he doesn't know if Briz.com will be the "next big thing." He does know he's learned a lot and the potential for success is there. "You can't let anyone tell you what to do," he says. "This type of concept is not your average brick and mortar kind of store. If it hits, then the sky's the limit." ●

Arlene Melchiorie '08 is an administrative specialist at Syracuse University.

Chris Mitchell '08 is employed at Northwestern Mutual in New York City.

Kirill Morozov '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

James Powell '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Amrika Ramnath '08 is assistant comptroller at Restaurant Associates in New York City.

Alex Regenstreich '08 is in advertising sales at Minyanville in New York City.

Alyssa Rubin '08 is pursuing graduate study in culinary arts at the Culinary Institute of America in Hyde Park, N.Y.

Didier Rutagabama '08 is an information systems analyst at Liberty Mutual in Portsmouth, N.H.

Tom Sjoberg '08 is employed at GE in the Information Management Leadership Program in Schenectady, N.Y.

Anthony Viggiano '08 is employed at Cigna in Bloomfield, Conn.

Paul Wachtler '08 is enrolled in the master's degree in information management program at SU School of Information Studies.

Lueth Yak '08 is a patient safety representative at St. Joseph's Health Care in Syracuse.

M.S. in Library and Information Science

Ilona Koti G'01 started her own practice, Crystalview Consulting Group, for information and records management in Pollock Pines, Calif.

Margaret Neill G'05 was promoted to library manager in technical services and systems at Thomas Branigan Memorial Library in Las Cruces, N.M.

Carrie Rampp G'05 is director of library services at Bucknell University in Lewisburg, Pa.

Anne Chernaik G'06 has expanded her role at College of Lake County Library in Grayslake, Ill. She is now department chair and instructor for the library technical assistant program in addition to her duties as reference librarian.

Dan Muzyka G'06 is a web developer at a radio company, Entercom Communications, in Portland, Ore.

Heather Davidson G'07 is an assistant professor/reference librarian at Valley City State University in Valley City, N.D.

Donald Dennis G'07 is BYTES (Bunelle Youth Technology Experience Series) project manager for the Georgetown County Library System in Georgetown, S.C. The project involves a youth literacy strategy incorporating usage of interactive video gaming, creation of digital arts productions, and development of video game designs by young people.

Kelly Regan G'07 is a library media specialist at Intermediate School 61 Leonardo DaVinci in Corona, N.Y.

Cheryl Seymour G'07 is an itinerant school library media specialist for the Franklin Essex Hamilton BOCES in Malone, N.Y.

Karen Watson G'07 is a school librarian at Waterman Elementary School in Skaneateles, N.Y.

Marcia Alden G'08 is a product analyst at Polaris Library Systems in Liverpool, N.Y.

Philip Bahr G'08 is a reference and media librarian at Fairfield University in Fairfield, Conn.

Rebecca Bayrer G'08 is a library services manager at Kaiser Permanente South San Francisco Medical Center in San Francisco.

ALUMNI NEWS

Alison Bersani G'08 is an engineering librarian at the Carlson Science and Engineering Library at the University of Rochester in Rochester, N.Y.

Denis Bieniek G'08 is a teacher/librarian at Public School 142 in New York City.

Kathryn Buturla G'08 is enrolled in the certificate of advanced studies for school media program at SU School of Information Studies.

Lara Chmela G'08 is enrolled in the certificate of advanced studies for digital libraries program at SU School of Information Studies.

Eva Class G'08 is a teacher/librarian at Public School 119 in Bronx, N.Y.

Philippe Cloutier G'08 is a library specialist at McDonough Holland and Allen in Sacramento, Calif.

Emily Cornell G'08 is a school media specialist at Midwood High School in Brooklyn, N.Y.

Monica Crandall G'08 is a librarian assistant at Fayetteville (N.Y.) Free Library.

Elisa Cruz G'08 is a teacher/librarian in New York City.

Melissa Danko G'08 is a cataloging specialist at Regent University in Virginia Beach, Va.

Stacey DeCaro G'08 is a school media specialist at Medford (N.J.) Township Schools.

Carmen DelValle G'08 is a teacher/librarian at Public School 35 in Bronx, N.Y.

Angela Desilva G'08 is a teacher/librarian at Public School 219 in Brooklyn, N.Y.

Michele DiGregorio-Mercado G'08 is a teacher at Francis Lewis High School in Fresh Meadows, N.Y.

Nanette Dougherty G'08 is a teacher/librarian at Public School 164 in Brooklyn, N.Y.

Jen Ferguson G'08 is research and instruction liaison for library and technology services at Brandeis University in Waltham, Mass.

Jean Friestad G'08 is a contractor at Accountemps in Des Moines, Iowa.

Kent Gerber G'08 is a catalog librarian at Northwestern College in St. Paul, Minn.

Robin Gerstenblatt G'08 is a teacher/librarian at Public School 108 in New York City.

Amy Gratz G'08 is a clerk/reference librarian at Fayetteville (N.Y.) Free Library.

Stacy Grossbard G'08 is a teacher at Public School 115 in New York City.

Howard Hamme G'08 is a librarian at Fresno (Calif.) County Public Library.

Sharon Hawkes G'08 is an administrative assistant at Auburn (Maine) Public Library.

Kristen Hensley G'08 is an outreach services associate at Cornell University Physical Sciences Library in Ithaca, N.Y.

Julia Iannello G'08 is a school media specialist at Valleyview Elementary in Oneonta, N.Y.

Sarah Jacobwitz G'08 is a secretary at Utica College in Utica, N.Y.

Cleo Jarvis G'08 is a library media specialist at Granville T. Woods Public School in Brooklyn, N.Y.

Gerard Johnson G'08 is an English-as-a-second-language teacher in New York City.

Elizabeth Kerr G'08 is a library media specialist at Enders Road Elementary School in Manlius, N.Y.

Siridatar Khalsa G'08 is a biology teacher in New York City.

Kathleen Lalier G'08 is a teacher/librarian at Public School 216 in Brooklyn, N.Y.

Hyoungbae Lee G'08 is a Korean studies librarian at Princeton University Library in Princeton, N.J.

Michelle Logan G'08 is a librarian assistant at Onondaga County Public Library in Syracuse.

Julie Matz G'08 is librarian at the Ronald McNair School, Public School/Middle School 147Q in Cambria Heights, N.Y.

Heather McIntosh G'08 is a library associate at Gwinnett County Public Library in Lawrenceville, Ga.

Rasheedah Nasir G'08 is a teacher in New York City.

Andrew Pasterfield G'08 is a programmer at University of Calgary in Alberta, Canada.

Nira Psaltos G'08 is a media specialist at Bayside High School in Bayside, N.Y.

Cathy Revellese G'08 is a librarian at Public School 382/386 in Bronx, N.Y.

Robin Rosen G'08 is a librarian at Public School 8 in New York City.

Michele Ryan G'08 is a youth librarian at Oneida (N.Y.) Public Library.

Kristen Schmidt G'08 is a publishing specialist at Thomson Reuters in Cleveland.

Cheryl Seymour G'08 is a library media specialist at Franklin Essex Hamilton BOCES in Malone, N.Y.

Maryalice Smith G'08 is a school nurse teacher in Saranac Lake (N.Y.) Central Schools.

Maureen Southorn G'08 is a school library media specialist in the Weedsport (N.Y.) Central School District K-12.

Andrea Swenson G'08 is a library media specialist at East Side Community High School in New York City.

SHARE YOUR HINDSIGHTS

Have you realized the significance today of an event or learning from years ago? If so, share your HindSights with us.

A new guest column in Home Page, HindSights will share alumni stories about lessons learned or connections made at the School of Information Studies that have a direct impact on their lives today.

Send your HindSights to Barbara Settel, basettel@syr.edu, or Margaret Spillett, mcastell@syr.edu. Please keep submissions to under 600 words. Photos are welcome.

New Faces Around Hinds Hall

Alecia Zema**Office Coordinator III****114 Hinds Hall**

Alecia Zema joined the iSchool last spring on a temporary basis and was hired full-time this summer. She assists faculty members with such tasks as creating class lists and posting faculty office hours, copying and ordering text, and collecting student evaluations. She handles much of the school's event planning and manages the school's work-study students.

She provides general administrative support to student services staff members. She has worked for the past five years in a variety of administrative support positions throughout the University. Prior to that, Zema worked as an outside field technician and assistant construction splicer at Verizon.

She holds a B.A. in psychology and art from Russell Sage College in Troy, N.Y.

Michael Clarke**Web Producer****110 Hinds Hall**

Michael Clarke is responsible for maintaining the iSchool's web site, creating new web pages and web-based applications, and supporting efforts to better utilize new media to reach the iSchool's audiences. He serves as the liaison

between the iSchool's IT services and external relations staff, and leads the iSchool web committee.

Most recently, he served as the senior technology manager of United Way of Central New York, where he oversaw and managed the web presence and technology infrastructure. Before his work at United Way, Clarke was director of dynamic media at Edit Point Video in Syracuse.

He earned a BFA in computer graphics from the College of Visual and Performing Arts at Syracuse University, and is currently working toward an online MBA at Northeastern University in Boston.

Steven Sawyer**Associate Professor****344 Hinds Hall**

Steven Sawyer officially rejoined the iSchool this August as an associate professor. He comes to the Syracuse University faculty from the College of Information Sciences and Technology at Penn State. Sawyer began his career as an assistant professor at the Syracuse University iSchool in August 1994 before accepting the position as a founding member of the iSchool at Penn State in August 1999.

His research interests lie in the socio-technical relationships among new forms of computing and institutional change. He has focused in particular on knowledge

workers such as software developers, real estate agents and law enforcement officials. An active researcher, he has received more than \$3.8 million from such agencies as the National Science Foundation, IBM, Coming, and the National Center for Real Estate Research to support his work.

He is co-author of three books, dozens of journal articles and book chapters, and more than 130 presentations. He serves the associate editor of *The Information Society*, editorial board member of the *International Journal of Advanced Media and Communication*, an editorial board member of the *Journal of Information Technology*, editorial board member of *Information Technology & People*, among many other editorial positions and professional reviewer appointments.

Sawyer holds a B.S. in marine transportation from the U.S. Merchant Marine Academy and an M.S. in ocean engineering from the University of Rhode Island. He also holds an M.S. in management information systems and a Doctor of Business Administration from Boston University. Among numerous honors, he was named the 2001 Faculty Member of the Year at the iSchool at Penn State and the 1997 Jeffrey Katzer Professor of the Year here at SU.

STUDENT PROFILE

Empowering the world through information

TRACY TWOMBLY, CONTRIBUTING WRITER

Raed—the Arabic word for pioneer or explorer—is the perfect emblem for School of Information Studies Ph.D. candidate Raed M. Sharif, a pioneer of the international movement for open access to information, and an explorer of diverse fields of knowledge. Sharif, who joined the iSchool in 2004 and expects to finish his Ph.D. by the end of 2009, immerses himself in this open access movement in order to “empower people and help them make more informed decisions about different dimensions of their lives, such as health, education, investment, employment, traveling, etc., which will consequently improve their standard of living and socioeconomic development.”

Sharif’s interest in information, technology, and community development began in the first 17 years of his life, during which he lived in Jabalya refugee camp in Palestine’s Gaza Strip. He lived among 120,000 people in an area of less than four square miles, witnessing poverty and inadequate access to basic resources, health services, and education. The experience, he says, made him determined to use knowledge and education as the main tools for improving the lives of the people of Palestine and other strife-ridden countries.

He attended Birzeit University in Palestine, where he earned a bachelor’s degree in economics and political science, and a master’s degree in business administration. Upon receiving a scholarship through the Ford Foundation’s International Fellowship Program, he then enrolled at the iSchool to study information science and technology and explore the role of information access, use, and policies in bridging some of the world’s divides. “I wanted to come to a school where these issues are discussed and promoted,” Sharif says, “a school where I can

study, research, and look for answers to such questions as: What are the major obstacles to equitable access to information and knowledge? How can we overcome these obstacles and make information and knowledge more openly available and easily accessible to as many people as possible around the world, especially those in the less economically developed countries? How can access to, and use of, these resources improve people’s socioeconomic development?”

His dissertation focuses on the social and economic costs and benefits of open access to and re-use of Public Sector Information (PSI)—information generated by and for governments using public funds. His research focuses on the United States, one of the few countries that make most PSI openly available to the public. “PSI is a very important resource,” Sharif says, “and making it openly available and easily accessible or restricting access to it can greatly impact the socioeconomic development of societies.” He expects the lessons learned from studying the U.S. case will help him better study and understand the PSI status in the less economically developed countries.

In addition to his academic research, Sharif is involved in several international organizations and activities that contribute to the open access movement. In 2005, he worked as a fellow with the U.S. National Academy of Sciences (NAS), and he credits his mentor there, Paul Uhler, with exposing him to many global initiatives that “are trying to overcome some of the institutional, socioeconomic, technical, legal, and policy obstacles to access information and knowledge.” Since then, he has worked on almost a dozen projects and activities and traveled to more than 15 countries to promote open access values and practices. He was recently elected chair of the UN-GAID Community of Expertise on Enhancing Access to and Application of Scientific Data in Developing Countries (*e-SDDC*) Young Scientists Forum, and is on the steering



Raed M. Sharif, Ph.D. student

committee of the InterAcademy Panel on International Issues—a consortium of 96 national science academies around the world—Program on Digital Knowledge Resources and Infrastructure in Developing Countries. Sharif also serves on the Committee on Data in Science and Technology (CODATA) Young Scientists Committee, and planned the 21st CODATA International Conference in Kyiv, Ukraine, in October.

Sharif’s passion for his international activities only gives him more drive and energy for working on his dissertation. After completing his Ph.D., he expects to pursue his wide range of passions—research, teaching, and continuing his international and community advocacy—despite any difficulties he may face. “Impossible is nothing,” he says, quoting a Beijing 2008 Olympics advertisement that caught his eye during a trip to China last winter. Sharif’s professional and educational success is evidence that he has every intention of proving that to be true. ●

Heather Turner G’08 is enrolled in the certificate of advanced study in digital libraries program at SU School of Information Studies.

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Abhijit Mane G’08 is a developer support analyst at ESRI in Redlands, Calif.



Grassroots is so iSchool: help us reach a higher ground

PAUL BRENNER, ASSISTANT DEAN FOR ADVANCEMENT

Many of us aspire to reach a point of financial abundance in our lives—a time when we might turn our thoughts outward to pay tribute to those who helped us reach this pinnacle. We wait to give to these organizations, hoping that time will build a bigger gift that will have more of an impact.

In reality, modest gifts make a noticeable difference in the day-to-day happenings within the school. A few hundred dollars can cover the expenses for a student to attend a conference, or for a faculty member to purchase cameras for a multimedia class. Other projects require larger levels of support that can enhance what we can achieve as a school. What else can these targeted gifts do for our students and faculty?

Well, Communications Director Margaret Spillett and I met with the faculty (and later staff) to brainstorm on funding ideas with an emphasis on affordable gifts that could really make a difference to the school and faculty member. We hoped to unearth some interesting, creative, and fun ideas that might inspire alumni and friends to support a specific idea that will directly benefit a faculty member or student.

I want to share with you now a sampling of the ideas that were generated from those meetings:

“Once Upon a Time...”

Create a web-based competition for young children that guides them through the research of a curriculum-related science topic, allows them to create an electronic storybook based on their research results, and provides opportunities for publishing their books on the Center for Digital Literacy’s “Curiosity Creek” web site. **\$15,000**

(Ruth Small and Marilyn Amone)

“Put Me In Coach, I Want to Play”

Purchase equipment for the Virtual Coaching Project (VCP). VCP is focused on exploring the bounds of IT by asking the question: Can the traditionally face-to-face environment of a crew team be morphed into an IT-mediated environment that places the coach and athlete(s) in different locations albeit interacting in real time through video, audio, and hard-data streams?

\$50,000 – \$100,000

(Michael D'Eredita)

“It’s Your Turn”

Purchase equipment needed for the Traveling Library Game Lab of Syracuse, which will visit library conferences and allow librarians to learn about the variety of games available.

\$500 – \$1,000

(Scott Nicholson)

“Go the Distance”

Every year we have a student or two who is at the tail end of their degree and has run out of money. Help these students finish up their degree by paying for their last few credits.

\$3,000 – \$6,000

(Kathy Allen)

“Beam Me Up, Scotty”

Syracuse’s South Side today has very limited Internet access and access to computing. iSchool undergraduate and graduate students are working to implement a wireless infrastructure and public-access Technology Center on the South Side to improve access, foster skill building, and promote entrepreneurship. Seed funding for the project was received from the Ewing Marion Kauffman Foundation. Purchase equipment needed to strengthen the wireless signal installed by iSchool students in IST 466 to benefit residents of the South Side community.

\$5,000

(Murali Venkatesh)

“Seedlings to Sunflowers”

Support a seed business development fund for student entrepreneurs to try out their ideas and test their business plans with feedback from industry professionals. **\$10,000**

(Michael D'Eredita)

We will post more of these unique funding opportunities on our web site: <http://ischool.syr.edu/creativeways>.

Just as we educate our students to pull together disparate bits of data into a comprehensive knowledge of information, we seek an expansive network of individual donors to provide a solid foundation for our future as a leading iSchool. If you would like to be part of that support network, send me an e-mail at pbrenner@syr.edu or give me a call at 315-443-6139. ●

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iSchool awards 16 Graduate Leadership Scholarships to incoming students

MARGARET D. SPILLETT, EDITOR

The School of Information Studies (iSchool) at Syracuse University is pleased to announce the recipients of the 2008 Graduate Leadership Scholarships. This scholarship program was launched this year to recognize excellence in applicants and to encourage them to participate in and lead the graduate student organizations and other initiatives within the school.

"As a leading iSchool, we find that the best and brightest often apply, but sometimes aren't able to attend due to financial reasons," says Dean Elizabeth D. Liddy. "Our hope is that the leadership scholarships will enable these high-achieving students to enroll in our top-ranked programs."

The scholarship covers six tuition credits a year for both years of study in one of the master's degree programs. As a recipient of the award, students are expected to participate in the life of the school through a variety of activities such as assisting with the administration of student organizations and serving as peer advisors. Scholarship recipients must maintain good standing academically and overall performance in the school.

A committee of iSchool faculty, staff, and administrators select recipients based on their application and supporting materials in a competitive review process.

During an awards lunch, faculty and staff members provided the scholarship recipients with ways in which they could engage in the life of the school. Ideas ranged from working on research projects and organizing an online book or discussion group to taking a leadership role in a student organizations and recruiting over breaks.

This year's 16 scholarship recipients are enrolled in three of the master's degree programs in both the campus and distance-learning formats. They are:

- **Tasha Beers**, school media distance program
- **Rebecca Buerkett**, school media distance program
- **Ashley Christopher**, information management program
- **Christina Parker Evola**, school media distance program
- **Scott Goff**, school media program
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