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iSchool Newsletter

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Winter 2011

## Winter 2011

School of Information Studies  
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# HOME PAGE

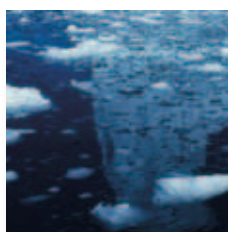
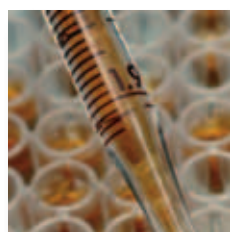
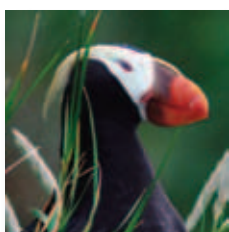
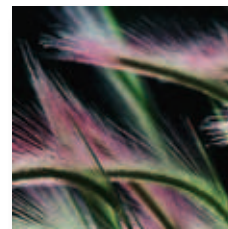
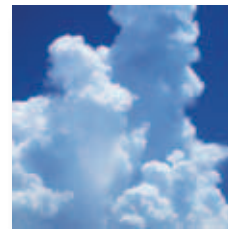
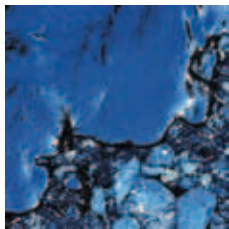
School of Information Studies  
THE ORIGINAL INFORMATION SCHOOL

## eScience and the iSchool: Supporting Data-Driven Discoveries

MARGARET D. SPILLETT, EDITOR

As an environmental chemist, Gisella Stalloch G'12 found that she spent more time locating federal guidelines and tracking down published papers on similar research than actually conducting new research herself. "The lack of organization of industrial papers and government guidelines within the building and across the company's network hampered the momentum of my work," she said.

Today, she is one of eight eScience Fellows enrolled in the M.S. in Library and Information Science program at the Syracuse University School of Information Studies who is hoping to bridge the growing chasm between research



### Former iSchool Dean Ray von Dran's innovative spirit lives on

**\$1.7 million pledged to help student innovators and entrepreneurs**

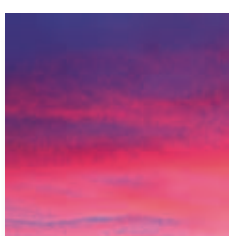
STACEY KEEFE, CONTRIBUTING WRITER

The School of Information Studies (iSchool) is proud to announce that monies pledged over the past three years for the Raymond F. von Dran Fund have now been dedicated to the Student Startup Accelerator.

Raymond F. von Dran, dean of the iSchool at Syracuse University from 1995–2007, exuded vibrancy, humor, and an unbelievable amount of energy and entrepreneurial vision. As dean, Ray led the iSchool through a 12-year period of unprecedented productivity, during which the number of faculty and students nearly tripled, sponsored research increased five-fold, and four of the school's programs earned top-four rankings from *U.S. News and World Report*, including the top-ranked master's in Information Systems.

And that was after he had already left his innovative fingerprints on many other universities across the nation. Ray created distance education programs in Library and Information Science at three universities starting in the late 1970s, long before the Internet provided a vehicle to bring educational opportunities to individuals. In the 1980s, Ray created interdisciplinary research centers and Ph.D. programs in Library and Information Science, understanding the need for and trend toward solving complex problems in science, education, and society through the cooperation of experts from different disciplines.

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*"Digital data are both the products of research and the foundation for new scientific insights and discoveries that drive innovation."* —JEANNETTE WING

data and scientists (see page 11 for list of eScience Fellows).

They are part of an iSchool program funded by the Institute of Museum and Library Services. The program, which is led by Associate Professor Jian Qin, seeks to educate a new generation of science librarians by developing a digital curation curriculum that will emphasize the management and preservation of science-related information.

"I hope to be able to find a position within a research laboratory, be it academic or industrial in which I am able to facilitate management and publishing of research papers and reports," Stalloch said. "I foresee myself as a sort of go-between who understands the rigorous demands of scientific authenticity and who also understands the abilities of a data curator to store, analyze, and report the resulting data."

#### SCIENTIFIC DISCOVERY AND DATA CURATION

These new "go-betweens" or science data managers are becoming increasingly important for scientific discovery and collaboration. They 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.

As evidence of the importance of scientific data curation, the National Science Foundation announced in spring 2010 a new requirement that all future proposals submitted for funding must contain a two-page data management plan.

"The change reflects a move to the Digital Age, where scientific breakthroughs will be

*continued on page 10*



### Dear Alumna, Students, and Friends of the iSchool,

Of the many titles or labels I've been assigned, my favorite among these is MENTOR. And I hope the same is true for you! The world, and more particularly our students and newer alumni, really need mentors — they need all of us. Why? Because it is a real challenge for someone just entering a profession, or preparing to switch into a new line of professional endeavor, to know all the best means (whether sources, contacts, or strategies) needed to succeed. While the iSchool is providing them with the best educational preparation, and we follow Chancellor Cantor's focus on *Education for the World, in the World*, it is only you, our alumni, advisors, and supporters who have the breadth and depth of expertise and experience in the world, who can provide our students and newer alumni with the final touch of what they need to succeed.

My call for mentorship reflects President Obama's recently announced *StartUp America* initiative, <http://www.whitehouse.gov/issues/startup-america> whose goal is to accelerate high-growth entrepreneurship throughout the US by empowering "an ever-greater diversity of communities and individuals to build great American companies." One of the premises of *StartUp America* is the call for a broader spread of mentor communities, where those with experience pitch in as coaches to support, guide, and prod entrepreneurs of all ages, genders, and races. As a strong supporter of and participant in *StartUp America*, I'd like to further extend Obama's highly appropriate call for a 'mentorship model' from just entrepreneurs to all professions — for I believe professional success typically calls for a truly entrepreneurial spirit.

As you read the stories in this *HomePage*, you will see that many folks have already

stepped up as mentors for our students and alums, and I (and they) thank you for sharing your expertise. But at the same time, I'd like to go further and challenge each and every one of you to seriously consider how you might assist an 'up & comer'. And if you have already been serving as a mentor (whether formally or informally), to reach even further into your own self and see if you might take on another mentee. While I personally support a number of our students, I herein challenge myself to further expand those whom I meet with, advise, and support. I'll do this because I sincerely believe in it, and also because the rewards are so meaningful! As many of you can testify, there is nothing more rewarding than meeting up with a current or former student who feels their success is partially due to the mentorship you have provided them.

In an inspired coincidence, the late-breaking announcement on page one of Gisela's decision to dedicate the resources of the Ray von Dran Fund to the support of student ventures, is both a model of fiscal and personal mentorship. Not only will the winning student teams receive financial support, but also guidance and mentorship from Gisela, who very much like Ray, is an enthusiastic supporter and guide to our students. I personally will be contributing to the Ray von Dran Fund, and I hope that many of you will as well — an excellent way to both support innovation in students in all of our programs, and to serve as a model of the multiple aspects of mentoring.

Elizabeth D. Liddy  
Dean



### ORANGE CENTRAL: HOMECOMING 2010 ISCHOOL ALUMNI PANEL

Siddhartha Paliwal G'07, a senior data analyst at Fidelity Investments in Boston, shares advice with students during the 2010 Homecoming Panel in October. He was joined by fellow iSchool alumni (from left to right): Greg Macgowan G'95, a knowledge base librarian at McKesson Health Solutions in Newton, Mass.; Vernetta Marquis G'05, an information technology analyst at the U.S. Government Accountability Office in Washington, D.C.; Bence Oliver '95, director of operations at eBay Inc. in San Jose, Calif.; and Kisha Turpin '97, a consulting service manager at SAI Global in Brooklyn, N.Y.

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## Faculty, Staff NEWS

## Cyberbullying and Social Media

DEATH OF RUTGERS STUDENT HIGHLIGHTS THE DAMAGE CAUSED BY CYBERBULLYING

ANTHONY ROTOLO, ASSISTANT PROFESSOR OF PRACTICE

It is difficult to imagine the pain and sense of hopelessness that led Tyler Clementi to end his life. As we search for an explanation for the loss of this talented Rutgers University student, some question whether social media — the chosen platform of Tyler's bullies — may be to blame.

They ask: Have sites like Twitter and Facebook blurred the line between public and private for young people who have grown up using them? Have these social networks created a culture of detachment and anonymity that might explain how one student could hurt another so deeply without a second thought?

The public humiliation inflicted on Tyler Clementi by his fellow students left a permanent record online and a lasting impression on us all. Tyler was outed by his roommate on Twitter, and then video of his private sexual encounter was broadcast on the Internet. This tragic incident, and too many like it, have shown that social media can be used as a platform for bullying. But social media did not kill Tyler Clementi. Ignorance killed Tyler Clementi.

It is dangerous to blame social media for Tyler's death. It may be comforting, somehow, to tell ourselves that these technologies have created a warped sense of privacy or a culture of over sharing among young people. To accept this explanation is to ignore the real issue staring us in the face.

Tyler was tormented because he was gay. His right to privacy was violated by homophobic students who attacked him online until he saw no other escape. Social media were simply a means to an end for the students who bullied him. Sadly, the same cruelty has been inflicted on countless others, often without the help of the Internet.

Nonetheless, we are living in an age of instant, public broadcast. Today's students are "digital natives" who rely on social media for information and socialization, but many do not understand the implications of sharing personal information online. Therefore, bullying often occurs through social networks. Some schools report as much as 75 percent of disciplinary cases result from online interactions between students.

Online bullying can be especially damaging because it knows no boundaries. Harassment and attacks follow a student home through Facebook where they mix with comments from friends and family. The victim is afraid to reject "friend" requests from a bully for fear of offline retaliation, and his friends are often silent or even participate in fear of becoming the next target.

Parents and teachers frequently ask how to teach students not to cyberbully, assuming that the reasons for bullying are somehow different when it happens online. This assumption leads to inaction, perhaps because we are intimidated by unfamiliar technology. But shying away from online bullying creates an environment devoid of adult supervision, where anything goes and intolerance is left unaddressed.

Although social media can amplify bullying, they can also help spread awareness of the issues involved. As more young people face attacks like the ones that led to Tyler Clementi's death, some are using social media in an effort to save others from a similar fate.

Ellen DeGeneres released an anti-bullying video message on her Facebook page that has been shared by thousands of people on their own social networks. Organizations like The National Center for Bullying Prevention and Stop Bullying Now are using Twitter and Facebook to provide resources, and The Trevor Project is using YouTube to share video clips that show kids like Tyler that "it gets better."

Bullying is an old problem with a new medium. It can be addressed and even stopped, but the real solution is not technical. We must continue to teach young people how to be tolerant of others, and to respect differences, especially when communication happens so broadly online. We cannot look away when we feel unfamiliar with the social networks they use, and we should not blame the medium when we see real cruelty displayed toward others. ●

*Anthony Rotolo '02, G'06 is an assistant professor of practice at the iSchool, where he teaches courses on social media. A graduate of the bachelor's degree and master's in information management programs at the iSchool, he is also a co-founder of Enormo.us, a creative agency that specializes in social media, animation, and interactive content.*



Anthony Rotolo



Marilyn P. Arnone

**MARILYN P. ARNONE**, research associate professor and associate professor of practice, led a year-long project to produce the first e-book published by the Center for Digital Literacy. Released in September, *From the Creative Minds of 21st Century Librarians*, co-edited with R. Small and B. Stripling,

brought together dozens of teacher-librarians from across the country to share best practices in implementing AASL's *Standards for the 21st-Century Learner*.

She co-authored with R. Small, and doctoral students S. Chauncey, and P. McKenna the article "Curiosity, Interest and Engagement in Technology-Pervasive Learning Environments: A New Research Agenda" for a special issue of *Educational Technology Research & Development* called "Motivation and New Media" in 2011. She also co-authored with R. Small "Creative Reading: The Antidote to Readicide" that will appear in the AASL publication *Knowledge Quest* in 2011.

Amone received a second monetary award from the Imagining America Foundation (IA) matched by the iSchool to procure three new video kits for the Innovation Studio for the 2010 fall semester. These kits were used in the second offering of the IA supported course entitled *Digital Content Creation for Communities*. Students in this course tackle information needs of Syracuse neighborhood organizations that can be addressed through digital media. Students also planned and developed media to support their career goals through e-portfolios.



Kevin Crowston

**KEVIN CROWSTON**, professor, wrote with A. Wiggins "Developing a Conceptual Model of Virtual Organizations for Citizen Science" (Research note) for the *International Journal of Organizational Design and Engineering*, 1(1/2), 148-162, DOI: 10.1504/IJODE.2010.035191.

Crowston had the following papers accepted for

publications: K. Wei, J. Howison, A. Wiggins "Free/Libre Open Source Software: What We Know and What We Do Not Know" in *ACM Computing Surveys*; with M.B. Watson-Manheim, K. Chudoba "Discontinuities and Continuities: A Dynamic Look at Boundaries in Virtual Work" in *Information Systems Journal*; and with K.M. Chudoba, M.B. Watson-Manheim, and C.S. Lee "ICT-Supported Meetings in Practice" in the *Journal of Organizational and End User Computing*.

He presented the following papers: with K. Wei "The Impact of National Culture on Knowledge Sharing in Global Virtual Collaboration" in the *Proceedings of International Conference on Information Systems (ICIS 2010)*, St. Louis, December 12-15, 2010. Crowston presented with A. Wiggins "From Conservation to Crowdsourcing: A Typology of Citizen Science" and with C. Osterlund "What Characterize Documents that Bridge Boundaries Compared to Documents that Do Not? An Exploratory Study of Documentation in FLOSS Teams" in the *Proceedings of the Forty-Fourth Hawaii International Conference on System Science (HICSS-44)*, Koloa, Hawaii, January 4-7, 2011.

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## Faculty, Staff NEWS

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Crowston presented with X. Liu and E.E. Allen the poster "Machine Learning and Rule-Based Automated Coding of Qualitative Data" and with J. Qin the poster "A Capability Maturity Model for Scientific Data Management" at the American Society for Information Science and Technology (ASIST) Annual Conference, Pittsburgh, October 23-27, 2010. He also presented with J. Qin, J. D'Ignazio, M. Oakleaf, A. Wiggins, and G. Steinhart the poster "Educating eScience Librarians" at the Digital Curation Conference in Chicago, December 6-8, 2010. Crowston presented with B. Fitzgerald, P. Gloor, U. Schultze, and Y. Yoo "Shifting Boundaries: How Should IS Researchers Study Non-Organizational Uses of ICT?" at the International Conference on Information Systems (ICIS), St. Louis, December 12-15, 2010.

He participated in the following doctoral consortia: OSS Conference in Notre Dame, Ind., May 30, 2010; Academy of Management OCIS in Montreal, August 6, 2010; and chaired the Doctoral Symposium for the Wikisym Conference in Gdansk, Poland, June 11, 2010.

Crowston was elected as PDW and Doctoral Consortium Chair for the Organizational Communications and Information Systems Division, Academy of Management and will be running the Academy of Management OCIS consortium in San Antonio, Texas, in August 2011. He was also appointed co-track chair for the theme track of the International Conference on Information System for 2011. He also serves as secretary for the IFIP WG 8.2 Working Group on Information Systems and Organizations.



Jason Dedrick

**JASON DEDRICK**, associate professor, published with K.L. Kraemer and G. Linden "Who Profits from Innovation in Global Value Chains? A Study of the iPod and Notebook PCs" in *Industrial and Corporate Change*; with E. Carmel and K.L. Kraemer "A Dynamic Model of Offshore Software

Development" in *Journal of Information Technology*; and with K.L. Kraemer "Impacts of Internal and Interorganizational Information Systems on the Outsourcing of Manufacturing" in the *Journal of Strategic Information Systems* 19(2), 78-95, 2010. He also wrote "Green IS: Concepts and Issues for Information Systems Research" for *Communications of the Association for Information Systems*; and co-authored with J. Whitaker, N. Melville and R. Pllice "Global Diffusion of the Internet XVI: The Role of Economic Development and Firm Internationalization in Internet Business Practices" in *Communications of the Association for Information Systems*.

Dedrick presented "Who Captures Value from Innovation in Wind Energy?" at the Thousand Islands Energy Research Forum, Nov. 12-14, 2010; and "IT and Productivity in Developed and Developing Countries" at SIG Global Development Workshop, Dec. 12, 2010, in St. Louis.



Lee McKnight

New York, and BOCES Rockland County. McKnight updated industry and university members on the progress being made towards open specifications for wireless grids.

He co-authored with A. Kuehn the chapter "Creative Destruction: Schumpeterian Innovation in the Cyber Age" in *Leadership in Science and Technology: A Reference Handbook* by W. Sims Bainbridge (Sage Publications, 2011).

McKnight presented co-authored papers with J. Treglia and A. Kuehn "Wireless Grids or Personal Infrastructure: Policy Implications of an Emergent Open Standard," at TPRC 38th Research Conference on Communication, Information and Internet Policy, October 21, 2010, in Arlington, Va.; and with A. Ramnarine-Rieks "Exploring Cyberlearning In Wireless Grids" at the International Conference of Education, Research and Innovation, Madrid, Spain, November 15-17, 2010.

Based on research from the iSchool's Wireless Grid Lab National Science Foundation Partnerships for Innovation Wireless Grid Innovation Testbed (WiGiT) project, McKnight presented with M. Venkatesh, T. Bose, J. Treglia, A. Kuehn, and A. Ramnarine-Rieks "Interoperability by 'Edgeware': Wireless Grids for Emergency Response" and with R. Small and A. Ramnarine-Rieks "Collaborative Learning through Wireless Grids" at the Hawaii International Conference on System Sciences, January 4-7, 2011.



Megan Oakleaf

**MEGAN OAKLEAF**,

assistant professor, authored *The Value of Academic Libraries: A Comprehensive Review and Report*. This book-length report was commissioned by the Association of College and Research Libraries. She published one paper and presented numerous talks on

this topic in venues including a keynote, a workshop, and a panel presentation at the Library Assessment Conference; the IFLA Conference; an ACRL OnPoint Chat; a workshop at the University of Alberta; and a lecture hosted by Syracuse University Libraries.

Oakleaf presented on evidence-based librarianship and transition to college issues at the ALA Annual Conference; on information literacy assessment at Seton Hall University; on transition to college issues at Arizona State University; and on assessment skills in the academic library job market at the Library Assessment Conference.

Oakleaf received an Early Careers grant from IMLS to fund the Rubric Assessment of Information Literacy Skills (RAILS) project, <http://www.railsontrack.info>. She also joined the IMLS-funded Lib-Value project (<http://libvalue.cci.utk.edu/>).

She co-authored an article titled, "Instructional Strategies for Digital Reference: Methods to Facilitate Student Learning" in *Reference and User Services Quarterly*. She has also co-authored a paper in JELIS and a poster at the International Digital Curation Conference with iSchool colleagues.

**PAUL GANDEL**, professor, co-authored with R. Katz the chapter "The Tower, the Cloud, and Posterity: Documenting the Digital World" in forthcoming book titled, *Controlling the Past: Documenting Society and Institutions*, edited by T. Cook.

Gandel presented with C. Sedore and E. Khalifa on the Syracuse University Green Data Center initiative at a meeting sponsored by Singapore's Infocomm Development Authority in Singapore. He spoke on "Managing Information in the Emerging World of Cloud Computing" to the Singapore Library Association in July, and presented "Information Lust: The Changing Nature of Libraries and Librarianship" to library associations in Taiwan, Bangkok, and Macau in November.

Last spring, he also spoke with more than 1,000 prospective iSchool students in four cities in India.



Jian Qin

**JIAN QIN**, associate professor, published with J. D'Ignazio a paper on the central role of metadata in scientific data literacy training in the *Journal of Library Metadata* in October 2010. Qin and D'Ignazio also reported the lessons learned from a two-year experience in scientific data literacy education at the

31st Annual International Association of Scientific and Technology University Libraries Conference in June 2010. Earlier this year, Qin presented a paper at iConference entitled "Empirically Assessing Impact of Scholarly Research." The paper "Linking Entities in Scientific Metadata" was presented at the Dublin Core International Conference DC-2010 in October, which resulted from the collaboration of Jian Qin and doctoral students M. Chen, X. Liu, and A. Wiggins.

Qin gave a plenary presentation on scholarly communication in the eScience environment and tutorial on research paper writing, both at the Advanced Seminar on Digital Libraries in Harbin, China, in July 2010. She was invited to give a presentation on linking scientific metadata by Cornell University Library in October.



Anthony Rotolo

**ANTHONY ROTOLO**, assistant professor of practice, co-authored with M. Scialdone and J. Snyder, "Social Media Futures: Why iSchools Should Care" for the 2011 iConference at the University of Washington. Rotolo also authored "Blame Ignorance, Not Technology for This Tragedy" for the Syracuse

*Post-Standard*, part of the newspaper's special coverage of the bullying and tragic suicide of Rutgers student, Tyler Clemente. In November, Rotolo was interviewed by Syracuse's News Channel 9 regarding "Internet trolls" disrupting memorial Facebook pages dedicated to the memory of a local student.

In November, Rotolo was featured on ABCNews.com in a story about his new course, "Star Trek and the Information Age," which debuted in Spring 2011, as well as an article titled "Colleges Discover Foursquare," which covered how Rotolo and his social media team are using the location-based social network to engage students and alumni. Rotolo was also quoted in the *New York Times* for the article, "World's Largest Social Network: The Open Web."

In September, Rotolo authored a blog post uncovering a controversial response by regional supermarket chain Price Chopper to a customer's critical tweet. The blog received viral attention, as well as coverage from local and national news outlets. On October 5, executives from Price Chopper visited Rotolo's class, Social Media in the Enterprise, to discuss the issues in person. The class discussion, which was also conducted publicly via Twitter, generated nearly 700 tweets in under two hours.

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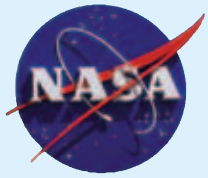


### Prof. Jeffrey Stanton's book highlights need for more information professionals in the workforce

Professor Jeffrey Stanton co-authored a book with Syracuse University Alumnae Indira Guzman and Kathryn Stam entitled *Information Nation: Education and Careers in the Emerging Information Professions*. The book focuses on the disparity between the growth of careers within the information industry and the apparent lack of interest in studying and working in the field within the United States. They examine the barriers to inclusion and retention in information-related fields, analyze the forces that prevent students from getting critical interdisciplinary skills, and tell the stories of a diverse group of students who are thriving in new majors and new careers.

# Faculty News

## Associate Dean Jeffrey Stanton receives NASA grant to study conflict during space flight



The National Aeronautics and Space Administration (NASA) awarded Associate Dean for Research and Doctoral Programs Jeffrey Stanton a \$20,000 grant over seven months to study conflict and interactions within teams during spaceflight.

Stanton's research will focus on the psychological and physical effects of conflict on team members and their performance in order to possibly create a model that could prevent conflict during spaceflight.

Stanton is currently working with iSchool doctoral student Veronica Maidel on researching how available technologies could be adapted to monitor astronaut behavior and physical stresses. They are studying such behavioral indicators as tone of voice, body language, or facial expressions, but they also are looking to monitor physical changes in blood flow and electrical resistance of the astronauts' skin. The duo traveled to Houston in August to meet with the NASA research teams and report on their findings.

## Prof. Scott Nicholson wins ALISE Pratt-Severn Faculty Innovation Award

The Pratt-Severn Faculty Innovation Award Committee has selected Associate Professor Scott Nicholson as the 2011 recipient of the Association for Library and Information Science Education (ALISE) Pratt-Severn Faculty Innovation Award for his creative use of gaming and social media to attract more users to public libraries.

According to the selection committee, "[The] use of social media to reach intended audience and engage the library communities successfully underscores the need for library information professionals to use information technologies creatively to achieve the mission of the profession. It is clear that [Nicholson's] work has an important impact on students and the profession."

Sponsored by the Pratt Institute, the ALISE Pratt-Severn Faculty Innovation Award was established in 1996 to encourage faculty members to be innovative in incorporating evolving information technologies in the curricula of accredited master's degree programs in library and information studies. Nicholson received a plaque and \$1,000 at the 2011 ALISE conference in San Diego in January.

## Prof. Ruth Small wins IMLS grant to create education programs for children with disabilities

Professor Ruth Small received a \$482,130 grant from Institute of Museum and Library Services for a joint venture with the Syracuse University's Center for Digital Literacy (CDL) and the SU Burton Blatt Institute (BBI).

Small will be working over three years to develop a high quality, comprehensive continuing education program entitled "Building Capacity for Meeting the Library and Information needs of Pre-K-12 Students with Disabilities." The program is intended to help teacher-librarians better serve pre-K-12 students with disabilities.

## Prof. Jill Hurst-Wahl elected to SLA Board of Directors

Prof. Jill Hurst-Wahl was elected to a three-year term on the Special Libraries Association (SLA) Board of Directors.

Hurst-Wahl was one of five newly elected board members who began their terms on the SLA Board of Directors on January 1, 2011, and participated in their first board meeting during the association's annual Leadership Summit later that month in Washington, D.C.

"SLA has been an important part of my professional life since 1990 and it's like family to me," she said. "Over the years, I've done my best to donate my time and talents to help the organization, and I look forward to doing so as a director, especially in the challenging year ahead."

SLA serves about 10,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists. SLA promotes and strengthens its members through learning, advocacy, and networking initiatives.

## Prof. Kevin Crowston receives NSF grant to study socially intelligent computing

The National Science Foundation (NSF) has awarded Professor Kevin Crowston \$478,858 over three years to investigate the capabilities of social computational computer support systems in the context of citizen science, defined as partnerships between volunteers and scientists.

Social computational support systems are any computer systems in which people interact socially. This can include blogs, e-mail, and social networking web sites, but is usually more concerned with online collaborative work like collaborative filtering, online auctions, prediction markets, reputation systems, computational social choice, tagging, and verification games. The goal of this study is to use and show how this kind of computer software can be used to facilitate communication between volunteers and scientists as they try to answer real-world questions.

The grant is a complement to the Virtual Organizations as Socio-Technical Systems (VOSS) grant awarded to iSchool Associate Professor Derrick L. Cogburn last year. That grant, "Developing a Comparative Meta-Analytical Model for Evaluating and Facilitating Accessible CI-Enabled Virtual Organizations," studies how virtual organizations operate.

## Prof. Megan Oakleaf writes ACRL report, receives IMLS grant, wins LIRT best paper



The Association of College and Research Libraries (ACRL) released on Sept. 14 the *Value of Academic Libraries: A Comprehensive Research Review and Report*. Developed for ACRL by Assistant Professor Megan Oakleaf, this valuable resource reviews the quantitative and qualitative literature, methodologies, and best practices currently in place for demonstrating the value of academic libraries. The full report, along with supplemental materials, is available online at <http://www.acrl.org/value/>.

In July, Oakleaf received a \$280,550 grant from the Institute of Museum and Library Services to measure information literacy skills of college students during a three-year study. SU will match the grant with an additional \$126,815. The research project, entitled "Rubric Assessment of Information Literacy Skills" (RAILS), is designed to develop and test rubrics that evaluate student learning and information literacy, as well as faculty and librarian assessment skills.

Also, the American Library Association Library Instruction Round Table (LIRT) selected Oakleaf's paper, "Guiding Questions for Assessing Information Literacy in Higher Education," as one of the 20 best library instruction articles of 2009. The list of the top 20 articles appeared in the June 2010 issue of *Library Instruction Round Table News*.

Her article outlines six questions librarians in campus settings should ask before beginning information literacy assessment in their library, as well as why assessments are important in the campus context. The committee reviewed more than 200 published articles on the topic before crafting its list.

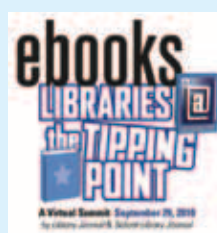
## Prof. Milton Mueller receives NSF funding to research social impact of network surveillance technologies

Professor Milton Mueller's \$304,000 grant proposal "Deep Packet Inspection and the Governance of the Internet" received funding by the National Science Foundation. The research grant was made by the Science, Technology and Society program of the Social, Economic and Behavioral Science Directorate of NSF and will take place over two years (academic years 2010-11 and 2011-12).

Deep packet inspection (DPI) is a new network surveillance and traffic analysis capability that enables network operators to scan the payload of TCP/IP packets in real time and make automated decisions about whether to intercept, block, slow down, speed up, or otherwise manipulate traffic streams based on that information. Mueller's research will investigate whether the use of DPI by Internet service providers is producing major changes in the way users and suppliers of Internet services are governed.

The project will contribute to an understanding of how new technological capabilities interact with politics, public policy, regulation, and law. Drawing on research literatures in science, technology and society studies, Internet governance studies and political science, it will test and improve theories about the co-production of technology and governance institutions, especially theories which assign agency to technological artifacts.

## Prof. R. David Lankes delivers keynote address at Library Journal Virtual Summit on eBooks



Professor R. David Lankes delivered the closing keynote presentation at "eBooks: Libraries at the Tipping Point," a Library Journal Virtual Summit held in September.

The daylong Virtual Summit, which drew 2,100 attendees, was streamed online on September 26 and closed with Lankes' closing keynote address "The 'New Librarianship' in the Age of the eBook." The focus of the online conference was to bring together public, academic and school libraries to discuss the evolving

concept of the book and actively visioning a role for libraries in a digital world.

Lankes argued that although libraries are often thought of as "owned artifacts" that would be threatened by the introduction and widespread adoption of eBooks, the true purpose of a library is to provide access to good information. He emphasized that eBook technology allowed readers, who traditionally are rather isolated, "to connect to blogs, which are connected to communities, or to movies, or soundtracks, or apps, creating a way for libraries to help create innovative recommendation systems."

Lankes joined two other keynote speakers: Ray Kurzweil, author of *New York Times* Bestseller *The Singularity is Near*, and Kevin Kelly, founder of *Wired* magazine and author of the best-selling *New Rules for the New Economy*.

## Research center receives NSF grant to improve computer-assisted translation tools

The National Science Foundation's National Science Digital Library (NSDL) awarded Howard Turtle, iSchool professor and director of the Center for Natural Language Processing, \$97,151 to update and improve the computer-assisted translation (CAT) tools used to tag uploaded educational lesson plans with federal and state education standards. The project is subcontract from the National Science Foundation grant to Cornell University, the current host of the NSDL web site.

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## Faculty, Staff NEWS

Continued from page 4

Rotolo presented "Social Media 101" in Denver (September), Boston (November), Los Angeles and Orange County (December), and Seattle (December). These events, which marked 13 total stops for the Syracuse University speaking tour featuring Rotolo, invite audiences to learn about the opportunities social media offer to support professional and personal goals. In October, Rotolo led a panel discussion at the Time Warner Center in New York City titled, "Beyond Friends and Followers: What's Next for Social Media," which featured panelists from NBC, PepsiCo, General Electric, and Attention PR.

**RUTH V. SMALL**, Laura J. & L. Douglas Meredith Professor, received a \$483,000 grant from the Institute of Museum & Library Services on "Building Capacity for Meeting the Library & Information Needs of PreK-12 Students with Disabilities" (with R. Franklin and W. Myhill, Burton Blatt Institute). She co-authored with M. Costa and S. Rothwell a book chapter entitled "A Framework for Facilitating Innovation: The Role of Information and Motivation" to be published in B.R. Kingma, *Academic Entrepreneurship and Community Engagement: Scholarship in Action and the Syracuse Miracle* (Edward Elgar, 2011).

Small had two papers accepted for publication in *Knowledge Quest*, the journal of the American Association of School Librarians—"Creative Reading: The Antidote to Readicide" (with M. Amone) and "Developing the Motivation Within: Using Praise and Rewards Effectively" (with S. Crow). She also served as guest editor of a special issue on "Motivation and New Media" for *Educational Technology Research & Development (ETR&D)* and authored "Motivation and New Media: An Introduction to the Special Issue" and "Curiosity, Interest and Engagement in Technology-Pervasive Learning Environments: A New Research Agenda" with M. Amone, S. Chauncey, and P. McKenna for that special issue.

Small was a co-author with A.U. Ramnarine-Rieks and L. McKnight on "Collaborative Learning through Wireless Grids," accepted for presentation at the Hawaii International Conference on System Sciences (HICSS 44). She presented her work on wireless grids in educational settings to the 5th WiGIT Meeting in Syracuse. She is serving as chair of Syracuse

University's 2010-2011 Meredith Professorship Selection Committee and, for a second year, on the University's Outstanding Teaching Assistant Selection Committee. She also serves on the committee to select best papers for presentation on the "School Libraries and Educational Reform" research panel, sponsored by the Educators of Library Media Specialists Section of the American Library Association for presentation at the fall 2011 conference of the American Association of School Librarians.

**JEFFREY STANTON**, associate dean for research and doctoral studies, co-authored with I.R. Guzman and K.R. Stam the book *Information Nation: Education and Careers in the Emerging Information Professions* (Information Today, 2010).

He presented with B. Addom and Y. Kim the poster "eScience Professional Positions in the Job Market: A Content Analysis of Job Advertisements" at 2011 iConference in Seattle.

Stanton co-authored with Y. Kim, M. Oakleaf, R.D. Lankes, P. Gandel, and E.D. Liddy "Education for eScience Professionals: Job Analysis, Curriculum Guidance, and Program Considerations" in the *Journal of Education for Library and Information Science*, 52 (2). He also co-wrote with L.A. McNall "Employee Location Sensing: Implications for Security and Privacy" in *Handbooks in Information Systems*, Vol. 4 (481-499), edited by H.R. Rao and S. Upadhyaya, London: Emerald Group Publishing Limited.

He also wrote the editor-reviewed piece "Virtual Worlds, the IRB and a User's Bill of Rights" in the *Journal of Virtual Worlds Research*, 3 (1). His Cheddar Bowl financial literacy project received a \$20,000 anonymous donation.



Jun Wang

**JUN WANG**, research assistant professor, wrote and presented with B. Yu the paper "Sentence Recall Game: A Novel Tool for Collecting Data to Discover Language Usage Patterns" at the ACM SIGKDD Conference on Knowledge Discovery and Data Mining in Washington, D.C., July 25-28, 2010.



Bei Yu

**BEI YU**, assistant professor, presented "Computational Thinking in Text Mining for Social Science Research" and participated in a week-long discussion "Tracking, Transcribing, and Tagging Government: Building Digital Records for Computational Social Science." The event was sponsored by the Center for Advanced

Study in the Behavioral Sciences Workshop and was held at Stanford University in June 2010.

She co-authored with D. Diermeier, J.F. Godbout, and S. Kaufmann "Language and Ideology in Congress," which will be published in the *British Journal of Political Science*. Based on this research, ABC News launched an online quiz, "Are You Democrat or Republican? Does Language Give You Away?"



Ping Zhang

**PING ZHANG**, professor and director of the Ph.D. program, co-authored with W. Ke "The Effects of Psychological Empowerment on Performance in Open Source Software Projects: An Exploratory Study," in *IEEE Transactions on Engineering Management*; and "Extrinsic Motivations in Open Source

Software Development Efforts and the Moderating Effects of Satisfaction of Needs," in the *Journal of the Association for Information Systems*.

She also co-wrote with Y. Kim "Continued Use of Technology: Combining Controlled and Automatic Processes," *Proceedings of the International Conference on Information Systems (ICIS)*, St. Louis, December 2010.

During September, Zhang taught several modules of a graduate seminar on Advances in Information Systems as a visiting professor at the School of Economics and Management, Tsinghua University, China. ●

Continued from page 5

"CAT is a tool we developed several years ago that uses natural language processing to evaluate standard documents and lesson plans," Turtle said. "It's getting old and needed to be upgraded."

The goal of the NSDL site is to have a comprehensive digital library of science, technology, engineering, and mathematic resources for teachers and educational institutions to share with each other. The CAT tool Turtle is improving automatically scans lesson plans developed and uploaded by teachers, librarians, and institutions to the NSDL site and then suggests the educational standards that best describe the lesson plan. The user can then pick the best standard that fits the document so other users can easily find plans that fit the education standard they need.

### Associate Dean Jeffrey Stanton wins grant, helps kids learn money management through gaming

Vicki Brackens, the founder and creator of the World of Cheddar LLC, a financial company, teamed up with iSchool Associate Dean for Research Jeffrey Stanton to help create a 3-D practice world for students to learn about money management. This simulated World of "Cheddar" (which is slang for money) will allow young people to make mistakes with their money without experiencing the financial loss in real life.

Though Stanton explained that the game is similar to the stock market games played in the newspaper, there is one big difference. The goal of the newspaper stock market games is simply to maximize one's investments while the Cheddar Bowl in 3D incorporates other factors, such as personal values and priorities, into the players' financial decisions.

Students would also be able to factor in the cost of owning a big screen television if they wanted to ensure they saved money for one. Even unplanned events, like an apartment burglary, will also contribute to the outcome of the game.

The team thought it was important to incorporate the players' priorities and choices in the game and how those financial choices contribute to their overall happiness.

### Dean Liz Liddy presents Rudi Weiss Lecture at 2010 NYLA Conference, keynotes at CIKM

Dean Elizabeth D. Liddy delivered the Rudi Weiss Lecture at the 2010 New York Library Association (NYLA) Conference in Saratoga Springs, New York, in November. Liddy focused her presentation on the emerging areas of professional opportunities for librarians in an environment that is constantly changing.

Dean Liddy also delivered a keynote address at the 3rd Annual Workshop on Exploiting Semantic Annotations for Information Retrieval held this fall at the 19th International Conference on Information and Knowledge Management (CIKM), in Toronto. Her talk focused on the demonstration of natural language processing-based semantic notation utility in practical use cases.

### Prof. Jian Qin presents on eScience panel in Denver

Associate Professor Jian Qin was featured on the "Next Generation Science Librarianship Panel," hosted by the National Center for Atmospheric Research (NCAR) Library in Boulder, Colo., on November 17, 2010.

Qin joined NCAR Special Projects Librarian Jamaica Jones and Assistant Professor and Director of the Engineering and Math-Physics Libraries at the University of Colorado at Boulder Jack Maness to highlight solutions in developing skills and products appropriate for the application of distributed computer networking and processing capabilities.

The three panelists come from different types of libraries and librarianship education and engaged in a discussion about the needed skillset, project designs, and service approaches for successful information resource management solutions that support scientists' research efforts. ●

# SU's Global Enterprise Technology programs make a significant impact on campus and beyond

MARGARET D. SPILLETT, EDITOR

In 2007, Syracuse University teamed up with JPMorgan Chase & Co. to develop a one-of-a-kind educational experience, transforming the way business technologists are trained in the classroom and on the job and helping to prepare Syracuse students to become CIOs of the future. The collaboration focuses on four key areas: curriculum enhancement, immersion experience, applied research, and community engagement.

In 2009, the Hub was launched to expand the original collaboration with SU and JPMorgan Chase to include other universities and industries, and new programs such as a curriculum workshop and a two-week EuroTech trip continue to attract more interest and involvement from students and other academic and corporate collaborators.

## A World-Class Curriculum

Since 2009, 206 Syracuse University students have enrolled in the new interdisciplinary Global Enterprise Technology (GET) minor, housed within the iSchool. Hundreds more students from liberal arts, management, visual and performing arts, communications, engineering, and information studies programs have taken one of the 35 new or enhanced GET courses developed as a result of the collaboration.

A new graduate certificate in global enterprise technology is expected to be ready soon as well. This program and the GET undergraduate minor are administered jointly by the iSchool, L.C. Smith College of Engineering and Computer Science (LCS), and the Whitman School of Management. In addition, the iSchool and LCS will offer a new joint bachelor's degree in the coming year.

Another key development is the immersion experience, a unique eight-month work experience in which students are embedded in one of a growing number of global companies while earning credits toward their degrees. When the immersion experience began in spring 2009, eight students worked at JPMorgan Chase locations in the United States. The program doubled in its second year with 16 students working at two companies, and this spring, 31 students from seven universities will work at one of seven participating companies. Dozens more students have interned during the summer months.

## Expanding the GET Experience

This spring, Syracuse University will host a workshop that brings together industry and academic leaders. This group will explore the knowledge and skills needed to work effectively in large, technology-driven global organizations; and to explore transformational models of industry-academic partnership that provide practice-based learning.

The one-day workshop will delve into the educational requirements required by global industries and seek to better understand the links between classroom learning applications and the workplace. Additionally, the workshop will broaden the reach and impact of Syracuse University's multidisciplinary GET and Immersion Experience curricula.

Participation in the workshop will be by invitation only, and will include a diverse array of liberal arts, technical, and research institutions as well as representatives from global, technology-intensive enterprises. The workshop



More than 200 students have enrolled in the interdisciplinary Global Enterprise Technology minor since 2009. They represent majors from across campus.

will take place on May 25, 2011, at the Sheraton Syracuse University Hotel & Conference Center in Syracuse.

Findings from the workshop will be shared with academic, research, and industry communities through a variety of venues, and participants will also have access to a partnership repository of GET-related curricular materials, including syllabi, case studies, PowerPoint slides, readings, and video presentations. More details can be found online at: <http://globaltech.syr.edu/workshop>.

## A Truly Global Education

Although some students secured international internships through the GET collaboration, many have never worked or traveled overseas to experience firsthand the subtle and more significant cultural differences in foreign countries.

"The Global Enterprise Technology programs are preparing students to tackle international technological and collaboration issues, but we were looking for ways to give students real global workplace experience," said Kathy Allen, GET collaboration project manager.

To meet this need, the GET collaboration instituted a two-week trip to Europe this summer that takes students to international companies in seven cities in five countries. They will visit such corporations as Lloyd's of London, Heineken, Interpol, Nestle, and BMW.

Allen said she had hoped to get 15 students to enroll in this first year of the EuroTech Trip, and was thrilled to see that more than 60 students applied. Of those, 34 students have been selected to participate. Organizers said the students' interest reinforce the need to host such a trip.

"There is no question in my mind that organizations are conducting business at light speed in a global economy and that organizations will continue to become larger and more complex," said iSchool Prof. Dave Dischiave, who is leading the trip and teaching the related course. "To deal with the scale and complexity, global organizations rely heavily on information and information-enabling technologies.

"EuroTech students will get an opportunity to see firsthand the effects that culture, geographic, geopolitical, and time zone

## GLOBAL ENTERPRISE TECHNOLOGY THE MINOR THAT'S A MAJOR ADVANTAGE

Powered by Syracuse University's collaboration with JPMorgan Chase & Co.

differences have on an organization's ability to be successful and competitive in a global market and how information plays the key role in achieving that competitive advantage," Dischiave said.

## Creating a Culture for the Future

The GET collaboration has also instituted a number of initiatives to support and engage the broader community, especially children, in learning about technology and related subjects. For example, in summer 2010, JPMorgan Chase, Syracuse City School District, and SU sponsored a weeklong camp, Girls Get IT!, for 32 middle school girls to learn from leaders in science, technology, engineering, and math disciplines. The girls—many of whom also participate in the Hillside Work Scholarship Program and the Science and Technology Entry Program—built an earthquake-proof structure, designed a web site, and discovered the engineering behind lip gloss.

JPMorgan Chase Vice President and Collaboration Program Manager Tommie Williams added: "An important objective of the JPMorgan Chase-Syracuse University collaboration is to leverage our resources and programs to benefit the surrounding community. To this end, we have planned activities focused on stimulating the interest of middle school girls in pursuing careers in the STEM fields."

For more information or to get involved in the GET programs, visit [globaltech.syr.edu](http://globaltech.syr.edu) or e-mail Kathy Allen at [kallen02@syr.edu](mailto:kallen02@syr.edu). ●



## The iSchool welcomes new staff members



Ryan Drescher

### Ryan Drescher Systems Administrator

Ryan Drescher joined the iSchool this fall as the systems administrator. He is responsible for mid-level IT support, including fixing computer problems, setting up new technologies, and demonstrating their use to faculty and staff members. He also assists with server administration and giving people access to IT resources.

Originally from Chittenango, New York, Drescher holds a bachelor's degree in computer science from St. Bonaventure University in Rochester and plans to continue his education at Syracuse University in either the M.S. in Telecommunications and Network Management or M.S. in Information Management program at the iSchool. Previously, he worked in IT support at Onondaga Community College.



Lauren McPhillips

### Lauren McPhillips IT Office Coordinator

Lauren McPhillips first came to the iSchool as a temporary worker in the IT office and took on a full-time role as IT office coordinator in December. She processes help desk tickets, services walk-ins, and answers the office phone. She also manages equipment loans, coordinates video recording schedules, and assists with technology purchases and inventory.

A lifelong Camillus, N.Y., resident, McPhillips earned a bachelor's degree in political science and legal studies at SUNY Geneseo in 2008. Before coming to the iSchool, she had worked in law firms.



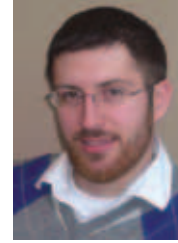
Alison Miller

### Alison Miller Coordinator, Web- based Information Science Education Consortium

Alison Miller is coordinator of the Web-based Information Science Education (WISE) consortium. In this role, she works with library and information science programs around the world involved with WISE to coordinate the sharing of courses and the continuous assurance of quality in LIS distance education offerings. WISE is a collaborative distance education model that increases the quality, access, and diversity of online education opportunities in Library and Information Science. The WISE consortium has 14 members and has offered more than 465 courses to more than 725 students since 2004.

Miller holds a bachelor's in criminology from Keuka College. While working as a corrections officer, she recognized a need for better information literacy, especially in the younger inmate population, and was inspired to transition into the library sciences field as a youth services coordinator at the Dundee Public Library in rural New York. She earned a master's degree in library and information science online from Drexel University.

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](http://www.myinfoquest.info)), a text-messaging reference program created in response to people now sending more texts than making calls. She is the secretary of the board of the Association of Rural and Small Libraries. Miller was named a 2010 Mover & Shaker by *Library Journal*.



James Powell '08,  
G'10, G'11

### James Powell Instructional Technology Analyst

James Powell '08, G'10, G'11 began August 2 in his new role as instructional technology analyst for the iSchool.

Powell is responsible for the delivery of quality lab experiences within the iSchool environment. This includes consulting with faculty members on lab creation, support, and delivery. He also manages the 15 student staff members who monitor and maintain existing labs.

He is also responsible for evaluating and designing future technology labs, improving lab scheduling, and finding innovative ways to support the technology needs of iSchool faculty, staff, and students. He reports to IT Services Director Roger Merrill.

Powell gained experience for this full-time position while he was a student, serving as a graduate assistant, lab manager, and IT Services intern at the iSchool.

Powell graduated in December with an M.S. in Information Management and a Certificate of Advanced Study in Information Security Management, and he is expected to graduate in 2011 with an M.S. in Telecommunications and Network Management and a Certificate of Advanced Study in Information Systems and Telecommunications Management. He also earned a B.S. in Information Management and Technology at the iSchool in 2008. ●



### Prof. Milton Mueller's new book examines global politics of Internet governance

Professor Milton Mueller's *Networks and States: The Global Politics of Internet Governance* analyzes the conflict between the culture of the open and free Internet and the governments of territorial nation-states. The book draws upon recent theories of networked governance and peer production and shows how they are being applied to the Internet, often as substitutes for more traditional forms of law and regulation, and pioneering new forms of global governance.

## School News

### SU receives NSF grant to fund graduate students studying information security

Syracuse University received a two-year \$760,000 grant from the National Science Foundation to fund U.S. citizens interested in studying cybersecurity and information assurance. The money will fund six graduate students a year for two years through the Scholarships for Service (SFS) program.

The SFS scholarship provides one-year or two-year scholarships that fund 18 credit hours per year of tuition costs and a yearly stipend of \$12,000 in return for working for a government agency after graduation. One year of government service is required for each year of SFS scholarship funding. The program is designed to increase and strengthen the cadre of information security professionals in the federal, state, and local agencies in the United States.

To be eligible for the SFS program, students from the iSchool, L.C. Smith College of Engineering and Computer Science, Maxwell School of Citizenship and Public Affairs, and the Newhouse School of Public Communications must apply and be accepted into the iSchool's Certificate of Advanced Study in Information Security Management or L.C. Smith's Certificate of Advanced Study in Systems Assurance. For more information about the program or to apply for the scholarship, visit <http://ischool.syr.edu/prospectivel/graduate/washingtonconnection/sfs.aspx>.

### \$3.4 million NSF grant supports greater presence of women STEM faculty at SU

Syracuse University is one of seven universities funded by the National Science Foundation's (NSF) 2010 ADVANCE competition. SU will receive a five-year, \$3.4 million grant to ensure that women faculty in science, technology, engineering, and mathematic (STEM) fields have a greater presence at the University. The University has underscored its commitment by pledging support during the initial five years, and for an additional five years for a total of 10 years to achieve and institutionalize change.

SU's multi-disciplinary project, titled "The Inclusive Connective Corridor: Social Networks and the ADVANCEment of Women STEM Faculty," aims to change the face of the next generation of faculty in science, technology, engineering, and mathematics.

The four project initiatives include:

- a corridor initiative that provides professional development and opportunities for partnership with industry;
- a recruiting initiative that includes women of color and women with disabilities;
- a practices initiative that supports leadership development inclusive of all faculty members; and
- a networking initiative that links women faculty to each other and to potential mentors and other campus resources.

The core team leading the research and implementation of project initiatives includes Shobha Bhatia, Karin Ruhlandt-Senge, Jeffrey Stanton, and Pamela Brandes. ●

# Students successfully present ideas to Major League Baseball Advanced Media

KATE HOLLOWAY, CONTRIBUTING WRITER

**T**wenty-four iSchool students faced the wee hours of the morning of November 18, 2010, to travel to New York City as a part of the MLB.

com University Challenge, a contest set up by the iSchool and Major League Baseball (MLB) Advanced Media.

Twenty of the students, both graduate and undergraduate representing seven groups, presented their final projects to a panel of judges who were all MLB.com employees. This was the last step in a two month-long team challenge that allowed iSchool students to take a swing at real-world issues in the interactive and digital media industry. Four of the 24 students were invited by iSchool Assistant Professor of Practice Jeffrey Rubin to observe the presentations.

"Watching the students present to MLB Advanced Media was one of the greatest moments I have had as a professor," Rubin said. "The students were prepared, confident, and went in with solutions, which were cutting edge and well received by everyone involved at MLB.com."



Students wrapped up a two-month team challenge by presenting their interactive media and digital design ideas to a panel of judges from MLB Advanced Media in their New York City-based headquarters.



Ben Redfield '12, a member of the winning Bluejays team, reviews his presentation.

Before presenting their ideas and projects to the panel, the group was invited by Steiner Sports to attend a presentation by Harvey Mackay, *New York Times* best-selling author of *Swimming with the Sharks*, who gave an inspirational speech about creative thinking and business strategy to a nearly full Cinemax theater in New Rochelle, N.Y. CEO of Steiner Sports Brandon Steiner '81, an alumnus of the Whitman School of Management and board member of the Sport Management program and of SU Athletics, also gave a tour of his warehouse filled with nearly \$2 million of sporting good memorabilia and offered business advice to the students.

"The tours were the best part," commented a student presenter Kevin Dong '09, G'11, adding that both the Steiner Sports warehouse and MLB.com studios offered diversity in the types of working environments that he thought were available to iSchool graduates.

"A lot of the career services at the school focus on Fortune 500 and big financial institutions, but this is a much different industry," Marc Spires '10 said. "This was a great opportunity to get out of the enterprise mindset and imagine other possibilities."

After Brandon Steiner gave advice to the students about the importance of flexibility in business strategy and vision, the students boarded the bus again to head to MLB.com

headquarters located within New York's downtown Chelsea Market.

After an hour for lunch, iSchool Alumnus and Marketing Producer at MLB.com Josh Frost '08 escorted the group up to the bobble-head scattered offices to present their ideas to Director of Engineering Vadim Leyzerovich, User Interface Engineer Allison McHenry, and Director of Front End Development Michael Hoffman '93.

"It's good for young students to practice their presentation skills for a real-world client," said Matt O'Donnell G'11. "Having a presentation that really matters and work that could be implemented were the best parts of this trip."

The overall theme of the groups' presentations focused on simplicity and user-friendly design of a web site. Most of the teams worked on projects that streamlined the approach of, and created additional flexibilities to, a specific web site.

"The presentations were really well rounded and provided in-depth analysis," said Max Greenberg '14, one of four students selected to observe the presentations. "This was a great opportunity to hear all the creative ideas to organize web sites and make them more accessible."

Most of the teams focused on limiting clutter on the web pages and creating flexibility within the site.

"This was a cool opportunity for the University and us," said MLBAM's Hoffman. "It's very valuable feedback."

Three of the student groups, including the overall winners Benjamin Redfield '12, Robert Grazioli '11, and Eric Candino '11 of the Bluejays team, accepted boxes of MLB.com swag for presenting the best ideas. In addition, the Bluejays, who designed and developed a prototype for the calendar redesign in HTML and JavaScript, were awarded a 2011 subscription to MLB.tv and free MLB.com AT Bat 2011 applications for the iPhone and iPod touch, or iPad.

Redfield described the best part of the challenge as working with his friends. "We'd get together and work on the project for what we thought was two hours," he said. "Then we'd look at the clock and see that seven hours had passed."

For many of the students, the experience of presenting their ideas to clients and getting professional feedback was reward enough.

"You can present in class, but teachers just want to get through the presentations and students don't want to hurt each other's feelings," said Heather Drost '10. "Getting challenges in a professional setting was helpful."

After the presentations, the students sat down to dinner with MLB.com employees and gathered around to give feedback on the day.

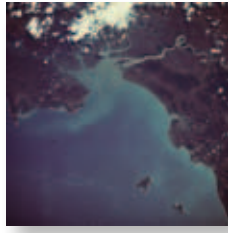
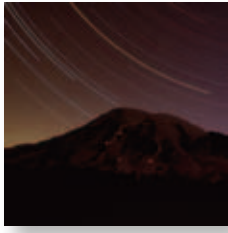
"Our biggest question was what a university challenge looks like," Hoffman said. He added that they'd never done one before, but were pleased with the results.

Some suggested changes were to differentiate the competition into separate contests so that design ideas were judged separately from technology ideas. Overall, the contest was seen as very successful, and the students were excited about attending a similar trip in the future.

"Our goal is to continue to do this year after year," Rubin said. He asked the students if any of them, particularly the freshmen students, would be willing to participate in the challenge again next year. Nearly all raised their hands.

"Our experience with the University Challenge this semester was exactly what scholarship in action is all about," said Julie Walas, iSchool director of undergraduate recruitment who helped organize and chaperone the trip. "It was a great chance to take students beyond the classroom, to give them a fun outlet, and to take what they've learned and get creative. We took experiential learning to a new level, and we all had tons of fun." ●





*“How do you talk to people doing research in genetics if you don’t have any background in biochemistry or even biology? . . . You can’t send people back to school. It doesn’t work in the real world.”*

— SALLY GORE G’04

## eScience

*Continued from page 1*

powered by advanced computing techniques that help researchers explore and mine datasets,” said Jeannette Wing, assistant director for NSF’s Computer & Information Science & Engineering directorate, in a May 10, 2010, news release. “Digital data are both the products of research and the foundation for new scientific insights and discoveries that drive innovation.”

“Big science” has always been a driver of innovation, according to Susan Winter, acting deputy director and a program manager in the NSF Office of Cyberinfrastructure who spoke at the iSchool during the fall Brown Bag Lecture Series.

During her discussion, she projected key technological developments onto the social conditions that were pushing for those advances, and she highlighted the changes that new technological cyber infrastructure is causing in science.

Winter described the “old science” model as one that involved a physical lab with a researcher, a clear division of labor, and a narrow focus on work. “New science,” on the other hand, addresses complex problems using shared resources by an interdisciplinary team of researchers who are globally distributed and work asynchronously. New science also is generating huge amounts of data—whether that data come from biologists’ human genome mapping or particle physicists working on the Large Hadron Collider at CERN in Switzerland.

Winter identified one grand challenge for information and library science researchers as figuring out how to organize all of this data.

“Five years ago, we didn’t know we needed library science at the table,” she said. “Today, we do.”

Winter explained how librarians know how to deal with electronic data and have skills in managing, curating, preserving, and re-using information. Those skills need to be brought into science and the whole field of research needs to be restructured, she said.

even biology?” Gore asked. “You can’t send people back to school. It doesn’t work in the real world.”

Gore helped implement a “boot camp” educational program for librarians working in scientific libraries at UMMS. The first series of workshops for librarians covered topics like biochemistry and bioinformatics. In addition to the boot camp, Gore and her colleagues organized a now annual one-day symposium on eScience and a professional development day that focuses specifically on one area of scientific interest.

The eScience Fellows program at Syracuse recruited students with undergraduate degrees or experience in science and research into the library program, so that they entered with the basic knowledge and understanding of the scientific community and its unique challenges.

For example, Staloch was searching for a graduate program and career path that would combine her interest in science with data management when she heard about the eScience Fellows program at the iSchool. “I was initially surprised [that the program led to the LIS degree], thinking that database and information management was more in the computer programming field,” she said. “The more I thought about the work involved with organizing and running a library, the more I realized that database and information management were completely compatible with properly running a library.”

### PREPARING STUDENTS FOR BURGEONING FIELD

The eScience program helps prepare students by connecting students with eScience librarians who serve as mentors throughout the course of the two-year degree program. Headed up by Gail Steinhart G’05, an iSchool LIS alumna and research data and environmental sciences librarian at Cornell University’s Mann Library, the eScience Mentorship Program pairs one Syracuse eScience Fellow with a Cornell librarian on a research project and builds a support network for the students.

This cooperative effort is aimed at developing a curriculum to adequately train eScience professionals and to give them the real-world support they need to succeed in the field.

“Our mentorship program with Cornell is going very well and is a model for others who want to train eScience librarians,” Qin said.

*continued on page 11*

### LIBRARIANS WITH SCIENCE SPECIALIZATION

These changes are already occurring in the scientific and library fields, said iSchool alumna Sally Gore G’04, who returned to the iSchool in the fall to talk about eScience librarianship. She recalled a moment in her role as a librarian at the University of Massachusetts Medical School (UMMS) when she walked into a room full of medical researchers and recognized her role in this space—the data expert.

“I never thought that as someone with the information science background, I would be the expert,” Gore said. “But we do need to be seen as a peer. That’s the challenge for librarians working in some sort of research or academic field.”

An important part of building credibility with researchers and being effective as an eScience librarian is developing a basic understanding of the natural sciences. “How do you talk to people doing research in genetics if you don’t have any background in biochemistry or

## New eScience FastTrack program recruits science majors into the iSchool

MARGARET D. SPILLETT, EDITOR

The eScience FastTrack program enables undergraduates to earn up to 10 graduate credits in the M.S. in Information Management program at the iSchool during their senior year, so they can complete the master’s program within one year.

The goal of this program is to educate information professionals with a specialty in science data management—an area of increasing importance to the research world and with ample job opportunities. Large, collaboratively managed datasets have become essential to many scientists, and the complexity of managing the datasets has increased the need for professionals who have both the knowledge and skills of a scientist and an information specialist.

The students will take specialized eScience courses, which might include:

- Scientific Data Management
- Digital Libraries
- Digital Curation courses
- Cyberinfrastructure courses
- Communication and Collaboration courses
- Research and Statistics courses

Students in the eScience FastTrack will blend their skills and knowledge from the natural sciences with information science, so that they will be able to solve information problems for scientists as well as bridge the gap between IT professionals and scientists. Graduates of the eScience FastTrack might choose to work as a research analyst, bioinformaticist, pharma-

research specialist, or information specialist, among others.

Undergraduates majoring in biology, chemistry, earth science, mathematics, physics, or psychology are eligible for this program. Students apply during their junior year. However, planning should occur before then so students have room in their schedules for the iSchool coursework during their senior year.

For more information about the program, contact Sue Corieri, assistant dean for enrollment management at the iSchool, at [sbcorier@syr.edu](mailto:sbcorier@syr.edu) or 315-443-2575. Academic Program Director Jian Qin is also available to answer questions at [jqin@syr.edu](mailto:jqin@syr.edu) or 315-443-5642. ●

## eScience Fellows

**T**hanks to a grant from the Institute of Museum and Library Services, the following eight students have received eScience Fellowships to enroll in the M.S. in Library and Information Science program at the Syracuse iSchool. All fellows receive full tuition, a \$15,000 stipend/paid work experience, paid summer internship opportunity, and conference travel to various eScience-related conferences and events.



### THEA ATWOOD

**Education:** B.S. in psychology, Indiana University (IU)

**Project:** Development of institutional policy on science data management

"As an fMRI research technician with IU, I was really fortunate to be able to play such an integral part in the data collection stage of research, but I was disheartened to see that only a fraction of this research reached the public... One of my desires is to assist in making the scientific community accessible, transparent, and amicable."



### TRISHA ADAMUS

**Education:** B.S. in chemistry, Lycoming College

**Project:** Data policies of major federal scientific research funding agencies

"As a former scientific researcher, I hope to bridge the gap between scientists and librarians in either a corporate or academic setting after acquiring my [M.S. in Library and Information Science]."

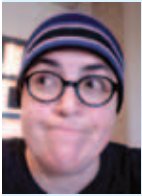


### KAYLEIGH BONHEMIER

**Education:** B.A. in English with minor in astronomy, Smith College

**Project:** Institutional policy on science data management

"While in college, I worked in the Astronomy Department as a TA during lab classes and interned with the National Academies' Space Studies Board. There, I compiled information about the history of Mars sample return protocols and past policy recommendations for use in a study."



### SUSAN BORDA

**Education:** B.A. in liberal arts, Purdue University

**Project:** University research project information hub/dashboard

"I like the idea of turning data into information and was drawn to the program because of its scientific data management angle. I am looking forward to working with researchers and scientists on data management and research collaboration in the future."



### ALISON MINER

**Education:** B.A. in anthropology; archaeological experience with the Belize Valley Archaeological Reconnaissance Project and the Programme for Belize

**Project:** Data policies of major federal scientific research funding agencies

"I believe passionately in preservation of old things, and fret constantly about the digital records that are being lost with each shift of technology. I hope to work in an academic archives or historical society, and create digital document policies that allow us to save important data without letting it get lost under a pile of superfluous junk."



### CLIFF SNELLGROVE

**Education:** B.S. in marine biology, University of West Florida

**Project:** Understanding data management requirements

"As a student services contractor for the Environmental Protection Agency, I worked in the field of microbiology, where I eventually gained an interest in bioinformatics. I hope to be able to apply my knowledge of microbiology, virology, and bioinformatics in the emerging field of eScience."



### GISELLA STALLOCH

**Education:** B.S. in environmental and forest biology from SUNY College of Environmental Science and Forestry

**Project:** Determining the data management usage practices and requirements of the researchers at SU

"After working in research labs and as a chemist in the environmental testing industry, I found that data management for both research results and industrial reporting can be time-consuming and disorganized. I am interested in making data management in the science fields more efficient and comprehensible."



### CHRISTOPHER TURNER

**Education:** B.S. in mathematics, University of Alaska Anchorage

**Project:** Management of the FLOSSmole data archive

"For three years I worked as a library technician in the University of Alaska library where I experienced some of the transition to e-resources and the questions that the library faced in the process. I am excited to learn more about librarianship in general, and to use what I learn and what I know to help answer some of the questions that the eScience Librarianship program is designed to address."

## eScience

*Continued from page 10*

Introducing science majors to a new career path as a librarian or data curator is one the goals of the eScience Fellows program, said John D'Ignazio, a Ph.D. candidate who works with Prof. Qin on the program.

The eScience Fellows program led to the development of several new courses that are also being used to recruit Syracuse University undergraduates from the natural sciences into an eScience FastTrack program that leads to the M.S. in Information Management (See sidebar on page 10).

The iSchool faculty recently approved a proposal for a new 15-credit graduate Certificate of Advanced Study in eScience. This proposal will be sent along to the University Senate and then to New York State for approval.

All of these new eScience initiatives are based on the work of several iSchool faculty members who have received multiple grants, including the National Science Foundation-funded (NSF) Science Data Literacy Program, which led to the development of a new eScience data course, and the CI Facilitators: Information Architects across the STEM Disciplines, which was also funded by NSF. That two-year project recruited students from science disciplines into a similar eScience program that would teach them the skills to discover and serve the information needs of scientific researchers.

Two of the five CI Facilitator students were enrolled in the M.S. in Library and Information Science Program, and the remaining three were in the M.S. in Information Management program. Among the job placements for that first cohort, Nick Weber G'10 works as a senior scientific informatics and infrastructure analyst at Lockheed Martin, Amanda Mitchell G'10 is the instruction and electronic resources librarian at SUNY at Delhi, and Ashley Christopher G'10 is an IT analyst at Ernst & Young.

"People are very interested in what we're doing here at Syracuse and want to hire our graduates," Qin said. She said she'd been approached by a number of academic libraries and government research centers who were interested in hosting the eScience Fellows during their summer internships.

Although this particular eScience Fellows program is focused on librarianship, the skill set would be beneficial in many jobs that don't have the "librarian" label or positions that aren't located within a library.

"Ultimately, many organizations, especially in research and government agencies, want employees with the knowledge, principles, methods, and skills we're teaching in our eScience courses," Qin said. The iSchool is currently applying for a second round of funding to support eScience initiatives.

"We will continue the education of eScience professionals under a broader title," she said. "Our hope is that students can complete the eScience specialization within library program or within the IM or TNM degrees." ●

## SCHOLARSHIP IN ACTION

INSIGHTS  
INNOVATION  
CHANGE

## Syracuse iSchool members' work

## Students develop social web technologies and mobile apps for startups and companies

KATE HOLLOWAY, CONTRIBUTING WRITER

Nine teams of students presented class projects to a standing-room only audience in the Innovation Studio Thursday, December 9 as part of their final projects for both IST 400/600 Social Web Technologies and IST 400/600 Mobile Application Development. The courses, taught by Ph.D. Student and Adjunct Prof. Keisuke Inoue and Assistant Professor Carlos Caicedo, respectively, had the students create working applications for both entrepreneurial endeavors and real-world clients.



The first set of presentations featured Inoue's Social Web Technologies class, which was structured using what Inoue referred to as the "Mr. Miyagi Method." (The fictional Mr. Miyagi builds the *Karate Kid* Danny LaRusso into a world-class athlete by concentrating his student's training on developing basic muscles and moves.) Similarly, students in the iSchool course focused on the fundamentals of architecture and programming elements, while also defining the social web.

"The crucial aspect of social web technologies is that they incorporate input from a mass of people," said Inoue, who then listed Amazon product reviews, Facebook, and certain search engines as examples of the social web.

Inoue then had the students apply the fundamentals by developing complete applications using the open-source web framework Ruby on Rails. Then they synthesized the entire process by designing and developing their own applications, which were on display during the presentations.

The five applications included: CollabArt, OpenQuad, BookRex, Share the Fare, and Night Life. At the end of the presentations, the audience voted on which application they liked the best and thought was most promising.

- Virginia Li '11, Shu Zhang G'11, and Jianzhau (Will) Liu G'11 developed Share the Fare, the winning idea inspired by a bulletin board in the Schine Student Center that advertises for rides in and outside of Syracuse.
- CollabArt, which came in second place and was developed by Benjamin Redfield '12, Shamel Schand G'11, Erica Morrow '11, and Putman Davis Jr. '11, allows artists to upload images and progressively add to each image, creating works of art in stages.
- Brian Weinreich '10, Brian Taylor '12, and Jack Wright G'12 developed OpenQuad, a web site that allows users to post campus events and creates a campus-wide calendar.
- Mark Thorson G'11 and Natalie van Roggen G'11 created a book recommendation site called Book Rex.
- Nightlife, developed by Jenny Kim '11, Kevin Dong G'11, and Matt O'Donnell G'11, allowed users to announce parties, but also rate venues and find DJs, with the underlying premise that it could provide an alternative to fraternity parties and subsequently limit underage alcohol use.

"I consider my course, Social Web Technologies, as a gateway to, or a place to synthesize, the various tech-oriented courses we offer: database administration, web development, data mining, natural language processing, etc.," Inoue said. "And my course emphasizes the hands-on experience and making students' ideas come true."

While the format of the Social Web Technologies' presentations was informal, the students in Caicedo's Mobile Application Development class presented with PowerPoint slideshows, detailing the requirements of their projects as well as the solutions they implemented for real-world clients: General Electric, New York Creative Core, and local graphic designer Jill Peterson. The students created four different kinds of mobile applications on the Android platform.

"There's a lot of support with Android architecture to develop a cool app," Caicedo said, adding the Gartner Group has predicted that the

Android platform will soon overtake Blackberry as a leading mobile operating system.

The first two presentations showcased apps for General Electric: IT Security Toolkit and Mobile Presenter.

- Ryan Gillum '11, Jenny Kim '11, Baloko Makala, Colby Morgan G'12, and John Wright G'12 worked on the IT Security Toolkit, an app for GE employees containing a random password generator, technology security RSS feed, and location-based travel tips.
- Mobile Presenter, created by Samuel Feder '11, Justin Kline '12, Bumkwan Seo '12, and Xu Geng G'12, parsed the XML data from PowerPoint presentations so that presenters could read their notes and time their presentations from their mobile phone.
- The third application, Bike Tag developed by Jennifer Powless '11, Nicolas Provo '11, and Xiang Wang G'12 for local freelance designer Jill Peterson, was a mobile social network for cyclists. Users could upload their locations, arrange meetings, report accidents, comment on the safety of infrastructure, and get turn-by-turn audio directions while biking.
- Soo Jeon '12, Christopher Sansone '11, Casey Trumble '11, James Bell G'11, and Qing Jie Zhao developed the final mobile application for New York Creative Core. The app listed Creative Core businesses with contact information, as well as allowed users to create lists of their favorite businesses and see which businesses were close to them based on GPS location.

Overall, Caicedo was pleased with his class and their work, as well as the support he got from the iSchool staff in implementing the course. The school acquired Android phones and implemented virtual machines so the students could work on their projects remotely as well as test their developing applications.

"The presentations showcased the capabilities of our students and the desire of the iSchool to embrace and work with new technologies," he said. "It also highlighted the iSchool's efforts to collaborate with local businesses and big corporations on projects that benefit them and the students." ●

## transcends campus to connect with community partners



### TNM students interact with professionals, learn about hot topics at Interop 2010

Telecommunications and network management students (from right to left) Harshit Kapoor G'10, Shruti Worlikar G'11, Lingwen Zhang G'12, and Anirudh Nagesh G'12 learned about emerging trends in cloud computing, networking technologies, virtualizations, and mobile and wireless communications at 2010 Interop in New York City in November. United Business Media (UBM), publisher of *Network Computing* and owner of Interop, provided four conference passes for iSchool students, and the iSchool covered the costs of transportation and hotel accommodations for the students. The Interop trip is part of the iSchool's larger mission of expanding travel and learning opportunities for its students to interact with professionals in the information field.

## Students create digital media for local community organizations for course project

MARGARET D. SPILLETT, EDITOR

Senior Aaron Quiah '11 said he has learned a lot about applying technology and policy to problems through his semester-long projects at the iSchool. However, this semester in IST 400 Digital Content Creation for Communities, he gained something more.

"Usually, we are simulating environments and developing solutions to theoretical problems," he said. "In this course, we can actually see the impact our work is having. You feel a sense of fulfillment after it's done."

Quiah and his project partner Yan Huang G'12, a student in the M.S. in information management, created a web site for, and video about the Determination Center of CNY, an agency that provides after-school and evening programs for children and teens in Syracuse's Near Westside. They officially handed over the materials to the organizations during public presentations in their final class meeting on December 7.

They were one of four student teams who worked on digital content in iSchool Prof. Marilyn Arnone's course, which was developed with funding from an Imagining America grant. The Imagining America: Artists and Scholars in Public Life Grant supports new courses that allow students and faculty to collaborate with the community in developing innovative solutions to local issues.

Staff members at SU's Mary Ann Shaw Center for Public and Community Service (CPCS) helped match the student teams with community partners.

"This is one of our favorite courses to work with," said Associate Vice President for Engagement and CPCS Director Pamela Kirwin Heintz. "Our community partners really value these materials the students develop and they can then use them for marketing and promotion. And I fully suspect that the organizations have made a contribution to the students as well."

The team of Heather Drost '10 and Jamie Arkin '12 also created video for the Determination Center, with their focus on its founder Bettie Graham. "We wanted to learn more about Bettie because she's doing some amazing stuff at the center," Drost said. "This is probably the best class I've



Graduate Students Kristen Link G'11 and Julia Allis G'12 present their video on the North Side Learning Center.

taken at the iSchool, and I like that our work doesn't just end with the class. It can help the organizations even after we've graduated."

Arkin said the project also challenged her to merge her creative vision with the ideas of her partner and the organization itself. "We really learned a lot," she said.

The other student teams worked with the Brady Faith Center and the North Side Learning Center, and developed videos that shared stories about the community agencies and ended with a call for support for these non-profits.

When graduate students Julia Allis G'12 and Kristen Link G'11 met with North Side co-founder and SU School of Education Director of the OnCampus Program Yusef Soule, they heard the organization's needs clearly stated: "They need to get the word out so that people know who they are, and they needed support—both financial and in terms of volunteers," Allis said. "We created digital media to answer those needs."

"What I think is really impressive about the students' work is that these community projects represent only part of their creations this semester," Arnone said. "They also created ePortfolio and digital media toolkits. I think they've done a terrific job."

To view the students' work this semester and last spring, check out: <http://www.digitalcreation.org/>. ●





## von Dran

*Continued from page 1*

When Ray announced his decision to step down as dean of the iSchool and return to the faculty, he hoped to help the school create commercial and social enterprises from its research and development work. Sadly, Ray passed away before he was able to fulfill the next chapter in his impressive career.

But now, his widow, Gisela von Dran, director emerita of the M.S. in Library and Information Science program and an iSchool Board of Advisors member, is ensuring that her husband's infectious spirit for innovation will live on through the Raymond F. von Dran Fund, which was established shortly after Ray passed away in July 2007.

Ray embodied innovation, energy, and the drive to make things happen. Therefore, the funds that were raised for the Raymond F. von Dran Fund will now be used to support the Student Startup Accelerator.

"Ray embodied the qualities of an innovator," she said. "He was forward-looking, creative, decisive, ambitious, and most of all, inspired. He advanced the iSchool and the entire information field by taking calculated risks and standing behind his convictions."

To date, approximately \$1.7 million has been pledged for the Raymond F. von Dran Fund through individual gifts and an annual "Forever 60" fund-raiser dinner and celebration. Each year, \$50,000 of the funds will be used as seed funding to support nonprofit and for-profit student ventures. This includes not only new ventures, but innovative ways to improve society, such as students working with libraries to offer new services, implementing new ventures to help nonprofit organizations become more self-sustaining, or providing new innovations in information services. To compete for the seed funding, students will pitch their ideas to judges at Emerging Talk, an annual student-run conference that brings together students,

entrepreneurs, investors, and organizations with resources to jump-start student ventures.

"This gift not only provides sustainability so that Syracuse University can continue to seed student ventures, it will encourage students from disciplines not traditionally associated with business, such as library science, to pitch their innovative ideas at Emerging Talk," says Liz Liddy, iSchool dean. "We now have a mechanism through which to seed these student innovations."

Sari Feldman, Executive Director of the Cuyahoga County (Ohio) Public Library and adjunct faculty at the iSchool, provides a recent example of innovation in the library. In a time of reduced funding to public libraries, Feldman capitalized on expanded travel regulations between the U.S., Canada, and Mexico by meeting the increasing demand for passports. The libraries in the Cuyahoga County (Ohio) Public Library System are now official Passport Acceptance Facilities for the U.S. Department of

State. This passport processing and photo service has created a new revenue stream, bringing in \$100,000 to date, allowing the library to expand services and rely less on public funds.

In honor of Ray, the Student Startup Accelerator will undergo a name change, and all faculty, students, staff, and alumni at Syracuse University are invited to participate in a competition for the naming. (See box below for details on renaming the Accelerator).

"This is a wonderful way to celebrate Ray, his legacy, and the future of starting new student ventures that help to revitalize Syracuse," said Bruce Kingma, associate provost for entrepreneurship and innovation at Syracuse University. Gisela will continue to fundraise in honor of Ray. Future donations will seed the Raymond F. von Dran endowment. If you would like to make a donation, please visit <http://ischool.syr.edu/rvd/>.

"I think the fund named in his honor should support similarly innovative students and their ideas," says Gisela. "Hopefully, this fund will attract a highly motivated group of students — students who want to pursue their dreams and make a difference in the world."

### ABOUT THE CURRENT STUDENT STARTUP ACCELERATOR

The Syracuse Student Start-up Accelerator helps Central New York college and university students start for-profit and nonprofit ventures. The goal of the Accelerator is to work with student entrepreneurs to start new businesses and nonprofit organizations that provide economic growth for Central New York. The Accelerator is a partnership between Syracuse University and the Syracuse Technology Garden, but it is open to all student entrepreneurs from colleges and universities in the Syracuse metropolitan area.

The Accelerator includes curriculum available to all college and university students in Central New York; The Sandbox at the Technology Garden (a student venture incubator); and support services including the Orange Tree Fund (an investment fund for student ventures), access to an entrepreneur in residence, alumni mentors, workshops, and Demo Day and Emerging Talk. ●

## Help rename the Student Start-up Accelerator and win \$1,000!

**T**he Syracuse Student Start-up Accelerator, an initiative that helps Central New York college and university students start for-profit and nonprofit ventures, will receive \$1.7 million that has been pledged to the Raymond F. von Dran Fund. The funding brings not only sustainability to the initiative and seed funding to student ventures, but an opportunity for students, faculty, staff, and alumni to rename the Accelerator in Ray's honor.

Ray von Dran served as dean of the iSchool at Syracuse University from 1995 to 2007, when he passed away. Ray was a long-time academic entrepreneur who started many innovative programs in higher education and supported student innovation and entrepreneurship at Syracuse University.

Gisela von Dran, Ray's widow and director emerita of the M.S. in Library and Information Science program and an iSchool Board of Advisors member, started the Raymond F. von Dran Fund shortly after Ray passed away in July 2007.

Now, in honor of Ray, the Student Startup Accelerator will undergo a name change, and all faculty, students, staff, and alumni at Syracuse University are invited to participate in a competition for the naming. A \$1,000 first place cash prize will be awarded to the individual who submits the winning name, which should signify the energy and excitement that Ray had for supporting student ventures. Four \$250 honorable mention awards will also be given. The deadline for submission is March 20th and all submissions should be emailed to [excel@syr.edu](mailto:excel@syr.edu). ●

## STUDENT PROFILE

## JAMIE ARKIN '11

## An Entrepreneurial 'i' for Talent

KATE HOLLOWAY, CONTRIBUTING WRITER



Jamie Arkin '11 has always wanted to be an entertainment manager, which was why she planned on transferring out of the Syracuse University School of Information Studies (iSchool) when she was a freshman. Instead, after a few classes, she discovered she really liked information technology and could apply what she learned in her iSchool classes to the career she planned for herself in the entertainment industry.

"It's not really set in stone what you do at the iSchool, unlike the other schools," said Arkin, a senior Information Management and Technology major. "I got to personalize what I wanted to do in my classes. I really like marketing, design, communication, networking, and learning about social media."

Arkin has channeled her passions into an entrepreneurial project combining photography, video, web design, and content management for four handpicked Syracuse University drama students: Lori Pasqualino '11, Joseph Fierberg '13, Francesca Santoro '14, and Christian Leadly '11.

The project started when her childhood friend, Morgan Modugno, a senior majoring in business administration at George Washington University, requested a promotional video to open the path to a planned acting career in LA after graduation. Modugno flew to Syracuse from Washington, D.C., for a weekend, and Arkin set up photography sessions with a green screen and other props.

"I was really impressed with everything she'd put together," Modugno said. "Jamie has been really good at the kind of stuff she's doing now, but she always did it as a pastime or hobby, making short movies about stuff we've done. One day, she just put it together, that this is what she really liked and she could make a career out of it."

Modugno's portfolio web site was just a jumping off point for Arkin. She needed more content for a project in her Digital Documentation for the Arts class, and because Modugno lives in D.C., creating original content for just her was difficult due to the distance. Arkin's instructors, Jaime Snyder and Anne Cofer, suggested that she solicit the help of the drama department to create content for other students.

"We weren't sure she would follow through with our suggestion, and she could easily have just continued to focus on her friend," Snyder said. "But, in fact, that very week she made a connection with one of the drama faculty, who let her announce her project to his students, and she got an overwhelming response."

Arkin estimates that 15 actors showed up to her audition, of which she selected the four that stuck out in her mind.

"I just felt comfortable around them, and I wanted people with distinct personalities because that would be best for photos and film," she said. "I chose people I remembered at the end of the day."

Arkin then solicited the help of photojournalism student Matthew Ziegler '11 to help shoot artistic portraits of the actors. She also wanted

to go beyond traditional headshots to allow the actors to convey a sense of their personality and identity.

"All these scenes are describing who they are and how they want to present themselves," Arkin said. "I already started building the web site, but they had to write a bio for themselves, in the third person. I thought it was a good idea to have their personality in their bios."

For example, on Lori Pasqualino's shoot, the team focused on old Hollywood glamour.

"I like to think of the theme as a classy and elegant throwback to the '30s and '40s. That's also how I plan to portray myself in the music industry," said Pasqualino, who hopes to use the site Arkin is building for her to market herself once she graduates in May. "This is a really good opportunity for a drama student who, of course, doesn't have the type of money to be getting new headshots, a photo shoot, and a web site made for them all at once. Headshots alone can cost up to \$500 just for a sitting, not including the prints."

Arkin is creating web sites for each of the actors using a Wordpress content management system. In the process, she is learning PHP, HTML, and CSS so she can build more customized web sites for the actors. She plans to host videos, slideshows, bios, and headshots in one place for the actors and also hopes to build these web sites into a marketable business for herself as a talent agent.

"Jamie embodies the entrepreneurial spirit that lives within so many iSchool students," said iSchool Professor of Practice Anthony Rotolo, who is teaching IST 400 Social Media for the Music Business, a course Arkin enrolled in. "She is incredibly passionate about her goals and I have no doubt her commitment and dedication will pay off for the artists and performers she works with. It is inspiring to see Jamie applying her information management and technology skills in such creative ways to realize her dream career."

Though her back-up plan is to move to Los Angeles with her childhood friend, Arkin has applied for the Fifth Year Engagement Fellowship in order to continue creating the business as well as to work toward a graduate degree. But she doesn't just see her business as a way to make money or to catapult her best friend to Hollywood stardom.

"I always wanted to change the world in some way," she said. "I want to figure out a way to change the entertainment industry, even if it's just the portfolios and the way that management works." ●



Jamie Arkin '11

## iSchool named PMI Education Provider

The Project Management Institute (PMI), the global organization responsible for certifying official project management professionals, has officially named the School of Information Studies a Registered Education Provider.

"Having the designation of Registered Education Provider further establishes the validity of our Project Management curriculum, and it makes our courses even more valuable to students seeking eventual PMI certification," said iSchool Assistant Professor of Practice Art Thomas.

In order to become a Registered Education Provider, a local committee of certified Project Management Professionals critiqued iSchool

course materials in detail over the last several months. Their criteria for acceptance were based upon whether the course properly educates students in the Project Management Institute's "Project Management Body of Knowledge" (PMBOK), an international standard of best practice in the field of project management.

PMI is the world's leading not-for-profit membership association for the project management profession, with more than half a million members and credential holders in 185 countries. The organization's advocacy for project management is supported by globally-recognized standards and credentials, extensive research program, and professional development opportunities. ●



# Students research startups, share findings with business community

MARGARET D. SPILLETT, EDITOR

Every semester in IST 626 Business Information Resources and Strategic Intelligence students learn how to research companies and formulate plans to help executives understand their own company's, and their competitors' strengths and weaknesses. Typically, the organizations are publicly traded companies with recognizable names like IBM, GE, or Cisco.

This year, however, the graduate students enrolled in IST 626, taught by iSchool Prof. Jill Hurst-Wahl, selected emerging businesses that were included on AlwaysOn Global 250 Top Private Companies list and another from an Upstate Venture Connect list of new student-run businesses from Central New York.

The AlwaysOn list comprises 250 domestic and international companies selected from thousands of industry-nominated organizations that are demonstrating significant market traction and are pursuing pioneering technologies in on-demand computing, digital media, and green technologies. Upstate Venture Connect, an organization dedicated to supporting high-tech, high-growth companies in the region, shared a list of dozens of student startups in CNY that are less than five years old.

The iSchool students, in turn, selected one of the companies from each list to research throughout the semester and write an article profiling the company.

"I found working with AlwaysOn and Upstate Venture Connect different in the scope of the companies and the amount of information available," said Maren Guse G'12, an information management (IM) student. "It was

easier to find information about the AlwaysOn companies but more challenging to synthesize. The Venture Connect startups were newer and smaller, and there was less information in common spaces, such as databases, which challenged our search capabilities to reach beyond traditional information sources."

For IM student and entrepreneur Kyle McShane G'12, that research led to personal interviews of the SU student founders of online gaming startup, SkillAddiction. "I was able to speak face-to-face with a successful startup entrepreneur, Ray Williams '10 of SkillAddiction," McShane said. "It was helpful to gain insight into how Ray and his partner Taylor Louie '10 have evolved their idea into a successful startup."

These interviews were not only helpful to McShane as he created the company profile for the course assignment, they also gave him insight on how to better manage his own startup, *DreamFetcher.com*, a company that matches people with employers.

IM student Ryan Mayer '10, G'11 enrolled in the course hoping to learn how to use information resources to determine business strategies: he said he learned that and much more.

"I thought the assignment working with AlwaysOn companies (mine specifically was SolarCity) was a perfect way to use what we have learned in the class in a real-world environment," Mayer said. "The Upstate Venture Connect project was also interesting, but different because the start-up company I was working with was in the very early stages of their organizational life cycle and I was able to meet with the representative face to face. From both experiences I learned

how to research companies in ways I have never done before and use those techniques to determine a variety of business strategies and project the future of those organizations."

Another important part of the course was sharing their work about the startups with AlwaysOn, Upstate Venture Connect, and even the startups themselves, Hurst-Wahl said. "When the students research a Fortune 500 company for a project, it kind of feels fake because it's not connected to the real world in the way I'd like it to be," she said. "There's so much public information available on those companies. It's harder to gather information on private companies and the students need to find other sources of information. I also wanted the projects in this class to have some after-life, to make an impact."

Students in the course are invited to submit their final papers to AlwaysOn, which has agreed to publish them on its web site, and with Upstate Venture Connect, which will use the information to help promote the startups through its network. The students' research can also be used to help create profiles for Crunchbase, a free database of IT companies that anyone can edit.

"Having an assignment with a purpose that extended beyond the classroom inspired me to invest more into the final product and to view the project not as a homework assignment but as the creation of a potential portfolio piece," Guse said. "Being able to submit our papers to the organizations for publication is a wonderful opportunity to join the information and technology community and expose our names to the fields we hope to enter after graduation." ●

## Student News

### Ph.D. candidate Johanna L.H. Birkland receives best paper award at gerontechnology workshop



Johanna L.H. Birkland

At the International Society for Gerontechnology's Master Class 2010, Johanna L.H. Birkland received the Best Poster Award for her submission, "Technology and the Everyday Lives of Older People: ICT Usage and Older Adults' Roles in Family, Community, and Work." The poster is a summary of her proposed dissertation work, which focuses on adults over the age of 65 and their usage of information and communication technologies, especially as it relates to their everyday lives. She received a certificate and a gift for her work.

Gerontechnology is an emerging area of interdisciplinary research that combines the study of gerontology with technology. Birkland, too, has an interdisciplinary background. As an undergraduate at Cornell, she studied both biological sciences and psychology. She went on to pursue an M.S. in Communications from Ithaca College. Afterwards, she came to Syracuse University, where she completed an M.S. in Instructional Design, Development, and Evaluation.

### Ph.D. candidate Delicia Greene appointed to JELIS editorial board



Delicia Greene

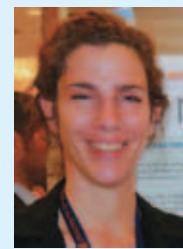
The *Journal of Education for Library and Information Science* (JELIS) has selected doctoral candidate Delicia Greene for a two-year editorial board intern position running from 2011-2013.

Greene's duties include writing a journalistic profile for each issue to be published on the JELIS web site, helping to coordinate and staff annual meetings of the editorial board, and soliciting manuscripts, and promoting the journal. She also posts content and moderates the JELIS blog. During monthly editorial meetings, she serves on the team who helps decide on content scope, issue themes, and publishing

criteria and guidelines for content. She also assists with data collection for the journal's annual satisfaction survey.

Greene, a second-year doctoral student from the Bronx, New York, holds master's degrees in both Library Science and Secondary English Education, and an Advanced Certificate in Administration and Supervision. She worked several years for the Department of Education as a middle school librarian in the South Bronx and for several years as a young adult librarian for the New York Public Library.

### Ph.D. candidate Jaime Snyder wins the 2010 Thomson Reuters Doctoral Dissertation Proposal Scholarship



Jaime Snyder

Ph.D. candidate Jaime Snyder won the 2010 Thomson Reuters Doctoral Dissertation Proposal Scholarship, presented annually by the American Society for Information Science & Technology (ASIS&T). Snyder received the \$1,500 scholarship during an awards luncheon on October 26 at the 2010 ASIS&T Conference in Pittsburgh.

A seven-member panel selected Snyder's proposal *Image-Enabled Discourse: An Investigation of the Creation of Visual Information as Communicative Practice* based on its potential significance to the information science field.

They also considered the validity of her methodology and analysis, originality of the work, and the clarity of her ideas.

Snyder's proposal focuses on the role that the creation of visual information plays in communication, specifically in face-to-face conversations. She studies the role that spontaneously created visualizations—such as an impromptu napkin drawings—play in transferring information during a conversation, or a phenomenon called image-enabled discourse.

Snyder holds an MFA in painting from Stanford University and a BFA in painting and glassworking from Tyler School of Art, Temple University. Snyder has taught courses in studio art, digital media, web design, interaction design, and information presentation. She is also the iSchool's Liaison for Interdisciplinary Curriculum Development. Among her honors, she received the 2010 iConference Best Poster Award for her work, "Applying Multimodal Discourse Analysis to the Study of Image-Enabled Communication."

## STUDENT PROFILE

## iSchool's first Military Scholarship helps Capt. Michael Stephens pursue a graduate degree

KATE HOLLOWAY, CONTRIBUTING WRITER



Michael Stephens, a captain in the United States Army who currently is stationed at Fort Bragg in North Carolina, received the first Syracuse University U.S. Army Scholarship

for the School of Information Studies. Stephens is enrolled in the M.S. in Information Management program.

"The iSchool is a top-rate program that meets the needs of someone in my situation," Stephens said. "Currently in the military, it is hard to say you will be in one place for an extended amount of time. The iSchool has allowed me to pursue my degree even though I was deployed for part of it and have been constantly travelling since I returned from Iraq in July."

Stephens, who earned a B.S. in Computer Science from

West Point in 2004, first heard about the program while he was deployed to Ramadi, Iraq, through an e-mail group shared by officers with his specialty. He currently works as the Brigade Automations Officer for the 1st Brigade 82nd Airborne Division and is responsible for the network and all services provided to more than 4,000 paratroopers. Although he is no longer deployed, he said it was easier to manage his time while he was overseas.

"I have found that it is a lot easier to keep up with my coursework while deployed than when at home," Stephens said. "I have a lot more things competing for my time now and have to manage my time wisely to complete all my assignments. While deployed, I just had work and homework, so it was much easier to find the time to complete everything."

He plans to complete his degree and a Certificate of Advanced Studies in Information Security Management by summer 2012.

"It's very rewarding to be able to finish my degree while serving my country," he said.

As an Army Scholarship recipient, Stephens helps disseminate announcements and information about the iSchool programs to fellow military personnel, and also responds to questions that they may have about the iSchool.

For more information about the SU Army Scholarship program, visit <http://ischool.syr.edu/signalcenter>. ●



## WIT members attend conference in Ontario

As part of a mission to fund student travels to conferences and professional experiences, the iSchool sent a group of Women in Information Technology (WIT) students to attend the Ontario Celebration of Women in Computing (ONCWIC) on October 22 through October 23, 2010, in Kingston, Ontario, Canada.

The students also presented two posters. The first highlighted the Bolstering Original Opportunities and Self through Technology (BOOST) initiative, which focuses on helping women and men overcome obstacles to gain employment or start a home business. The BOOST program teaches technology skills and accounting software, as well as promotes entrepreneurial ideals to members of the local community. The second poster, called Smart Dressing Room, focused on a formative evaluation of design.

The iSchool provided visas for international students to attend the conference as well as transportation to Kingston. ONCWIC sponsored lodging and boarding at the Radisson hotel for the duration of the conference.

## Syracuse social media team featured on About Foursquare blog

Syracuse University's partnership with the location-based social media game Foursquare was featured on About Foursquare, an unofficial blog concerning all things Foursquare.

Over Homecoming weekend, the University social media team, including iSchool students David Rosen '11 and Alyssa Henry G'12 and led by the iSchool's Kelly Lux and Anthony Rotolo, promoted the SU partnership with the Foursquare for Universities program.

The social media team set up a booth in the Schine Student Center to teach alumni about Foursquare, as well as to give out T-shirts to those who had earned the "Campus Explorer" Badge on Foursquare. Users of the social network earn badges depending on where and how many times they "Check In" to certain locations. The aim of the game developed by SU alumni Dennis and Jonathan Crowley is for users to collect badges and become the "mayor" of a place by checking in at a location more than any other user. ●



Members of the iSchool's Women in Information Technology student group presented two posters at the Ontario Celebration of Women in Computing in October in Kingston, Ontario.

## ALUMNI NEWS



ALUMNI VOICES

## Alumni record not up to date? A true story to inspire updates

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

**T** rue Story. I recently took a trip to Los Angeles, and, finding myself with some spare time, I decided to look up an old friend from college who I had spoken with, but had not seen in, well, many decades since we graduated. I had an old phone number that turned out to be discontinued, but I was sure I could track him down using my investigative search skills. I consider myself to be a fairly experienced and savvy information searcher. After all, I taught online searching before there was an Internet or even full text documents. We all know that everyone can be found using Google, and with the help of some directory sites, I assumed I would be able to locate his address or phone number with a few strokes of the key board.

Not so easy. My Google search turned up a report he authored more than 10 years ago. It included his employer and work phone number, but he was now retired and a call to that office was a dead end. He wasn't on LinkedIn or Facebook. I found obituaries for his siblings, but they didn't help me locate him. I did know the city he had last lived in, so I turned to ZabaSearch, my site of choice when I need to locate someone's address or phone number. ZabaSearch even references people's birth dates, which helps you narrow down and identify the right entry. However, Zaba's directories are based on home ownership, and my friend had always rented an apartment. Another dead end.

I would not give up. There had to be a way. Then I remembered I had signed up for our online college alumni directory, but I hadn't used it in at least four or five years. When I went to the site, my ID and password didn't work. I e-mailed them and early the next morning I received a temporary code to access the site. Once in the alumni directory, I was able to find his home address and an e-mail, but no

phone number. I didn't know how long it would take him to read an e-mail, and I didn't want to just show up at his house unannounced. So I used the address from the directory and went back to Google. Bingo! Searching the address retrieved him in a list of consultants with his name and phone number. I dialed the number, reached my friend, and we met for breakfast. The whole process took less than 24 hours, thanks to the availability of an online alumni directory.

Now you may not **WANT** your old college boyfriends and girlfriends to track you down, but you can always limit who has access to the information you put in alumni directories. Keeping your alumni record up to date enables us to invite you to interesting alumni events like the Social Media 101 conversations we have been holding around the country (including programs in LA and Newport Beach). These events bring together alumni from all programs in the University, and they produce some very interesting networking opportunities. At our most recent program, we met a recent graduate who is launching his own business, and he is now exchanging ideas and sharing experiences with other iSchool entrepreneurs.

Keep in mind the University often only uses e-mail to invite alumni to events, so it is especially important to keep your e-mail address up to date. We hope you want to stay in touch with us, and we promise to respect your privacy. So whether you call, e-mail, or write, please send us updates on where you live and what you do and keep your LinkedIn profile up to date. You never know when you may want to find a long lost friend! ●

## 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](http://ischool.syr.edu/alumni) to update your address, make a gift to the school, or join the online alumni community. You can now submit class notes online.

### OR CONTACT

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### B.S. in Information Management and Technology

**Michael Librizzi '05** has joined Google Inc. in New York City.

**Aituar Akimzhanov '09** is a consultant with Deloitte & Touche LLP in Kazakhstan.

**Juanita Adoe '10** is a staff advisor with Ernst and Young in Indonesia.

**Daniel Brody '10** is an Inside Sales Rep at Metastorm Inc. in Baltimore.

**Jenna D'Alba '10** is a junior business analyst at HBO in New York City.

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

**Matthew Fiore '10** is owner/vice-president of West Side Movers in New York City.

**Jeffrey Gochman '10** is a web designer at Optimum Lightpath in Jericho, N.Y.

**Daniel Goldenberg '10** is a systems engineer at Wright Technology Group in Brockton, Mass.

**Jesse-Jamar Gray '10** is a programmer with McBee Associates in Wayne, Pa.

**Sara Hulka '10** is pursuing a master's degree in library and information science at Syracuse University School of Information Studies.

**David Kelly '10** is a digital strategy analyst at Fox Entertainment Group in New York City.

**Sheetal Kotha '10** is a data analyst at Envision Radio Networks in Cleveland.

**Steven Kozakiewicz '10** is a computer programmer with Revere Copper Products in Rome, N.Y.

**Rolan Nabiyeu '10** is owner of NR Group in Kazakhstan.

**Ashley Nelson-Hornstein '10** is pursuing a master's degree in information management at Syracuse University School of Information Studies.

**Joshua Reynolds '10** is a field engineer at Sea Change International in Acton, Mass.

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

**Matthew Spitulnik '10** is an implementation delivery engineer at EMC in Boston.

### M.S. in Information Management

**Rakhi Bakshi G'10** is a team leader at JPMorgan Chase in Mumbai, India.

**Todd Bartos G'10** is a senior software integration engineer in San Jose, Calif.

**Manish Bhandari G'10** is a SQL developer at Eze Castle Software in Boston.

**Abhijeet Bhanoori G'10** is an e-mail operations analyst at Infocache in New York City.

**Bhawana Bhatnagar G'10** is an analyst at Argus Information and Advisory Services in White Plains, N.Y.

**Adam Breazzano G'10** is a research engineer with SRC Inc. in North Syracuse, N.Y.

## ALUMNI PROFILE

## BENCE OLIVER '95

## Empowering others through green initiatives

SHAY COLSON, CONTRIBUTING WRITER



Bence Oliver's journey from iSchool undergraduate to senior manager for operational sustainability at eBay has not been an easy or direct path.

After graduating from the Syracuse University's iSchool in 1995, Oliver took a job with Accenture—a path shared by many iSchool undergraduates. After a few years at Accenture, however, Oliver noticed that his motivation was pushing him in other directions. "Money is great, but that's not what was in my heart," he said. "That's not what I really wanted to do, in my heart. I wanted to do something I could really be proud of."

This newfound motivation led Oliver to the West Coast, and a stint at Intel. He moved away from the network technician work he had done for Accenture and began focusing on finance. While working in this role for Intel, Oliver realized that there was opportunity for corporations to continue to gain financially while also helping the larger environment. Following this passion, Oliver soon transitioned to a position at eBay.

Oliver quickly found eBay much more receptive to his desire for his work to be more intrinsically rewarding. Like many eBay employees, Oliver was allowed a sabbatical to pursue a project of his choosing. At the outset of his sabbatical, Oliver became inspired by Thomas Friedman's book *Hot, Flat, and Crowded*. It wasn't long before he was introduced to the Solar Electric Light Fund (SELF).

SELF is a non-profit organization working to promote, develop, and facilitate rural solar electrification in developing countries. Through the use of solar power, these rural locations can achieve energy self-sufficiency, something that would otherwise be impossible. Solar electrification can provide enhancements in health, education, agriculture, and economic growth in the developing world.

"I wanted to apply what I'd learned at eBay," Oliver said of his early work with SELF. "But I had never raised funds before, I'd never installed solar [panels]." That didn't stop Oliver from getting involved, however. He began to talk with



Bence Oliver '95 kicks starts 2010 Homecoming weekend at the iSchool by serving on our alumni panel during a visit to campus.

colleagues and contacts about the work that SELF was doing, and made one rule for himself: "At the end of these conversations, they would always say 'You should talk to so and so,' and that was my rule, I would absolutely call these contacts to follow-up."

It didn't take long before Oliver found himself committing to spend the entirety of his sabbatical installing solar panels in a village in Benin, a small West African country, despite having never been to Africa. eBay even donated directly to the project, further encouraging Oliver's work with SELF.

Traveling to the village in Benin was incredibly difficult. After flying more than 7,000 miles across both the United States and the Atlantic Ocean, Oliver was faced with an additional nine-hour bus ride from the airport in the capital, a three-hour bush taxi, and 45 minutes of traveling beyond that point to finally reach the remote location.

His time was worth it, however, as the village now has a solar-operated irrigation

system that allows village families to grow enough crops to both feed their family and sell produce at a local market, generating additional income.

Since returning from more than two months in Africa, Oliver has been so inspired by the impact of his work that he has launched his own solar power project, which is approaching a major funding milestone. He has also helped push eBay towards major greening initiatives as part of eBay's Green Team. These projects include continued work in solar as PayPal, a subsidiary of eBay, rolled out the largest commercial solar installation in the city of San Jose.

Bence Oliver and his work embody many of the qualities common in iSchool graduates: a willingness to adapt, the ability to work and succeed in a team, and a sincere desire to make a lasting contribution to the society in which we live. ●



Oliver spent his sabbatical from eBay working with the non-profit Solar Electric Lighting Fund (SELF) in Benin, a small West African country.

**Justin Breese G'10** is a technical account manager with Microsoft in Irvine, Calif.

**Chayanchal Chakrabarti G'10** is a device engineer at EMC in Hopkinton, Mass.

**Reena Chaphalkar G'10** is a technology analyst with Polaris Management Partners in New York City.

**Ashley Christopher G'10** is an ITAS staff analyst at Ernst and Young in New York City.

**Thomas Danas G'10** is an intelligence analyst with the U.S. Air Force.

**Manish Dhyani G'10** is an ITAS staff analyst with Ernst and Young in New York City.

**Gary Dick G'10** is a logistics officer with the U.S. Army National Guard in Syracuse.

**Arjun Dixit G'10** is an operations analyst at JPMorgan Chase in Mumbai, India.

**Jenny Dolak G'10** is an information assurance manager with the U.S. Army in Sierra Vista, Ariz.

**John Dolak G'10** is in the U.S. Army in Sierra Vista, Ariz.

**Amruta Dongre G'10** is a business analyst at Smartstream Technologies in New York City.

**Alex Ferry Jr. G'10** is vice president of procurement/logistics at Lafarge North America in Herndon, Va.

**Ali Al Hadwer G'10** is an IT manager at King Saud bin Abdulaziz University for Health Sciences in Saudi Arabia.

**Jonathan Hughes G'10** is an information management officer in the U.S. Army in Fort Huachuca, Ariz.

**Ruchika Israni G'10** is associate services consultant at Computer Associates in Plano, Texas.

**Onkar Jadhav G'10** is a product support manager at MicroStrategy in Vienna, Va.

**Kunal Kabra G'10** is a business intelligence analyst at Enova Financial in Chicago.

**Pradnya Khadapkar G'10** is a technical program manager at Amazon.com in Seattle.

**Minjae Kim G'10** is an IT consultant at SU's Whitman School of Management Falcone Center for Entrepreneurship.

**Pinak Lonkar G'10** is an ITAS staff analyst with Ernst and Young in New York City.

**Sakshi Malhotra G'10** is a business intelligence analyst at Larson & Tourbo Infotech in Edison, N.J.

**Benjamin Maljovec G'10** is a consultant with Cumberland Consulting Group in Chicago.

**Prabhakar Mallikarjun G'10** is a technology analyst at JPMorgan Chase in Syracuse.

**Nivedita Manohar G'10** is an onshore senior quality analyst at Technossus in Irvine, Calif.

**Felipe Martinez G'10** is a consultant analyst with Accenture in New York City.

**Joel Mathews G'10** is a product analyst at Corning Inc. in Corning, N.Y.

**Steven McFarland G'10** is an online marketing coordinator with Weis Markets in Sunbury, Pa.

**Roberta Mejia G'10** is a business project leader at Northrop Grumman in Washington, D.C.

**Ajay Mohan G'10** is a program manager at Amazon.com in Seattle.

**Kirill Morozov G'10** is a network security engineer at Children's National Medical Center in Washington, D.C.

**Puneet Raina G'10** is a consultant with KPMG in New York City.

**Suryaa Ramaswamy G'10** is an ITAS staff advisor at Ernst and Young in New York City.

**Sudheendra Rao G'10** is an information security consultant at Simeio Solutions in Hoboken, N.J.

**Lankala Reddy G'10** is a technology analyst with JPMorgan Chase in New York City.

**Ghahari Rohani G'10** is pursuing a doctorate in human computer interaction at Indiana University.

**Erik Russell G'10** is a medical service corps officer in the U.S. Army.

**Jeffrey Schlesinger G'10** is a project coordinator with Bed Bath and Beyond in Union, N.J.

**Jay Shah G'10** is a software engineer at RSA Security in Cambridge, Mass.

**Aditya Sridhar G'10** is a staff advisor with Ernst and Young in New York City.

**Dev Sundarasekhar G'10** is a staff advisor at Ernst and Young in New York City.

**Amruta Udavant G'10** is an advisory associate at KPMG in New York City.

**Archellis Villena G'10** is a bank officer at Bangko Sentral NG Pilipinas in Manila, Philippines.

**Ziyang Zhang G'10** is a software engineer with ESP Technologies in Nashua, N.H.

**Jungfeng Zhu G'10** is an application developer at RiskVal in New York City.

**Gregory Zink G'10** is an IT director with New York State Higher Education Services in Albany, N.Y.

### M.S. in Library and Information Science

**Stephen Marvin G'78** recently received a grant to study library consortia activities in Latin America. He conducted workshops in Guatemala, Costa Rica, Argentina, Chile, and Peru and later traveled to Nicaragua, Honduras, and Bolivia, where he met iSchool alumna **Carola Vargas G'03** in Bolivia. Marvin also authored a book, *Dictionary of Scientific Principles* (Wiley, 2011).

**Peggy Garvin G'86**, owner of Garvin Consulting in Washington, D.C., published an article, "Government Information: Adding Value as an Expert Guide," in *ASIS&T Bulletin*, Oct/Nov 2010.

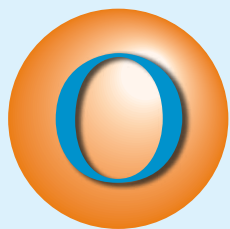
**Ed Hockersmith G'00** earned a Doctor of Education degree in Educational Leadership, Policy, and Administration from the University of Delaware. He is a librarian at George V. Kirk Middle School in Newark, Del.

## ALUMNI PROFILE

### KISHA TURPIN '97

## Entering the iSchool: A calculated decision

KATE HOLLOWAY, CONTRIBUTING WRITER



Originally from Massachusetts, Kisha Turpin looked into schools in the Central New York area in order to move closer to her Rochester, N.Y.-based father and fell in love with the Syracuse University campus. Turpin initially began her studies at SU as a math major. But after a few classes, she realized her favorite high school subject was not going to turn into a career for her.

"At the time, in the mid-1990s, the Internet started booming and information management in general was a big up and coming area with a lot of buzz," she said. "That's how I got into the iSchool."

Since graduating in 1997, she has remained in the technology field, starting off with a telecommunications company that provided prepaid phone cards before working as a desktop engineer.

She stayed as a consultant for a year, before being hired to work on the information systems for one of her clients, Schering Plough, a pharmaceutical company affiliated with Merck where she remained for nine years and worked toward getting her master's degree in information management from Stevens Institute of Technology.

"In one of my first jobs, I was working full time in technology," she said. "I remember doing Windows 95 upgrades for a client in my first year. Today, I still work with technology, but more on the managing and consulting side."

Currently, Turpin works for SAI Global, a consulting firm where she is responsible for the management and implementation of compliance ethics training programs for her clients. The environment of SAI Global provides unique challenges for Turpin, not necessarily in the work itself, but the fact that she conducts most of her work from her home in Brooklyn.

"I guess people have misconceptions about working from home and think it's easier than going into the office because you don't have people standing over your shoulder," she said. "But at the same time, we don't have the luxury of walking over to someone's desk to ask a question or get something done. I think working from home requires a certain amount of discipline to make sure you don't get distracted by things."

While Turpin believes that the technology skills she acquired from her education at the iSchool and Stevens are extremely valuable in her career, she says networking is almost equally important as marketable knowledge.



"In my experience, all the jobs I've gotten, I've gotten through networking," she said. "I'd consider networking in the top three priorities you need to make sure you have under your belt. A school like Syracuse helps you network because there are so many alumni."

Though Turpin graduated from the iSchool 13 years ago, she still remembers it being a place buzzing with excitement about new technologies and an emerging discipline.

"It was all something that was very new to everyone," she said. "It was a very exciting field to be in because there were so many possibilities. Learning how every business depends on information and information management and learning about the many avenues you can take with this type of degree was exciting." ●

Kisha Turpin '97 assists global clients with implementing compliance ethics training programs remotely from her home office in Brooklyn, N.Y.

**Katie Schisa G'09** is fire prevention project manager at ProLiteracy Worldwide in Syracuse.

**Bradley Shipp G'09** is continuing education and outreach librarian at Outagamie Waupaca Library System in Appleton, Wis.

**Martha Bonney G'10** is coordinator of publications and events at Syracuse University's Center for Policy Research.

**Elizabeth Chase G'10** is coordinator for research services at Syracuse University's Manuscript and Rare Book Library.

**Peter Cioppa G'10** is teen services librarian at Fayetteville (N.Y.) Free Library.

**Laura Deal G'10** is a catalog specialist at the Woodrow Wilson International Center for Scholars in Washington, D.C.

**Leah Galka G'10** is a clerk at Salina (N.Y.) Free Library.

**Wenli Gao G'10** is an instructional services librarian at Morrisville (N.Y.) State College Library.

**Sara Hills G'10** is an e-resources librarian at King College in Bristol, Tenn.

**Daniel Kelly G'10** is a digital technician at Challenge Industries in Ithaca, N.Y.

**Katy Kelly G'10** is communications and outreach librarian at University of Dayton Library in Dayton, Ohio.

**Rachel Macias G'10** is a senior contract analyst at Gilead Sciences in Foster City, Calif.

**Amanda Mitchell G'10** is instruction and electronic resources librarian at SUNY Delhi (N.Y.) Library.

**Kimberly Montenyohl G'10** is emerging technologies librarian at NASA Langley Research Center in Norfolk, Va.

**Sara Moulton G'10** is mapping and GIS specialist at the State of Vermont, Transportation Agency in Montpelier, Vt.

**Silvia Orner G'10** is automated and tech services librarian at Osterhout Free Library in Scranton, Pa.

**Jennifer Recht G'10** is a library assistant at Manlius (N.Y.) Public Library.

**Kristina Simmons G'10** is events management information coordinator at Middlebury College in Middlebury, Vt.

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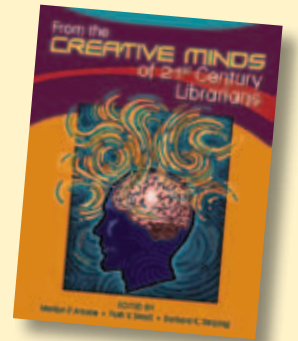
**Michael Eckler G'10** is a New York State trooper in Wellesley Island, N.Y.

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**Richard Garza G'10** is owner of Proactive Computer Services in Oneida, N.Y.

## Center for Digital Literacy releases free eBook for K-12 educators

Organized around four broad educational standards, the new free eBook—*From The Creative Minds*—produced by Syracuse University's Center for Digital Literacy (CDL), showcases a collection of engaging lesson plans grouped by content suitable for elementary, middle, and high school levels. More than 30 teacher-librarians from a dozen states submitted their favorite lesson plans and projects for the book, which was edited by Marilyn P. Amone, CDL Director of Educational Media and iSchool Associate Research Professor; Ruth V. Small, CDL Director and Meredith Professor at the iSchool; and Barbara K. Stripling, New York City Department of Education Director of Library Services and student in the iSchool's Doctorate of Professional Studies program. The book can be downloaded for free at [http://digital-literacy.syr.edu/data/From\\_The\\_Creative\\_Minds\\_Book2.pdf](http://digital-literacy.syr.edu/data/From_The_Creative_Minds_Book2.pdf).



### Certificate of Advanced Study in Information Systems and Telecommunications Management

**Erick Freeman G'10** is a system administrator at FusionStorm in San Francisco and is pursuing a master's degree in information management at the Syracuse University School of Information Studies.

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**Dong-Hee Shin G'04** is associate professor, Department of Interaction Science, Sungkyunkwan University in Seoul, South Korea. He was recently featured as an expert in a BBC interview on the Korean future mobile prospectus.

**Hala Annabi G'05** recently experienced two life-changing milestones. She received tenure as associate professor of management information system in the College of Business at Ohio University. She also got married.

**Indira Guzman G'06** coauthored the book, *Information Nation*, with Syracuse University School of Information Studies Associate Dean Jeffrey Stanton and Kathryn Stamm. She is an associate professor of business administration at TUI University in Cypress, Calif.

**Shuyuan Mary Ho G'07** is an assistant professor at Drexel University in Philadelphia.

**Saira Haque G'10** is a research scientist at RTI International, Center for Advancement of Health IT, in Research Triangle Park, N.C.

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## Polaris Library Systems collaborates with iSchool to develop new technologies and services

MARGARET D. SPILLETT, EDITOR

Polaris Library Systems, a leading provider of library automation technology, is joining forces with the Syracuse University School of Information Studies, which is ranked No. 1 in information systems among all U.S. library and information science schools. The collaboration seeks to improve technological and information services available to libraries and to provide more research and professional development experiences for iSchool students.

"We're thrilled to be collaborating with the leader in library information systems," said iSchool Dean Elizabeth D. Liddy. "This is a mutually beneficial relationship that will advance services available to the public at libraries and at the same time will provide meaningful research and work experiences for our students. I expect to see significant innovations emerge from this collaboration."

In the collaboration, iSchool students, faculty, and researchers will work directly with the staff at Polaris Library Systems to develop innovative technology and product offerings. Polaris leaders will also work with iSchool faculty to bring invaluable industry experience into the classroom so that iSchool students graduate with the capabilities needed to be successful in the work environment. The relationship will also create a pipeline of student talent for internships and full-time employment opportunities at Polaris.

A key aspect of the collaboration involves the implementation of the Polaris Integrated Library System (ILS) test environment at the iSchool for education and research. ●

## iSchool-centric innovation and entrepreneurship: Ray von Dran's new legacy

**PAUL BRENNER**, ASSISTANT DEAN FOR ADVANCEMENT



In November I attended the iSchool board meeting in Atlanta, a deliberately selected "geography of opportunity," a location identified by University leadership where we have alumni and supporters and can strengthen the image and influence of SU. Our board wanted to be the first to embrace this

effort and begin to understand and explore the opportunities in the Atlanta area.

This was accomplished via several targeted presentations: Tom Noonan is an entrepreneur who is the former chair, president and CEO of Internet Security Systems, which was his start up out of Georgia Tech that eventually was acquired by IBM for \$1.5 billion. He is a master at working public and private partnerships towards economic development objectives. He has done amazing things in partnership with Georgia Tech and many other area colleges and served as a model for the kinds of initiatives the iSchool and SU want to do utilizing our Student Accelerator.

Later, the Hon. Samuel J. Zamarripa, an SU trustee, gave an impassioned talk about the historic roots of Atlanta and how the city has embraced new ideas and taking risks. Ever since the city hosted the 1996 Summer Olympics, large companies have flocked there or stayed there. He made the case that Atlanta can't grow in a "construction sense." It must grow based on using information, ideas, and the monetization of these via the Internet. So the iSchool partnering with Atlanta is perfectly timed. And finally,

a presentation from Georgia Perimeter College revealed it as the largest feeder system college to four-year schools in the nation and the most diverse community college in the country. SU just signed an articulation agreement to encourage these students to transfer into SU.

Gisela von Dran, a current board member and wife of the late iSchool Dean Ray von Dran, was inspired by examples of Atlanta's creative public/private partnerships focused on innovation and entrepreneurship. These ideas resonate with Ray's legacy of always looking forward and improving the world through information. Gisela thought supporting future innovation and entrepreneurs would be a better way to honor Ray's legacy than simply naming the school, as she originally had hoped. She flew from Atlanta to New York City to discuss this idea with the iSchool's long-term board chair Herb Brinberg, who led the board's efforts before, during, and after Ray's tenure until recently stepping down. They discussed several ideas for what the Ray von Dran fund might focus on, but enthusiastically agreed that Gisela's idea remains the best and worthy of their full support.

Just prior to this going to press, new details of how this is playing out have been added to this issue of Homepage. The Raymond F. von Dran will now be renamed and dedicated to the Student Startup Accelerator. Please read the exciting details of this fitting and forward looking legacy to Dean Raymond F. von Dran. This initiative will enable Syracuse to become THE iSchool to attend if you wish to make a difference through innovation and entrepreneurship in all forms in our information world. Like the city of Atlanta, we make things happen based on big ideas! ●

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# Syracuse University launches new interdisciplinary graduate certificate program in eGovernment

MARGARET SPILLETT, EDITOR

The Syracuse University iSchool and the Maxwell School of Citizenship and Public Affairs have established a new 12-credit Certificate of Advanced Study in eGovernment Management and Leadership. The joint program brings together two No. 1 ranked specialties at Syracuse University—information systems and public affairs—into a world-class education for government leaders around the world.

The program provides mid-career managers with an understanding of how to manage and lead using information and communication technologies and how to oversee the technical design aspects of e-government in public organizations.

“The accelerating pace of technological change in the area of information and communication technology continues to affect the operations and management of all organizations, especially governments,” said iSchool Professor of Practice Scott Bernard, who was instrumental in developing the program. “Each new wave of technology forces organizations to rethink how they are structured and operate in order to take optimal advantage of these technological changes.”

For example, U.S. governments at all levels as well as foreign governments are grappling with how to make effective use of Web 2.0 applications, including social networking applications and peer production systems embedded in applications like Facebook, Twitter, Wikipedia, and blogs, Bernard said. “These changes continue to create a growing demand by governments for managers that both understand the technology and have strong leadership and management skills,” he said.

The program consists of two required courses: IST 711 Electronic Government: Concepts and Practice and PPA 895 Executive Education

Seminar: Managerial Leadership. Students can select the remaining two from a full list of public administration (PPA) and information studies (IST) courses.

“While technical knowledge is necessary to effectively deploy new information and communications technology in government, it is by no means sufficient,” said Stuart Bretschneider, associate dean and professor of public administration at the Maxwell School. “This program also provides knowledge and skills about the unique context and problems faced by government as it attempts to better leverage new information technology in pursuit of the public interest. I see this program, possibly for the first time ever, providing students with a complete framework and set of strategies to succeed.”

The certificate is designed for individuals with strong academic records, a baccalaureate degree, and seven or more years of responsible professional, managerial experience. All credits can be applied toward the Executive Master of Public Administration or the Executive Master’s in Information Management.

“The certificate program will also be used to promote best practice and facilitate research and practical application of our knowledge among public sector employees and the supporting private sector organizations such as consulting firms, technology firms, think tanks, and international non-governmental organizations in places such as Washington, D.C.,” Bernard said.

For more information, visit <http://ischool.syr.edu/egov>.



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