

HOME PAGE

School of Information Studies
THE ORIGINAL SCHOOL FOR THE INFORMATION AGE®

Three Decades as an Information Leader

When SU's School of Library Science became the School of Information Studies, it launched a tradition of innovation as a leading institution for educating information professionals

TAMMY DIDOMENICO, CONTRIBUTING WRITER



When Dean Robert Taylor suggested in 1974 that the School of Library Science be renamed the School of Information Studies, he was making a bold statement about the future of education in the information fields. He was also speculating on a totally new direction for the school that would challenge students and faculty, and test the loyalty of the alumni community. Thirty years later, the school is a thriving presence on the Syracuse University campus that remains an internationally respected model of innovation for the education of information professionals.

Taylor began his tenure as dean in 1972, at a time when information systems—from barcodes to UNIX—had already become standard in everyday life. Recognizing the opportunity that the study of information management would bring, Taylor said it was important for the school to look beyond its established reputation as a top library science school. By adding programs that focused more on information, he hoped to attract a more diverse student body.

“The change in name is not a cosmetic cover, but a recognition that the activities and courses we presently have can no longer be called library science.... Simply put, ‘Information Studies’ better represents what we are doing and the direction we are going.”

—Announcement of the school's name change issued by the Office of the Dean, July 1, 1974

While many alumni balked at the fact that “library” was no longer a stated part of the school’s name, Taylor says the decision was a direct result of what was already happening in the library science field. “Our graduates were going into many different areas,” Taylor says. “That was a reflection of the market.” At the time, IBM Selectrics graced most academic and professional environments, and the word computer still conjured visions of room-sized mainframes. But the basis for the “information revolution” that peaked in 1992 with the establishment of the World Wide Web was already being developed, Taylor says. The time had come for the country’s premier school for library studies to embrace a wider vision that included computing and telecommunications.

1974-1983

While the new name may not have pleased all library science alumni, the majority have since embraced the change for what it was—a way to fold the library science program’s vision of enabling people to find and use information into an ever-broadening set of academic disciplines. Lydia Wasylenko G’75 admits that she expected to partake in a “traditional” study of library science through the master of library science (MLS) program. What she found was a school and a profession in the throes of change. “When I started my degree, it was kind of the end of an era for traditional libraries,” she says. “Everything was still

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Across the Miles

TANYA FLETCHER, CONTRIBUTING WRITER

The School of Information Studies’ distance learning program began in 1985, when the school started offering a library science course each semester in Ithaca, New York. Then in 1988, classes in information resources management were taught at an Endicott, New York, site, in conjunction with continuing education courses already offered by the University for IBM employees. Robert Heckman, associate professor and director of the master’s degree program in information management, taught in Endicott and later at the Washington, D.C., site, which opened in 1991. “Then, there was no World Wide Web and none of the coursework was done with the Internet,” he says. Heckman recalls driving to Endicott to conduct classes in five- to seven-day blocks. “The world is very different now for both distance and campus courses,” he says. “The possibilities of blending face time with online time are really dramatic. We’re getting quite good at it.”

Terry Buford G’95 remembers earning his master’s degree in library science through the School of Information Studies’ distance learning program back when Netscape and Internet Explorer were just becoming the way to access the Internet. “I don’t think any of us knew what to expect,” he says. “Every day was a new adventure. A lot of the kinks had to be worked out, especially the technological ones.” Buford, who now serves as director of the Irondequoit Public Library in Rochester, New York, credits his current position to the quality of the program. “It helped me think from management and information technology perspectives, and to think about the future,”

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Professor Michael McGill G’73 teaches a graduate class in 1975.



DEAN'S COLUMN

This year, we celebrate the 30th anniversary of the school's expansion into the larger information field. I recently gave a lecture about convergence in the information field for my colleagues at the University of Michigan's School of Information, which underwent its transformation in 1996. To do this I had to reach back into the 19th century and talk about the social developments that drove the infant components of the information field to develop libraries, business systems, communications, and analog computing. I challenged them to see how development in each area took place.

For example, we saw the rise of the modern university and the public library movement as social forces that demanded the library to change. We saw the use of the typewriter and the creation of card, rather than book, catalogs. We also saw new standards created permitting libraries to share bibliographic information. At this time, we also saw the development of descriptive cataloging codes, the Dewey decimal classification, and the development of subject heading standards. As I detailed these changes, I suggested that library science, information management, information technology, and telecommunications would converge in the 21st century. By this I don't mean to say that these fields will be the same; they certainly won't. But these areas will become highly dependent on one another, and their respected professionals will work together to solve complex information-based problems.

The faculty at Syracuse has already addressed this imminent convergence by structuring our curriculum to take advantage of the diversity and interdependence of our students—the future of our field—in ways that leverage our academic

diversity to benefit student learning. When I came to Syracuse in 1995 the three master's programs—library and information science, information management, and telecommunications and network management—were, for all intents and purposes, in separate silos. Their core courses were separate, and the students rarely sat with each other in an advanced class.

By fall 2000 we rolled out the new common core curriculum for the master's programs. Now we "socially engineer" teams to have at least one person from each degree program and part of their assignment is do a presentation on a complex information problem with only one day's preparation. While the presentations are often excellent, what we really want is for them to learn to work together. When we debrief them after the class, the library student will praise the telecom student for knowing how to do a technology assessment, the telecom student will praise the information management student for doing the cost modeling, and the information management student will praise the library student for bringing forth examples that they could use in the presentation. This collaboration gets the faculty excited, and I can't help but smile when I hear Milton Mueller, our telecom program director, quip to Jana Bradley, our library and information science program director, that she's producing "librarians on steroids," and hear Jana's retort that Milton is producing telecommunications managers with heart.

While each group of students in the three degree programs has different professional, degree, and learning objectives, they share a common commitment to our core mission to expand human capabilities through information. We're the only school in the world that has this richness of degree offerings that also leverages this academic diversity for the good of the students and of the field. I look forward to populating the profession with these fine graduates who will help to transform our world into a better place. I can foresee the school in the 22nd century still embracing this common mission. I would like to think that a century from now some yet-to-be-born dean of the school will realize that while being a pioneer is not always the easiest thing to do, it is the right thing to do. Although *Home Page* will probably be interactive and on one's PDA then, I'm counting on the message staying in tune—that while management, technology, and policy are important components in our study, they are simply tools and a means to an end. The end is the enrichment and empowerment of human life—through information.

Raymond F. von Dran
Dean

Staff Members Recognized for Exemplary Achievement

Congratulations to the School of Information Studies Business Processes Reengineering Team for winning a 2003 Exemplary Achievement Award. The award was presented in March by Chancellor Kenneth A. Shaw at a ceremony in Goldstein Auditorium. The committee examined and analyzed 36 of the school's processes. The information from the analysis was used to improve the current processes and create new ones. Committee members are:

Steve Block—Team leader	Mark Coldren
Paul Brenner	Laurie J. Kovalczik
Peggy M. Brown	Roger Merrill
Andrew J. Clark	Kenneth O. Miles

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Faculty, Staff, Student NEWS

Adapting to a Younger Student Body

SUSAN BONZI, ASSOCIATE PROFESSOR

For most of the School of Information Studies' 108-year history, classrooms were filled with graduate students who were similar in age to their professors and who were already established professionals seeking additional certification. Up until 1987, a smattering of undergraduates would occasionally appear to take an introductory course about information technologies that filled a requirement for their majors in other schools. There was also an undergraduate minor in place at that time, and the few students in it learned about things like bibliometrics and communication among scientists.

But the face of the school changed forever in 1987 when it launched its bachelor's degree program in information management and technology. The decision to offer a full undergraduate major was part of a broader move to align the small, graduate-only School of Information Studies more centrally with the rest of the University's mission. The initial class of 22 freshmen were unfamiliar with our program. Some thought we were a library school. Most wanted to transfer to another major as soon as they could.

Slowly, the major grew, not only in the number of students but also in prestige. Attempts to transfer out of the program waned, and attempts to enter it grew. An increasing awareness that the Information Age had arrived and there were really good jobs to be had, as well as word of mouth that this was a cool major, gave an impetus to the growth of the undergraduate population. Class sizes grew from 20 to 30 to 40 and beyond. In order to stem the tide, we raised GPA requirements for transferring into the program, and then raised them again.

So how have the undergraduates changed the culture of the school? Some changes are really obvious. Twenty years ago, the typical student was over 30 and likely to have graying or thinning hair. Today, baseball caps, Greek letters, and headphones abound among the student body. Fortunately, the transformation from a purely graduate program to one where half the student population was born in the 1980s has been gradual. This allowed us to adjust to the challenges of teaching new students who had very little idea of what we are about, who might have been very technically savvy in web page design or construction of a wireless network, but who really had no concept of information management.

The undergraduates have had a big effect on the faculty. We've become aware that good teaching involves more than subject matter knowledge—that motivation plays a major role in the learning process and that students need to see the relevance of what they



Susan Bonzi, associate professor and director of the Undergraduate Program, advises a student on degree requirements.

are learning. Theoretical framework has always been very important in all of our courses, but practical application, especially for undergraduates, is essential. Also, as class size grew, the old modes of instructional delivery had to change. No longer was it easy to engage the whole class in discussion, or to grade an entire class's papers in a weekend.

And then there's the whole area of technology. The undergraduates are constantly clamoring for more of it—in their classes and in the labs. They're starting to hand in their assignments on USB drives. They're the first with the latest gadgets, as well as the first to help when something goes awry.

So, has all this been worth it? I, of course, think so. Sure, we have to expend more energy engaging students who may have been up all night, and we certainly get more excuses for late assignments. But these folks bring a vitality to the school that only the young can provide. 1

Susan Bonzi is an associate professor and director of the undergraduate program in information management and technology. For more than 20 years, she has been teaching and advising students in the School of Information Studies.

FACULTY NEWS & VIEWS

A Real PLUS

TANYA FLETCHER, CONTRIBUTING WRITER

Their libraries have been renovated, they have completed a master of science in the library and information science program at the School of Information Studies, and now, these 30 librarians are ready to make a difference in New York City elementary schools this fall. This May, the first group of librarians from the Preparing Librarians for Urban Schools (PLUS) program, instituted in summer 2002, graduated from SU. "This is an absolutely wonderful program," says Bruce Kingma, associate dean of the school. "And they're phenomenal students. These are people at some of the most challenging elementary schools in New York with low academic performance and difficult socio-economic situations. The program's success is going to make a huge difference in invigorating elementary education in New York City."

The PLUS program started as part of a city-wide initiative, 21st-Century School Librarian-

ship: Reinventing Urban School Libraries. The program is a cooperative effort, sponsored by the Robin Hood Foundation, the New York City Board of Education, the School of Information Studies, and a number of New York City corporations and architectural firms. It involves redesigning inner-city elementary school libraries to provide current technology, furnishing the libraries with books and software, and training the librarians to work in unique environments.

Professor Ruth Small helped reformat the library science curriculum for those enrolled in the PLUS program, to better meet the needs of librarians working at lower-income and inner-city schools. "We provided a graduate program for educators who wanted to be library science specialists," Small says. "They will spend at least three years in a high-needs school district after receiving their degree."

As the first group from the PLUS program graduates, another cohort is ready to begin this summer. However, these librarians will enter Upstate PLUS, a program designed for librarians serving high-risk schools in upstate New York.

"Because of the New York City program, we received a large grant to bring this model curriculum to upstate," Kingma says. About 20 students will enter the program, many of them from schools in Syracuse, Rochester, and Binghamton. "The program is growing and spreading," Kingma says. "We have received calls from Chicago and L.A. about it. It's an exciting initiative." 1

Congratulations to the following PLUS program graduates:

Regina Alleyne	Beverly Kehoe	Nuala Pacheco
Elisa Burke	Pauline Kola	Valerie Palazolo
Edward Clinton	Marilyn Krohn-Teicher	Miriam Pinero
Myrna Cortes	Janice Lange	Karen Ramirez
Maryanna Crawford	Karen Leo	Maxine Rappaport
Kimberlee Delman	Rosanne Macrina	Gayle Richardson
Eileen Esposito	Amparo Madera	Lisette Rossi-Felipe
Helen Feldman-Goldstein	Yvette Martin	Daliah Singh-Gurdon
Roxanne Holloway	Lorraine McKenna	Victoria Tsougros
Cynthia James-Manzi	Maureen McNaboe	Gwynn White

Faculty, Staff, Student NEWS

Faculty Briefs

Park Receives Summer Fellowship Award

Assistant professor Joon Park won the National Research Council/U.S. Air Force Office of Scientific Research Award in the Summer Faculty Fellowship Program (SFFP) for his Trusted Military Message Systems research. The project aims to provide high-level security services to military message systems by extending metadata technologies with cryptography and key hierarchy. He will work with researchers at the U.S. Air Force Lab in Rome, New York.

Soliciting Student Input to Improve Digital Literacy

Joanne Silverstein, assistant research professor and director of research and development for the Information Institute of Syracuse (IIS), has received a \$375,000 grant from the National Science Foundation's National Science Digital Library (NSDL) (nsdl.org) program to develop digital literacy among children.

The project, Students Using NSDL (SUN): Science Information Literacy and the NSDL (nsdlSUN.org), will provide online access points for students who want to use the rich and diverse resources of NSDL. Those interfaces are currently designed by and for the scientists who created them and often prove difficult for young students to navigate and understand. Silverstein will bring children into the planning process and let them contribute to the design of their own systems.

"The amount of information is doubling every two years," Silverstein says. "It is more important than ever for students to master information literacy and understand fundamental concepts about how to find, use, and evaluate information." 1

**Nicholson Named Professor of the Year**

Scott Nicholson, assistant professor of library and information science, received the 2004 Jeffrey Katzer Professor of the Year Award at Commencement ceremonies in May. Selected by students, Nicholson was recognized for his teaching excellence. The award is given annually in honor of the late former dean and faculty member Jeffrey Katzer.

Nicholson, who has been at SU since 2001, teaches courses in such areas as library systems and processes; information architecture; information source creation, identification, and use; and web and database searching. He is a faculty sponsor and founder of the American Library Association's student chapter at the University. SU's chapter is a virtual student chapter with many distance students, existing primarily as a web-based forum, with membership open to any student enrolled in the School of Information Studies.

Nicholson received a bachelor's degree in computer science and a master's degree in library and information studies from the University of Oklahoma, and a Ph.D. in information science at the University of North Texas. 1

KEVIN CROWSTON, associate professor and director of the Ph.D. program in information transfer, published with M. Myers "Information Technology and the Transformation of Industries: Three Research Perspectives," *Journal of Strategic Information Systems*, November 2003. He co-authored the following with H. Annabi and J. Howison, "Defining Open Source Software Project Success" for the International Conference on Information Systems (ICIS 2003), Seattle, Washington, December 2003; and with B.H. Kwasnik, "A Framework for Creating a Faceted Classification for Genres: Addressing Issues of Multi-dimensionality" for the 37th Hawaii International Conference on Systems Science in Big Island, Hawaii, January 2004.

He co-authored with S. Sawyer, "Information Systems in Organizations and Society: Speculating on the Next 25 Years of Research" for the International Federation for Information Processing Working Group 8.2 Conference on "Relevant Theory and Informed Practice: Looking Forward from a 20-Year Perspective on IS Research," in Manchester, UK, July 2004.

With B. Scozzi, he presented "Coordination Practices for Bug Fixing within FLOSS Development Teams" at the International Workshop on Computer Supported Activity Coordination in Porto, Portugal, April 2004.



Martha Garcia-Murillo

MARTHA GARCIA-MURILLO, assistant profes-

sor; returned from her sabbatical at the MIT Program on Internet and Telecom Convergence. She published "Patchwork Adoption of ICTs in Latin America," *Electronic Journal of Information Systems in Developing Countries*; with I.

MacInnes, "The Impact of Technological Convergence on the Regulation of ICT Industries," *Journal of Media Management*; and with P. Maxwell, S. Boyce, R. St. Dennis, S. Shetty, and J. Shroyer-Keno, "Glenview Hospital Knowledge Base," *Annals of Cases on Information Technology*. With L. McKnight, she published "The Regulatory Treatment of Internet Telephony," a position paper in a New Millennium Research Council report.

Garcia-Murillo presented "Assessing the Impact of Internet Telephony on the Deployment of Telecommunications Infrastructure" at the NET Institute Conference, New York City; and with D. Gabel, "International Broadband Deployment: The Impact of Unbundling" at the Telecommunications Policy Research Conference, Washington, D.C.

MICHELLE KAARST-BROWN, assistant professor, published with S. Nicholson, G.M. von Dran, and J. Stanton, "Organizational Cultures of Libraries as a Strategic Resource," *Library Trends*, Vol. 52(4); and with E.D. Thompson, "Information Sensitivity: Dilemmas and a Research Agenda," *Journal for the American Society for Information Science and Technology*.



Ian MacInnes

IAN MACINNES, assistant professor, returned from sabbatical at Harvard University's Kennedy School of Government. He co-authored, with K. Kongsmak and R. Heckman, "Vertical Integration and the Relationship Between Publishers and Creators," *Journal of Electronic Commerce Research*; and with M. Garcia-Murillo, "The Impact of Technological Convergence on the Regulation of ICT Industries," *The International Journal on Media Management*.

MacInnes also co-presented with C. Loebbecke and M. Standing "Video Content Services as a Transforming Industry," International Telecommunications Society Europe Conference in Helsinki, Finland; and with J. Hwang, "Business Models for Peer to Peer Initiatives," 16th Bled Electronic Commerce Conference in Bled, Slovenia. He also presented "Business Potential of Peer to Peer Initiatives" at the Kennedy School of Government, Harvard University.



Lee McKnight

LEE MCKNIGHT, associate professor, served as chair of the Wireless Grid Project Meeting in Everett, Massachusetts, January 2004; and as co-chair of Jamaica Internet Forum II Expanding Internet Access: Issues and Solutions, which was co-sponsored by the School of Information

Studies and the Jamaican Office of Utilities Regulation in Ocho Rios, Jamaica, March 2004. He also was a panel chair and a speaker at Partners Managing Risk: Danger and Opportunity in Pacific Rim Finance and Business Linking China, Japan, and the United States of America conference in Qingdao, China, which was co-sponsored by Qingdao University, Tufts University, and the School of Information Studies, May 2004.

McKnight spoke on "Nomadicity and Wireless Grids" at the University of Michigan, January 2004; "Wireless Grid Business Applications" at the International Workshop on GRID Economics and Business Models, 2004 IEEE/IFIP Network Operations and Management Symposium in Seoul, Korea, April 2004; and "Virtual Markets and Wireless Grids," National Science Foundation/Smithsonian Workshop on Information Technology, Energy, and the Environment in Washington, D.C., March 2004.

He presented "The Post-.Com Internet: Towards Transparent and Objective Procedures for Internet Governance," with M. Mueller, to the Committee on Communications and Information Policy of the Organization for Economic Cooperation and Development in Paris, France, December 2003.

SCOTT NICHOLSON, assistant professor and founder of the Bibliomining Information Center (www.bibliomining.org), edited "The Bibliomining Process: Data Warehousing and Data Mining for Library Decision-Making," a special issue of *Information Technology and Libraries*, December 2003.



Joon S. Park

JOON S. PARK, assistant professor and director of the Laboratory for Information Security and Application, co-authored the following: with P. Chandramohan, "Component Recovery Approaches for Survivable Distributed Systems;" and with D.P. Valiquette and

R. Balanadu, "Prevention and Detection of Internet Worms" for the 37th Hawaii International Conference on Systems Sciences in Big Island, Hawaii, January 2004.

He also co-authored with D. Valiquette and R. Balanadu, "We Could Have Been Protected From the Code Red Internet Worm" for the 4th Australian Information Warfare and IT Security Conference in Adelaide, South Australia, November 2003; and with K.P. Costello, T.M. Neven, and J.A. Diosomito, "A Composite RBAC Approach for Large, Complex Organizations: Integrating Organizational and System Role Structures" for the 9th ACM Symposium on

Access Control Models and Technologies (SACMAT 2004) in Yorktown Heights, New York, June 2004. He served on the SACMAT 2004 program committee.

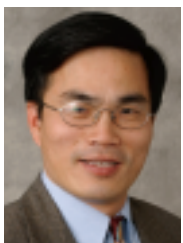


Ruth V. Small

RUTH V. SMALL, associate professor; director of the school media program, and director of the Center for Digital Literacy, co-authored with M. Riccardi and D. Easton, "Web Site Evaluation: How Would Your School's Web Site Measure Up?" *Teacher-Librarian Journal*, February 2004; and

with C. Kuhlthau, J. Mancall, D. Neuman, J. Branch, and P. Berger, "Meeting the Challenge: Preparing Librarians for Urban Schools," *School Library Journal*, May 2004.

She was a feature presenter at the East Asian Regional Conference of Overseas Schools in Bangkok, Thailand, in March. With school media students C. Tierney and F. Shaughnessey, she organized E*LIT (Enriching Literacy through Information Technology), a project to integrate the work of noted children's authors with technology-based projects created by young children. Small facilitated the annual meeting of the School Media Program's Governing Council in May and partnered with faculty from Maxwell, Newhouse, Education, and the School of Information Studies to spearhead the *CDL Summer Institute on Digital Empowerment: The Internet & Democracy* in July. She gave a presentation about the Center for Digital Literacy to the School of Education's School Study Council, a group of 20 superintendents and BOCES administrators at their March meeting.



Zixiang (Alex) Tan

ZIXIANG (ALEX) TAN, associate professor, co-edited a special issue of the *International Journal of Information Technology and Decision Making* with B. Gharamani on "Telecommunications Theories, Management, Development, Practices, and Applications: Issues and

Analysis," which was published in December 2003.

Tan authored "Evolution of China's Telecommunications Manufacturing Industry: Strategy and Competition" for *Communications and Strategies* in March 2004. Tan also co-authored, with W. Ouyang, "Diffusion and Impacts of the Internet and E-Commerce In China" for *Electronic Markets—the International Journal of Electronic Commerce and Business Media*, 2004.

PING ZHANG, associate professor; co-edited with S. Jarvenpaa and I. Benbasat, a special issue for the *Journal of Association for Information Systems* January/February 2004; and with F. Nah and J. Preece, a special issue for the *Journal of Behavior and Information Technology*, spring 2004. She also published with L. Na, "An Assessment of HCI Research in MIS: Topics and Methods," *Computers in Human Behavior*, Vol. 20, No. 2.

Zhang will serve as a visiting scholar at Hong Kong University of Science and Technology during June 2004.

Liddy Appointed Trustee Professor

EDWARD BYRNES, CONTRIBUTING WRITER

Professor Elizabeth D. Liddy G'77, G'88, director of the University's Center for Natural Language Processing, has been named a Trustee Professor of Information Studies. Vice Chancellor and Provost Deborah A. Freund announced the appointment during her March 30 address to the University.

The University's Board of Trustees approved the Trustee Professorship Program in 2000 as a way of recruiting and retaining faculty members known nationally and internationally for their scholarship and research. The professorships, bestowed on individuals of world-class distinction, are given at Freund's discretion.

Liddy's main research has focused on natural language processing (NLP) since her award-winning dissertation in 1988, one of the first to prove the utility of NLP for information science. Liddy has led 50 research projects—all based on the use of NLP for improved information access and analytics. Liddy's

research has secured more than \$10 million in grants and other awards in the last five years and has contributed to the development of advanced system capabilities for computer-based information management.

Additionally, Liddy frequently serves as the academic supervisor for graduate internships; is the founder of Women in Information Technology (WIT), an organization aimed at attracting and retaining women in information science and technology; and is a co-inventor on five patents. Her recent accolades include a 2002 Sigma Xi International Honor Society of Scientific and Engineering Research Award and an SU Outstanding Alumni Award in 2000.

Liddy received a Ph.D. in information transfer and master of library science degree from SU, and earned a B.A. degree in English language and literature from Daemen College. ¹



Women in Information Technology (WIT) Alumni Career Panel participants (left to right) Katie Conley BS '03, Shenea Hunt BS '02, Cui Chen BS '97, and Myra Miller BS '95 shared their experience and advice with students on preparing for professional careers.

Global Connections

The School of Information Studies has partnered with a leading technology university in Seoul to educate undergraduate and graduate Korean students about information management and technology issues. In January, the first six students from Hanyang University arrived on the Hill to begin their studies in one of two 15-credit, global certificate programs—the graduate certificate in information systems and telecommunications management and the undergraduate certificate program in information management and technology. "The information marketplace is really a global marketplace," says associate dean Bruce Kingma, who helped launch the partnership. "It's critical for the School of Information Studies to continue with international initiatives. Only through partnerships, such as the one we have with Hanyang University, will we prepare our students for what they're going to face in the global IT industry."

The students, who will complete the six-month program this summer, learn about telecommunications management and technology, Internet infrastructure and applications, and security and converging information technologies. They also spend 20 hours a week strengthening their English at University College's English Language Institute. Each student received \$5,000 from the South Korean government to help cover the tuition. "I'm excited about this program," Kingma says. "We seek out these partnerships so we can continue in our role as an international leader in IT management and policy."

The following School of Information Studies-Hanyang University students participated in the program: Kyu Wan Choi G'04, Jong Sung Joo G'04, Kyu-Yeon Kim '04, Ha Hyun Kim '04, Young Chul Sohn '04, and Seung Joon Yoo '04. ¹



Three Decades

Continued from page 1

pretty much print-based. The automation of libraries was just beginning. The school could see where things were going and made me think differently about the profession.”

Wasylenko says the MLS curriculum struggled to keep up with the rapid evolution in the information field. But professors helped students take an interdisciplinary approach to their studies, and, ultimately, their careers. “When I finished my degree, I felt prepared to learn on the job,” says Wasylenko, a database manager for the Syracuse University Library. “With the way things progress, that was valuable. There is always something new to learn.”

By 1977, the Educational Resources Information Center (ERIC) Clearinghouse was launched, and the school turned the heads of some University administrators by securing research grants. Today, the School of Information Studies secures more federally supported research grants than any other school of its kind in the nation, and its faculty has the highest per capita research program at the University.

Matthew Koll G’79, a graduate of the doctoral program, recalls that the school had already established a reputation for attracting some of the finest information faculty in the world at the time the name was changed. It was that reputation—not the newly minted moniker—that drew him to the doctoral program. “For me, it really was about the people,” Koll says. “As an undergraduate at Rutgers, I had heard of people like [Professor] Jeffrey Katzer. Jeffrey taught us how to ask good questions. Good questions are important in making sure your experimental method of gathering and organizing data is sufficient to obtain the answer.”

Koll says online research programs (such as ARPAnet—the Advanced Research Projects Agency’s precursor to the modern Internet) had



A School of Information Studies faculty meeting in 1971.

already become “a huge phenomenon” in the information world. Koll was quickly impressed with the school’s pioneering spirit, which encouraged “a high tolerance for ambiguity” and research. He also saw the benefit of the school’s user-based approach to studying how these systems could best be employed, whereas other programs emphasized the technical practices of information retrieval.

Graduates like Koll took these systems beyond the information research community and into the corporate world. After completing his degree, Koll founded Personal Library Software Inc., a search company that America Online bought from him in 1998. He is currently working on another groundbreaking project, a wide-ranging, web-based question and answer service called Wondir. Many other alumni have drawn on the school’s human-centered philosophy to launch careers in the business world.

Dean Taylor also recognized the emerging importance of information transfer in the business world. In 1980, the School of Information Studies launched the country’s first master’s degree program in information resources management (IRM). “I thought we should have an additional master’s,” Taylor recalls, “something to compete with the MBA.” At the time, broadening the program offerings was necessary for survival. “Library grads were moving into other areas,” Taylor says. “The IRM degree was a much more information-oriented program.”

Professor Emerita Marta Dosa, a mathematics librarian who came to SU in 1962, says

Taylor was correct in recognizing that library science was an important aspect of a much bigger picture, and the interdisciplinary approach he encouraged only strengthened the educational experience for future graduates. By enabling information students to explore the essential role of research in addition to practice, a new conceptual foundation for the school emerged, and it more closely mirrored the broadening market for information professionals.

Paul Ringel G’78 entered the School of Information Studies seeking the educational tools for librarianship, but quickly found that an MLS degree could open other doors as well. “The information technology presented in the school’s courses—representative of the school’s new name—interested me even more than library science,” Ringel says. “The coverage was timely and high quality and very much influenced my personal direction in the profession. I ended up as a proverbial ‘techie’ and have spent the past 20 years working on numerous projects for the IT directorate at the Library of Congress.” Although Ringel has needed ongoing vendor-sponsored training through the years, the MLS coursework enabled him to take the right steps to keep his career moving along a desired path.



School of Library Science students in 1946.



University librarian Henry Orrin Sibley

1896

1 First library courses are offered at Syracuse University in the University’s von Ranke Library.

1 University librarian Henry Orrin Sibley and his wife are the first and sole instructors.

1907

1 Program moves to the new Carnegie Library.

1908

1 American Library Association accredits the library degree.

1915

1 The program separates from the College of Liberal Arts, and the School of Library Science is established as the eighth degree-granting entity of the University.



Library courses are offered at Carnegie Library in 1907. The library science program remains at Carnegie until 1969.

1934

1 The School of Library Science is reorganized on the graduate level and only accepts applicants with college degrees.

1948

1 First modern computer is built at Manchester University.



Gatekeepers of the Information Age

SARAH KHAN, CONTRIBUTING WRITER

For more than a century, the School of Information Studies has prepared librarians to encourage intellectual exploration and expand human capabilities through information. Since the advent of the Internet and related technologies, the role of the modern librarian has been evolving at a rapid pace and the need for gatekeepers of the Information Age is greater than ever. The school's master of science in library and information science degree program continues to train students to keep up with the field's changing trends, including the protection of Americans' fundamental rights of inquiry and free speech. "Our program concentrates on educating leaders for libraries in the 21st century," says professor Jana Bradley, director of the master's program. "Our goal is to educate students who can understand variations in the environment and can develop library services that meet their constituencies' changing needs."

The library science program at SU places a strong emphasis on technology, but keeps it in balance with other fundamentals of good librarianship. "One of the things that distinguishes Syracuse's program from other major programs is that we don't teach technology in a vacuum," says professor Abby Goodrum. "We teach technology, but not for technology's sake. We teach technology with heart." Goodrum emphasizes the importance of understanding technology's impact on individuals, and maintaining a balance between technology and human interaction.

Susan Winch '95 is one librarian who relies heavily on technology to do her job effectively. Currently the assistant director and network administrator at the Scarborough Public Library in Maine, she believes technology is important to everything she does. "I don't know what we'd do if we had to go back to the old ways of doing things," she

says. "To be a modern librarian, you have to learn to apply new technologies to your own situation in ways that will help you better serve your customers."

Modern librarians face many challenges while trying to keep the best interests of their constituents in mind. When the USA PATRIOT Act was passed shortly after September 11, 2001, the federal government was given access to all library records, while librarians were prohibited from disclosing whose files had been inspected. "As a profession, we don't agree with the effect of the PATRIOT Act; it seems to be very stifling of civil liberties," Winch says. "Librarians have always stood for free access and the privacy of the individual, so it goes against the grain in every respect." Winch does acknowledge, however, that though she and her colleagues advocate change, they must comply with the law while it is in effect.

The American Library Association's (ALA) code of ethics states, "We uphold the principles of intellectual freedom and resist all efforts to censor library resources." Goodrum and Professor Jeffrey Stanton are currently conducting a nationwide study on the PATRIOT Act. According to Goodrum, the invasive nature of the act scares some people from checking out certain kinds of books, which is a form of self-censorship. "Because of its infringement upon confidentiality, the PATRIOT Act is having a chilling effect on people's First Amendment rights and intellectual freedoms," she says. The ALA has responded by issuing a proclamation against the PATRIOT Act and encouraging librarians to publicize the infringement to privacy and constitutional rights that the law imposes. "Most Americans probably don't really know the important role libraries play in protecting their civil liberties," she says. "Libraries are the last best hope for democracy in this country." 1

In 1981 Evelyn Daniel began her tenure as dean, and PCs were making their debut on campus. "We were given an early PC that was then called a mini-computer," Daniel says. "It couldn't do very much, but it was exciting to be able to take it apart and to figure out simple programs." During her five years as dean, Daniel, who is now on the faculty at the University of North Carolina, Chapel Hill, helped bridge the school's library science-based roots with the newer influences of information systems technology and resource management. "Technology was a tool for change," she says. "The introduction of PCs and other automating processes meant we could look at everything afresh, and in the systems design process, create new programs and services."

Under Daniel's guidance, the school also moved to Huntington Hall from two off-campus clapboard buildings. "That was a big move for us," recalls former School of Information Studies student, administrator, and faculty member Mike Eisenberg G'86, now dean of the Information School at the University of Washington. "It was a step up, because the school then had greater recognition on campus."

1984-1994

The undergraduate program in information management and technology (IMT) was established in 1987 and saw steady growth under the direction of Professor Mike Nilan. The program combines the values of a liberal

arts education with an introduction to modern information issues. This was a key step in broadening the school's presence on campus and changing the culture of a school, which up until that point had admitted only graduate students.

Bret Costain '91, raised in California's Silicon Valley, was among the program's first graduates. He originally traveled east to pursue a degree at the S.I. Newhouse School of Public Communications, but the IMT program offered him an opportunity for broader study. "The degree prepared me to do just about anything," says Costain, who worked as

a finance manager for J.P. Morgan for nearly 11 years before taking his current position as a vice president with Jefferies and Company in New York City last year. Costain says his ability to understand and articulate the workings of research technology has been an asset. Because of the education he obtained at the School of Information Studies, he is better able to match information resources with the tasks his clients require.

The IMT program provides another example of how the school emphasizes the role of the user in any systems environment.

continued on page 8

1949

- 1 Master of Library Science (MLS) is offered.

1952

- 1 Office of the Dean is created.
- 1 Wharton Miller is named the first dean.



Wharton Miller

1956

- 1 Wayne S. Yenawine is named the second dean.

1958

- 1 President Eisenhower commissions the Advanced Research Projects Agency with Department of Defense (ARPA) to establish the United States as a leader in science and technology.

1964

- 1 Antje Lemke serves as interim dean.



Antje Lemke

1965

- 1 Edward B. Montgomery is named the third dean.



Edward B. Montgomery

1968

- 1 Roger C. Greer is named the fourth dean.
- 1 The Ph.D. program in information transfer is established.

1969

- 1 The Department of Defense commissions ARPANET/Internet, the precursor to the modern-day Internet, and offers first use of electronic messaging (e-mail).

- 1 School moves (1969-1971) to several large houses on the edge of campus—one on Ostrom Avenue and two on Euclid Avenue.

1971

- 1 University Library moves to the new E.S. Bird Library.

1972

- 1 Robert Taylor is named the fifth dean.

1974

- 1 School of Library Science is renamed the School of Information Studies—the first library school to embrace the broader field of information.



Euclid Avenue facility



Robert Taylor

continued on page 8



A library science student works on an early computer system in 1975 to catalog a book.

Continued from page 7

"It's really about having the foundation to configure information systems to meet the demands of a specific task," Costain says. "Those tools include other people."

Evelyn Daniel's tenure as dean ended in 1986, and Jeffrey Katzer, a longtime faculty member and director of the Ph.D. program, served as interim dean. In both roles, and indeed until his death in 2000, Katzer made research a top priority. His efforts established the School of Information Studies as a leader in information research and helped buffer any creative tensions that may have existed among the diverse-minded faculty and the University administration. "He could talk to everybody," Eisenberg says. "He was the one guy who would step up at the right time and say the right thing."

During the 1980s, the School of Information Studies faculty continued to thrive in their research interests. Katzer's enthusiasm for innovation was seemingly boundless, and Dosa's international reputation enabled her to secure federal grants that supported as many as 10 graduate researchers at a time. Donald Marchand's tenure as dean (1987 to 1994) resulted in a notable shift toward the management side of the information field. His empha-

Across the Miles

continued from page 1

he says. "Every course I took had components of those things. In the end, I was not only prepared to be a librarian, but to be an administrator as well."

The distance learning programs, as they are known today, are conducted primarily via the Internet with short campus residencies for orientation and collaborative projects. They were launched with the library science degree in 1993. Professor Ruth Small, the first distance learning director, says initially there were doubts about enrollment. "Administrators questioned it," she says. "They told us we had to have 15 students enrolled. We got 35." Today, the program boasts 147 library and information science students, 55 information management students, and 28 telecommunications and network management students. "What I love most about the program is that it goes beyond the academics," Small says. "The students form friendships and professional connections that last forever. It has developed beyond our wildest dreams."

Scott Bernard G'98 is a graduate and current director of the master's degree program in information management with a specialization in federal government, which is based at SU's Greenberg House in Washington, D.C. "It was a wonderful career

transition for me," says Bernard, a former naval aviator. "While technology keeps changing, the basic concepts of enabling strategy and business planning remain largely the same. Our program not only keeps us abreast of what is happening in Washington, D.C., but develops graduates who end up in key government positions." The Washington, D.C., program works in collaboration with the National Defense University's Information Resources Management College and has educated more than 100 mid-career students from federal agencies, military services, and companies in the area.

Kathryn Allen, current director of the distance learning program, says that even though administrators are pleased with the high quality of the degree programs, they always seek to improve them. "This year we entered into a collaboration with the University of Illinois and University of Washington," she says. Students can take courses from the distance programs of these universities, which count toward their degree at Syracuse University. "Each of the programs has a different focus, so it gives our students more flexibility." Allen adds that with a technology-based program, further developments are inevitable. "The program is constantly changing, constantly evolving." 1

sis on physical growth and increasing enrollment prepared the school for its emerging role as one of the University's signature schools. The school also moved from Huntington Hall to the Center for Science and Technology building, and Katzer again served a short stint as interim dean following Marchand's resignation in 1994.



Huntington Hall

1994-2004

By the early 1990s, changes in telecommunications and the rapid growth in systems network development created a market need for managers. The School of Information Studies responded by offering a master of science degree in telecommunications and network management (TNM). The program is now directed by Professor Milton Mueller and is associated with some of the field's most innovative interdisciplinary research projects.

By the time Raymond von Dran took the reins as dean in 1995, the country was squarely in the midst of the Information Age. Von Dran says faculty members were already thinking about how the Internet would change the field. "The pervasiveness of the Internet was the single biggest change in the

1977

- 1 Educational Resources Information Center (ERIC) Clearinghouse is launched.

1980

- 1 Master of Science in information resources management (IRM) is offered, the first of its kind in the country.

1981

- 1 Evelyn Daniel is named the sixth dean.
- 1 First PC is manufactured.

1983

- 1 The school moves to Huntington Hall.
- 1 *Time* magazine announces "the computer" as Man of the Year.

1985

- 1 Jeffrey Katzer serves as interim dean.



Evelyn Daniel



Donald Marchand

1987

- 1 Donald A. Marchand is named the seventh dean.
- 1 Bachelor of Science (BS) in information management and technology is offered.

1989

- 1 The school moves to the Center for Science and Technology.

1991

- 1 World Wide Web is created by CERN in Geneva, Switzerland, by British researcher Tim Berners-Lee, along with HTML (Hyper-Text Markup Language).

1992

- 1 AskERIC, one of the first online "Ask-a" services, is established.
- 1 Certificate of Advanced Study in Information Systems and Telecommunications Management is offered.

1993

- 1 Master of Science in telecommunications and network management is offered.
- 1 The MLS program is offered in a distance learning format for the first time.
- 1 The Summer Institute for Leadership and Change is established and becomes the model for other distance programs in the school.
- 1 IRM with a specialization in federal government is offered through SU's Greenberg House in Washington, D.C.



The Center for Science and Technology



The assembly of faculty in 1999 captures the spirit of community in the school.

school since I have been here,” von Dran says. “The service opportunities that developed as a result of the rapid, widespread use were staggering. And the school was poised to lead that revolution. Once the web developed, we could share so much information. It was the culmination of many ideas the school was already exploring.” Society needed professionals who could harness the vast tools at their disposal and help people accomplish their goals. It was more important than ever to ensure that the school remained true to its original values, and so a new vision statement was articulated for the school: “to expand human capabilities through information.”

By now the MLS program had grown considerably more comfortable with its evolving identity. Antje Lemke G’56, a 30-year mainstay of the faculty, says the intensification of the Information Age in the 1990s was proof positive that librarians needed to see themselves as progressive, service-oriented infor-

mation professionals. More and more library science alumni sought jobs with industries. The educational needs of the modern librarian, Lemke says, were not only fulfilled, but also challenged, as the school continued to broaden its vision (see “Gatekeepers of the Information Age,” page 7).

As the Internet and e-mail became more commonly used tools for continuing education, it made sense that the School of Information Studies would be a leader in that arena as well (see “Across the Miles,” page 1). The Summer Institute for Leadership and Change in an Information Society, established in 1993 under the guidance of Professor Ruth Small ’64, G’77, G’85, proved an effective model for launching the school’s other distance programs. These programs flourished, and Small has since assisted other schools in developing their own versions.

Small says one factor in maintaining distance learning success at the School of Information Studies is that each program recognizes the importance of the human element in the learning process. “The interchange of ideas between students and faculty is key,” Small says. Establishing some aspect of residency for distance students helps them feel more connected with their classmates and the faculty. But maintaining the right balance of innovative convenience and “real” instruction is a challenge for faculty. WebCT, the school’s online learning environment, has helped students forge human connections on and off campus, and incorporate additional media, such as PowerPoint, into their e-mail postings.

Through SU’s Greenberg House in Washington, D.C., the School of Information Studies began offering the information resources management with a specialization in



The School of Information Studies is established as a signature school for the University and relocates to the Quad, taking Hinds Hall as its new home.

federal government in 1993. Paul McKenzie G’99, deputy chief information officer for the U.S. Navy’s Enterprise Applications Naval Sea Systems Command, says the program’s flexibility and its access to the school’s top-notch faculty helped him develop the skills necessary to address most any situation he could encounter on the job. Since the evolution of systems technology is so rapid, these skills are particularly difficult to maintain. “Because the faculty is so tuned to what is happening in the field, we could foresee things that were coming down the road,” he says. “Students are predisposed to thinking beyond the obvious.”

Dean von Dran has relished his role in maintaining an atmosphere in which faculty *continued on page 10*



School of Information Studies graduates celebrate Commencement in 1996.

1994

- 1 Jeffrey Katzer serves his second term as interim dean.

1995

- 1 Raymond von Dran is named the eighth dean.



Raymond von Dran

1996

- 1 The School of Information Studies celebrates its 100th anniversary.
- 1 Information Institute of Syracuse (IIS) is established and develops information resources and services for library and educational communities.

1999

- 1 Convergence Center is established to research the future of digital media.
- 1 Center for Digital Commerce is established to analyze digital and electronic commerce.
- 1 Center for Natural Language Processing is established to develop software with a human-like language understanding.

2000

- 1 Center for Emerging Network Technologies is established to analyze new technologies.
- 1 Center for Systems Assurance is established to focus on information security.

2001

- 1 Master of Science in information resources management changes its name to Master of Science in information management.

2003

- 1 The School of Information Studies moves the dean’s office to the school’s future home in Hinds Hall.
- 1 Center for Digital Literacy is established to research information, technology, and media literacy.
- 1 Master of Library Science is changed to Master of Science in library and information science.

2004

- 1 Construction begins on Hinds Hall, the school’s new home.



Continued from page 9

from decidedly unlikely backgrounds enjoy mutual respect and academic challenges.

Take Professor Robert Heckman, director of the information management program for the past four years. He came to the School of Information Studies after working nearly 20 years in software development and was curious as to how he would fit into the school's proud library science tradition. He quickly saw why the school had been so important in educating the current leaders in the information field, and he remains committed to helping students take their own place in that ongoing tradition.

Professor Kevin Crowston, director of the school's doctoral program, says the school's interdisciplinary approach sets it apart from the more business-based approach prevalent at other schools. Crowston says the emphasis by faculty and administration on research has been crucial to the program's continued growth and ability to stay several steps ahead of emerging technological applications. "I've been here eight years, and the range of research has really changed even in that time," he says. The faculty has nearly doubled in size since the program was launched, greatly expanding the opportunities for faculty and students to work together on emerging technology issues like information security.

2004 and Beyond ...

As the School of Information Studies settles into its future home in Hinds Hall, its stellar reputation will get more attention—and scrutiny. Dean von Dran says the move to the Quad, which should be completed sometime in 2005, is a testament to the school's hard-earned reputation. He is clearly invigorated by the challenges of maintaining the qualities that set the School of Information Studies apart from the information schools it inspired.

But this prolonged period of rapid growth for all things technical does have its drawbacks. Eisenberg says educators and professionals in the information field today have to take care to avoid the negative impact of "serial opportunism." With so much happening in the field for such extended periods of

time, faculty can become strained. Students, he says, have to have access to strong teachers and mentors so they can make strategic choices about their research opportunities and careers. The School of Information Studies' close relationship with both established and emerging schools will be an important factor in how students nationwide are prepared for those challenges. "There is a sense of 'how big should we get?' It's a question that is bigger than just one campus," Eisenberg says.

Jason Mills '95, G'96 (TNM) says he already sees a difference in what today's information students will need to prepare for careers compared to when he was a student. Currently vice president for technology with Citigroup, Mills suggests that the "ambiguity" that has long fueled the creative process at the School of Information Studies may need to be tempered as the school, and others like it, strives to develop core curricula for modern information science majors. He says the school will need to continue to attract adjunct instructors with real-world experience, emphasize strong mentoring relationships between students and technology professionals, and help graduate students clarify their career goals. "Now more than ever, you need people who know a lot more about the relationships between technology and business," Mills says. "It's no longer enough to say, 'I'm a programmer, and that's all I do.'"

Mills, who does some recruiting for Citigroup, remains active with BLISTS (Black and Latino Information Studies Support)—the student organization he founded. He also works with the Syracuse University mentoring program. He says employers today are looking for technology professionals who possess presentation and communication skills; they must be able to interact with and explain technology to those who do not have a technical background. "Students have to build skills that address the needs and bridge the gap between the technology and business worlds," Mills says.

Distance learning will see important changes in the years ahead, and will likely be a key element in the School of Information Studies' continuing evolution. Professor Ruth Small says the technologies students are being prepared to use in their careers are the very

ones that will strengthen the school's distance learning programs in the future. "Eventually, technology will enable us to incorporate the very best of face-to-face instruction into distance learning environments," she says. "It will improve."

Marta Dosa, who remains in contact with many alumni, says the program that started it all for the School of Information Studies is poised to continue educating those who will be the most innovative thinkers in library work. It certainly helps that library and information science students have opportunities to interface with current faculty such as Elizabeth Liddy and Jana Bradley, who are eager to integrate modern thinking and innovation with the field's core attributes. "Our students will guide the future of the profession," Bradley says. "It is our responsibility to ground them in the principles and practices of the profession, and to prepare them to respond to the rapidly changing environment."

Small is confident that the School of Information Studies will continue to be a well-spring of innovative thinking. She says the same qualities that brought her to the school as a student in the mid-1970s keep her invigorated in her work as a faculty member today. For her, and many others who have been part of the school's amazing journey over the last 30 years, the school's pioneering spirit remains strong and defies tidy definitions. "The school always seemed to be ahead of the curve, and that has continued," Small says. "Even when I was a student, you could see, hear, and feel it. There is just something going on here that is special."

Dean von Dran wants to develop a solid foundation from which subsequent administrations will be able to grow without the financial and administrative burdens of the past. He says the core values that have guided the School of Information Studies through a 30-year period of staggering growth and innovation will steer it through the uncertainties that lie ahead. "In all of our programs, the core value is a commitment to social good," he says. "If we continue in that spirit, the rest will fall into place." 1

Neighborhood Connections

DAVID MARC, CONTRIBUTING WRITER

When some faculty members take sabbaticals, they go to the deserts of North Africa on archaeological digs or study the life of an important painter in the south of France. But Professor Murali Venkatesh of the School of Information Studies spent four months living in the Edgewater Apartments, a subsidized housing project in Springfield, Massachusetts. "Living in the complex, I found the access to digital technology to be abominable," Venkatesh says. "Because of budget cuts, the branch library—which is the only public place in the neighborhood with a link to the Internet—was open just one day a week, from nine to five. It's an outrage, but this is the reality."

Venkatesh is director of the Community and Information Technology Institute (CITI), a research and development center at the School of Information Studies that is dedicated to bringing the advantages of technology to communities of all kinds. In 2002, he was awarded a senior research fellowship by Massachusetts Institute of Technology (MIT) and decided to use it to help create a broadband computer network for Springfield's North End, one of the poorest neighborhoods in the state, according to U.S. Census data. Venkatesh launched the North End Telecommunications Network (NETN), a multifaceted project that aims to bring technology into the neighborhood. Venkatesh and other project members are creating a net-

work to link libraries, schools, health clinics, social service agencies, and local businesses with about 3,000 private residences, enabling almost all of the district's 10,000 people to be connected. Thanks to funding from the Waitt Family Foundation (Ted Waitt is the founder of Gateway Computers), North End residents will have access to computers in their homes for nominal fees.

Venkatesh returned to campus and built a course around the North End neighborhood network project. This past semester, students in his Telecommunications Project class worked alongside MIT urban planning students on the NETN project. Rukmani Sankaran, a master's degree candidate, likes the way the course broke down disciplinary barriers by realistically posing both management and technology problems. "In this project, we got the chance to understand such implementation issues as network security and the limited resources available in the community," Sankaran says.

The course, offered both at the graduate and undergraduate levels, allows students to see the direct impact their knowledge can have on others. "We are helping the people of this community to discover new worlds through the Internet," Srinivasan Nallasivan G'04 says. "This creates a sense of satisfaction and fulfillment apart from the technical experience we gained in the course." 1

STUDENT PROFILE

Spreading Smiles Through Service

WANFENG ZHOU, CONTRIBUTING WRITER

Born and raised in Vietnam, Ngoc Thai '04 has found a way to stand out among her American peers by helping others. Last winter, she received the Syracuse University Women of Distinction Award for community service. Introduced in February 2003, the award recognizes the efforts of female undergraduates based on the University's five core values: quality, caring, innovation, diversity, and service. "I was overjoyed that I won this prestigious award, which is only given to a few people each year," says Thai, a graduate of the School of Information Studies and the S.I. Newhouse School of Public Communications. "It will encourage me to get more involved in community service."

After immigrating to the United States with her family almost 10 years ago, Thai got involved with community service in high school. As a member of Key Club and secretary and president of ARISTA, a national honor society, she helped raise money for the St. Jude Hospital and Children's Aid Society, and wrapped and distributed fruit baskets to patients at Elmhurst Hospital in New York. "Coming to the United States was very different," she says. "My parents felt that I would receive a better education and have more opportunities. In Vietnam, I didn't get involved at all. Here, I learned to meet people, make friends, and participate more in school and in the community."

Despite a hectic schedule, Thai always makes time to help others. "I usually spend five hours a week volunteering," she says. "I love to

see the smiles on people's faces. Their smiles make your day brighter, even if you may be having a bad day." She is a member of Alpha Phi Omega, a national coed service fraternity. Through the fraternity, she helped raise money for the American Cancer Society, assisted with the United Way annual campaign, served chili at the Thornden Park festival, participated and organized Relay for Life, served lunch at Crossroads, and counted money for the Dollar Day at the Dome event.

She often takes advantage of her expertise in the IT industry to help community organizations. She taught basic computer skills to a local Boy Scout troop, and also designed web sites for CNY Poison Control, the Gebbie Speech-Language-Hearing Clinics at Syracuse University, and the University's Remembrance Scholars. For the past two years, she has served as the vice president for Women in Information Technology at the School of Information Studies. "From the first day I met Ngoc she struck me as a very determined, aware, and caring individual," says Christopher Weiss, Thai's academic counselor, who nominated her for the award. "She has always been willing to extend herself to help others. She has terrific people skills and wonderful artistic abilities. Ngoc distinguishes herself as evidenced by her actions each day."

A May graduate, Thai hopes to find a job in international consulting. "I like web development and design and hope to put my two skills together," she says. "The opportunity in IT is very broad, and I find this work very fulfilling." 1



Ngoc Thai '04 received dual degrees in information management and technology in the School of Information Studies and graphic arts in the S.I. Newhouse School of Public Communications. She served as vice president of Women in Information Technology, one of many organizations in which she participated.

STUDENT PROFILE

A World of Opportunity

SAMANTHA WHITEHORNE, CONTRIBUTING WRITER

Rati Achayra G'04 was searching the Internet for internships last August when she came across a listing at the United Nations. The information management student assumed it would have something to do with political science, but clicked for more details anyway. She was surprised to discover that the United Nations was looking for an intern to work in its information technology department during the spring semester. "The internship was so apt and appropriate to what I was studying," Achayra says. "I had to apply." Having completed the internship, Achayra says the opportunity opened her eyes to the many possibilities afforded by her studies. "I never thought I would be able to work at such an important place," she says. "It really was unbelievable."

One of 160 interns from across the world, Achayra was the only student to work in the Department of Public Information, the United Nations' information technology department. There, she evaluated the department's web site from a user's perspective, using an online survey she developed. After she received the responses from the survey, Achayra analyzed the results and presented a list of recommendations to the department. "I used quite a bit of what I study at SU," Achayra says. "I felt more than prepared to be executing what I was required to do."

Achayra decided to accept the unpaid internship after speaking to people at SU who told her that this was a chance she should not pass up. "Everyone in the school knew how much I would learn, and this really helped solidify why I should go," she says. While she earned school credit for her time there, she will graduate in December 2004, one semester later than originally planned. "My delay in graduating is balanced by the fact that I will have so many more career options now," she says.

Not only did Achayra enjoy the work she did, she also loved living in Manhattan. "I felt at home," says Achayra, who grew up in Bombay, India. "I had no problems at all adjusting." She found affordable lodging at the Janne D'Arc, a hostel in Chelsea. "It was close to everything," she



Rati Achayra received graduate credit for her internship at the United Nations in New York City.

says. Although Achayra spent long hours in the office, she was pleased to have had some time to explore the city and to form friendships with other interns—many of whom were from other countries. "I would have never had the chance to interact at such a close level with these people anywhere else, and I was really thrilled about that," she says.

Achayra is confident that the internship will open more doors for her in the future. "This is a good resume builder," she says. "But there is more to it than that." After she completes a master's degree, she would like to work with the United Nations as a consultant. "This internship really made me aware of the opportunities in the world for my type of work," Achayra says. "I couldn't be happier with my decision." 1

ALUMNI NEWS



ALUMNI VOICES

Our Rich Tapestry

BARBARA SETTEL, DIRECTOR OF ALUMNI RELATIONS AND ANNUAL GIVING

Preparing this issue of *Home Page* was a real trip down memory lane. Thinking about the last 30 years of people and programs at the school, I was hard pressed to select a few alumni and former faculty to share their experiences and perceptions about the School of Information Studies. How difficult it was to choose one or two graduates to speak about the library and information science distance program we launched in 1993, when that class of 35 pioneers came from all corners of the globe and bonded together with enthusiasm, paving the way for hundreds of other distance students since then. Or try to select one of our first undergraduate students who came to the School of Information Studies in 1987 with 25 classmates and together became some of the first college graduates in the country to hold degrees in information management and technology. Of course, we would include some of the students who started BLISTS (Black and Latino Information Studies Support) to help their classmates succeed in this new field. And we must not forget the Endicott, Toronto, Ithaca, and Washington, D.C., students who are unique students with specialized interests.

To talk about the innovative and visionary approach of the School of Information Studies and how it has transformed the education of information professionals, one must pay tribute to the people of the School of Information Studies. While we are a school that teaches the importance of technology, our culture dictates that whatever we do, we do for people. So, it's no surprise that what students remember most about their experience here is not so much the content of the courses, but the faculty who inspired them to think differently. I could easily name 10 or 20

faculty members who have helped shape the school's interdisciplinary programs, but the most significant fact about our faculty is that it is a faculty of one. Students and faculty work together in interdisciplinary teams, looking beyond the boundaries of their individual degree programs.

As we celebrate this anniversary, I would like to share an image that has been very dear to me. For many years I addressed the graduates at Convocation in May and told them that our school reminds me of a beautiful, richly woven tapestry. This tapestry is thick and strong and durable, like a well-worn oriental rug, and it has stood the test of more than a century of change. We all weave this tapestry—students, faculty, staff, alumni. It is exquisite because of the myriad backgrounds, interests, and ideas that our diverse students and faculty bring to the school. Like our field, this is a virtual tapestry and you don't have to be on campus to stay connected to the threads of this cloth. The tapestry grows and adds new patterns as our alumni use their School of Information Studies education in jobs around the world.

Whether you graduated in 1953 or 2003, you received a unique education at the School of Information Studies, and I hope and expect that we can say the same of graduates in 2053. Our school, like the tapestry, has the very special quality of enduring. Like the organizations in the popular book, *Built to Last*, the school has been successful because of innovative leadership, but it has persisted because it was able to attract talented and loyal faculty and students who believe in its mission and core values. The school will endure through the continued support of alumni who believe in the vision that we can all "expand human capabilities through information." I'm glad that I have been part of this journey and I hope you, our alumni, feel the same. 1

Bachelor of Science in Information Management and Technology

John Flaherty '91 is a senior software engineer with Capitol Advantage in Fairfax, Va.

Stacey Snyder '97 was promoted to technical manager of quality assurance and integration testing at Corporate Express in Broomfield, Colo.

Sebastian Hernandez '01 recently moved to Los Angeles and accepted a position as bandwidth acquisition coordinator with DirecTV's broadcast systems department in El Segundo, Calif.

Adolfo Schael '01 is a new product and services manager with the Center of Technology in Caracas, Venezuela.

Bevin Subocz '02 took a new position as marketing and sales coordinator for a software company, PurchasingNet Inc., in Red Bank, N.J.

Tiffany Tyler '02 received a master's degree in science technology and public policy in May from George Washington University in Washington, D.C.

Steven Varnum '02 is a consultant in the federal government group for Unisys Corporation in Annapolis, Md., where he handles government rent billing.

Read Eudicone '03 is an underwriter for Chubb Specialty Insurance in Simsbury, Conn.

Marina Kabanova '03 is employed as a business analyst with Balboa Insurance Group in Irvine, Calif. She is also enrolled as a distance student in the master's program in information management.

Sangwani Mabhena '03 is working in a consumer banking position with HSBC Bank in Syracuse. He is also enrolled in the master's program in information management in the School of Information Studies.

Peter Romano '03 is a consultant with Cambridge Computer Services in Waltham, Mass.

Evan Siegel '03 took a new position as business analyst with SRA International in Bethesda, Md.

Andrew VanDegna '04 accepted a position as an analyst with J.P. Morgan's Internal Consulting Services in New York City.

Master of Science in Library and Information Science

Samuel Simon '51 was appointed to the Regents Advisory Council on Libraries, which advises the Board of Regents on state policy regarding the New York State Library, library development programs, legislation, and library aid programs.

Georgetta Merritt Campbell '56 moved to Maryland after living and working in New Jersey for more than 40 years. She recently visited the Library of Congress for the first time and saw her out-of-print book, *Extant Collections of Early Black Newspapers*, at the reference desk in the Newspaper and Current Periodicals Room.

Mariano Morales-Lebron '61, senior librarian emeritus, retired from head of information access at the University of Cincinnati College of Law Library. During his career, he obtained a juris doctor degree and published several books in the area of law. He is writing a book about the opinions of the Puerto Rican Supreme Court.

Your news

PLEASE

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

YOU MAY ALSO

visit the alumni web site at www.ist.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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School of Information Studies
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ALUMNI PROFILE

Internet Entrepreneur Turns Hobbies into a Career

RACHEL BOLL, CONTRIBUTING WRITER

Philip Kaplan remembers how hyped the Internet craze was when he graduated in 1997 with a bachelor's degree in information management and technology. "The job market was crazy and a lot of fun," Kaplan says. "Companies were sending out big offers, and I was getting gifts and popcorn. It was wild." But Kaplan, unlike many, had a feeling that the dot-com fest would sour. "The Internet bubble was strong, but people raised millions for dumb ideas," he says. "It wasn't going to last." When dot-com employees started to get laid off, Kaplan launched his own web site to track companies filing for bankruptcy. By collecting e-mails from dot-com workers and inside sources, Kaplan followed the gossip about which company would fall next.

Kaplan started the web site, *F**ked Company.com*, in his Manhattan apartment as a personal project over Memorial Day weekend in 2000. At the time, he was already running PK Interactive, a software development company with five employees. But soon, the web site became a full-time job, and he sold PK Interactive to his employees. "The web site was just so enjoyable," he says. "I loved getting all the e-mails and programming the site."

The web site's name parodies *Fast Company* magazine, which reports on the growth of booming businesses. Kaplan's web site taps into tip-offs about struggling companies on the brink of bankruptcy. The most popular part of

the web site is "deadpool," a game in which subscribers win points by correctly picking the next dot-com company to file for Chapter 11 bankruptcy. The web site rates different levels of a company's collapse and awards points based on the level of severity. Kaplan's web site has since attracted millions of subscribers and garnered national attention. Kaplan has appeared on CNN and MSNBC, and he was named Internet Bachelor of the Year in 2001 by the *Women.com* site. In 2002, his first book, *F**d Companies: Spectacular Dot-Com Flameouts* (Simon & Schuster), was published, and he has been profiled by hundreds of publications. "All of the attention is so weird," he says.

Kaplan is currently working on *Market Banker.com*, an advertising marketplace that he hopes will grow to be as big as *eBay.com*. He is also working on *Mobog.com*, a site where subscribers can snap pictures anywhere in the world and then upload them to the site in less than 60 seconds to share with millions of people. The site already has 18,000 pictures and, according to Kaplan, has attracted numerous celebrities. Kaplan feels that meeting exceptional students and professors at SU prepared and encouraged him to start his own businesses. "Being surrounded by so many smart people when I was at SU got me to thinking about things that I could really do and wanted to do," he says.

One of the best perks of Kaplan's career is being his own boss. "I just hate waking up early—even at SU I would sign up for classes in the afternoon," Kaplan says. "So my initial success was being able to throw away my alarm clock and do my own thing." Kaplan is also pleased, and pleasantly surprised, that he has



Phillip Kaplan '97, left, with his father Samuel, recently participated in "Entrepreneurship: Is it in your Blood?", a panel discussion on entrepreneurship and specifically how it relates to families and generations of entrepreneurs. Professor Liz Liddy and her son John were fellow panelists and family entrepreneurs.

been able to create so many lucrative sites. "All of the sites I work on just started out as fun," he says. "Programming has always interested me, so to turn hobbies into full-time enterprises has been way exciting." 1

Charlotte Hill '74 was named the 2004 Woman of the Year by the Delhi, New York, Business and Professional Women. Hill is vice chair and librarian/archivist at the A. Lindsay and Olive B. O'Connor Foundation in Hobart, N.Y.

Martha Lollis '75 was appointed director of the Norman F. Bourke Memorial Library at Cayuga Community College in Auburn, N.Y. She leads a staff of 14 full- and part-time librarians at the Auburn and Fulton campuses.

Margaret Monnelly '75 retired a few years ago from the Carleton Board of Education as department head of library services in Ottawa, Canada. She now is actively involved in the American Driving Society. In addition to owning and showing a carriage driving pony, she manages a large driving club in eastern Ontario and arranges educational driving opportunities for carriage drivers.

Suzy Szasz Palmer '76 is team leader for collection development at University of Louisville libraries in Kentucky.

Mary Lou Caskey '78 was appointed to the Regents Advisory Council on Libraries. She is director of the Mid-York Library System in Utica, N.Y.

John Tsebe '81 has been appointed national librarian for South Africa. Previously he served as university librarian for University of the North in Limpopo, South Africa.

June Winckelmann '81 received the Syracuse University 2003 Exemplary Achievement Award for her work on business finance and administrative services/information systems. She is the director of information systems with SU's Department of Computing and Media Services.

Elizabeth Young '81 was reappointed as technical services librarian at SUNY Oswego Penfield Library in Oswego, N.Y.

Jonathan Heller '83 is an archivist at Hollywood City Archives in Hollywood, Fla.

Louise Schaper '84 published "Public Input Yields Greener Library Design" in the December 2003 issue of *Library Journal*.

Daniel Umstead '90 is director of living history for the Oneida Indian Nation. He is responsible for developing programs with the National Park Service and other government agencies to promote the Oneida Nation's history and culture.

Ellen Genet '91 is a library media specialist at the American School in Doha, Qatar.

William Murray '93 is head of automation at the U.S. Naval Academy Nimitz Library in Annapolis, Md.

Reesa Cohen '95 is an instructor/consultant at the University of Manitoba in Winnipeg, Canada.

Robin Leshner '96 has been appointed acting director of the Adams County Library System in Gettysburg, Pa.

David Harralson '97 received the 2003 Spirit of Librarianship Award at the New York Library Association Conference in October. He retired from his position as director of Utica College Library in December.

Heather (VanInwegen) Merrill '97 married **David Merrill BS '04** in October. She works for GIS Information Systems in Liverpool, N.Y.

Beverly Marcoline '99 is interim director of the Utica College Library in Utica, N.Y.

Betsy Hoffman '00 is a media specialist at the Marine Academy of Science and Technology in Sandy Hook, N.J.

Kevin Dames '01 has launched a new venture, Social Network Technology Report (*SNTRreport.com*), which tracks issues in social software that allows people to collaborate, specifically from a librarian's point of view.

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ALUMNI NEWS



DEVELOPMENT FORUM

Supporting Librarians Into the Future

PAUL BRENNER, EXECUTIVE DIRECTOR OF DEVELOPMENT

A faculty member recently asked me how development efforts were going with our library science alumni. I said I was optimistic, especially since associate professor Jana Bradley and her husband decided to include the library and information science program in their wills. They believe the school is doing a great job of educating librarians for the 21st century. As director of the library and information science program, Jana is sending a wonderful message and leading by example. As our conversation continued, I described many other types of gifts that could support our school. The faculty member said I should also share that kind of information with our faculty, so I thought it would be great to begin that process here, where our alumni and faculty alike might consider it.

Investing in the future of the School of Information Studies with a charitable gift annuity is a great way to create a living legacy and generate a steady stream of income for the rest of your life. With this planned gift of cash or appreciated securities, you, and/or a beneficiary, will receive a fixed annual amount for your lifetime. If you use appreciated securities to fund the gift, you also avoid paying tax on part of the capital gain.

In a time when many are concerned about retirement income, a gift annuity can put your mind at ease with a guaranteed rate of return not seen by many investments and backed by the full faith and credit of SU. For example, if you are 65 and want to establish a \$25,000 charitable gift annuity with SU, your fixed rate for life would be 6 percent, yielding an annual return of \$1,500. The older you are when you establish the gift annuity, the higher your rate of return. Your gift will also generate an income tax deduction reducing your current tax liability.

One common misconception is that this is a complex process. It is actually very simple, and I stand ready to assist you every step of the way. The premise behind these kinds of charitable gifts is that both the donor and the institution will benefit; I can illustrate this for you in an easy, understandable fashion.

When you set up a gift annuity with SU, you have the option to direct your gift toward a specific program within the School of Information Studies that may have special importance to you, or you can leave the gift unrestricted for the school to use as it deems fit. The choice is yours. Our goal is to make sure you receive the ultimate return on your generosity—the satisfaction of knowing you are supporting your alma mater and the education of our future students.

When you show your support through this or one of the other planned giving opportunities, you will become a member of the Founders Society. This special group recognizes and honors the vision of alumni who show the same foresight as the University's founders who made the first planned gifts to help secure SU's future. Membership entitles you to such benefits as invitations to special events on campus, where you'll be able to see your generosity at work during your lifetime.

Please contact me for more information about charitable gift annuities or other planned giving options, such as bequests and trusts designed to benefit you, your family, and your alma mater. I can be reached at pbrenner@syr.edu or 315-443-6139. 1

Please visit the University's new gift and estate planning web site tool at www.syracuse.gift-planning.org and click on a new GiftTree Interactive.

Walk through this simple decision tree to learn about the planned giving options that will work best for you. You'll find the path to the gift plans that meet your needs and help us meet ours. You can explore your options in a private and confidential setting. GiftTree will ultimately link you to a full-page description of the gift plan you are interested in.

Welcome to our newest Founders Society members:

Yoshiko Yoshimura and Elayne P. Leonelli.

Janet Catterall '02 is special collections librarian at the University of Saskatchewan in Saskatoon, Canada.

Sarah Brandolino '03, is a library media specialist at Brewerton Elementary School in Central Square, N.Y.

Emily Drabinski '03 is working as an indexer for H.W. Wilson in Bronx, N.Y.

Master of Science in Information Management

Jill Rajunas '99 is a case planner at Edwin Gould Services for Children and Families in New York City.

Mark Jaeger '02 is a technical instructor with XtraNet Training and Services in Troy, Mich. He teaches as an adjunct professor at Lansing Community College and has also completed several certifications.

Bhaskar Majee '02 is a business systems analyst with Synapse Solutions in New York City.

Kevin Relyea '02 was appointed president of the Project Management Institute for the East Central region. He is an adjunct professor for Columbia College and is a project manager for the Osteoporosis Education Project in East Syracuse, N.Y.

Donald Manferdini '03 is employed as an information specialist with the U.S. Postal Service in Springfield, Mass.

Scott Mocklin-Dwiggins '03 is assistant director of advancement services at Pacific University in Forest Grove, Ore.

Sotaro Yakushiji '03 is an IT engineer with IBM in Tokyo, Japan.

Derrick Dicoi '04 is an information technology specialist with the General Accounting Office in Washington, D.C.

Theresa Neven '04 is employed as an information technology specialist with the General Accounting Office in Washington, D.C.

Master of Science in Telecommunications and Network Management

Xing Liu '97 completed an MBA at the Wharton School of Business in May and joined Merrill Lynch's investment banking division in Hong Kong.

Adam Lesser BS '02, TNM '03 is a consultant with Booz Allen Hamilton in McLean, Va.

ALUMNI PROFILE

Nashville's Music Expert

ANDREA TAYLOR, CONTRIBUTING WRITER



When *60 Minutes* came to Nashville last year to film a piece on the Russian country band, Bering Strait, the show's co-editor Morley Safer called on the expertise and

opinions of Robert K. Oermann G'77 to discuss the band's musical abilities and chance at stardom. Deemed the walking encyclopedia of music because of his vast knowledge of music history and culture, Oermann is the town expert. If he can't fire off the answer immediately, he knows where to find it. "My files are my bread and butter," says Oermann, a music historian. "I have collected this vast archive of all kinds of material, so I set up an extensive, computerized home library. I designed a system of organization so that I could draw on it at the drop of a hat."

Oermann says he's always been organized—a major characteristic of a library personality. He grew up around the music business. From the age of 10, he worked in his grandmother's record shop, stocking jukeboxes in exchange for records. This combination brought him to the School of Information Studies graduate program in library and information science, where he studied both cataloging and new media. The flexibility of the program allowed Oermann to split his studies between traditional library

science courses and classes in non-print media at the S.I. Newhouse School of Public Communications. "Even back then the school was forward-looking," Oermann says. "The program certainly changed my life. Learning computers and new media was just crucial."

His education led him to a position cataloging the Country Music Hall of Fame's archive from scratch. "At first I thought I was a cataloger, and I actually enjoyed reference librarian work tremendously," Oermann says. "I loved that every single question was going to be something different—that when the phone rang it could be anything." As writers and researchers came to the hall of fame's information desk with questions, he realized he knew music history as well as anyone and took up writing about the subject. In 2003, he co-wrote with Mary A. Bufwack, *Finding Her Voice: Women in Country Music 1800-2000* (Vanderbilt University Press/Country Music Hall of Fame Press).

Being a historian in the music business provided him with the knowledge to pursue writing projects for television, radio, magazines, and newspapers, as well as to do on-camera work. He's become the go-to guy for music information. He credits his organizational skills as the reason he's able to manage his many media roles all at once. Last year, he directed the DVD, *Music Business 101*, released in March, which the Country Music Association distributed to all of its members. The DVD teaches young artists about how the music

PHOTO BY KAY WILLIAMS



Robert Oermann, with his wife Mary Bufwack. They co-authored *Finding Her Voice: Women in Country Music 1800-2000*.

business works. He is currently developing a documentary proposal about a famous musician to go into production this summer. "I learned all the skills that have wound up being important in my career at SU," Oermann says. "I didn't know I was aiming for Nashville at the time, but it turned out to be perfect. I'm like this multimedia guy." 1

Graduates Honored at Spring Convocation

The faculty and staff of the School of Information Studies are proud to announce the recipients of the following awards and scholarships, which were presented during the school's 2004 Convocation ceremony in May.

Undergraduate honorees:

- 1 **Senior Class Marshals:** Brian Rubinstein of Lutherville, Md., and Jennifer Ann Wells of Hilton, N.Y.
- 1 **Dean's Scholar:** Gregory Bauer of Slingerlands, N.Y., and Zachary Sparer of Rochester, N.Y.
- 1 **Undergraduate Leadership Award:** Jonathan Hafner of Baldwinsville, N.Y.
- 1 **Donald A. and Joyce P. Marchand Award for Outstanding Academic Excellence:** Allen Sattler of Metamora, Ill.
- 1 **McNair Scholarship:** Keonda Barrett of Paterson, N.J.

Graduate honorees:

- 1 **Graduate Leadership Award:** Derrick Dicoi of Warren, Mich.
- 1 **Graduate School Master's Prize:** Michele Rothenberger of Syracuse, Master's Prize in Library and Information Science; Aris Castillo of Cambridge, Mass., Master's Prize in Telecommunications and Network Management; Tito Sierra of Syracuse, Master's Prize in Information Management
- 1 **Doctoral Prize:** Anne Diekema of Syracuse

- 1 **John R. Weitzel Award for Information Systems Research:** Daniel J. Dister of Crofton, Md., and Carol Kamunge of Jersey City, N.J.
- 1 **Amy Everett Award:** Teresa M. Neven of Syracuse for her paper, "Ethics in Information Management"
- 1 **The Herbert R. Brinberg Scholarship:** Aneta Podziewski of Jamesville, N.Y.
- 1 **Joseph and Marta Dosa Scholarship:** Gail Steinhart of Ithaca, N.Y.
- 1 **Antje Lemke Book Award and Scholarship:** Jennifer Barth of Syracuse and Todd Marshall of Williamston, Mich.
- 1 **The Ronnie Kasowitz Memorial Scholarship:** Kelly Drake of Mystic, Conn.
- 1 **The Jeffrey Katzer Doctoral Scholarship:** Anuradha Mundkur of Syracuse
- 1 **The Hazel Manville Endowed Scholarship:** Poh-Shi Ko of Syracuse and Mounir-Maurice Doumani of Beirut, Lebanon

Alumni Class Leaders

- 1 Gregory Bauer (IMT) of Slingerlands, N.Y.
- 1 Danielle Schwartz (IMT) of Cortlandt Manor, N.Y.
- 1 Ashley George Isaac (IM) of Kerala, India
- 1 Jeanne Wasko (IM) of San Antonio, Texas
- 1 Meredith Zamboni (IM and LIS) of Anaheim, Calif.
- 1 Rosanne Macrina (LIS/PLUS) of Brooklyn, N.Y.
- 1 Aris Castillo (TNM) of Cambridge, Mass.
- 1 Vishal Singhvi (TNM) of Kota, India
- 1 Yi-Ting Lee (TNM) of Taichung, Taiwan

Scholarship Recipients

Three students in the School of Information Studies received an **Our Time Has Come Scholarship** this year. The program was established in 1987 to encourage Syracuse University alumni to provide financial assistance to African American and Latino students. The name of the scholarship campaign comes from a speech delivered by the Rev. Jesse Jackson in 1984 when he was running for president. Thus far, 443 scholarships totaling \$1,138,776 have been awarded to students. More than \$4.3 million has been raised to support this program.

The following students were among the Our Time Has Come Scholars honored by the University:

- 1 Chino Ovalles of Syracuse, a graduate student in information management, received the **Graduate Black/Hispanic Scholarship**.
- 1 Waskar Espinosa of Manhattan, N.Y., a junior majoring in information management and technology, received the **Undergraduate Black/Hispanic Scholarship**.
- 1 Bryan Zafra of Manhattan, N.Y., a junior majoring in information management and technology, received the **Frank Carmona Scholarship**. 1

Hands-On Learning

ANDREA TAYLOR, CONTRIBUTING WRITER

When the till closed at the end of the day at Trapper's Pizza Pub, the bills didn't always add up. Something in the pub's system wasn't working. Four students in Professor Ping Zhang's School of Information Studies graduate level Information Systems Analysis (IST 552) class addressed the issue, searching to find the glitches in the restaurant's information system. "Most businesses don't realize when they have an information system problem," Zhang says. "Students have to figure out how to find the problem, where to find it, and what the pitfalls are. Those things are hard to teach in the classroom. They need to go through the struggles in a hands-on setting."

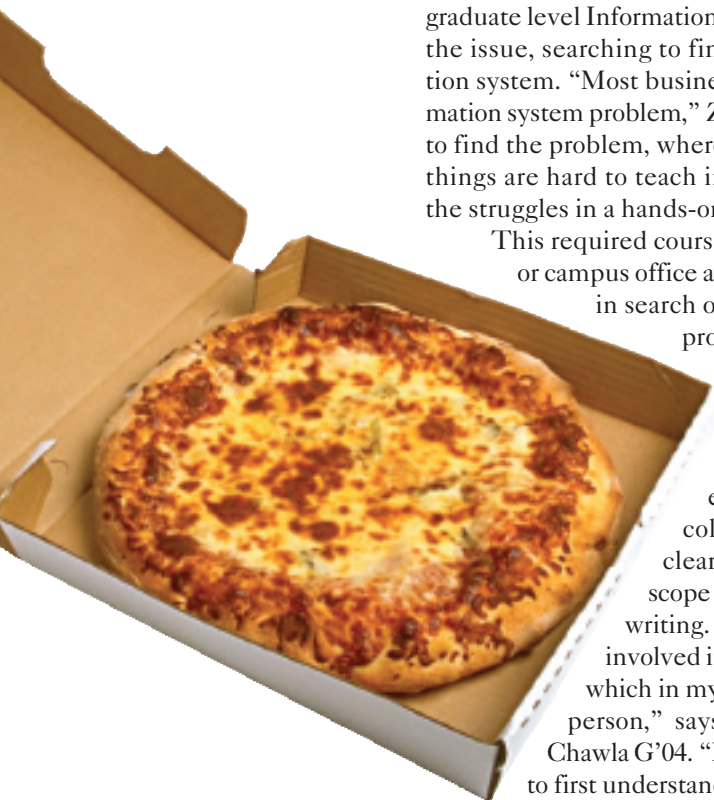
This required course allows students to choose a local business or campus office and analyze the internal information systems in search of problems in productivity. To identify the problem, students interviewed users and management, and also looked at business documents. Then the groups did a systems analysis and wrote a proposal to solve the organization's current problems. The course emphasized such transferable skills as collaboration, critical thinking and analysis, clear communication of technical details, project scope and time management, and technical report writing. "The course takes you through all the steps involved in System Development Life Cycle (SDLC), which in my opinion is of utmost value for any technical person," says information management student Ankit Chawla G'04. "I established a belief that it is more important to first understand how the system is used before delving into the details of the system's functions. The project reaffirmed the



Professor Ping Zhang (center) works with students in her information systems analysis class.

importance of a system's usability." Students were thankful for the experience of applying their knowledge of information management to a business. "That was the best part," says engineering management student Nandita Goel G'05. "Trapper's was so great. They let us have the run of the show." An added perk of the project was free pizza at the weekly business meetings. Plus, a Trapper's manager brought pizzas for the whole class when he attended the final proposal presentations at the end of fall semester.

The businesses benefit from the free consultants by having an external view of their internal system, which results in objective observations and recommendations. In Trapper's case, the student group recommended changing the way drivers and cashiers handled cash flow. Trapper's has since implemented the students' recommended changes, and is noticing the improvement. "The solution added accountability for when things were short, so we could go directly to drivers to address the issue," says Trapper's general manager Dan Nash '03. "It helps us keep track of the cash flow more effectively and gives added responsibility to drivers and cashiers. We would definitely be interested in doing this with students again in a year to track Trapper's progress." 1



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