# From the Classroom to the Boardroom:

## STUDENT ENTREPRENEURS HATCH BUSINESS CONCEPTS WITH THE SUPPORT OF SU AND THE ISCHOOL

**KIMBERLY MONTENYOHL,**
CONTRIBUTING WRITER

America is experiencing a profound business transformation. These troubled times are forcing companies to re-think the status quo. Conventional business approaches don't work anymore. The rules have changed, and succeeding in this new environment requires thinking outside of the box.

This shift in business was reflected in a recent survey conducted by IBM. The company's Institute for Business Value asked 1,500 chief executives to identify the most important leadership quality that will define successful future enterprises. Their answer? Creativity. This is a dramatic change from the past, when creativity was viewed as one of many ingredients required for research and product development. Now, it is seen as the ultimate leadership competency that can make or break success.

Syracuse University and the iSchool have created several initiatives to nurture students' creativity and business skills. Thanks to these new projects and partnerships, SU has become a hub of entrepreneurship with students collaborating on exciting ventures that will someday change how we work, play, communicate, and live.

### ACCELERATING THE ENGINE OF ENTREPRENEURSHIP

At the forefront of SU's campaign to support entrepreneurship is the Student Start-Up Accelerator (*http://accelerate.syr.edu/*). This project is a collaboration between Syracuse University and the Technology Garden, a state-of-the-art facility located in downtown Syracuse that provides the environment and resources necessary to launch new companies.



*Student Start-up* **ACCELERATOR**
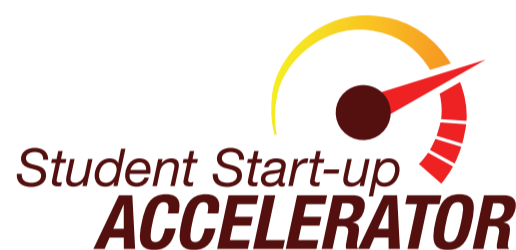
JamLynx is one of several SU student start-up companies working in the Tech Garden in Syracuse this summer.

The project consists of three main pieces:

1 A curriculum of three SU courses (What's the Big Idea, Idea 2 Startup, and Big Idea 2 Startup) designed to help students create business ideas and develop business plans

2 The Student Sandbox, a space within the Technology Garden for student entrepreneurs to launch their new business under the guidance of experienced professionals

3 Incubation support provided by resources like iVenture Upstate and the Orange Tree Fund. iVenture Upstate is a student-run organization that matches the needs of the local business community with the skills of the student body. The Orange Tree Fund, supported by alumni and friends of the University, provides seed funding for SU student entrepreneurs.

The Student Start-Up Accelerator is a cycle. First, students enroll in the interdisciplinary course What's the Big Idea. In fall 2009, roughly 100 SU students took the course, which is designed to teach aspiring entrepreneurs how to develop and grow ideas to create a successful product, service, or business.

## TWEETS TO FEATS:
# Exploring the Impact of Social Media

**KATE HOLLOWAY**, CONTRIBUTING WRITER

**36 Students, 36 Hours. Early mornings and late nights. Coffee, Red Bull and a lot of snacks. All for the purpose of exploring the future of social media. – @shaycolson, Syracuse iSchool graduate student**
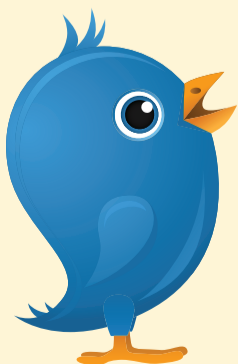
One rainy Friday night in April, 36 Syracuse University students with different interests, majors, backgrounds and education levels converged on the top of the circular Renaissance Hotel in Syracuse for dinner. Randomly placed into tables, these strangers were lulled into a false sense of relaxation through their meal before Chris McCray and Shoham Arad of Collaboration Laboratory (COLAB) announced that each table had 30 seconds to brainstorm both a team name and a cheer to announce to the rest of the groups.

Competitive natures kicked into high gear. These were students individually chosen by the deans of their schools — the iSchool, College of Visual and Performing Arts, the S.I. Newhouse School of Public Communications, the Whitman School of Management, the School of Education, and the Maxwell School of Citizenship and Public Affairs. It showed in the names they chose: The Toppest Notch, Knows Goes, Beast.ly, Digital Blender, Juncture, and Techno Color Yawn.

Ranging in level from first-year undergraduates to doctoral candidates, the students participated in the three-day Social Media Futures Charrette, an intense interdisciplinary brainstorming and idea-generation process that explored how to advance social media's impact in business and maximize its potential.

## DEAN'S COLUMN

# iSchool and its community members innovate their way to success

As you can see by the stories in this issue of *Home Page*, lots of exciting things are happening in the iSchool at Syracuse. And actually way more than we have space to share with you here! So, the same as everyone else is doing, we encourage you to follow us on our web site, our Information Space blog, Facebook, Linked In, and Twitter. (See graphic below.) We've become quite well-known during the past year for our expertise in social media — both for our leadership on campus, and through our Road Show events that many of you folks have attended in D.C., Chicago, Atlanta, Philadelphia, Palo Alto, New York City, San Francisco, or Boca Raton. So the iSchool's reputation continues to grow.

Along with these events, goes the opportunity to interact with more and more of you — and to gain an increased understanding of how our alums are using and building on the knowledge, skills, and attitudes they learned while at school with us. And this is truly exciting! I was with a table of alums at a recent lunch in New York City, and on each side of me and across from me were alums from our various degree programs, all of whom were now entrepreneurs, leading their own companies. Now, while this may not be expected of more traditional iSchools, I am actually not surprised! Probably partially because I, too, am an alum, and have been an entrepreneur as well. The stories I heard of how they got to where they are now were fascinating. Furthermore, none of the grads found it surprising to end up as entrepreneurs, because being in the information field, they are, of course, the ones to seek out, track, and optimize on the latest information there is — and that is what successful entrepreneurship depends on — picking up on, tracking, following through on what we sense in the environment as people's needs and solutions. While these may not all seem at first to be information-based needs and solutions, many, many times that's what they turn out to be.

So, for all of the equally entrepreneurial among you, you're likely not surprised to note in the stories here of the more deliberate focus we've taken in our curriculum on innovation and the resulting successes that our courses, our extra-curricular events, and our students are having! And while many of the students are exercising their talents in smaller start-ups through the What's the Big Idea and From Idea to Start-Up courses and in the Student Start-Up Sandbox, the same information-centric innovative abilities are what they are bringing to their projects, internships, and jobs in the larger companies such as GE, JPMorgan Chase, or Ernst & Young. These and the other companies who regularly hire our students are equally eager to encourage and build on the exciting thinking and strong follow-through that all our truly innovative students have to offer.

So stay tuned, the rate of exciting opportunities and successes continues to accelerate — and do keep us posted of your ventures as well.

*Elizabeth D. Liddy*

Elizabeth D. Liddy
Dean

### iSCHOOL EVERYWHERE

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

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**Blog:**
**Information Space**
*ischool.syr.edu/blog*

**For more:**
*ischool.syr.edu/ilife*

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## EXPLORING CONNECTIONS WITH SAUDI ARABIA

Syracuse University sent a four-person team that included iSchool Assistant Dean for Enrollment Management and Special Academic Program Initiatives Sue Corieri to the first ever International Exhibition for Higher Education in the Kingdom of Saudi Arabia.

The exhibition's objective was to continue the improvement of higher education in Saudi Arabia by establishing relationships between regional and international colleges, universities, and educational organizations. The exhibition attracted more than 300 organizations from 33 different countries that are interested in working with Saudi Arabia schools. The SU delegation spoke to hundreds of prospective students interested in both graduate and undergraduate studies. They returned from their trip with several hundred direct student recruitments, as well as six possible partnerships with Saudi Arabia schools, including Princess Norah Binti Abdulrahman University and King Saud University.

Hasan Shaikh, an iSchool alumnus, arranged for SU to receive an invitation to the exhibition and guided the SU group, which included Corieri; Susan Donovan, the dean of admissions, undergraduate education representative; James O'Connor, executive director of Middle East Advancement and External Affairs; and Peter Leuner, the director of the European programs for SU Abroad.

# Faculty, Staff NEWS

## Infusing librarianship into eScience

**JIAN QIN,** ASSOCIATE PROFESSOR

In the past, the term "librarian" might have conjured up an image of a grandmotherly figure reading an illustrated book to a circle of children, or of a person hidden away in the stacks refiling borrowed books.

Today's librarians tweet out responses to electronic reference inquiries, convert libraries into dynamic spaces for multi-generational patrons to interact and engage with each other, and help identify the most meaningful resources in a pool of online material that is growing exponentially.

Throughout time, the core skills of librarians remain the same. They organize, curate, and preserve information and help people access useful information.

These skills are needed in a wide range of fields — perhaps, most notably, in many areas of science. Unfortunately, it is often not obvious to people working in these scientific labs who are struggling to manage large datasets that they need someone with the skills of a librarian.

The School of Information Studies is now helping to infuse librarianship into eScience. Scientists who use hardware, software, and networks in combination (called cyberinfrastructure) conduct eScience. They create massive amounts of data of all types, levels, scales, and formats and need the help of librarians to organize, manage, and provide access to these resources.

People with the skills of a librarian and content knowledge of a scientist are needed to manage the vast and heterogeneous datasets generated by such scientific advancements such as DNA mapping, sensor technologies, particle physics, and a range of others.

With funding from the Institute of Museum and Library Services, we are collaborating with Cornell University Library to develop an eScience librarianship curriculum, which covers scientific data management, work and information flows in eResearch, collaboration and data technologies, and data services.

This fall, we will have our first cohort of students — eight individuals who come from science, technology, engineering, and mathematics disciplines — begin their studies in the iSchool's M.S. in Library and Information Science program.

These select students will receive full tuition, a stipend to cover living expenses, conference travel support, a paid summer internship, and mentorship from Cornell University librarians.

Associate Professor Jian Qin leads an IMLS grant to develop an eScience librarianship curriculum.

We are excited about the collaboration with Cornell, which has an established track record in curating research data. This partnership will provide students with opportunities for exposure to current science librarianship practices, and innovative eScience projects in particular.

When they graduate, these students will have the capability to intelligently manage resources for access and use over an appropriate lifecycle, thus freeing scientists to apply their talents more appropriately.

Their digital information expertise will open the door to many career opportunities at research labs, science facilities, science and technical libraries, and repositories.

Our hope is that through the "Building an eScience Librarianship Curriculum for an eResearch Future" project, we prepare the next generation of science librarians with the capability to manage new and different types of digital resources, at amounts previously unimagined, for long-term access and use by scientists in the course of their research. ●

*Associate Professor Jian Qin researches and teaches in the areas of knowledge organization, information organization, and information technology applications in managing knowledge and information.*

FACULTY NEWS & VIEWS

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**MARILYN ARNONE,** research associate professor, co-authored an article with R. Reynolds for *School Library Media Research*, Volume 12, entitled "Empirical Support for the Integration of Dispositions in Action and Multiple Literacies into AASL's *Standards for the 21st-Century Learner*." She also authored "How Do School Librarians Perceive Dispositions for Learning and Social Responsibility?" for the March issue of *School Library Monthly* published by Libraries Unlimited. In April, *School Libraries Worldwide* published an article entitled "Supporting Inquiry by Identifying Gaps in Student Confidence: Development of a Measure of Perceived Competence" by Arnone with co-authors R. Small and R. Reynolds.

Arnone completed the first year of a two-year Kauffman Enitiative grant as co-principal investigator with T. Koszalka from the School of Education entitled "Curiosity Creek After School Computer Club: Themed Green & Entrepreneurial."

She completed the instructional design, development, and implementation of a pilot course funded by an Imagining America grant entitled "Digital iCreation in the Context of Community," with 15 students helping eight local non-profit organizations use digital media to solve an information problem. The course will be offered again in the fall as "Digital Content Creation for Communities."

**Carlos Caicedo**

**CARLOS CAICEDO,** assistant professor and director of the Center for Convergence and Emerging Network Technologies (CCENT), presented a co-authored paper with SU student S. Disston "Approaches to the Design of Computer Networking Laboratories" at the ITERA 2010 conference. Caicedo also presented "Security Issues in Modern Networking Technologies" at the U.S. Army's Signal Center of Excellence, Fort Gordon, Ga.

**Kevin Crowston**

**KEVIN CROWSTON,** professor, co-authored with K.M. Chudoba, M.B. Watson-Manheim, and C.S. Lee "ICT-Supported Meetings in Practice," which was accepted by the *Journal of Organizational and End User Computing*. He also presented "Reclassifying Success and Tragedy in FLOSS Projects" at the 2010 IFIP conference on February 13, with A. Wiggins. Crowston also authored and presented a discussion paper "Designing scholarly communications" at the IFIP Working Group Joint Working conference in Perth, Australia, in April.

He was also awarded a $17,720 six-month travel grant for the OSS 2010 Doctoral Consortium.

**Jason Dedrick**

**JASON DEDRICK,** associate professor, co-authored with K. Kraemoer and G. Linden "Who Profits from Innovation in Global Value Chains?: A Study of the iPod and Notebook PCs" in *Industrial and Corporate Change*. He also co-authored with E. Carmel and K. Kraemer "Routinizing the Offshore Choice: Applying Diffusion of Innovation to the Case of EDS" in *Strategic Outsourcing: an International Journal*.

Dedrick presented "Impacts of the Economic Crisis on Offshore Software Development." at the Industry Studies Association Annual Conference in Chicago on May 7.

He received a planning grant of $20,000 from the Alfred P. Sloan Foundation for a study titled "Value Capture and Job Creation in the Global Wind Energy Industry."

**JILL HURST-WAHL,** assistant professor of practice, moderated the "Learning: Expanding Our Knowledge" track at Computers in Libraries (CIL) conference in Arlington, Va., in April. At the conference, she also was a co-presenter in a session on "Reaching Reluctant Learners."

In addition to presenting at CIL, Hurst-Wahl presented at the local Syracuse chapters of the Association for Computing Machinery and the International Association of Administrative Professionals on the use of social media, and at the Olin Innovation Lab 2 in Needham, Mass.

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# Faculty, Staff NEWS

**R. DAVID LANKES,** associate professor, director of the Information Institute of Syracuse, and director of the library science program, was invited by the U.S. Embassy in Rome to present "Building New Librarianship" at its spring event in April and recently presented "The Need for a New Librarianship" for the U.S. Consulate in Naples. He also delivered three keynote addresses, one at the Association of College and Research Libraries Annual Conference, in Springfield, Ill., the second at the Pennsylvania District Library Center/Library Systems Meeting in Hershey, Pa., and at ILEAD U in Springfield, Ill. He was also invited to speak at the State Library of Illinois in Springfield, Ill.

R. David Lankes

He also published a number of works, including "Conversations and the True Knowledge of Generations in Rothstein & Schull" with P. Jureller in *Longevity and Libraries: Unexpected Voices* for the American Library Association and "Ereaders, the iPad — Is That All There Is?" in the *School Library Journal*. He edited the book *Reference Renaissance: Current and Future Trends* with M. Radford, published by Neal-Schuman Publishers in New York, and entered into contract with MIT Press and the Association of College and Research Libraries for his next book *The Atlas of New Librarianship*.

Lankes was appointed the leader of the Instructor Corps on the ILEAD U project of the State Library of Illinois, funded by the Institute of Museum and Library Science, and served as an outside reviewer for the SUNY Stony Brook Frank Melville Jr. Memorial Library.

**MEGAN OAKLEAF,** assistant professor, authored an article called, "Writing Information Literacy Assessment Plans: A Guide to Best Practice" in *Communications in Information Literacy*. She also co-authored with P. Owen, an iSchool adjunct professor, "Closing the 12-13 Gap Together: School and College Librarians Supporting 21st Century Learners," an article in *Teacher-Librarian*.

Megan Oakleaf

Oakleaf has also given more than 15 presentations at the University of Kentucky, Rutgers University, Trinity University, the University of Washington, the University of Rhode Island, and LaGuardia Community College, as well as the Southwestern Ohio Council for Higher Education Annual Library Conference and the Texas and Massachusetts Library Association Conferences.

**JOON S. PARK,** associate professor, co-authored with A. Gaeil and I. Liu "Active Access Control with Fine-Granularity and Scalability" in *Security and Communication Networks*. He also co-authored with J. Robinson on cloud computing "Towards Trusted Cloud Computing" for the 2010 iConference at the University of Illinois at Urbana-Champaign in February 2010 and "Trusted Content-Sharing Services in Cloud Computing" at *Cloud Computing & Virtualization* in Singapore in May 2010.

Park also served as a panelist for the National Science Foundation's Trustworthy Computing Program and the Graduate Research Fellowship Program on Computer Science.

**ANTHONY ROTOLO,** assistant professor of practice, was appointed Syracuse University's first-ever social media strategist in February and assistant professor of practice in May. He authored "Beyond Friends and Followers: Next Steps for Social Media" for the May issue of *Tactics*, the Public Relations Association of America Magazine. In March, Rotolo authored "Blogging Can Turn Your Hobby Into Your Next Career" for the Syracuse *Post-Standard*, part of the paper's MoneyWise series, featuring career advice for a troubled economy.

Anthony Rotolo

Rotolo was interviewed for the PBS WCNY program, *Central Issues* in April 2010 and was featured on an episode called "Social Media: The Good, the Bad, and the Ugly," where he discussed the opportunities available to individuals and businesses in social media, as well as his own experience using social media in the classroom.

In April, Rotolo worked with C. McCray, S. Arad, and J. Snyder to develop and host a three-day design charrette, an intense design-based project completed through interdisciplinary collaboration, entitled "Social Media Futures." The *Central New York Business Journal* interviewed Rotolo about his work on this event.

*Social Media 101: Join the Conversation*, the Syracuse University speaking tour featuring Rotolo, will continue throughout the summer and fall. The tour has already visited San Francisco, Palo Alto, Atlanta, Chicago, New York City, Boca Raton, Philadelphia, Washington, and Boston.

# Faculty News Briefs

### Associate Provost and iSchool Prof. Bruce Kingma speaks at library conference in Milan, Italy

Bruce Kingma, associate provost for entrepreneurship and innovation and iSchool professor, presented at the two-day conference "Towards a Library Economy: Funding, Planning, and Increasing Value in Times of Crisis" in Milan, Italy. The conference was sponsored by *Biblioteche Oggi*, a monthly publication for directors of Italian libraries.

Kingma's talk focused on the economics of information and evaluating benefit-cost ratio.

Kingma is a frequent conference speaker on topics in academic entrepreneurship and the economics of online learning and digital libraries. He has taught courses at the Syracuse iSchool about the economics of information and nonprofit management and entrepreneurship.

### Prof. Michelle Kaarst-Brown named director of professional doctorate program

Associate Professor Michelle Kaarst-Brown was named the new director of the Professional Doctorate in Information Management program. She assumed her responsibilities formally in May 2010.

As part of the overall doctoral and research programs led by Associate Dean Jeffrey Stanton, Kaarst-Brown is working closely with Professor Ping Zhang, director of the Ph.D. program, and Professor of Practice Scott Bernard, director of Executive Education. Bernard was the inaugural director of the executive doctorate program.

As a scholar and former practitioner, Kaarst-Brown will work with faculty and senior administrators at the iSchool to select future cohorts, work with current students, and guide curricular developments in this growing program.

### Prof. Art Thomas named iSchool's director of Global Enterprise Technologies and related programs

Professor of Practice Art Thomas was appointed director of Global Enterprise Technology (GET) and related programs at the iSchool.

The position currently involves managing the interdisciplinary undergraduate GET minor, and will also expand to include a planned GET graduate certificate program as well as the planned Systems and Information Science undergraduate dual degree with L.C. Smith College of Engineering and Computer Science.

Thomas serves as the primary point of contact for iSchool students interested in these programs, which will be collaboratively governed with faculty at the Whitman School of Management and L.C. Smith.

The GET curriculum seeks to prepare students from any academic discipline on how to develop and manage large-scale information systems used by many industries.

### Prof. Jason Dedrick receives grant to study global value chain of wind energy

Associate Professor Jason Dedrick's new study on the global wind energy industry hopes to provide factual research on policy issues such as clean energy jobs. Dedrick has received a $20,000 planning grant from the Alfred P. Sloan Foundation to begin his research and formulate a proposal for the study entitled "Value Capture and Job Creation in the Global Wind Energy Industry."

The grant money will contribute to collecting preliminary data for the Global Wind Energy study as well as gaining cooperation from wind energy companies in the United States and in other countries. "We want to know who is capturing the profits from wind turbines," he said.

### Prof. Martha Garcia-Murillo named AIS outstanding volunteer for April 2010

Martha Garcia-Murillo, associate professor and director of the M.S. in telecommunications and network management program, was selected as the April 2010 Association for Information Systems spotlight for her work on the Latin American and Caribbean Association for Information Systems.

Garcia-Murillo and her team began the Latin American Mini-track at the 2000 Americas Conference on Information Systems in Long Beach. The mini-track, which originally consisted of eight researchers, has continued to grow and evolve to include several hundred researchers.

Garcia-Murillo is also recognized for her work establishing the *Journal of the Association for Information Systems for Latin American and the Caribbean*.

### Prof. Scott Nicholson wins ALISE 2010 best conference paper award

Scott Nicholson, associate professor, received a best paper award for "Inviting the World into the Online Classroom: Teaching a Gaming in Libraries Course via YouTube" at the 2010 Association for Library and Information Science Education (ALISE) Conference.

Nicholson's paper was selected as one of four Best Papers of the ALISE 2010 Conference. The ALISE Conference is an annual gathering of library and information science educators, which took place this year in Boston from January 12-15. Nicholson's award-winning paper will be published in the conference issue of the *Journal of Education for Library and Information Science (JELIS)* later this year.

Nicholson's paper discusses the IST 600 Gaming in Libraries course that he taught in June 2009 via the the Syracuse University iSchool YouTube channel.

Ruth V. Small

**RUTH V. SMALL,** Laura J. & L. Douglas Meredith Professor and director of the school media program, published four journal articles based on her research on the impact of New York State's school libraries on student achievement and motivation. Three articles, each describing one of the three phases of the research, were published in volumes 12 and 13 of *School Library Media Research*. Doctoral students J. Snyder and K. Parker and master's students M. Stasak and K. Shanahan co-authored one or more of the articles. The fourth article, "Research Instruments for Measuring the Impact of School Libraries on Student Achievement and Motivation" was published in volume 16 of *School Libraries Worldwide*.

Small is also serving as consulting editor for a special issue of *Educational Technology & Development*

journal with the theme "Motivation and New Media." She was guest presenter at a teleconference sponsored by the New York State Department of Education's School Library Services and hosted the school media program's annual Governing Council meeting in May.

She also served on the selection committee for the 2010 Outstanding Teaching Assistant Award in March.



Ping Zhang

**PING ZHANG,** professor and director of the Ph.D. program, co-authored with N. Prestopnik "Coping with Nuisance on the Web" published in *Proceedings of the Sixteenth Americas Conference on Information Systems* in August 2010. She also co-presented two papers with iSchool doctorate student

M. Scialdone "Deconstructing Motivations of ICT Adoption and Use: A Theoretical Model and its Applications to Social ICT" at the iConference at the University of Illinois at Urbana-Champaign in February 2010 and "State of Research on IT Artifacts: An Analysis of ICIS 2009 Research Papers" at the Pacific Asia Conference on Information Systems (PACIS) in July 2010. She co-presented a fourth paper with J. Tang "Media Selection Preferences of U.S. College Students: Empirical Evidence and A Proposed Research Model" at the China Summer Workshop on Information Management in Wuhan, China, in June 2010.

Zhang received a research award in the Research Program on Digital Communications from Time Warner Cable for her proposal entitled "Consumer Responses to Targeted Advertising" to be conducted during May and November 2010.

During the summer, Zhang was a visiting professor in three universities: School of Economics and Management, Tsinghua University, China; School of Information Management, Inner Mongolia University, China; and School of Management, National Sun Yat-Sen University, Taiwan. She gave lectures and research seminars to graduate students and faculty and also gave several talks on career development, journal publishing, and the iSchool doctoral programs at Peking University, Renmin University, and Nanjing University during her summer trip in China.

Zhang was also a panelist for two conferences during June and July: the China Summer Workshop on Information Management in Wuhan, China, June 2010 and the Pacific Asia Conference on Information Systems in Taipei, Taiwan, July 2010. She will also serve as a panelist and faculty mentor at the Mediterranean Conference on Information Systems in Tel Aviv, Israel, in September 2010. ●



Dean Elizabeth D. Liddy delivered the keynote address at the 2010 Phi Beta Delta International Society Induction Ceremony on March 5 in Hendricks Chapel. She was one of 67 students, faculty, and staff members at Syracuse University who were inducted this year into Phi Beta Delta, an honor society dedicated to international scholarship. Pictured above are iSchool students and employees who were inducted.

They spoke about what information services will look like in the years ahead, and discussed the opportunities, challenges, and realities that librarians will encounter. They also addressed topics including how librarians can maintain equilibrium amid such rapid change, how emerging technologies will continue to impact reference services, and evolving user demands, especially from the tech-savvy and mercurial Millennial Generation.

According to the publisher, the book delivers creative, proven guidance to LIS professionals in public, academic, and special libraries and information centers to help them meet their clients' diverse needs. The book includes descriptions of initiatives, best practices, assessment results, and other references.

## Prof. Megan Oakleaf named lead researcher by ACRL

In a time when search engines are empowering people to do their own research and economic conditions have made funding harder, the relevance of libraries are being questioned. To provide accurate research and knowledge about what is known and not known about libraries, the Association of College and Research Libraries (ACRL) has selected Assistant Professor Megan Oakleaf as lead researcher for its value of academic libraries project.

The primary goal of this project is to provide academic librarians with a clearer understanding of existing research on the performance of academic libraries, identify the gaps in this research, and develop the best strategies to raise library performance to fill in the gaps. The project also aims to reemphasize the value of academic libraries to their institutional leadership.

## Prof. Ping Zhang awarded $20,000 research stipend from Time Warner Cable

Time Warner Cable has awarded iSchool Professor Ping Zhang a $20,000 stipend as part of its new Research Program on Digital Communications. The program, launched in February 2010, grants stipends to foster research dedicated to increasing understanding of the benefits and challenges facing the future of digital technologies in the home, office, classroom, and community.

Zhang's proposed study was one of four nationally that Time Warner Cable selected to fund. Her study, "Consumer Responses to Targeted Advertising," will increase understanding of how consumers view the perceived value and benefits of targeted advertising.

## Alumni Marie L. Radford and R. David Lankes launch new book at Bird Library

Marie L. Radford G'75 and R. David Lankes '92, G'99 celebrated the publication of their new book *Reference Renaissance: Current and Future Trends* (Neal-Schuman, 2010) on April 5 in the Peter Graham Scholarly Commons in E.S. Bird Library.

## Prof. Kevin Crowston elected as Program Chair-Elect of OCIS

Kevin Crowston, professor, was elected as the Program Chair-Elect of the Organizational Communication & Information Systems (OCIS) of the Academy of Management, a five-year position within the organization.

During his first year, Crowston will be responsible for organizing the Doctoral Consortium and managing the professional development workshops.

He will move on in his second year to be the Program Chair for the division, ensuring all submissions to the annual conference are reviewed for acceptance and then scheduled accordingly. In 2013, his third year, he will run as the only nominee for the Division Chair-elect, in which he would run the Junior Faculty Consortium and the Best Published Paper Competition.

The following year, he will serve as the Division Chair and be granted oversight of the organization's bylaws, filling non-elected positions and overseeing communication with OCIS members. Crowston will be Past Division Chair in his fifth and final year when he is responsible for running the elections for new officers. ●

# HOME PAGE

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# Faculty, Staff NEWS

## Syracuse iSchool expands its staff to enhance its outreach efforts

**MARGARET D. SPILLETT**, EDITOR

Syracuse University School of Information Studies is pleased to announce the addition of four new staff members to the iSchool community. These new members will complement the iSchool's 50 full-time faculty members and the 34 staff members.

"I see these new roles as emblematic of the entrepreneurial, innovative thrust of the iSchool at Syracuse which continues its leadership role in utilizing the most effective and current information technologies to meet the educational and professional goals of our students, alumni, and partners," iSchool Dean Elizabeth D. Liddy said. "Each of these individuals is stellar and will contribute immensely to these very active focuses of the iSchool and the University."

### SHAY COLSON

Shay Colson

A 2010 graduate of the M.S. in Information Management program at the iSchool, Colson was appointed to a nine-month position as director of West Coast relationships. In this role, he will foster, sustain, and grow the conversations between the iSchool community and alumni, employers, internship supervisors, organizations, and prospective students on the West Coast.

"What I'm most looking forward to is bringing together two things that are very dear to me: the iSchool and the West," said Colson, a native of Idaho. "As a recent iSchool alum myself, I am in the unique position of being able to speak directly to the educational, research, and engagement opportunities available at the iSchool. By creating this opportunity for a dialogue, the positive impact of the iSchool can continue to expand its reach while tackling a new set of challenges and engaging new populations."

Before coming to Syracuse, Colson earned a B.A. in Comparative History of Ideas at the University of Washington and worked as a law clerk in the Philadelphia District Attorney's Narcotics Enforcement Unit.

At Syracuse, he earned a master's and a Certificate of Advanced Study in Information Security Management. Colson received the Federal Cyber Service: Scholarship for Service and the Graduate Leadership Award. He is a member of the Honor Society of Phi Kappa Phi, participated in the Renee Crown University Honors Program, and served as a program assistant.

### SARAH HAGELIN

Sarah Hagelin

Sarah Hagelin '95 began her tenure on April 12 as the new employer relations director for the iSchool. In this new role, Hagelin focuses on growing relationships with employers to be leveraged in job placement, curriculum planning, recruitment of students, course instruction, and research programs.

Hagelin comes to the iSchool from The Hartford, where she worked as an operations director within a project management office and as a human resources director. Prior to that, she worked at Accenture in human resources for more than a decade. Hagelin has professional experience in career advising and coaching at all levels, from entry-level to vice president. She also has experience in strategic planning and partnering with recruiting departments.

Hagelin holds a B.S. in Information Management and Technology from the Syracuse iSchool and attributes her positive experience here as a main attractor to the position. "I loved the familial connection within the iSchool and being connected to cutting-edge thinking and practice in the information field," she said. "I greatly credit the iSchool, including the faculty, staff, and curriculum, in helping me launch my career. Through the coaching and guidance I received, I started as a consultant with Accenture immediately after graduating. I look forward to being able to help other students in a similar way."

### KELLY LUX

Kelly Lux

An employee of Syracuse University since 2007, Lux joined the iSchool June 30 as its online community and relationship manager. She will provide guidance and assistance across the iSchool on how best to use online and social media strategies to further evolve our relationships with employers, alumni, development prospects, and potential and current students. Lux is also a key member of the team supporting the University's campus-wide social media initiative, which is led by iSchool Assistant Professor of Practice Anthony Rotolo.

Lux and Colson also serve on the iSchool's Communications/Reputation Management Team, which seeks to expand the public's awareness of the school, creates and delivers content for a variety of print, electronic, and online media, fosters communication among iSchool community members and its audiences, and tracks and reports the effectiveness of these efforts.

"I would like the iSchool to become the recognized leader in social media, not only on campus, but to be seen as the national leader in the use of social media in higher education," Lux said. "Social media presents amazing opportunities — and challenges — for connecting with and building relationships with our audiences."

She said the new role enables her to build on the skills she developed through engaging with alumni and job-seeking students via social networks as alumni programs coordinator at SU's Career Services. Prior to that, she served as assistant to the associate vice president of Syracuse University Student Affairs and as community relations coordinator at Anheuser-Busch. She earned a B.S. in psychology and master's in elementary education from SUNY Oswego.

### KATHLEEN SCHISA

Kathleen Schisa

A 2009 graduate of the iSchool's M.S. in Library and Information Science, Schisa was appointed associate director of online program development in June. In this position, she will provide leadership in carrying out the recommendations of the 2009 iSchool Task Force on Online Education, which she chaired, and ensure the iSchool's role as a center of excellence in online education in both the university and the wider world.

Schisa will also support marketing and recruitment for online courses and programs, including identification of new markets and development of strategic partnerships. In addition, she will serve as a point person and advocate for online learners, facilitating program improvements based on feedback. She will continue to direct the Web-based Information Science Education (WISE) Consortium, a position she has held since March 2007.

"Through online learning, the iSchool is able to reach extremely talented students and adjunct faculty members who add a great dimension to the school, but who would likely not have been able to participate in campus-based classes due to limitations of geography or lifestyle," Schisa said. "This concept extends to a partnership for lifelong learning with alumni; the iSchool is able to continue to serve the academic and professional development needs of students well beyond graduation regardless of where they may end up."

Schisa also plans to explore the impact of mobile technologies and social media on interaction in the online learning environment and possible pedagogical shifts in the way instruction is delivered online.

In addition to an MSLIS from the iSchool, Schisa holds a B.A. in brain and cognitive science with a minor in social psychology from the University of Rochester. She has presented nationally and internationally on the WISE Consortium and online learning. She is also a member of SU's Young Professionals Affinity Group Steering Committee. ●

# M.S. in TNM receives the ITERA 2010 Graduate Program of Excellence Award

**MARGARET D. SPILLETT**, EDITOR

The M.S. in Telecommunications and Network Management Program received the 2010 Graduate Program of Excellence Award from the International Telecommunications Education and Research Association (ITERA).

The program was recognized in April at the annual ITERA Conference in Nashville, Tenn. Program Director and Associate Professor Martha Garcia-Murillo accepted the award on behalf of all faculty members who teach in the program.

"We are honored to be recognized by one of the most prestigious associations in the telecommunications field," Garcia-Murillo said. "At Syracuse, we are fortunate to have an outstanding team of educators who are on the leading edge of the field. They are highly regarded experts in a range of specialties, including wireless grids, mobile technologies, Internet governance and transnational policy, and network security, among others. The high caliber of our faculty members enables us to recruit some of the best and brightest students."

ITERA selected the Syracuse program based on its curriculum, special projects, research centers, student engagement, and national recognition.

The iSchool launched its M.S. in Telecommunications and Network Management in 1993, as a multidisciplinary degree program combining technology, policy, and management. The program prepares IT professionals and new industry entrants to shape the future by providing a broader view of how to apply and use networking technologies to solve business problems.

ITERA endeavors to advance telecommunications science through the creation of a forum for telecommunications and networking professionals, educators, and researchers. It is a partner of the United States Telecommunications Association and the Association for Information Communications Technology Professionals in Higher Education. ●
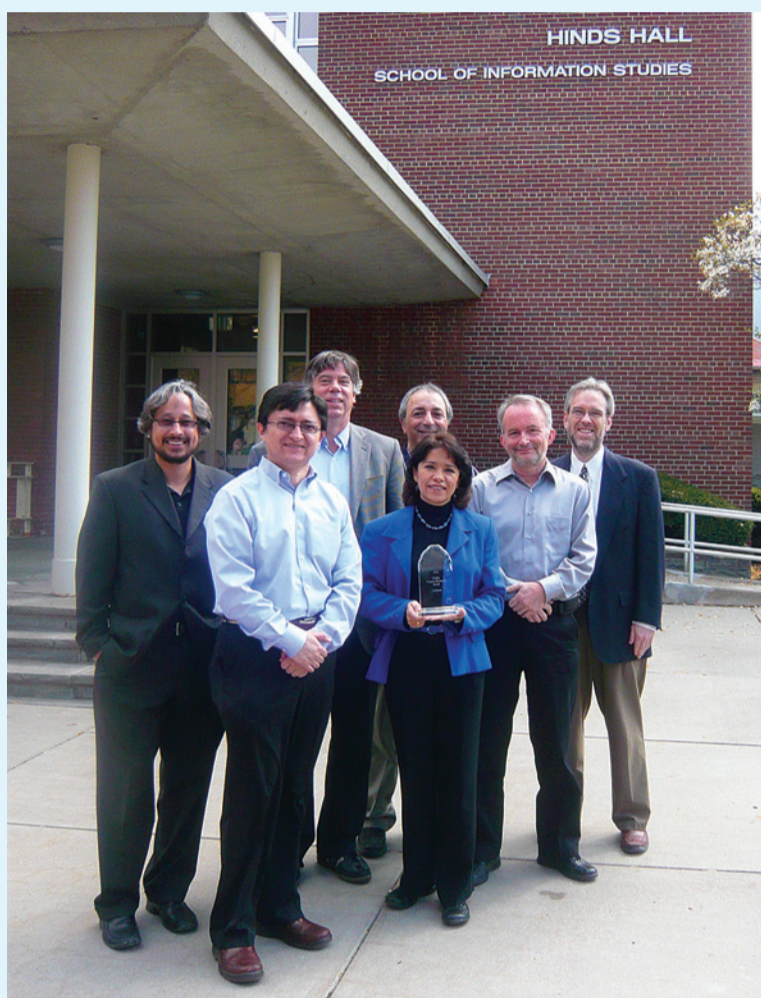
Faculty members who teach courses in the M.S. in telecommunications and network management celebrate the 2010 ITERA Graduate Program of Excellence Award.

# School News

## Steve Block elected vice-chair of LeMoyne College Board

Stephen Block, assistant dean for administration and an adjunct professor, was elected vice-chair of LeMoyne College's Board of Regents. In his role, he is responsible for leading the regents' efforts in raising the college's profile through participation in admission receptions, career service opportunities, and community service projects.

Stephen Block

The board also plays a key role in building strategic partnerships and raising funds for the college.

Block earned a B.S. in multiple science from Le Moyne College and an M.S. in Information Management from the iSchool. At the iSchool, he serves as the budget officer for all school accounts and grants administration for sponsored accounts. He provides analysis and support for all school business processes and serves as the information coordinator and data custodian for iSchool databases.

## Bridget Crary celebrates 25 years with SU

Bridget Crary, graduate recruitment coordinator, celebrated 25 years of working at Syracuse University on June 6, 2010. She has worked 23 of those 25 years at the iSchool, working closely with other members of the iSchool to improve the efficiency of the admissions process and to communicate with prospective students throughout the admissions cycle. She also assists the

Bridget Crary

Ph.D. committee for doctoral application reviews and maintain the academic records for the doctoral program.

## Research centers combine into Center for Convergence and Emerging Network Technologies

The Center for Emerging Technologies (CENT) and the Convergence Center merged to create the new Center for Convergence and Emerging Network Technologies (CCENT), under the direction of Assistant Professor Carlos Caicedo. The mission of CCENT is to understand the future of networking technologies, and to engage students, faculty and industry in the process of defining and shaping that future.

The merge occurred after Assistant Dean for Technology Dave Molta, former director of CENT, and Milton Mueller, former director of the Convergence Center, recognized the synergy between the two centers, Caicedo said.

The Center for Emerging Network Technologies provided leading industry insight and analysis for emerging information technologies within the IT enterprise. The center aimed to enhance the educational experience of iSchool undergraduate and graduate students through applied hands-on testing of new products and services.

The Convergence Center started in 1999 and gave iSchool graduate students an opportunity to work on real convergence projects submitted by various businesses such as Nortel, AT&T, and Kodak. The Convergence Center projects focused on the policy and economics practices within these businesses.

"With CENT and the Convergence Center combined, we can address technology and policy aspects in a more integrated fashion," Caicedo said. CCENT currently has setup four testbeds for studying emerging network technologies: wireless networking (802.11n), network security, unified communication systems, and Internet protocol version 6.

## Grant from U.S. Department of Education to support five doctoral students a year

Syracuse University received a grant from the U.S. Department of Education's Graduate Assistance in Areas of National Need (GAANN) Program, which provides fellowships to assist Ph.D. students with excellent records who demonstrate financial need.

The GAANN program will provide Syracuse University with $217,760 per year for three years. The funding will support five doctoral fellows each year: 2.5 from the iSchool and 2.5 from the Chemistry Department. Each award will cover the cost of tuition as well as a need-based stipend of up to $30,000 per year. All applicants to the Ph.D. programs at the iSchool and Chemistry Department will be automatically considered for a GAANN award.

Syracuse University administrators Ben Ware and Sandra Hurd serve as principal investigators on the grant. Professor Ping Zhang from the iSchool and Associate Professor Nancy Totah from the Chemistry Department are co-principal investigators.

## NSF grant to support Ph.D. student travel

Professor Kevin Crowston was awarded a grant for $17,720 from the National Science Foundation (NSF) for his proposal "Travel support for the OSS 2010 Doctoral Consortium." Crowston requested financial support for a group of American Ph.D. students to attend the international doctoral consortium on research on Free and Open Source Software (FLOSS).

The FLOSS research community extends across multiple fields, including computer science, software engineering, information studies, and economics, Crowston said. The OSS 2010 Doctoral Consortium provides participating students with an interdisciplinary environment where they can receive feedback on their research goals and methods from other students and faculty members.

# HOME PAGE

# Social Media

*continued from page 1*

"Our students live in this social media world, and they are currently leading the transformation of how companies as well as other elements of society interact," said Anthony Rotolo '02, G'06, iSchool Assistant Professor of Practice. "Our students, after all, are the employees, customers, and clients of tomorrow."

Following the introductory dinner on Friday night, the six student teams gathered and brainstormed Saturday and Sunday in the COLAB offices on the fourth floor of The Warehouse in downtown Syracuse. Scribbling ideas on neon post-it notes and chalkboards, the students hammered out ideas about how organizations could incorporate social media into their business processes and services.

Throughout the charrette, the students heard from professionals working in careers based in social media, including Syracuse iSchool alumni Josh Frost '08 of Major League Baseball Advanced Media and Alana Edmunds '08 of General Electric; The Brothers Mueller, twin brothers that form a digital art team out of



Social Media Charrette participants take a break from work during the intensive three-day experience.

## Sharing a passion for social media in classroom and around the country

**KATHLEEN HALEY**, CONTRIBUTING WRITER

Anthony Rotolo '02, G'06 has been named assistant professor of practice at the iSchool. Rotolo, who was the iSchool's first social media strategist, teaches about social media, social networking for libraries, and information reporting and presentation.

With his expertise in social media, Rotolo was tapped to take part in Social Media 101: Join the Conversation, along with Dean Liz Liddy. The program, which has been held in cities around the country, invites alumni and University friends to engage in discussions about online social content. It has drawn hundreds of people in such cities as Chicago, Atlanta, and New York City. Rotolo discusses sites, including Twitter, Facebook, and LinkedIn, and where the trends in social networking may be heading. "Folks are turning out for a conversation to find out what these tools are or, if they are well versed in them, what are some examples of how people are using them successfully," Rotolo said. "Everybody knows that this user-generated content represents a major shift in the way we do business, how we communicate. But nobody, including myself, is sure where it's going to land."

Rotolo may have a better handle on the future of social networks than most. He keeps on top of the field through constant research and his own accounts on Twitter and Facebook, and has provided guidance to the iSchool and Syracuse University on its online ventures connecting students, faculty, staff, alumni, and others. He also helped launch the iSchool's blog, Information Space, which he hopes will mimic the type of conversations that students, faculty, and staff have in the corridors of Hinds Hall.

Recently tapped to help with the University's social media strategy, Rotolo is leading a group of students from a variety of SU's schools and colleges to brainstorm opportunities to engage others in online discussions about SU. "We're thinking about what we can do in these spaces that will communicate what it means to be an SU student and invite involvement from current students, alumni, community members, and faculty and staff," he said.

Rotolo, who started at SU as a history education major, became interested in the information field when his college roommate encouraged him to meet with Professor Susan Bonzi. "She talked about the possibilities that the information field had and I was sold," he said.

After graduating with an information management and technology degree, Rotolo was a network administrator in the Rome (New York) City School District. He returned to the iSchool to obtain a master's degree and later joined the iSchool as instructional technology manager. Adding on the role of an adjunct, he was also soon teaching a new course he developed called multimedia technology, which soon morphed into a course on social media, the first on campus.

He also currently teaches information reporting and presentation and, summer, social networking. In recognition of his teaching, he received the iSchool Outstanding Faculty of the Year Award in May 2009, and in December, he received the Web-based Information Science Education Consortium's 2009 Excellence in Online Education Award.

Along with teaching, Rotolo has participated in such projects as the Forum on Internet Safety with Verizon for Syracuse city schoolchildren. He's also involved in the iSchool's augmented reality project implemented by the Iryss company. The application blends computer-generated imagery with the real-world environment, so anyone on campus can use their mobile device to display real-time data about such things as faculty members' office hours, campus hotspots, or nearby restaurants.

With all of these new ways to communicate online, students have questioned him about the impact on people's ability to personally connect with others. There's always a concern with any new mode of communication, but it's never quite as disastrous as people may assume, he says. "Any medium — such as the telephone — can be traced back to an extension of something we already desire to do: to have relationships and connect," Rotolo said. "In social media, everybody wants to be part of meaningful relationships and connect with others who share similar views. Everybody wants to be heard. And one of the main powerful pieces is that anything I say can be propagated across networks exponentially. That's a powerful draw." ●

the Rhode Island School of Design; and Sean Branagan of Digital Vertical.

By the end of the 36 hours, each group presented their thoughts on the future of social media in 20 slides that were programmed to display for 20 seconds a piece. Several of the teams focused on ways educational institutions could integrate social media into its curriculum development and delivery as well as its administrative communications with students and their parents. Other teams took a more futuristic approach that envisioned businesses that could be developed using holograms, 3-dimensional virtual experiences, and social networking. For example, one idea presented enabled customers to try out a vacation spot virtually before booking actual tickets to the location.

"Millenials — whose fabric is woven with social media — offer a perspective that no generation has had yet, where a world without social networking has never existed," said McCray, the executive director of COLAB. "This short and immediate program serves as an exploratory and small example of what a longer conversation could generate. My hope would be that students who participated in the process gained a better understanding of the potential that social media can play in their lives post academia."

Despite the wide spectrum of ideas at the Social Media Futures Charrette, most of the groups agreed on one thing: guiding principles for social media need to be established, a need for which Central New York, Syracuse University, and the iSchool can work to fill.

**I swear I've seen people from #bizbuzz all day – beyond twitter that is – @LisaDiVirgilio, Syracuse BizBuzz attendee**

Unlike the students at the charrette immersed in social media for most of their adult lives, social media is a new phenomenon for many Central New York business owners. With this in mind, the Events Company, supported by the iSchool and social media marketing firms Digital Vertical and SiteSeeker, organized and hosted a social media conference entitled BizBuzz for businesses in Central New York on May 26, 2010.

The night before the conference, the iSchool sponsored Social Media Tweetup: For Rookies to Rock Stars at the Syracuse Technology Garden in downtown. Led by iSchool professors of practice Jill Hurst-Wahl and Anthony Rotolo, social media professionals and novices alike socialized and discussed essential "how-to" information for the conference, including such Twitter-related topics as hash tags, direct messages, and mentions. Rotolo also gave a brief overview of social media networks like LinkedIn and FourSquare.

Volunteers from the iSchool helped the novices sign up for Twitter, choose an avatar, and make sure they were ready for the next day's presentations by social media professionals at the OnCenter in downtown Syracuse.

BizBuzz Conference Keynote Speaker Dave Evans opened Thursday morning's session with a question that highlighted the most basic concept when integrating social media into an overall marketing campaign: "If I can't interrupt you, how can I reach you?" Social media, he explained, is about a conversation — with consumers or customers interacting directly with a brand.

Conference presenters tried to address this concept of multilateral communications in sessions about current forms of social media. They covered such topics as viral videos, blogging CEOs, and location-based social media such as FourSquare, which was developed by SU alumnus Dennis Crowley, and how businesses could use these platforms to interact with their customers.

The closing remarks by Rotolo reflected the ideas of the students from the charrette: the future of social media is unknown, but is promising and guided by the people who use social media. He hopes, as do those who organized the conference, that Central New York can be at the forefront of the development of social media.

"Outside of communications, social media is lot broader than ads or getting your stories read," Rotolo said. "Social media is creating new ways of interacting and serving business to business and business to consumer relationships. It's creating new jobs and breaking down barriers within organizations to improve workflow and communications."

**@dhrosen @rotolo Hey @tristanwalker, can you work w/ these two to make a Syracuse page like we did for Harvard? Thx! – @dens, Dennis Crowley, founder of FourSquare**

The iSchool seeks to be a leader in studying and using social media, and those efforts are generating some tangible results. For example, iSchool undergraduate David Rosen '11 helped Syracuse University establish a formal relationship with FourSquare, based on a tweet to its founder. FourSquare is a location-based social network and game where users "check-in" when they visit locations.

When Rosen discovered that Dennis Crowley, the founder of FourSquare, was an SU alumnus and that FourSquare had embarked on a deal with Harvard University to increase its presence on the service, he reached out to Crowley through Twitter to do the same for Syracuse. Crowley agreed and immediately copied one of his colleagues on a tweet to Rosen.

"The way it started is testament to power of social media," Rotolo said of Crowley's increasing involvement with Syracuse University. "One student reaching out to him through Twitter started this."

Rosen is one nine student employees from multiple colleges across the University who is helping the University incorporate social media

into its communications and outreach efforts. Led by iSchool staff and faculty, the students evaluate the University's social media presence on Facebook, Twitter, LinkedIn, YouTube, and the SU Blog, and make recommendations as to how the University can better engage with its followers.

"The University administration is trying to advance its own use of social media because it realizes that reaching out to younger students and working professionals is getting more and more difficult," said Rotolo, who became an assistant professor of practice this spring. "Newsletters and e-mail blasts are not packaged in the way some people expect to receive information."

The iSchool is leading the University's efforts and hopes to be the example of how to use social media to connect with its community members. To support that effort, Dean Liddy hired Kelly Lux to serve as the iSchool's online community and relationship manager to help evolve the school's relationships with employers, alumni, development prospects, and potential and current students through social networking sites and emerging technologies (See page 6 for more information).

**#mashablemeetup was well attended in Syracuse 40+ people. Lots of new faces, great tips and info being shared. #bizbuzz #syracuse @NicoleSamolis**

Equally important in the development of these online relationships is some quality face-to-face time. The University and the iSchool will also continue the social media road show, a primer on social media and a social mixer featuring Rotolo, Dean Liddy, and other iSchool members for SU alumni and friends. The road show has already visited Chicago, Atlanta, Boston, Philadelphia, Palo Alto, New York City, San Francisco, Boca Raton, and Washington, D.C.

The iSchool's social media interactions support in-person interactions, and vice versa. Rotolo said that a number of road show attendees have registered for his online class in social media, and he sees a number of alumni actively engaging in the school's social media accounts.

To help the iSchool better communicate with its West Coast community members, it has hired 2010 alumnus and West Coast native Shay Colson to serve as director of West Coast relationships. (See page 6 for more information.)



Thirty-six Syracuse University students tapped their creative juices during brainstorming sessions in the relaxed and flexible environment of The Warehouse. They came up with ideas on how businesses could better employ social media.

"It's not a sales job, but a conversation," Colson said, adding that the iSchool's start-up culture combined with the low cost of living in Syracuse would be very attractive to those on the West Coast. "A lot of people who would want the iSchool experience just don't know it yet.

"It's great to be able to work on e-mail and over the phone, but there is so much value in having a conversation face to face," he said. "I think social media is just one representation of the power of interaction. Social media is the hot topic with the buzzwords right now but the real shift is the power of information on both ends."

As Colson said in his iSchool convocation speech, "These connections are more than just Facebook or Twitter, LinkedIn or Foursquare. These connections are the very foundation of our society, and in making them, you can make the world a better, more connected — and more human — place." ●

# Student Entrepreneur

*continued from page 1*

Recent iSchool alumnus Gerald Decelian '10 describes What's the Big Idea as "much more interactive than any other course I've taken. It was so good that I wish I could take it again," he said. With the help of the course, Decelian and a couple of his classmates developed the idea for DreamFetcher, a web-based service that matches job seekers with their dream jobs.

Students like Decelian whose ideas have the potential to become real businesses are invited to enroll in the follow-up course Idea 2 Startup. In this course, student teams develop prototype business plans with guidance from business and technology leaders. Students establish expectations for the first few months of their business, develop an actionable plan, create a proof-of-concept or a demo, and gain an overall understanding of how to turn their business ideas into a reality.

At the end of the Idea 2 Startup course, high-potential business plans, such as Decelian's DreamFetcher, are chosen for further support. Selected teams spend the summer at the Student Sandbox, starting their businesses with the support of the Tech Garden, which provides physical space at the Student Sandbox, IT equipment and services, and guidance/mentorship.

## STUDENT START-UP SUCCESSES

The Student Start-Up Accelerator is only entering its second cycle, but it has already helped several SU student teams successfully launch their own businesses. A few of the companies are drawing regional and national attention as well as some venture capital.

For example, the student start-up Brand-Yourself.com was recently a top-five finalist in the $200k New York's Creative Core® Emerging Business Competition, and its CEO Pete Kistler, an iSchool student, was a top-five finalist in *Entrepreneur* magazine's 2009 College Entrepreneur of the Year Award. (For more on Brand-Yourself.com, see the sidebar on page 12.)

Ryan Dickerson, a senior in the College of Arts and Sciences, was featured in *Inc.* magazine's annual Cool College Start-Up Contest for his start-up company called Rylaxing, which makes foam pillows that transform beds into couches. In April, Rylaxing won third prize (and $5,000) in SU's Panasci Business Plan Competition, a campus-wide student competition hosted by the Whitman School of Management's Falcone Center for Entrepreneurship.

# SU's first entrepreneur in residence provides support for student ventures

**HEATHER DROST**, CONTRIBUTING WRITER

**W**hen John Liddy was 11 years old, he launched his first business — a haunted house in his neighbor's basement that generated a profit that he donated to the juvenile diabetes foundation. As an adult, he continued to develop and launch multiple start-ups that ranged in focus from search engine technologies to an amusement park ride. This breadth of experience made him a fitting candidate to become Syracuse University's first entrepreneur in residence, an appointment he also holds at the Syracuse Technology Garden.

As an entrepreneur in residence, Liddy co-teaches courses in entrepreneurship through the Syracuse Student Start-Up Accelerator, mentors student ventures, and oversees the Student Sandbox incubator in the Tech Garden. He also uses his experience and business knowledge to recruit and inspire young entrepreneurs from six campuses: Syracuse University, SUNY College of Environmental Science and Forestry, Onondaga Community College, Le Moyne College, Morrisville State College, and Cayuga Community College.

These colleges are partnered with the Kauffman Foundation-funded Eniitative, a collaborative effort to provide entrepreneurial projects at the academic institutions with contacts and resources and broaden the reach of entrepreneurial education and innovation in the Central New York region.

"I think entrepreneurs need to embrace aspects of decision making that may not have been taught to them in a formal environment," Liddy

John Liddy, SU Entrepreneur in Residence

said. "Being entrepreneurial involves engagement, assessment, and a willingness to do things differently.

"I love my job, it's invigorating," he said. "It's a bit of business, mentoring, and den mother all rolled into one. I am trying to create a supportive eco-system for entrepreneurs in Central New York." ●

# Emerging Talk event and Orange Tree Fund support student start-ups

**MARGARET D. SPILLETT**, EDITOR

In late April, the Emerging Talk event (*http://emergingtalk.com/*) brought together more than 130 students from across Central New York to discuss entrepreneurship at the Syracuse Technology Garden. At the event, the first-ever Orange Tree Fund awards presented $60,000 in seed funding to eight student start-ups.

Emerging Talk, organized by iSchool student Andrew Farah G'11, was designed to help young entrepreneurs find community resources and meet other like-minded local entrepreneurs. Students from SU, Le Moyne College, the SUNY College of Environmental Science and Forestry, Onondaga Community College, Cayuga Community College, and Morrisville State College met to gather information and resources to help them act on their business ideas. The event was also open to the public.

Students at Emerging Talk competed for prizes to support their companies, including such free services as web site development, a public relations campaign, incubator space, and legal advice. Prizes were provided by local businesses and organizations eager to support innovation and entrepreneurship in Central New York.

They also met investors and sought advice from current business owners at the event's four main areas:

- emerging ventures, where students displayed their services and promotional materials
- the video room, which played 30-second video pitches submitted by emerging ventures and interested students
- the pitch room, where students could deliver a short, in-person "elevator pitch" for their innovative idea
- emerging problems, where students brain-stormed current problems and offered their business solutions

In each of the four areas, judges selected student winners, who received an Apple iPad for their efforts. The winners were: Safe Sip Technologies for Best Emerging Venture Display; Grafighters for best pre-recorded video pitch; Kirkland Summers of The Wisdom Toothbrush for best live pitch; and Nilay Yildirim for emerging problems.

The first Orange Tree Fund awards were also presented at Emerging Talk. The Orange Tree Fund was started in summer 2009 to provide seed funding to help student ventures at Syracuse University.

"The judges were impressed with the quality of business ideas and talent in this first pool of Orange Tree Fund recipients," said Bruce Kingma, SU associate provost for entrepreneurship and innovation. "One of the most exciting aspects of these awards is that they directly support student entrepreneurs in Central New York. Our hope is that these companies remain in the area after the students graduate to help build a thriving community that is passionate about innovation and entrepreneurship."



SU students Jack Wright '09 and Ruchika Israni G'11 of iVenture Upstate connect with Emerging Talk attendees.

The eight winning companies were:
- **Campus Mosaic**, run by Alex Piliouras '10 (Newhouse), Brian Weinreich '10 (Arts and Sciences), Tory Gentes '10 (Whitman), $12,000
- **Capesquared**, run by Justin Breese '08, G'10, Shay Colson G'10, and Andrew Farah G'11, all from the iSchool, $4,000
- **DreamFetcher**, run by Austin Curtis (Newhouse), Gerald Decelian (iSchool), and Kyle McShane (Whitman), $4,000
- **Grafighters**, run by Eric Cleckner '10 (Visual and Performing Arts), Dave Chenell '10 (iSchool), and David Benman, $12,000
- **JamLynx** by Manticore Music, run by Brian Goetsch '10 (Arts and Sciences), Jerrell Perry '10 (iSchool), Joe Gennaro '11 (iSchool), Justin Perry '10 (iSchool), Kinyatta King '02, G'09 (Visual and Performing Arts, Whitman), $12,000
- **Safe Sip Tech**, run by Colby Morgan '10 (iSchool), Meocha M. Belle '10 (Arts and Sciences), and Putnam David '10 (iSchool), $4,000
- **Skill Addiction**, run by Ray Williams '10 and Taylor Louie '10, both from Whitman, $8,000
- **The Front**, run by Christopher DePalma '10, Elizabeth Mikula '11, Molly Poes '11, and Stephen Klimek '10, all from Architecture, $4,000

Winning teams met with SU Entrepreneur in Residence John Liddy to outline the deliverables, company calendar, and business plan. All of the winners have transitioned into the Student Sandbox at the Tech Garden, where they are working on their companies with the guidance of Liddy and volunteer mentors.

The Orange Tree Fund is supported by alumni, donors, SU Chancellor Nancy Cantor, and the Kauffman Foundation via Enitiative, a collaborative partnership that provides contacts, resources, and funding support for entrepre-neurial projects while uniting faculty and students of Central New York academic institutions and members of the community.

# Student Entrepreneur

*continued from page 10*

Grafighters, an online fighting game developed by iSchool alumnus and graduate student Dave Chenell '10, G'11 and VPA alumnus and iSchool graduate student Eric Cleckner '10, G'12, was a finalist in this year's Panasci Business Plan Competition. The start-up also received an Orange Tree Fund award of $12,000 in April. Last summer, Grafighters won the "People's Choice Award" and $1,000 during the Tech Garden's Student Sandbox Demo Day. The company was also named Central New York's "Economic Champions" by the Greater Syracuse Chamber of Commerce.

For more information on the ventures launched at the Student Sandbox, see the sidebar on page 13.

## CREATING ENTREPRENEURSHIP OPPORTUNITIES IN CENTRAL NEW YORK

The Student Start-Up Accelerator was initiated by iSchool Assistant Professor Michael D'Eredita. D'Eredita is an entrepreneur himself, having co-founded numerous companies, including D'Eredita D'Sign & D'velopment Ltd, a development company for web-based technologies, and True North Group LLC, an executive coaching firm that helps individuals and organizations in Upstate New York establish high-performing leading enterprises.

D'Eredita created the Student Start-Up Accelerator with funding from the Kauffman Enitiative and a $150,000 SU Chancellor's Leadership Project Grant. He developed the

project to stimulate the economy of Central New York and promote entrepreneurship across Upstate campuses.

"Our goal is to build a revitalized Central New York fueled by a thriving community that is passionate about innovation and entrepreneurship," D'Eredita said. "This will result in a local culture of start-ups and growth with the ability to both retain and attract talent."

D'Eredita was also involved in the creation of iVenture Upstate, a student-run group in the iSchool focused on matching students with projects, and the Orange Tree Fund, which offers seed funding for student start-ups. In addition, he developed and co-teaches the three Student Start-Up Accelerator courses, What's the Big Idea, Idea 2 Start-Up, and Big Idea 2 Start-Up with Syracuse University's first Entrepreneur-in-Residence John Liddy (see sidebar on page 10) and a team of faculty from the College of Visual and Performing Arts and Whitman School of Management.

# SU student-run branding business gains momentum, success, and national attention

**KIMBERLY MONTENYOHL**,
CONTRIBUTING WRITER

**B**rand-Yourself.com is a reputation management business, so it's no accident that this student start-up has built a stellar reputation for itself. The fledgling company has already gained regional and national attention for helping job seekers manage their online reputations. The company has been featured in *U.S. News & World Report, The Chronicle of Higher Education, CNY Business Journal*, WSYR-TV, and Mashable, just to name a few.

Brand-Yourself.com is run by SU student entrepreneurs Pete Kistler '11 (iSchool), who serves as CEO; Robert "R.J." Sherman '09, G'11 (iSchool, Whitman), who serves as CTO/CFO; Evan Watson '12 (Whitman, Arts & Sciences), who is VP of Sales/Chief Evangelist; and Patrick Ambron '09 (Newhouse), who serves as CMO.

Brand-Yourself is the first web platform for job applicants to diagnose, manage, and monitor their personal online brand through the power of social media. The company's online platform provides easy-to-use instructions on how to create, maintain, and expand an online presence while giving users control over search result information displayed via Google.

"Our colleagues were losing and winning [job] opportunities because of their activity online," co-founder and CEO Kistler said. "We grew up using social media and understand its power for good, so in the worst job market since the Great Depression, we built a toolset that empowers the average Joe to tap the social web to win new jobs, clients, and business."

The young company has had a banner year, winning a slew of awards and attracting venture capital. In 2009, Brand-Yourself won second place and $10,000 in the Whitman School of Management's Panasci Business Plan Competition. The company was also a top-five finalist in *Entrepreneur Magazine's* College Entrepreneur of 2009 Contest. For two years in a row, the Kairos Society named Brand-Yourself.com one of the top



Pete Kistler '11 and Robert (R.J.) Sherman '09, G'11 lead Brand-Yourself.com, an online reputation management company.

100 most innovative student startup companies in the country. This year, Brand-Yourself.com was a top-five finalist in the $200k New York's Creative Core® Emerging Business Competition. In May, Brand-Yourself earned the Best Presentation Award at the 10th Annual SmartStart UNYTECH Venture Forum in Syracuse.

Recently the company secured $275,000 in venture capital from a mix of private investors, including a managing director at the equity firm BlackRock, and a small portion from friends and family. Brand-Yourself.com also signed its first business-to-business (B2B) deal with Digital Vertical, a Syracuse-based marketing firm specializing in search, social media, and high-end branding for B2B companies.

This spring, Syracuse University entered into an agreement that provides a six-month free Brand-

Yourself.com subscription to all its students graduating in December 2009, May 2010, and August 2010.

"We're committed to helping students achieve success even after they leave the classroom," said Bruce Kingma, SU's associate provost for entrepreneurship. "This initiative ensures our students maximize their career opportunities after college."

"This deal [with SU] was a perfect fit," Kistler said. "Along with our online toolset, we're providing workshops to help students build a visible and credible web presence, and connect to the wealth of hidden job opportunities on sites like LinkedIn and Twitter."

For more on the company, visit *www.brand-yourself.com*. ●

Brand-Yourself.com Chief Marketing Officer Patrick Ambron delivers the final pitch to a prestigious panel of judges in the NY's Creative Core $200K Emerging Business Competition in April at Onondaga Community College's Storer Auditorium.

"It is our hope that the combined effect of the Orange Tree funding, the courses, iVenture, alumni, and all the resources that the Tech Garden brings to the table will be just what the students need to start their businesses and blaze a path for the world," D'Eredita explained.

### AN ENTREPRENEURIAL STATE OF MIND

In addition to the Student Start-Up Accelerator and the new Entrepreneur in Residence, SU has implemented other creative methods of encouraging entrepreneurship in students. In early April, Liddy spent an afternoon on the SU Main Campus Quad handing out $5 checks for great ideas. Students could redeem the checks at a special event called Emerging Talk. The event was an entrepreneurship-themed workshop/conference held in late April at the Technology Garden. (See the sidebar on page 11 for more about Emerging Talk.)

Watching the entrepreneurial spirit take hold at SU has been gratifying and exciting, according to Bruce Kingma, associate provost of entrepreneurship and innovation. "Every week, I meet with a faculty member who wants to infuse innovation into courses, or start new entrepreneurial partnerships with alumni and students," he said. "Every week, I meet a student who wants to start a venture or already has a web-based company with thousands of subscribers. It is an amazing entrepreneurial environment that is being cultivated in Hinds Hall."

Kingma believes this entrepreneurial environment creates a mindset of ambition and drive that will benefit students long after they graduate from SU. "The knowledge that students are learning in the classroom and the skills they are practicing at the Student Sandbox will serve them well one day in the boardroom," he said. "We are inspiring students and giving them the confidence and resources to succeed, no matter what challenges they are faced with in the future."

## Student Sandbox Start-Ups

**Students are hard at work this summer developing and launching the following start-ups at the Student Sandbox, a special entrepreneurship support center located within the Technology Garden in downtown Syracuse.**

### BREWING HISTORY
**Student entrepreneurs:** Jason Newton, Krysten Reilly, Eric Altman
**The big idea:** A brewery dedicated to brewing old-time recipes and new innovative recipes, connecting Central New York with its historical brewery roots.
**Learn more:** *http://www.facebook.com/pages/Brewing-History/106179339417290*



### CAMPUS MOSAIC
**Student entrepreneurs:** Brian Weinreich, Alex Piliouras, Tory Gentes
**The big idea:** A dual venture that includes Cuse My Campus and Squeeze My Tees. Cuse My Campus is a website with uncensored satirical news, articles, pictures, and videos for the SU community. Squeeze My Tees is an apparel business focusing on comedic t-shirts and creative, student-generated designs.
**Learn more:** *http://www.cusemycampus.com/* and *http://www.squeezemytees.com/*



### CAPESQUARED
**Student entrepreneurs:** Andrew Farah, Justin Breese, Shay Colson
**The big idea:** A web services company that generates its primary revenue from web design.
**Learn more:** *http://www.capesquared.com/*



### DREAM FETCHER
**Student entrepreneurs:** Kyle McShane, Gerald Decelian, Austin Curtis
**The big idea:** A web-based service that matches job seekers with the positions and employers of their dreams.
**Learn more:** *http://dreamfetcher.com/*



### GRAFIGHTERS
**Student entrepreneurs:** Dave Chenell, Eric Cleckner, Kevin Holmes
**The big idea:** The first online game for your hand-drawn characters. Upload your sketches and watch them battle it out.
**Learn more:** *http://www.grafighters.com/*



### HIGHER LIMITS
**Student entrepreneurs:** Sterling Ventura, Simon Taveras Jr., Sindy Mendez
**The big idea:** A unique clothing company influenced primarily by urban style and graffiti.
**Learn more:** *http://vimeo.com/10916969*



### JAMLYNX
**Student entrepreneurs:** Joseph Gennaro, Jerrell Perry, Justin Perry, Brian Goetsch
**The big idea:** A web-based social networking/gaming service that allows musicians to upload their songs, play each other's music, compete, and collaborate.
**Learn more:** *http://accelerate.syr.edu/projects.aspx?vid=22*



### PATCHWORK
**Student entrepreneurs:** Cameron Lassiter, Paulina Kernacova, Jimmy Brunner
**The big idea:** A community-based collective that specializes in redesigning reclaimed building components, using them to patch and revitalize decaying structures, or create new structures.
**Learn more:** *http://sites.google.com/site/patchsystems/*
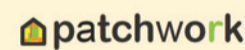


### RE-CIRCLE
**Student entrepreneur:** Kate Gaffigan
**The big idea:** A waste upcycling service that repurposes used cooking grease and oil from local restaurants by making it into handcrafted, scented soap.
**Learn more:** *http://accelerate.syr.edu/projects.aspx?vid=31*



### SAFE SIP
**Student entrepreneurs:** Colby M. Morgan, Meocha Belle, Putman Davis
**The big idea:** A drinking straw that detects the presence of date rape drugs in a beverage by changing color.
**Learn more:** *http://accelerate.syr.edu/projects.aspx?vid=30*



### SKILL ADDICTION
**Student entrepreneurs:** Ray Williams, Taylor Louie
**The big idea:** A skill gaming website that lets players connect and compete in tournaments for cash and prizes.
**Learn more:** *http://www.skilladdiction.com/*



### THE FRONT
**Student entrepreneurs:** Stephen Klimek, Chris DePalma, Molly Poes
**The big idea:** A non-profit that triggers urban development in Syracuse by renovating abandoned storefronts into prime real estate and securing long-term tenants.
**Learn more:** *http://www.storefrontforsyracuse.com/*

# Students in Digital iCreation help local non-profits through their course projects

**HEATHER DROST**, CONTRIBUTING WRITER

The Reformed Church of Syracuse has struggled to get a web site for four years. After four months of working with students from the SU School of Information Studies Digital iCreation course, the church now has an innovative web site that includes a short video, which captures the essence of the organization, according to Pastor Lucie Perkins.

"When I previewed the web site, I was in awe," Perkins said. "Working with the students, we were pushed to articulate our focus in a more marketable way. The students then put together that message with images of us on Sunday mornings."

The Reformed Church of Syracuse web site was one of seven group projects that were presented May 4 during the final class meeting of IST 400 Digital iCreation in the iSchool's Innovation Studio. Approximately 50 students,

Students in the Digital iCreation course were matched up with local non-profits to help them use digital resources to advance their organizations.

professors, and representatives from local organizations came to see the students' final coursework presentations.

The Digital iCreation course, taught by iSchool professor Marilyn Arnone, uses information media to solve real problems for local not-for-profit organizations. Students in the class were placed into teams and paired with an organization, where they focused on a specific problem to solve throughout the semester.

Each student created an iPortfolio, a personal web site showcasing his or her work throughout the semester, using Google Sites. The final presentations consisted of newly designed web sites for seven organizations that featured at least one video and that told the organizations story through images. The participating organizations were the CNY Chapter of the Alzheimer's Association, the Brady Faith Center, The Café Plus, the Jail Ministry of Syracuse, the Reformed Church of Syracuse, the 15th Ward, and The Matilda Joslyn Gage Foundation.

Quawan Smith '11, an information management and technology major at the iSchool, acted as emcee for the event. "It was a long and hard journey, but it was worthwhile," Smith said. Five students shared their personal struggles with the course and what they learned through short videos.

In her video, Shander Bawden G'11, a first-year graduate student in the library and information science program, showed images of herself where she appeared to be overwhelmed and frustrated. She said the course allowed her to learn what type of learner she is. "I discovered I am a perfectionist and had to work around that," Bawden said. "I am amazed at how much I learned in such a short time. It went by too fast."

While most of the students benefitted from working with the real organizations and solving

real problems, Jerrell Perry '10, an information management and technology major and an Orange Tree Fund recipient, took the class a step farther. Perry applied the new techniques he was learning to the student start-up he works with, JamLynx. JamLynx is a gaming platform and a social networking site that enables musicians to use their real instruments as game controllers to collaborate and compete with other musicians online. During his video, Perry told the audience that the knowledge and skills he learned in the Digital iCreation class contributed greatly to his company receiving the Orange Tree Fund award (See page 11).

Representatives from the not-for-profit organizations who collaborated with the students throughout the semester were very excited about their new web sites and impressed with how professional the students were.

"We wanted to tell the story of our social day program," said Katherine James, CEO of the Alzheimer's Association. "The students were unobtrusive and learned as much about Alzheimer's as they could in order to tell our story accurately through pictures and video."

Many hope to continue to work with SU students in future semesters.

To visit these organizations' web sites and see the students' work firsthand, visit *http://www.digitalicreation.org/*.

Or read an account of the course from a student's perspective on the iSchool blog, Information Space *(ischool.syr.edu/blog)*.

The course was developed through a grant from Imagining America, a national consortium of more than 80 colleges and universities committed to public scholarship in the arts, humanities, and design. ●

# Student News

**Executive Doctorate student Alison Miller named a 2010 Mover & Shaker by *Library Journal,* delivers keynote at Handheld Librarian Online Conference**

Alison Miller, an executive doctorate student, was named a 2010 Mover & Shaker by *Library Journal*. The publication's annual Movers & Shakers list highlights 50 exceptional library professionals in several categories: advocates, innovators, marketers, tech leaders, community builders, and change agents. *Library Journal* recognized Miller as an innovator in the library field for her work in the areas of distance learning and library services.

Miller also delivered the keynote address at the Handheld Librarian Online Conference, an annual conference about mobile library applications and services in February. Her talk, "Mobile Trends and Social Reference," covered the changing trends that mobile reference has brought about. Traditional ready reference questions are still asked frequently with mobile services, but the nature and subject of many mobile questions are leading to a new type of reference question: social reference.

Academically, Miller's research interests focus on identifying effective academic and library instruction in the distance learning environment at the master's level, comparing distance learning environments at the master's level,

the collaboration among online instructors, and services for distance students in comparison to traditional on-campus master's students.

Outside of her doctoral studies at the iSchool, Miller is manager of library reference for ipl2, a reference service of the merged Internet Public Library and the Librarian's Internet Index. She is also a key leader in the My Info Quest project *(www.myinfoquest.info)*, a text-messaging reference program created in response to people now sending more texts than making calls.

**Ph.D. candidate Mawaki Chango speaks at communication law and policy symposium**

Mawaki Chango, a Ph.D. candidate, was a featured panelist at the Syracuse University College of Law's 5th annual symposium of the Communication Law & Policy Society (CLPS) at the Genesee Grande Hotel in Syracuse on February 20.

The symposium focused on "Law chasing technology: The perpetual pursuit," and brought together scholars and practitioners who engaged in lively panel discussions on what role law and government should play in the development of the technology sector. Chango served in a panel on ID management in new media.

Chango's research interests include the history of technology, policy, Internet governance, identification systems, digital identity, and privacy. Prior to pursuing a doctorate at the iSchool, he earned two master's degrees in France: one in Philosophy at Lille-3 University and the other in Political Science at Panthéon-Sorbonne University, Paris-1.

**Doctoral student John D'Ignazio to study at NCAR facility**

Ph.D. student John D'Ignazio was accepted into the National Center for Atmospheric Research (NCAR) Graduate Visitor Program, making him the first information studies student hosted by NCAR. The advanced study program gives students access to the center's measuring tools, facilities, and researchers devoted to understanding the atmosphere, the Earth, the Sun, and their interaction. He is also the first student to be sponsored by the NCAR Library, as part of their aim to support the scholarly research and educational outreach activities.

The Graduate Visitor program, now in its fifth year, has enabled graduate and doctoral students from a variety of countries and disciplines to study with NCAR scientists. As a participant in the program, D'Ignazio will spend eight months in Boulder, Colo., starting this September.

While in Boulder, he will work with the library, technology groups creating digital repositories, and NCAR scientists on a personal level to understand how they relate the organization of resources in databases to their work. This research will be applied to his dissertation, which aims to improve understanding how technologists and librarians build systems to help scientists compared with the scientists' own internal organization of information they depend on while conducting their work.

To be selected for the program, D'Ignazio went through an intensive three-week application process in October. He attributes his success to his work with his thesis advisor Associate Professor Jian Qin, whom he has assisted on two related projects, the Science Data Literacy project and the eScience Librarianship project.

# iSchool offers conference travel opportunities for master's students in IM and TNM programs

**MARGARET D. SPILLETT**, EDITOR

For the first time ever in the spring 2010 semester, the Syracuse iSchool sent a handful of master's students to two major industry conferences: South by Southwest *(www.SXSW.com)* and Interop 2010 *(www.interop.com/lasvegas)*.

In March, three master's students in the information management program traveled to Austin, Texas, for the South by Southwest Interactive Festival *(www.SXSW.com/interactive)*. Since its beginnings in 1987, SXSW has been a place to push boundaries and explore new ideas. It's the place where Twitter was first introduced in 2007.

The iSchool sponsored the SXSW trip of Shay Colson G'10, Andrew Farah G'11, and Kate Holloway G'11.

"Everyone is your peer at South by," Colson said. "Everyone is wearing jeans and a T-shirt. He might the head of a company you use every day, but at SXSW he's just another attendee. There are no barriers here. People want to interact. That's why they fly in from all around the world at the same place, at the same time. This is your chance to talk to these people as a peer."

For example, Colson, Farah, and Holloway met and took a photograph with billionaire entrepreneur Mark Cuban, who owns the Dallas Mavericks and is chairman of HDNet, a high-definition TV Cable network.

"The world should be like this," Farah said. "Free wi-fi, public computers, cool tech like this, and everyone is approachable. It's this ideal techie world — like a bubble — where everybody knows what you're talking about and everybody wants to be part of the party."

In April, four master's students in the telecommunications and network management program traveled to Las Vegas for the Interop 2010 conference.

The Interop 2010 trip was jointly sponsored by United Business Media (UBM), publisher of *Network Computing* magazine and owner of Interop, and the iSchool. UBM donated four conference passes, each valued at $2,095, and the iSchool contributed funding for the airfare and three nights of hotel accommodations for students Benson Matthews G'11, Jay Bhansali G'10, Ashutosh Bhatt G'11, and Paridhi Nadarajan G'11.

"We had a phenomenal time out there," said Matthews, one of the students who attended Interop 2010. "It was awesome getting to know what the key networking technologies are and being part of this annual trade show for IT."

The students visited more than 350 exhibitors, including more than 50 who introduced new technologies or services during the five-day conference. They learned about trends and predictions in a variety of areas, including networking, cloud computing, virtualization, unified communications, mobile and wireless upgrades, and the future of wireless and mobile communications.

Associate Professor Martha Garcia-Murillo, director of the telecommunications and network management program, said she was very excited that the iSchool was able to support the students' trip and give them the experience of networking with professionals. "They got to see industry trends firsthand and learn a little bit about the work environment they'll be entering," she said. "I think it's so important to open up opportunities like this for our students to get off campus and make connections with people in the field."

The students who attended SXSW and Interop 2010 gave presentations about their conference experiences in the Hinds



Master's degree students Andrew Farah G'11 (left) and Kate Holloway G'09, G'11, (right) pose with billionaire entrepreneur Mark Cuban at 2010 SXSW.

Hall Innovation Studio. The students were also encouraged to use social media tools to document their conference experiences. The Interop 2010 attendees created a two-minute video about their trip, and the SXSW attendees blogged and tweeted about their experiences at *http://capesquared.com/sxsw/*.

In the 2010-11 academic year, the iSchool will continue sponsoring travel opportunities for master's students. Syracuse iSchool Dean Liz Liddy has already announced a contest for students to win their way to next year's SXSW, and Garcia-Murillo hopes to make the Interop conference trip an annual event. Such trips provide students with critical opportunities to network within their field and learn about industry trends. ●

## Rising senior Ahmed Al-Salem named a 2010-11 Remembrance Scholar

Syracuse University's Remembrance Scholar Committee selected iSchool rising senior Ahmed Al-Salem '11 as one of the 35 students who will be the 2010-11 Remembrance Scholars. The Remembrance Scholarship is one of the highest awards a Syracuse University student can receive.

Remembrance Scholars are chosen in their junior year through a rigorous and competitive process. Applicants for the $5,000 scholarship were asked to highlight their University activities, including community service. Each applicant also wrote an essay and was interviewed by members of the selection committee, composed of University faculty, staff, and students. Remembrance Scholars are chosen for their distinguished scholarship, citizenship, and service to the community.

The scholarships were founded as a tribute to the 35 Syracuse University students who were killed in the December 21, 1988 bombing of Pan Am Flight 103 over Lockerbie, Scotland. The students, who were returning from a semester of study in London and Florence, were among 270 people who perished in the bombing.

## Master's student Jasy Liew participates in 2010 Experience@Singapore

Jasy Liew G'11, an M.S. in Information Management student, traveled to Singapore, where she explored new technologies and innovative research studies as part of the Experience@Singapore program 2010.

The Experience@Singapore is a five-day interactive and digital media program aimed to promote global networks between students, universities, and organizations in the United States, United Kingdom, Canada, Australia, New Zealand, and Singapore.

Liew was one of 13 students selected from the six participating countries to take part in the event. The trip showcased breakthrough technologies in interactive and digital media, which complimented Liew's personal interests in human computer interaction (HCI).

## Student-athlete Ryan Barber recognized by SU Athletics

Sophomore Ryan Barber was named the Syracuse University Scholar-Athlete of the Week for the week of April 26, 2010.

Barber is an attackman on the men's lacrosse team. He has played in 11 games for the Orange this season, registering two points on a goal and an assist and has five ground balls. He red-shirted last season.

A 2008 graduate of West Genesee High School in Camillus, N.Y., Barber recorded 58 goals and 40 assists in his high school career and helped West Genesee capture four Class A Section III Championships. He also earned CNYCL American Division honorable mention honors three times and was named to the 2008 Post-Standard All-CNY Third Team.

## MSLIS Graduate Gwen Glazer selected as Google Policy Fellow

Recent M.S. in Library and Information Science graduate Gwen Glazer G'10 has been selected as the Google Policy Fellow for the American Library Association (ALA). Glazer was one of 17 fellows selected for the Google Policy Fellowship out of a pool of more than 500 applicants.

The Google Policy Fellowship began in 2007 with the purpose of placing qualified students with advocacy organizations working on policy issues fundamental to the future of the Internet.

"This summer, I'll be investigating digitization projects around the country," Glazer said. "I'm hoping to gain some insight about how the policy world works from the ALA's perspective and understand more about lobbying and advocacy." ●

# ''Girls Are IT'' event introduces local Girl Scouts to information technology

**KIMBERLY MONTENYOHL**, CONTRIBUTING WRITER

On Saturday, March 6, the iSchool hosted 39 Girl Scouts from cities across Central New York, including Rome, Cato, Skaneateles, Jamesville-Dewitt, Clinton, East Syracuse, and Syracuse. The Girl Scouts, who ranged in age from 6th grade to 10th grade, participated in the iSchool's first-ever "Girls are IT" event.

The day-long event was designed to introduce the girls to the field of information technology. According to the National Center for Women & Information Technology (NCWIT), only 25 percent of professional IT-related occupations in the 2008 U.S. workforce were held by women. Changing the gender imbalance of the IT field has become a nationwide concern in recent years. National education initiatives have developed to get young girls more interested in the science, technology, engineering, and math (STEM) disciplines.

Girl Scouts from Central New York visited the iSchool for a day full of hands-on activities that introduced them to the IT field.



Girl Scouts learned about a range of topics, spanning YouTube video creation, web site development, and sports informatics.

Both the Girl Scouts and the iSchool want to see more girls succeed in the information technology field. "It's part of our mission to excite girls about technology," said Julie Walas, director of undergraduate recruitment at the iSchool. "It's also one of my personal missions to recruit an incoming class that has a diverse mix of strong students." Similarly, one of the Girl Scouts' new goals is to provide members with more technology education.

The partnership between the two organizations developed months ago when the local Girl Scouts approached Walas to ask for brochures about technology programs at Syracuse University. Walas and the Girl Scouts eventually developed a relationship and came up with the idea for a one-day hands-on program to engage Girl Scouts in information technology.

At the "Girls are IT" event, iSchool staff and students volunteered to lead the Girl Scouts in 40-minute sessions. Topics of the sessions ranged from graphic design to social media to Internet research. The sessions and presenters included:

- Creating a YouTube Sensation: How to create, produce, upload, and edit interesting digital video content (presented by Jamey Benninger '10, G'11, Eric Cleckner '10, G'12 and Dave Chenell '10, G'11)

- An 'i' for Design: What makes a good web site? Tactics in web design and development (presented by Mike Clarke, iSchool web producer)

- Becoming a Research Diva: How to sharpen your Internet detective skills to make the best of your next big project (presented by Amanda Baker G'10, Sara Hills G'10, Leslie Tabor G'10, and Sarah Spanburgh G'10)

- Using Social Media to Your Advantage: How to involve yourself safely in the evolving world of social media (presented by Anthony Rotolo '02, G'06, iSchool professor of practice)

- NO Information ALLOWED!: A debate about restricting Internet information (presented by Andrea Phelps G'11 and Jessie Ammons G'11)

- And Don't Forget It: What makes a listener remember what you're saying? Tactics for presenting information effectively (presented by Jessica Smith '11 and Johanna Olivares '10, executive board members of WIT)

- Sports Informatics: How to call the play-by-play of a streaming game like a real reporter. Tips for live video streaming and information in accurate reporting (presented by iSchool students Alec Truit '10 and Maxine Shaw '10, who worked at SIDEARM Sports)

"The event was a great way to help girls learn strong study habits and to get experience teaching information literacy," said Leslie Tabor, one of the presenters, a 2010 library and information science graduate.

"The girls were definitely engaged and it was very exciting to watch," Walas said. "We wanted to raise awareness of all of the different things that you can study in college and turn into a career. We wanted to show them that technology can be innovative and fun, and they shouldn't be scared of technology or the stereotypes that come with it."

"I think this program was a definite success!" said Kim Taylor, program manager for the Girl Scouts of NYPENN Pathways. "We are definitely going to hold it next year and make it an annual signature event."

In addition to holding the event again next year, Walas added, "We'll try and see where else we can collaborate [with the Girl Scouts] because this event was such a great success." ●



# WIT partners with non-profit to support girls' education in India

**HEATHER DROST**, CONTRIBUTING WRITER

Women in Information Technology (WIT), a student-led organization at the iSchool, is partnering with the Syracuse Chapter of Nanhi Kali to help raise money to educate young girls in India.

Nanhi Kali, created in 1996, is an initiative to educate underprivileged girls by providing them with direct funds for educational materials. The organization is a joint venture between K.C. Mahindra Education Trust and Naandi Foundation, and it works with 25 non-governmental organizations (NGOs) in cities and villages throughout India. Currently, the program provides more than 50,800 underprivileged girls with academic and material support, such as uniforms and after-school tutoring.

Jayanthi Subramanian, a graduate student in the IM program and WIT member, created a Nanhi Kali Chapter in Syracuse, making it the third Nanhi Kali chapter in the United States. Then, she began contacting professors and student organizations, such as the Indian Students Association and WIT, to begin spreading awareness about the organization. WIT eagerly agreed to partner because the group felt the missions of WIT and Nanhi Kali are aligned — to empower women through education.

WIT and Nanhi Kali announced their partnership during a WIT-sponsored panel discussion on internships. At the event, they began to collect funds for Nanhi Kali. Together, the executive board members of WIT and Subramanian raised $195. This money will provide one year's education to three girls in India, Subramanian said.

For each child in grade levels 1-7, the cost for one year's education is $65. For girls in grades 8-10 the cost is $85, according to the Nanhi Kali web site.

One of the first and largest donations came from Art Thomas, professor at the iSchool and director of the Global Enterprise Technology (GET) program. He donated $65 at the WIT event, directly supporting one child's education for a year. "I envision that someday this young lady will come to the iSchool at Syracuse University, and I will meet her in my class," he said.

This fall, WIT and Nanhi Kali plan to host more events to raise awareness and money for the organization. For more information or to support this effort, contact Subramanian at *jasubram@syr.edu*, or visit *http://wit.syr.edu*. ●

# SU offers a new interdisciplinary advanced certificate in cultural heritage preservation

**MARGARET D. SPILLETT**, EDITOR

The iSchool, Maxwell School of Citizenship and Public Affairs, and College of Visual and Performing Arts have joined together to develop the new Certificate of Advanced Study in Cultural Heritage Preservation. The 15-credit hour, graduate-level certificate is designed for students currently pursuing another graduate degree or post-baccalaureate work, and is available on campus only.

Students will learn how to manage and preserve oral traditions, written documents, and historical artifacts and expand these techniques to incorporate electronic preservation techniques, such as virtual museums and digitized collections.

Program Director and Professor of Practice Kenneth Lavender expects to begin a cultural preservation project with Assistant Professor of Practice Anthony Rotolo '02, G'06. The project would use augmented reality, a location-based social technology that enables images and contextual information to be displayed over real-world environments through a mobile phone camera. The team hopes to preserve cultural heritage in communities throughout Syracuse by overlaying information about people, sites, and events that occurred at various spots using augmented reality. This technique will then be adaptable to communities wherever cultural preservation is needed.

Recipients of the certificate are provided with an interdisciplinary grounding in the preservation of cultural heritage. This includes opportunities to focus on such areas as:

- the application of digital approaches to heritage preservation;
- the basics of historic site preservation;
- the management and interpretation of cultural resources;
- and the collection, preservation, and curation of archaeological artifacts, archival materials, ethnographic data, and museum and library collections.

The certificate program is intended to prepare students to work with organizations such as libraries, museums, National Parks, and state and local agencies in preserving cultural resources.

For more information on the Certificate of Advanced Study in Cultural Heritage Preservation contact Prof. Kenneth Lavender at *klavende@syr.edu*; or check out the web site at *http://ischool.syr.edu/culturalheritage*. ●



Kenneth Lavender, director of the new CAS in Cultural Heritage Preservation



**Women in Information Technology visits
IBM campus in Poughkeepsie, N.Y.**

On Friday, April 23, the iSchool's Women in Information Technology (WIT) student group sponsored a trip to the IBM Campus in Poughkeepsie, N.Y. Syracuse iSchool professors Susan and Dave Dischiave and Sarah Hagelin '95, director of empoyer relations, accompanied 22 students on the trip.

# Researchers share scholarly work at 2010 iConference

**MARGARET D. SPILLETT**, EDITOR

Social media saturation, smarter search engine development, mobile devices and cell phone proliferation, IT energy consumption, and ease of IT adoption and use were among the topic areas that researchers from Syracuse University School of Information Studies explored at the 2010 iConference: iMPACTS at the University of Illinois at Urbana-Champaign February 3 through 6.

Fifteen Ph.D. students from the Syracuse iSchool were among 77 selected to present posters at the conference, including Jaime Snyder, whose "Applying Multimodal Discourse Analysis to the Study of Image-Enabled Communication" display won best poster. More than a dozen iSchool faculty members also presented workshops or posters, or led sessions.

The iConference focused on "impacts," particularly concerning the Obama Administration's commitment to promoting open government and citizen participation.

Stephen Wolfram, founder & CEO of Wolfram Research, creator of Mathematica and Wolfram|Alpha, and Marti Hearst, a professor at UC Berkeley currently working in the Obama administration, were the keynote speakers.

Hearst, a professor in the School of Information at the University of California, Berkeley, discussed how information technology is playing a new central role in the governing of the United States.

Wolfram demonstrated his Wolfram Alpha computational knowledge engine and how it can answer questions based on raw data.

Additional sessions throughout the conference focused on international perspectives on information, its management and application, public access, social networking, health informatics, and community engagement.

The iCaucus also presented the first ever Ray von Dran Award to Toni Carbo.

Follow participants' postings from the iConference at the Syracuse iSchool blog, Information Space *(http://ischool.syr.edu/blog)*. ●

Doctoral candidate Raed Sharif (left) explains his poster to fellow doctoral student Benjamin Addom (center) and another iConference participant.

# iCaucus awards first Raymond von Dran Award to Toni Carbo at 2010 iConference

**MARGARET D. SPILLETT**, EDITOR

During an awards banquet Feb. 5 at the 2010 iConference at the University of Illinois at Urbana-Champaign, Syracuse iSchool Dean Elizabeth D. Liddy G'77, G'88, presented the first ever Raymond F. von Dran Award to Toni Carbo.

Carbo, a professor at the College of Information Science and Technology (iSchool) Center for Graduate Studies at Drexel University, was one of the original "gang of three" deans who first worked together to explore and define the emerging field of information. As dean of University of Pittsburgh's School of Information Sciences, she proposed the regular meeting of deans of information schools in 1988 and then resurrected the group again in the late 1990s after attention started to wane.

"Toni exerted her leadership and the group grew to 10 schools and then 12 until the term 'gang' was no longer an appropriate title and the iSchool caucus was introduced," Liddy said. "So now with 27 iSchools represented, we're jointly presenting this award."

The award is given in honor of Raymond F. von Dran, who served as dean for a total of 24 years at three different library and information science schools, including the Syracuse iSchool from 1995 to 2007. A founding member of the iCaucus, von Dran was among a core group of visionaries who helped define the newly emerging academic field of information studies, examining how information, in all its forms, expands human capabilities. The iSchool deans present the $5,000 award to recognize leadership in the field of information, especially those individuals who share some of Ray's personal qualities.

A tearful Carbo accepted the award, recalling her friendship with Ray von Dran and the key moments in her own life that led her to a career in the information field. "To be the first recipient of the award that honors Ray is so very special to me," she said. "We just had an idea to bring a few people together and look what it has turned into! Not because of what I did, but because of what all of you have done."

Dean Liddy congratulates Toni Carbo for receiving the first Raymond von Dran Award at the 2010 iConference at the University of Ilinois at Urbana-Champaign.

She described the goals of the original group:
- Be inclusive, rather than exclusive, but also not compete with sister organizations. The goal would be to work collaboratively.
- Value qualitative research as much as quantitative research, and recognize and include all types of research.
- Focus not only on the what and how questions, but also the why questions.
- Think about values, culture, and ethical issues.

She also stressed the importance of focusing on people, content, and technologies. "We are not T schools," she said. "We are iSchools. I hope you remember that." ●

*Read more about the 2010 iConference on the iSchool blog, Information Space (ischool.syr.edu/blog).*

# Syracuse iSchool celebrates 2010 Convocation

**MARGARET D. SPILLETT**, EDITOR

The Syracuse University School of Information Studies recognized approximately 110 undergraduates, 260 master's graduates, and one doctoral degree graduate at the school's convocation at May 15 in the Hildegarde and J. Myer Schine Student Center's Goldstein Auditorium.

Dean Elizabeth D. Liddy G'77, G'88, welcomed guests and graduates and made surprise announcement that the University has appointed retiring iSchool Professor of Practice Bob Benjamin to the position of Professor of Practice Emeritus. Then she directed her comments to the iSchool graduating class of 2010.

"What an absolutely tremendous time to be graduating with a degree in information," Liddy said. "I'm sure most of you realize how central information is. It's central for all organizations, for all people, and in all aspects of our lives. And the rate at which the world is recognizing the centrality and significance of our field increases dramatically every day."

During his speech, Graduate Leadership Award recipient Shay Colson G'10, a graduate of the M.S. in Information Management, described how this fellow graduates would be shaping the future by connecting communities, curating conversations, and cultivating collaborations.

"If there's only one lesson I will take with me from my time at the iSchool, it is this: above all things is the value of the human connection," said Shay Colson G'10, a graduate of the M.S. in Information Management and recipient of the iSchool's Graduate Leadership Award. "Be grateful for the connections you've made, and will continue to make."

"So, as you walk across the stage, pause to remember those connections you've made — new friends, new colleagues, and new opportunities," he said. "Carry these connections with you as you move forward in your careers…These connections are more than just Facebook or Twitter, LinkedIn or Foursquare. These connections are the very foundation of our society, and in making them, you can make the world a better, more connected — and more human — place."

Undergraduate Leadership Award Recipient Katlyn Bennett '10 told reflected on the times she'd shared with her peers over the past four years.

"We all came here to further our education, and earn a degree," Bennett said. "But for most of us, it was also a time to discover who we are and what we want to achieve in life. I am sure some of you are feeling well prepared and confident about the journey you are about to embark upon, while others may be a little less certain. Regardless, always keep in mind that each challenge you are presented with is worth facing, and every opportunity is worth pursuing, because you never know where it may lead you."

Arthur Thomas, professor of practice and director of the global enterprise technology programs, received the Jeffrey Katzer Professor of the Year, and during his speech, he reminded students that the greatness they need to succeed is within them.

"The secret to being able to rise to meet every next challenge is in knowing that everything up to this point in your life has prepared you for it," Thomas said. "You just need to find the greatness that is in you to make it happen. You can do this! You are graduates of the iSchool, after all — the elite students — the cream of the crop who will achieve excellence 'out there' just as you have achieved it 'in here.'"

During the ceremony, a number of students were recognized for their accomplishments, including Dean's Scholars Joseph P. Brusa, Irina S.



The iSchool recognized its 370 graduates during convocation on May 15 in Goldstein Auditorium.

Khachatryan, Ashley Lauren Nelson-Hornstein, Charles James Rouse, Brian Richard Skiba, Brendan D. Tindall, Ryan Douglas Wellman, and Brad Winckelman, all students in the B.S. in Information Management and Technology program. Katlyn Bennett and Matthew Rose served as the undergraduate Class Marshals.

The master's degree prize winners were Ashley Christopher (Information Management), Laura Deal (Library and Information Science), April Yannarelli (School Media), and Ryan Gleed (Telecommunications and Network Management). Saira Haque received the Doctoral Prize.

Other student awards presented included the Antje Lemke Book Award and Scholarship to Rebecca Buerkett and Michael Luther; Amy Everett Award for Information Ethics to Sam Basl and Thomas Onoszko; Angela De Silva Inspirational Achievement Award to Corey Condello; John R. Weitzel Memorial Award for Information Systems Research to Endri Mataj; and the Donald A. and Joyce P. Marchand Award for Outstanding Academic Achievement to Chris Turner.

The following students were selected to serve as Alumni Class Leaders: Katlyn Bennett, James Benninger, Anthony Ortiz, Leslie Tabor, Ankita Verma, and LaToya Welch.

Sensis Corp. Chief Information Officer Thomas Uva received the Outstanding Part-Time Faculty of the Year.

Following the formal ceremony, graduates and their families gathered in the Panasci Lounge for a reception. ●

# Dean Elizabeth D. Liddy named new chair-elect of iCaucus

**MARGARET D. SPILLETT**, EDITOR

Dean Elizabeth D. Liddy G'77, G'88 was elected unanimously by iCaucus members as chair-elect for a two-year term beginning in 2012.

The chair coordinates the iCaucus, the governing body of 24 iSchools, setting the agenda for bi-monthly meetings and acting as the iSchools representative to various organizations. The chair leads the activities of its members, including the planning of the annual iConference, a three- to four-day forum for faculty, students, and researchers to share their work and to develop their extended network of colleagues.

Until assuming her responsibilities in 2012, Liddy will shadow current iCaucus chair Harry Bruce, dean of the University of Washington's Information School. Bruce formally took over for past chair and Illinois iSchool Dean John Unsworth during the 2010 iConference at the University of Illinois Urbana-Champaign in February.

"I'm both pleased and honored by my election to this position," Liddy said. "Being an ardent supporter of the iSchool vision, I am eager to contribute my ideas, energy, and leadership. I believe we are now seeing just the first impacts and contributions that the study and teaching of the information disciplines will have on all aspects of our lives. The faculty members of the iSchools around the world sense the growing significance of our field and are very inspiring colleagues to work with and lead."

The Syracuse iSchool was a founding member of the iCaucus, which originally started in 1988 as an informal group of deans, including former Syracuse iSchool Dean Don Marchand, who led library and information science schools. It was reconstituted in 2001, and eventually developed under the leadership of a few deans, including former Syracuse iSchool Dean Raymond F. von Dran, into the formal organization that exists today. ●

**H❂ME** PAGE

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# ALUMNI NEWS

**ALUMNI VOICES**

## Making Connections Personal

**BARBARA SETTEL**, DIRECTOR OF ALUMNI RELATIONS AND ANNUAL GIVING

It is the time of year when our graduating students are actively, and often desperately, looking for jobs. For most it is the start of their professional lives, the first steps in crafting a career out of a college major. Besides the challenge of finding a job in a depressed economy, graduates must also learn the ropes of how to look for a job. And although the Internet gives job seekers access to many more job resources than the traditional newspaper want-ads, it also depersonalizes the process. Online job applications are often sorted by computer programs, and without the help of a personal contact, your resume may never be seen by a real person, let alone get screened for an interview.

So what's a graduate to do? My mantra is "network, network, network" and take advantage of our alumni connections! SU alumni want to mentor and advise graduates, and it is easy to connect with them through social media like LinkedIn and Twitter. I tell every graduate to follow Kelly Lux, @kellylux, who joined the iSchool in June as online community and relationship manager. Kelly previously served as the alumni programs coordinator in SU's career services and has become a recognized leader on campus and in the community for using social media. In addition to passing along timely information about job openings and internship opportunities, Kelly has engaged many SU alumni in giving job seeking tips and advice to our graduates.

Recently Kelly asked alumni to tweet their best career advice for 2010 grads, in 140 characters or less. Here are some of their replies:

**@gwenmoran:** Don't let new media ruin your ability to write. It's an important skill that will take you far

**@Ryan_Messick:** Make personal connections w/ people in & out of your field & it will pay off. Always keep learning

**@ChrisNBC13HD:** Get email/LinkedIn address 4 every biz contact u meet & stay in touch. U'll get more job leads from friends/assoc than from ads.

**@cindykrenek:** Be PATIENT & PERSISTENT. Network, volunteer or intern if you can't get a paying position right away

**@DaneLopes:** Work with good people. When selecting a job associate yourself with the best & the brightest. You'll learn more

**@jess1219:** Keep in touch with employers from internships! That's how I got my job.

**@kimincuse:** Save ALL the business cards you get from all the people you'll meet…you'll be glad you did and amazed at how often you use them.

**@korymello:** NETWORK! Hunt down alumni at companies where u want to work (via CDC database or LinkedIn); show em your best and expect to intern

**@kmburnham:** Seek a mentor in ur industry & maintain a relationship. Use them as a sounding board. Bounce q's off them. Poll them for advice.

**@MeganCassidy:** Your resume isn't everything. Connecting with someone-phone, in person, online-is the best way to impress employers

**@andrespatino:** Always keep a positive attitude and NETWORK! You never know if you brother's roomate's sister's dentist knows a guy in your field

**@nicole_hering:** best advice I can give is show that you're passionate! Reach out 2 professionals 2 learn more about the industry, not just 4 a job

**@akknotek:** get to know everyone you meet. a nice woman i chatted w/ on the train had a daughter who worked at macy's and got me an interview

**@amedmunds:** Be Polite and professional when calling and writing follow-up emails. You don't know who is reading or forwarding

**@HilaryShecter:** Best advice is to stay in touch with @KellyLux!

It is no surprise that much of their advice underscores the importance of making those personal connections. And while you need to use the internet and social media to establish those connections, it will be your writing, speaking and social skills that make those connections work for you. So let's emphasize the "social" part of social media: join the SU and iSchool LinkedIn alumni groups and follow us all on twitter @SyracuseU @syracuseischool @kellylux @basettel ●

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# Your News

**PLEASE**

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

**YOU MAY ALSO**

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

**OR CONTACT**

Barbara Settel
Director of Alumni Relations and Annual Giving
School of Information Studies
Syracuse University
343L Hinds Hall, Syracuse NY 13244-4100
315-443-5604
Fax: 315-443-6886
*istalum@syr.edu*

## B.S. in Information Management and Technology

**Joel Dowling '03** earned a JD at St. John's University School of Law and has been admitted to the New York State Bar. He is employed as assistant district attorney in the indictment bureau of the Kings County (Brooklyn) District Attorney's Office.

**Simon Sjogren '07** is a teaching resource assistant at Chesterfield County Public Schools in Chesterfield, Va.

**Justin Breese '08** is a technical account manager at Microsoft in Bellevue, Wash.

**Benjamin Maljovec '08** is a data center technology and operation consultant with Accenture Technology Consulting in Chicago.

**Benjamin Whitney '08** is an IT management specialist with the U.S. Department of Energy in Washington, D.C.

**Adnan Ali '09** is an RSM technology analyst at JPMorgan Chase in Syracuse.

**Cameron Balch '10** is an associate with General Electric's Information Management Leadership Program in Stamford, Conn.

**Katlyn Bennett '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Jamie Benninger '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Dave Chenell '10** is founder/president of Grafighters in Syracuse, and is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Sam Clarvit '10** is an analyst at JPMorgan Chase in New York City.

**Kwame DarKwah '10** is an analyst with JPMorgan Chase in New York City.

**Putnam Davis Jr. '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Kassandra Durham '10** is a linux system administrator for Carrier Corporation in Syracuse.

**Matthew Fiore '10** is owner/manager for West Side Movers Inc. in New York City.

**Karnishia Funderburk '10** is employed at JPMorgan Chase in New York City.

**Jeffrey Gochman '10** is a web design/marketing manager with Optimum Lightpath in Jericho, N.Y.

**Eric Gorodetsky '10** is an inventory database operator for Ecosphere Technologies Inc. in Stuart, Fla.

**Jamie Greene '10** is an executive trainee in Macy's Executive Development Program in New York City.

**Edward Guarrieri '10** is a consultant with Systems Solutions Inc. in King of Prussia, Pa.

**Hernando Hoyas '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Jeremy Hyman '10** is pursuing a master's degree in sports management at Ithaca College.

**Azai Ighodaro '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Jennifer Jarvis '10** is a configuration and data management manager at Lockheed Martin in Liverpool, N.Y.

**Dan Librizzi '10** is in the corporate development program at JPMorgan Chase in New York City.

**Ryan Mayer '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Jerrell Perry '10** is a project management officer with a start-up, JamLynx, in Student Sandbox at the Technology Garden in Syracuse.

**Betsaida Rosado '10** is a technology analyst with JPMorgan Chase in New York City.

**Matthew Rose '10** is an analyst with JPMorgan Chase in New York City.

**Stephanie Schayes '10** is a guest relations specialist with the Yankees in Bronx, N.Y.

**Jason Schifrien '10** is a production assistant at ESPN in Bristol, Conn.

**Wayne Segar '10** is an analyst with JPMorgan Chase in New York City.

**Brian Skiba '10** is an analyst with JPMorgan Chase.

**Brendan Tindall '10** is an associate with Travelers Insurance Information Technology Leadership Development Program in Hartford, Conn.

**Tedra Mitchell '10** is a project technical assistant at Onondaga Community College in Syracuse.

**Colby Morgan '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Jeffrey Moses '10** is a forensic technology associate at PriceWaterhouseCoopers in New York City.

**Lauren Newman '10** is a web and IT communications manager at Synapse Partners in Syracuse.

**Anthony Ortiz '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Laura Perdiue '10** is in the corporate development program at JPMorgan Chase in New York City.

**Wes Purvis '10** is pursuing a master's degree in telecommunications and network management at Syracuse University School of Information Studies.

**Charles Rouse '10** is an Internet application programmer at Utica First Insurance Company in Oriskany, N.Y.

**Jonathan Sanchez '10** is an information analyst with JPMorgan Chase in Syracuse.

**Michael Ural '10** is a technology associate with AXA equitable in Syracuse.

**Brenton VanLiew '10** is an installation coordinator with Bloomberg in New York City.

**P.J. Wascher '10** is pursuing a master's degree in information studies at University of Michigan.

**LaToya Welch '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Ryan Wellman** is employed at New York Independent System Operator in Rensselaer, N.Y.

## M.S. in Library and Information Science

**G.W. Baktarmitran '62** retired after a successful career in several libraries in India, including that as founding librarian of the Indian Institute of Management in Bangalore. He now lives in Auckland, New Zealand.

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**ALUMNI PROFILE**

# Ernst & Young internship leads to a job offer for IM student
## PINAK LONKAR G'09

**MINHEE CHO**, CONTRIBUTING WRITER

After just eight weeks of interning at Ernst and Young LLP, iSchool student Pinak Lonkar G'09 was offered a full-time position at the consulting firm, before he even finished his degree. Lonkar completed the M.S. in Information Management program in December and began his new job at Ernst and Young in January.

He was one of more than a dozen iSchool master's degree graduates who received full-time job offers from Ernst & Young this year.

Much of Lonkar's internship involved the firm's risk management. He was responsible for assessing risks and putting together appropriate controls for each business unit that was critical to the regulators for Ernst and Young. "For me, the most beneficial part of this experience was the exposure to the field of IT advisory, business advisory, and financial services," Lonkar said.

Lonkar, a native of India, first came to the United States in 2005 to work as a contractor with EMC Corporation, a technology firm recently recognized by Fortune magazine as one of the "World's Most Admired Companies." After two years, Lonkar left the job to earn a master's degree at the iSchool.

"The iSchool has given me a perspective of what is required to succeed in this market," he said. "My courses, with highly relevant assignments, are directly providing me with the tools I need to seek and grow in the job." In particular, Lonkar appreciates key iSchool staff and faculty for all that they've done to help him succeed.

He attributes his interest in project management and database management to the strong teaching of such faculty members as Steve Sawyer, Susan Dischiave, and Thomas Uva. "They have had a positive influence on me and have changed the way I look at things," he said. "The project I did in Susan D[ischiave]'s database management class actually made me believe that I can design a system from scratch, took the fears away, and in the process made me love the subject."

Lonkar enjoyed the iSchool experience, especially as an international student, and believes his understanding of two unique cultures puts him at an advantage over other job candidates. "International students, I believe, have a potential edge over domestic students," Lonkar said. "Many of them



Pinak Lonkar G'09 (center) attributes his full-time employment at Ernst and Young to a successful internship experience there as a student.

have seen both sides of the world and thus get the best of both worlds. The challenge is harnessing those experiences to become more marketable."

Lonkar was very involved with iSchool's activities and cites them as some of his fondest memories here. He especially enjoyed the new students' orientation, the iFaire, and the iSchool Graduate Organization (ISGO) movie nights, among other things.

In the end, Lonkar recognizes the pivotal role the iSchool has played in his current professional success and couldn't be more proud to be a student here.

"It's been wonderful, and I have to thank the iSchool and Syracuse University for giving us the opportunity to stand out in the market," Lonkar said. "I was at a conference in Orlando organized by Ernst and Young. There, whenever I mentioned to anyone that I attend SU, their response and expressions made me proud. Go Orange!" ●

## DEVELOPMENT FORUM

# Kudos to our Board of Advisors

**PAUL BRENNER**, ASSISTANT DEAN FOR ADVANCEMENT

Since 2002, I've had the pleasure of working with the iSchool's board, originally called the Board of Visitors, which Dean Liddy has renamed the Board of Advisors to more accurately reflect their position within the school.

Over the years, our board members have played an important role in carrying forth the iSchool's mission and supporting its endeavors. One past member, in particular, stands out: **Herb Brinberg**, our former chair and board member for two decades, who stepped down last year. Herb worked as a pioneer in the information field and applied his expertise and leadership to help grow and steward us to becoming a top-ranked school. He remains an adjunct faculty member and supports the school via the Brinberg Scholarship for IM students.

Herb embodies a deep commitment to and passion for the iSchool that is being carried on by our new board members. Informed by Dean Liddy's bi-annual "State of the School" reports, the new board members form an interactive and action-oriented advisory team that continues to increase their outreach and provide external feedback to the dean on strategic developments in the school.

For example, I mentioned in my last column the creation of a development sub-committee (Clarvit, Larsen, Katz, Parker), which is building a "culture of philanthropy" and whose efforts were invaluable and propelled the board to set a new record and raise over $250k this past fiscal year!

New member **Pat Mautino** also led a participation challenge that has rocketed participation for cash contributions by board members to 85% (versus 42% last year), or 23 out of 27 members giving. We expect to reach the 100% participation goal next year. Our board is leading by example, and as the economy improves, I'm hoping the iSchool will see similar increases in non-board donations and gifts from alumni and friends.

At the May board meeting, Dean Liddy and board chairs formed four additional sub-committees: Branding; Recruitment; Product Offering; and Partnerships & Alliances. Members are working with iSchool staff members to make new strides in these areas, which you will be hearing more about in the future.

In closing, I wish to give my personal thanks to all of our current and past board members who guide the school on its course to become the No. 1 iSchool in the world. ●

**Assistant Dean for Advancement Paul Brenner shares a few ways in which board members give of their "time, talent, and treasure:"**

**Chuck Clarvit:** iSchool parent and successful Wall Street executive and donor who is a major catalyst in building BOA's culture of philanthropy, strong investor/supporter of Brand Yourself.com and Student Start-Up Accelerator.

**Craig Cornelius:** Long-time member bringing Accenture consulting expertise to board issues and process. Serves as current board chair and donor.

**Eugene Delsener:** Provides ongoing financial support and continues to build deeper ties and opportunities with Fidelity on research and recruiting fronts.

**Philip Kaplan:** Donor, Internet business pioneer promoting entrepreneurship and iSchool name along with his ongoing and visible successes and support by Sequoia Capital. Latest venture Blippy.com

**Richard Katz:** Donor, pundit and lightening rod for current and future issues facing the information field as it relates to higher education. Chief intellectual humorist keeps board thinking and laughing.

**Matt Koll:** Primary donor to the Katzer Doctoral Scholarship, access to D.C. angel group for student entrepreneurs.

**R. David Lankes:** A passionate advocate for libraries and their essential role in today's society, Dave educates the board about the importance of library in a broader scope and its ongoing critical importance to our school.

**Christine Larsen:** Strategic partner who help to establish a $30 million JPMorgan Chase collaboration with SU, donor who is a major catalyst in building BOA's culture of philanthropy, also served on search committee which hired Liz.

**Al Leandre:** Donor and advocate for iSchool at large minority technology forums for high school students in Maryland area, providing infrastructure and relief to his native Haiti via information technology and engineering expertise

**Stan Linhorst:** Donor who provides guidance on public relations and message distribution and serves as an advocate for growing synergies between Newhouse and the iSchool.

**Joseph Lucia:** Advisor who shares his technical and cultural perspective on the trends and forces reshaping the mission and character of academic libraries to add value to our LIS initiatives.

**Don Marchand:** Former Dean and current donor who provides critical institutional memory/perspective combined with current international business, executive education, and strategy expertise.

**Eric Marks:** Thought leader/author in IT services field seeking potential lucrative R&D partnerships for iSchool. Made largest gift commitment of any new board member helping raise the bar.

**Jason Mills:** BLISTS founder/donor, Student Start-Up Accelerator advocate, mover and shaker enabling ischool enrollment from targeted NYC technology high schools

**Christine Parker:** Philanthropist (Parker i-Lounge and i-Café) and expert in financial services consulting area. Current board vice chair overseeing new committee initiatives.

**Mal Schwartz:** Donor and first parent board member, strategic planning/marketing consulting services to iSchool and later to the broader iSchool movement.

**Christopher Sedore:** SU's CIO who helps guide appropriate technology investments to support teaching, research, learning, and administration on campus, and he utilizes iSchool faculty as a sounding board for IT issues facing SU, such as recent discussions about security risks.

**Karen Steinberg:** Opening doors to the insurance industry. Donor who led recent direct mail campaign for renewed support of the Katzer doctoral scholarship as a close friend of the Katzer family.

**Joseph Trino:** Atlanta (geography of opportunity location) based donor and software executive opening doors for iSchool. Watched Ernie Davis play and arguably strongest SU sports fan on the board!

**Gisela von Dran:** Leading philanthropist and volunteer for Ray von Dran initiative and library expertise as director emerita of the MSLIS program

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**Catherine Kellogg-Barbarotta '99** is a youth services librarian in Broward County Library System's Tamarac (Fla.) Branch Library. She was recently honored for completing 10 years of service.

**Jennifer Nace '04** is reference and instruction librarian at Hobart and William Smith Colleges in Geneva, N.Y.

**Tina Laramie '07** is a high school library media specialist at Vernon Verona Sherill (N.Y.) Central School District.

**Kate Lalier '08** is a library media specialist with the New York City Department of Education.

**Rebecca Buerkett '09** is a library media specialist at Malone (N.Y.) Central School District.

**Donna Finley '09** is a professional assistant at the Baltimore County (Md.) Public Library.

**Rita Foran '09** is a librarian with the Susquehanna Valley School District in Conklin, N.Y.

**Gabrielle Gosselin '09** is a library technician at Syracuse University Libraries.

**Amy King '09** is a reference librarian with Nixon Peabody LLP in Boston.

**Nancy Lara-Grimaldi '09** is regional sales manager EBSCO Publishing in Ipswich, Mass.

**Sue Bedman '10** is a knowledge and project manager at Blue Highway in Syracuse.

**Gail Brisson '10** is a teacher-librarian at Trumansburg (N.Y.) Elementary School.

**Karie Doelger '10** is a library media specialist at Salmon River (N.Y.) Central School District.

**Hilary Dorsch Wong '10** is interlibrary loan lending coordinator at Ithaca College Library.

**Gwen Glazer '10** is staff writer/editor at Cornell University Libraries in Ithaca, N.Y.

**Tiffany Howe '10** is an administrative assistant at Cornell University Olin Library in Ithaca, N.Y.

**Jessica Isler '10** is a reference and instruction librarian at Middlebury College in Middlebury, Vt.

**Gayvelle Joseph '10** is a librarian at the National Library and Information System Authority in Trinidad and Tobago.

**Alison Leonhardt '10** is a librarian at National Public Radio in Washington, D.C.

**Kathleen Mauldin '10** is an English teacher with the Rochester (N.Y.) City Schools.

**Pat Pederson '10** is a manager with Barnes and Noble in Syracuse.

**Renee Robbins '10** is a library technician at the Colorado Department of Corrections in Canon City, Co.

**Lea Rowe '10** is a customer service representative with Verizon Wireless in Rochester, N.Y.

## M.S. in Information Management

**Jamieson Rodgers '01** is managing director with Business Design Principals Inc. in Canada.

**Monique Rizer '03** is deputy director of spouse programs for the Military Officers Association in Alexandria, Va.

**Daniel Pribula '07** is a strength and conditioning coach at Syracuse University.

**Kyung Shik Bong '09** is a business resiliency analyst with JPMorgan Chase in Syracuse.

**Kwadwo Sampong '09** is a QA analyst with Liberty Mutual in Boston.

# From Science to the Stacks:
# Alumna is helping define the role of an eScience librarian

## GAIL STEINHART G'05

MARGARET D. SPILLETT, EDITOR

**E**arly in her career in the 1990s, ecological research assistant Gail Steinhart G'05 was tasked with reviewing science literature that contained size measurements of bacteria and had corresponding oxygen measurements to discover trends in microbial biomass and oxygen in water. She spent hours rifling through publications and theses, finding graphs, and then interpolating the values from the images.

"At the time, I thought, 'this is really hard,'" Steinhart remembered. "Now, I use that as an example of the hard way to do comparative ecology — scouring other people's published data."

Today, Steinhart is one of a growing number of eScience librarians who are helping science researchers organize, document, and share their data to address this problem.

With a bachelor's degree in geology and geophysics and a master's in ecology and evolutionary biology, Steinhart entered the M.S. in Library and Information Science program at Syracuse in 2003 with the desire to help a field that is still being defined: eScience librarianship or science data management.

This emerging group of eScience librarians are migrating research data in old formats into new media, developing metadata standards, writing data management plans for research projects, curating large sets of data, and ensuring that the data are searchable and accessible to researchers in locations around the globe.

Steinhart, the research data and environmental sciences librarian at Cornell University's Mann Library, is currently partnering with iSchool Associate Professor Jian Qin on an Institute of Museum and Library Services-funded (IMLS) project, eScience Librarianship for an eResearch Future. The goal of this project is to help recruit and educate this new kind of science professional with the information management and service skills of a librarian (Read more on page 3).

In addition to the IMLS grant with Syracuse, Steinhart is also a lead on a $400,000 National Science Foundation grant at Cornell that seeks to make sharing raw digital data among researchers easier.

On the IMLS grant, Steinhart is responsible for establishing a mentorship program for the eight new eScience librarian students beginning the M.S. in Library and Information Science program at Syracuse this fall. She hopes that she and her peers at Mann Library can offer the students a glimpse into the life of a major research library, and in exchange, the librarians can learn about the curriculum the students are studying.



Gail Steinhart G'05 is research data and environmental sciences librarian at Cornell University's Mann Library.

"I want to see these students get jobs they love," Steinhart said. "They might be science librarians or data managers in a data center or science lab."

Steinhart has navigated her way through a variety of grant-funded research positions that led to her current job, but the one constant is that she has always supported science research. Throughout her career, she has worked for or interacted with several organizations, including Hubbard Brook Ecosystem Study, Long-Term Ecological Research Network, and currently Cornell's DataStaR (Data Staging Repository) that seek to support scientists and researchers by managing, publishing, and sharing large data sets.

"This is a good career path for me because both my subject area background (biogeochemistry) and library education are relevant and useful," she said. "I really enjoy that mix. I feel connected to both, and that is important. But while the nature of my connection to science isn't really as a scientist anymore, it *is* as a colleague to scientists, and that's fun, interesting, and rewarding." ●

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**Swati Singh '09** is software developer at Rational Retention LLC in Albany, N.Y.

**Sureshkumar Srinivasan '09** is an IT engineer at Royal Paper Converting in Phoenix, Az.

**Supriya Tardalkar '09** is an analyst at Ernst and Young in New York City.

**Tina AlSadhan '10** is chief, information management office, with the U.S. Army in Saudi Arabia.

**Ashish Bhalerao '10** is an associate with IT advisory services at Ernst and Young in New York City.

**Cortland Bradford '10** is an information technology analyst with the Government Accountability Office in Washington, D.C.

**Nupur Chandorkar '10** is an associate with IT advisory services at Ernst and Young in New York City.

**Shay Colson '10** is west coast liaison for Syracuse University in San Francisco.

**Zachary Glick '10** is a web site administrator with the Syracuse City School District.

**Sergio Hinestrosa '10** is employed with Suramericana in Colombia.

**Louis King '10** is digital information architect at Yale University in New Haven, Conn.

**Alan Kolackovsky '10** is chief engineer with the Boeing Company in California.

**Shuodong Lou '10** is a financial software developer at Bloomberg in New York City.

**Jaicks Ninan '10** is a business technology analyst with Street Solutions in Jersey City, N.J.

**Aaron O'Brien '10** is senior marketing analyst with JPMorgan Chase.

**Darshan Parikh '10** is a software developer with Unbound Solutions in Atlanta.

**Syam Sasikumar '10** is a software associate at Next Jump Inc. in Boston.

**Marlon Sellow '10** is an IT specialist with the U.S. Department of Commerce in Washington, D.C.

**Shreyansh Singh '10** is ITAS staff advisor with Ernst and Young in New York City.

**Ankita Verma '10** is ITAS staff advisor with Ernst and Young in New York City.

## CAS in Information Systems and Telecommunications Management

**Posie Aagaard '03** is assistant dean in assessments and collections at University of Texas in San Antonio.

**Kang Yu '09 is** a senior engineer with Seagate Technology in Suzhou, China.

## M.S. in Telecommunications and Network Management

**John Middleton '02** is regional director, Canada for Acision LLC in Mississauga, Ontario.

**Ryan Gleed '10** is a technology consultant at Accenture in Reston, Va.

## Ph.D. in Information Science and Technology

**Shuyuan Mary Ho '07** is an assistant professor at Drexel Goodwin College in Philadelphia.

# Syracuse iSchool sponsors Upstate CIO Conference

**MARGARET D. SPILLETT**, EDITOR

The School of Information Studies (iSchool) hosted the Upstate CIO Conference on April 16 in Hinds Hall. The conference brought together information leaders in Central New York to network, learn about social media and IT governance, and share insights about the iSchool curriculum and skills CIOs think are needed by graduates to succeed in the global business environment.

The invitation-only conference attracted 30 information experts from a range of industries, including health, finance and banking, insurance, communications, legal, government, and education.

"We hope this will be a bi-annual event that brings together information leaders in Central New York to network, share insights about our curriculum, and perhaps learn something new," said conference co-organizer Scott Bernard, professor of practice and director of executive education at the iSchool. "We think that connecting CIOs with each other and with the iSchool can only result in new collaborations and innovations."

Participants heard from keynote speaker Dan Mintz, former CIO of the U.S. Department of Transportation. Mintz also served as a panelist to discuss the current trends in IT governance along with Scott Bernard, professor of practice and director of executive education at the iSchool, Thomas Uva, CIO for Sensis Corporation in Syracuse, Christopher Sedore, vice president for information technology and CIO of Syracuse University, and Arthur Thomas, a professor of practice and director of the iSchool's Global Enterprise Technology (GET) program.

Thomas introduced a social media presentation by Anthony Rotolo, social media strategist and professor of practice at the iSchool. During the final session, participants broke up into groups to discuss local issues for CIOs and how to help future CIOs. Sensis Corp. CIO Uva moderated the discussion.

"We expect this first Upstate CIO Conference to be invaluable as we set out to solve industry challenges, create industry trends, and educate professionals who can meet the needs of the 21st century global workplace," Bernard said.

The daylong event ended with a reception for participants to mingle informally and follow up with presenters on issues that were important to them. ●



iSchool Adjunct Professor Dan Mintz addresses participants at the CIO Conference in Hinds Hall in April.

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