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

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

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

ACCELERATING THE ENGINE OF ENTREPRENEURSHIP

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

The project consists of three main pieces:
1. A curriculum of three SU courses (What’s the Big Idea, Idea 2 Startup, and Big Idea 2 Startup) designed to help students create business ideas and develop business plans
2. The Student Sandbox, a space within the Technology Garden for student entrepreneurs to launch their new business under the guidance of experienced professionals
3. Incubation support provided by resources like iVenture Upstate and the Orange Tree Fund. iVenture Upstate is a student-run organization that matches the needs of the local business community with the skills of the student body. The Orange Tree Fund, supported by alumni and friends of the University, provides seed funding for SU student entrepreneurs.

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

continued on page 8

continued on page 10
iSchool and its community members innovate their way to success

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

Along with these events, goes the opportunity to interact with more and more of you — and to gain an increased understanding of how our alumni are using and building on the knowledge, skills, and attitudes they learned while at school with us. And this is truly exciting! I was with a table of alumni at a recent lunch in New York City, and on each side of me and across from me were alumni from our various degree programs, all of whom were now entrepreneurs, leading their own companies. Now, while this may not be expected of more traditional schools, I am actually not surprised! Probably partly because I, too, am an alumnus, and have been an entrepreneur as well. The stories I heard of how they got to where they are now were fascinating. Furthermore, none of the grads found it surprising to end up as entrepreneurs, because being in the information field, they are, of course, the ones to seek out, track, and optimize on the latest information there is — and that is what successful entrepreneurship depends on — picking up on, tracking, following through on what we sense in the environment and strong follow-through that all our truly innovative students have to offer. So stay tuned, the rate of exciting opportunities and successes continues to accelerate — and do keep us posted of your ventures as well.

Elizabeth D. Liddy
Dean

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School of Information Studies
The Original Information School
Home Page is published twice a year by the School of Information Studies, Hinds Hall, Syracuse University, Syracuse NY 13244; 315-443-2911; ischool@syr.edu, ischool@syrd.edu

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Syracuse University sent a four-person team that included Assistant Dean for Enrollment Management and Special Academic Program Initiatives Sue Conert to the first ever Education Exhibition for Higher Education in the Kingdom of Saudi Arabia. The exhibition’s objective was to continue the improvement of higher education in Saudi Arabia by establishing relationships between regional and international colleges, universities, and educational organizations. The exhibition attracted more than 300 organizations from 33 different countries that are interested in working with Saudi Arabia schools. The SU delegation spoke to hundreds of prospective students interested in both graduate and undergraduate studies. They returned from their trip with several hundred direct student recruients, as well as six possible partnerships with Saudi Arabia schools, including Princess Norah Bint Abdullahman University and King Saud University.

Hasan Shulik, an iSchool alumnus, arranged for SU to receive an invitation to the exhibition and guided the SU group, which included Conert, Susan Donovan, the dean of admissions, undergraduate education representative; James O’Connor, executive director of Mideast Advancement and External Affairs; and Peter Lyon; the director of the European programs for SU Abroad.
Faculty, Staff NEWS

Infusing librarianship into eScience

JIAN QIN, ASSOCIATE PROFESSOR

In the past, the term “librarian” might have conjured up an image of a person sitting at a desk, sorting through stacks of borrowed books. Today’s librarians tout responses to electronic reference inquiries, convert libraries into dynamic spaces for multi-generational patrons to interact and engage with each other, and help identify the most meaningful resources in a pool of online material that is growing exponentially.

To succeed in this role, the core skills of librarians remain the same. They organize, curate, and preserve information and help people access useful information. These skills are needed in a wide range of fields—perhaps most notably, in many areas of science. Unfortunately, it is often not obvious to people working in these scientific labs who are struggling to manage large datasets that they need someone with the skills of a librarian.

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

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

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

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

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


Arnone initiated the first year of a two-year Kaufman Entice Grant as co-principal investigator with T. Koszalka from the School of Education entitled “Curiosity Creek After School Computer Club: Themed Green & Entrepreneurial.” She completed the instructional design, development, and implementation of a pilot course funded by an Imaging America grant entitled “Digital iCreation in the Context of Community,” with 13 students helping eight local non-profit organizations use digital media to solve an information problem. The course will be offered again in the fall as “Digital Content Creation for Communities.”


KEVIN CROWSTON, professor, co-authored with KIM, Ohad, M.B. Wilson-Marsh, and C.S. Lee “ICT-Supported Meetings in Practice,” which was accepted by the Journal of Organizational and End User Computing. He also presented “Rethinking Success and Tragedy in DOSS Projects” at the 2010 IFIP conference on February 13, with A. Wiggins. Crowston also authored and presented a discussion paper “Designing scholarly communications” at the IFIP Working Group Joint Working conference in Perth, Australia, in April. He was also awarded a $17,720 six-month travel grant for the OSS 2010 Doctoral Consortium.


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

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

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

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

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

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

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

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

Associate Professor Jian Qin researches and teaches in the areas of knowledge organization, information technology, and information technology applications in managing knowledge and information.
R. DAVID LANKES, associate professor, director of the Information Institute of Syracuse, and director of the Library science pro-
garm, was invited by the U.S. Embassy in Rome to present “Building New Literatecharship” at its spring event in April and
recently presented “The Need for a New Literatecharship” for the U.S. Consulate in Naples. He also delivered three
keynote addresses, one at the Association of College and Research Libraries Biennial Conference, in Spring-
field, R., the second at the Pennsylvania District Library Center/Library Systems Meeting in Hershey, Pa., and at LEAD UI in Spring-
field, R. He was also invited to speak at the State Library of Illinois in Springfield, R.
He also published a number of works, including “Conversations and the True Knowledge of Generations in Rothstein & Schuff” with P. Jureller in Longevity and Librarians: Unexpected Voices for the American Library Association and “Readers, the iPad — Is That All There is?” in the School Library journal. He edited the book Reference Rerensions: Context and Future Trends with M. Roaford, published by Neal-Schuman Publishers in New York, and entered into contract with MIT Press and the Association of College and Research Librarians for his next book, The Art of Unlinear Literachship.
Lankes was appointed the leader of the Instructor Corps on the IBDU project of the State Library of Illinois, funded by the Institute of Museum and Library Science, and served as an outside reviewer for the SUNY Stony Brook Frank Melville Jn. Memorial Library.

MEGAN OAKLEAF, assistant professor, authored an article called, “Using Information Literacy Assessment Plans Guide to Be ‘Active’” in Communications in Information Librarianship. She also co-authored with P. Owen, an School adjunct professor, “Closing the 12-13 Gap: Together School and College Librarians Supporting 21st Century Learners,” an article in Teacher-Librarian.

Megan Oakleaf

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

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

Prof. Kevin CROWSTON was elected as Program Chair-Elect of OCIS

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

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

The following year, he will serve as the Division Chair and be granted oversight of the organization’s bylaws, filing non-elected positions and overseeing communication with OCIS members. Crowston will be Past Division Chair in his fifth and final year when he is responsible for running the elections for new officers.
Syracuse iSchool expands its staff to enhance its outreach efforts

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

“I see these new roles as emblematic of the entrepreneurial, innovative thrust of the School at Syracuse which continues its leadership role in utilizing the most effective and current information technologies to meet the educational and professional goals of our students, alumni, and partners,” School Dean Elizabeth D. Liddy said.

“Each of these individuals is stellar and will contribute immeasurably to these very active focuses of the School and the University.”

Shay Colson

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

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

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

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

Sarah Hagelin

Sarah Hagelin began her tenure on April 12 as the new employer relations director for the School.

In this new role, Hagelin focuses on growing relationships with employers to be leveraged in job placement, curriculum planning, recruitment of students, course instruction, and research programs.

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

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

Kelly Lux

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

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

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

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

Kathleen Schisa

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

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

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

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

In addition to an MLS from the School, Schisa holds a B.A. in brain and cognitive science with a minor in social psychology from the University of Rochester. She has presented nationally and internationally on the WISE Consortium and online learning. She is also a member of SU’s Young Professionals’ Affinity Group Steering Committee.
M.S. in TNM receives the ITERA 2010 Graduate Program of Excellence Award

MARGARET D. SPIELLETT, EDITOR

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

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

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

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

The School launched M.S. in Telecommunications and Network Management in 1995, as a multidisciplinary degree program combining technology, policy, and management. The program prepares IT professionals and new industry entrants to shape the future by providing a broader view of how to apply and use networking technologies to solve business problems.

ITERA endeavors to advance telecommunications science through the creation of a forum for telecommunications and networking professionals, educators, and researchers. It is a partner of the United States Telecommunications Association and the Association for Information Communications Technology Professionals in Higher Education.

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School News

Steve Block elected vice-chair of LeMoyne College Board

Stephen Block, assistant dean for administration and an adjunct profes- sor, was elected vice-chair of Le Moyne College’s Board of Regents. In his role, he is responsible for leading the regents’ efforts in raising the college’s profile through participation in admission receptions, career service opportuni- ties, and community service projects. The board also plays a key role in build- ing strategic partnerships and raising funds for the college.

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

Bridget Crary celebrates 25 years with SU

Bridget Crary, graduate recruitment coordinator, celebrated 25 years of working at Syracuse University on June 6, 2010. She has worked 23 of those 25 years at the School, working closely with other members of the School to improve the efficiency of the admissions process and to communicate with prospective students throughout the admissions cycle. She also assists the Ph.D. committee for doctoral application reviews and maintain the academic records for the doctoral program.

Research centers combine into Center for Convergence and Emerging Network Technologies

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

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

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

The Convergence Center started in 1999 and gave School graduate students an opportunity to work on real con-vergence projects submitted by various businesses such as NorthEast ATLANTIC and Kodak. The Convergence Center projects focused on the policy and economics practices within these businesses.

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

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

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

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

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

NSF grant to support Ph.D. student travel

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

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

continued from page 1

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

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

Throughout the charrette, the students heard from professionals working in careers based in social media, including Syracuse iSchool alumni Josh Frost ’08 of Major League Baseball Advanced Media and Alana Edmonds ’08 of General Electric. The Brothers Muller, twin brothers that form a digital art team out of the Rhode Island School of Design, and Sean Branagan of Digital Vertical.

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

“Millennials — whose fabric is woven with social media — offer a perspective that no generation has had yet, where a world without social networking has never existed,” said McCray, the executive director of COLAB.

“This short and immediate program serves as an exploratory and small example of what a longer conversation could generate. My hope would be that students who participated in the process gained a better understanding of the potential that social media can play in their lives post-academia.”

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

I swear I’ve seen people #rbbuzz all day – beyond twitter that is – @LisaDiVirgilio, Syracuse BizBuzz attendee

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

KATHLEEN HALEY, CONTRIBUTING WRITER

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

With his expertise in social media, Rotolo was tapped to take part in Social Media 101: join the Conversation, along with Dean Liz Liddy. The program, which has been held in cities around the country, invites alumni and University friends to engage in discussions about online social content. It has drawn hundreds of people in such cities as Chicago, Atlanta, and New York City. Rotolo discusses sites, including Twitter, Facebook, and LinkedIn, and where the trends in social networking may be heading.

“Folks are turning out for a conversation to find out what these tools are or, if they are well versed in them, what are some examples of how people are using them successfully,” Rotolo said. “Everybody knows that this user-generated content represents a major shift in the way we do business, how we communicate. But nobody, including myself, is sure where it’s going to land.”

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

Recently tapped to help with the University’s social media strategy, Rotolo is leading a group of students from a variety of SU’s schools and colleges to brainstorm opportunities to engage others in online discussions about SU.

“We’re thinking about what we can do in these spaces that will communicate what it means to be an SU student and invite involvement from current students, alumni, community members, and faculty and staff,” he said.

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

After graduating with an information management and technology degree, Rotolo was a network administrator in the Rome (New York) City School District. He returned to the School to obtain a master’s degree and later joined the School as instructional technology manager.

Adding on the role of an adjunct, he was also soon teaching a new course he developed called multimedia technology, which soon morphed into a course on social media, the first on campus.

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

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

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

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

S U M M E R  2 0 1 0

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

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

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

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

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

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

@dhroen @rotoloh @tristan-walker, can you work w/ these two to make a Syracuse page like we did for Harvard? Thx! — @edens, Dennis Crowley, founder of FourSquare

Equally important in the development of these online relationships is some quality face-to-face time. The University and the iSchool will also continue the social media road show, a primer on social media and a social mixer featuring Rotolo, Dean Liddy, and other iSchool members for SU alumni and friends.

The road show has already visited Chicago, Atlanta, Boston, Philadelphia, Palo Alto, New York City, San Francisco, Boca Raton, and Washington, D.C.

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

To help the iSchool better communicate with its West Coast community members, it has hired 2010 alumnus and West Coast native Shay Colson to serve as director of West Coast relationships.

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

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

At Colson’s in his iSchool conversation speech, “These connections are more than just Facebook or Twitter, LinkedIn or Foursquare. These connections are the very foundation of our society, and in making them, you can make the world a better, more connected — and more human — place.”

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

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

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

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

STUDENT START-UP SUCCESSES

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

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

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

SU’s first entrepreneur in residence provides support for student ventures

HEATHER DROST, CONTRIBUTING WRITER

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

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

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

“I think entrepreneurs need to embrace aspects of decision making that may not have been taught to them in a formal environment,” Liddy said. “Being entrepreneurial involves engagement, assessment, and a willingness to do things differently. I love my job, it’s invigorating,” he added. “It’s a bit of business, mentoring, and den mother all rolled into one. I am trying to create a supportive eco-system for entrepreneurs in Central New York.”
Emerging Talk event and Orange Tree Fund support student start-ups

MARGARET D. SPIELLET | EDITOR

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

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

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

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

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

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

The eight winning companies were:

- Campus Mosaic, run by Alex Pilousas ‘10 (Newhouse), Brian Weinreich ‘10 (Arts and Sciences), Tony Genets ‘10 (Whitman), $12,000
- Capesquared, run by Justin Breese ‘08, G’10, Shay Colon G’10, and Andrew Farah G’11, all from the School, $4,000
- DreamFetcher, run by Austin Curtis (Newhouse), Gerald Decelan (School), and Kyle McGahan (Whitman), $4,000
- Graftfighters, run by Eric Cleckner ‘10 (Visual and Performing Arts), Dave Chenel ‘10 (School), and David Berman, $12,000
- JamLynn, run by Manticore Music, run by Brian Goettel ‘10 (Arts and Sciences), Jerrell Perry ‘10 (School), Joe Gennaro ‘11 (School), Justin Perry ‘10 (School), Knyatta King ‘02, Gy’09 (Visual and Performing Arts, Whitman), $12,000
- Safe Sip Tech, run by Colby Morgan ‘10 (School), Plocha M, Bele ‘10 (Arts and Sciences), and Putnam David ‘10 (School), $12,000
- Skill Addiction, run by Ray Williams ‘10 and Taylor Louie ‘10, both from Whitman, $8,000

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

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- Safe Sip Tech, run by Colby Morgan ‘10 (School), Plocha M, Bele ‘10 (Arts and Sciences), and Putnam David ‘10 (School), $12,000
- Skill Addiction, run by Ray Williams ‘10 and Taylor Louie ‘10, both from Whitman, $8,000
- The Front, run by Christopher DePalmia ‘10, Elizabeth Mikuia ‘11, Molly Poes ‘11, and Stephen Klimek ‘10, all from Architecture, $4,000

Winning teams met with SU Entrepreneur in Residence John Liddy to outline the deliverables, company calendar, and business plan. All of the winners have transitioned into the Student Sandbox at the Tech Garden, where they are working on their companies with the guidance of Liddy and volunteer mentors.
Student Entrepreneur
continued from page 10

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

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

CREATING ENTREPRENEURSHIP OPPORTUNITIES IN CENTRAL NEW YORK
The Student Start-Up Accelerator was initiated by School Assistant Professor Michael D’Eredita. D’Eredita is an entrepreneur himself, having co-founded numerous companies, including D’Eredita DSigns & Development Ltd., a development company for web-based technologies, and True North Group LLC, an executive coaching firm that helps individuals and organizations in Upstate New York establish high-performing leading enterprises.

D’Eredita created the Student Start-Up Accelerator with funding from the Kauffman Foundation and a $150,000 SU Chancellor’s Leadership Project Grant. He developed the project to stimulate the economy of Central New York and promote entrepreneurship across Upstate campuses.

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

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

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

KIMBERLY MONTENYOH, CONTRIBUTING WRITER

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

Brand-Yourself.com is run by SU student entrepreneur Pete Kistler ’11 (School), who serves as CEO; Robert RJ Sherman ’09, G’11 (School, Whitman), who serves as CTO/COFO; Evan Watson ’12 (Whitman, Arts & Sciences), who is VP of Sales/Chief Evangelist; and Patrick Amborn ’09 (Newhouse), who serves as CMO.

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

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

The young company has had a banner year, winning a slew of awards and attracting venture capital. In 2009, Brand-Yourself won second place and $10,000 in the Whitman School of Management’s Panzacca Business Plan Competition. The company was also a top-five finalist in Entrepreneur Magazine’s College Entrepreneur of 2009 Contest. For two years in a row, the Karos Society named Brand-Yourself.com one of the top 100 most innovative student startup companies in the country. This year, Brand-Yourself.com was a top-five finalist in the $200k New York’s Creative Core Emerging Business Competition. In May, Brand-Yourself earned the Best Presentation Award at the 10th Annual SmartStart UNYTECH Venture Forum in Syracuse.

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

This spring, Syracuse University entered into an agreement that provides a six-month free Brand-Yourself.com subscription to all its students graduating in December 2009, May 2010, and August 2010.

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

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

For more on the company, visit www.brand-yourself.com.
Students are hard at work this summer developing and launching the following start-ups at the Student Sandbox, a special entrepreneurship support center located within the Technology Garden in downtown Syracuse.

**Student Sandbox Start-Ups**

**BREWING HISTORY**

**Student entrepreneurs:** Jason Naveton, Krysten Reilly, Eric Altman  
**The big idea:** A brewery dedicated to brewing old-time recipes and new innovative recipes, connecting Central New York with its historical brewery roots.

Learn more: [http://www.facebook.com/pages/Brewing-History/6179339417290](http://www.facebook.com/pages/Brewing-History/6179339417290)

**CAMPUS MOSAICA**

**Student entrepreneurs:** Brian Weineich, Alex Pliouras, Tony Gentes  
**The big idea:** A dual venture that includes Cuse My Campus and Squeeze My Tees. Cuse My Campus is a website with unencumbered satirical news, articles, pictures, and videos for the SU community. Squeeze My Tees is an apparel business focusing on comedic t-shirts and creative, student-generated designs.

Learn more: [http://www.cuseymycampus.com](http://www.cuseymycampus.com/) and [http://www.squeezemytees.com](http://www.squeezemytees.com/)

**CAPE2**

**Student entrepreneurs:** Andrew Farah, Justin Breese, Shay Colson  
**The big idea:** A web services company that generates its primary revenue from web design.

Learn more: [http://www.cape2zoned.com/](http://www.cape2zoned.com/)

**DREAM FETCHER**

**Student entrepreneurs:** Kyle McShane, Gerald Decilien, Austin Curtis  
**The big idea:** A web-based service that matches job seekers with the positions and employers of their dreams.

Learn more: [http://dreamfetcher.com](http://dreamfetcher.com)

**GRAFIghters**

**Student entrepreneurs:** Dave Chenell, Eric Cieslak, Kevin Holmes  
**The big idea:** The first online game for your hand-drawn characters. Upload your sketches and watch them battle it out.

Learn more: [http://www.grafighters.com](http://www.grafighters.com)

**HIGHER LIMITS**

**Student entrepreneurs:** Sterling Ventura, Simon Taverner Jr, Sindy Mendez  
**The big idea:** A unique clothing company influenced primarily by urban style and graffiti.

Learn more: [http://verena.com/19916269](http://verena.com/19916269)

**JAMLynX**

**Student entrepreneurs:** Joseph Gennaro, Jerrel Perry, Justin Perry, Brian Goetsch  
**The big idea:** A web-based social networking/gaming service that allows musicians to upload their songs, play each other’s music, compete, and collaborate.


**PATCHWORK**

**Student entrepreneurs:** Cameron Lasser, Paulina Kamarcova, Jimmy Brunner  
**The big idea:** A community-based collective that specializes in redesigning reclaimed building components, using them to patch and revitalize decaying structures, or create new structures.

Learn more: [http://sites.google.com/site/pathways](http://sites.google.com/site/pathways)

**RE-CIRCLE**

**Student entrepreneur:** Kate Gaugin  
**The big idea:** A waste upcycling service that repurposes used cooking grease and oil from local restaurants by making it into handcrafted, scented soap.


**SAFE SIP**

**Student entrepreneurs:** Colby M. Morgan, Meocha Belle, Putman Davis  
**The big idea:** A drinking straw that detects the presence of date rape drugs in a beverage by changing color.


**SKILL ADDICTION**

**Student entrepreneur:** Ray Williams, Taylor Louie  
**The big idea:** A ski gaming website that lets players connect and compete in tournaments for cash and prizes.

Learn more: [http://www.skillsaddiction.com](http://www.skillsaddiction.com)

**THE FRONT**

**Student entrepreneurs:** Stephen Klimek, Chris DePalma, Molly Foes  
**The big idea:** A non-profit that triggers urban development in Syracuse by renovating abandoned storefronts into prime real estate and securing long-term tenants.

Learn more: [http://www.savefrontsyracuse.com](http://www.savefrontsyracuse.com)
Students in Digital iCreation help local non-profits through their course projects

HEATHER DROST. CONTRIBUTING WRITER

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

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

The Reformed Church of Syracuse web site was one of seven group projects that were presented May 4 during the final class meeting of IST 480 Digital Creation in the School’s Innovation Studio. Approximately 50 students, professors, and representatives from local organizations came to see the students’ final coursework presentations.

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

Each student created an iPortfolio, a personal web site showcasing his or her work throughout the semester, using Google Sites. The final presentations consisted of newly designed web sites, which were matched up with the organizations. Students were required to create at least one video and that told the organizations story through images. The participating organizations were the CNY Chapters of the Alzheimer’s Association, the Brady Faith Center, The Cafe Plus, the Jail Ministry of Syracuse, the Reformed Church of Syracuse, the 15th Ward, and The Mahala Joslyn Gage Foundation.

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

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

While most of the students benefited from working with the real organizations and solving real problems, Jerred Perry ’10, an information management and technology major and an Orange Tree Fund recipient, took the class a step farther. Perry applied the new techniques he was learning to a project at his job with Jam.Lynx J.R. Jam.Lynx is a gaming platform and a social networking site that enables musicians to use their real instruments as game controllers to collaborate and compete with other musicians online. During his video, Perry told the audience that the knowledge and skills he learned in the Digital iCreation class contributed greatly to his company receiving the Orange Tree Fund award (See page 11).

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

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

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

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

Or read an account of the course from a student’s perspective on the School-wide Information Space (school-pr.edu/blog).

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

Doctoral student John D’Ignazio to study at NCAR facility

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

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

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

To be selected for the program, D’Ignazio went through an intensive three-week application process in October. He attributes his success to his work with his thesis advisor Associate Professor Jian Qin, whom he has assisted on several related projects, the Science Data Literacy project and the eScience Librarian project.
F
or the first time ever in the spring 2010 semester, the Syracuse iSchool sent a handful of master’s students to two major industry conferences: South by Southwest (www.SXSW.com) and Interop 2010 (www.interop.com/laravelco).

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

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

“Everyone is your peer at South by,” Colson said. “Everyone is wearing jeans and a T-shirt. He might be the head of a company you use every day, but at SXSW he’s just another attendee. There are no barriers here. People want to interact. That’s why they fly in from all around the world at the same place, at the same time. This is your chance to talk to people like this. For example, Colson, Farah, and Holloway met and took a photograph with billionaire entrepreneur Mark Cuban, who owns the Dallas Mavericks and is chairman of HDRNet, a high-definition TV Cable network.

“The world should be like this,” Farah said. “Free wifi, public computers, cool tech like this, and everyone is approachable. It’s this ideal tech world — like a bubble — where everybody knows what you’re talking about and everybody wants to be part of the party.”

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

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

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

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

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

The students who attended SXSW and Interop 2010 gave presentations about their conference experiences in the Hinds Hall Innovation Studio. The students were also encouraged to use social media tools to document their conference experiences. The Interop 2010 attendees created a two-minute video about their trip, and the SXSW attendees blogged and tweeted about their experiences at http://sxswuniversity.com/interpreter/.

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

Rising senior Ahmed Al-Salem named a 2010-11 Remembrance Scholar Syracuse University’s Remembrance Scholar Committee selected School rising senior Ahmed Al-Salem I ’11 as one of the 15 students who will be the 2010-11 Remembrance Scholars. The Remembrance Scholarship is one of the high-
est awards a Syracuse University student can receive.

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

The scholarships were founded as a tribute to the 35 Syracuse University students who were killed in the December 21, 1988 bombing of Pan Am Flight 103 over Lockerbie, Scotland. The students, who were returning from a semester of study in London and Florence, were among 370 people who perished in the bombing.

Master’s student Jasy Liew participates in 2010 Experience@Singapore Jasy Liew G’11, an M.S. in Information Management stu-
dent, traveled to Singapore, where she explored new technologies and innovative research studies as part of the Experience@Singapore program 2010. The Experience@Singapore is a five-day interactive and digital media program aimed to promote global networks between students, universities, and organizations in the United States, United Kingdom, Canada, Australia, New Zealand, and Singapore.

Liew was one of 12 students selected from the six participating countries to take part in the event. The trip showcased breakthrough technologies in interactive and digital media, which complemented Liew’s personal interests in human computer interaction (HCI).

Student-athlete Ryan Barber recognized by SU Athletics Sophomore Ryan Barber was named the Syracuse University Scholar-Athlete of the Week for the week of April 26, 2010.

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

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

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

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

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

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

MARGARET D. SPLIETT, EDITOR

Master’s degree students Andrew Farah G’11 (left) and Kate Holloway G’09, G’11, (right) pose with billionaire entrepreneur Mark Cuban at 2010 SXSW.
“Girls Are IT” event introduces local Girl Scouts to information technology

“Girls Are IT” event introduces local Girl Scouts to information technology

Kimberly Montenyoohl CONTRIBUTING WRITER

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

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

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

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

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

- Creating a YouTube Sensation: How to create, produce, upload, and edit interesting digital video content (presented by Jarey Benniger ’10, G71, Eric Claxton ’10, G72 and Dave Cheval ’10, G73)
- An ‘i’ for Design: What makes a good web site? Tactics in web design and development (presented by Mike Clarke, iSchool web producer)
- Becoming a Research Diva: How to sharpen your Internet detective skills to make the best of your next big project (presented by Amanda Baker G10, Sara Hills G10, Leslie Tabor G10, and Sarah Spanburgh G10)
- Using Social Media to Your Advantage: How to involve yourself safely in the evolving world of social media (presented by Anthony Ronoto ’02, G76, School professor of practice)
- NO Information ALLOWED!: A debate about restricting Internet information (presented by Andrea Phelps G11 and Jesse Ammons G11)
- And Don’t Forget It: What makes a listener remember what you’re saying? Tactics for presenting information effectively (presented by Jessica Smith ’11 and Johanna Olivares ’10, executive board members of WIT)
- Sports Informatics: How to call the play-by-play of a streaming game like a real reporter. Tips for live video-streaming and information in accurate reporting (presented by School students Alec Trust ’10 and Maxine Shaw ’10, who worked at SIDEARM Sports)
- The event was a great way to help girls learn strong study habits and to get experience teaching information literacy,” said Leslie Tabor, one of the presenters, a 2010 library and information science graduate.

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

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

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

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

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

Nani Kali, created in 1994, is an initiative to educate underprivileged girls by providing them with direct funds for educational materials. The organization is a joint venture between K.C. Mahindra Education Trust and Naandi Foundation, and it works with 25 non-governmental organizations (NGOs) in cities and villages throughout India. Currently, the program provides more than 50,800 underprivileged girls with academic and material support, such as uniforms and after-school tutoring.

Jayanthi Subramanian, a graduate student in the Information Technology (IT) department at the School, is a member of WIT and Nani Kali. Together, the executive board members of WIT and Subramanian raised $195. This money will provide one year’s education to one child in India.

This fall, WIT and Nani Kali plan to host more events to raise awareness and money for the organization. For more information or to support the effort, contact Subramanian at jaysubram@syrac.edu, or visit http://wity.org.
SU offers a new interdisciplinary advanced certificate in cultural heritage preservation

MARGARET D. SPILETT, EDITOR

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

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

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

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

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

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

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

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

On Friday, April 23, the iSchool’s Women in Information Technology (WIT) student group sponsored a trip to the IBM Campus in Poughkeepsie, N.Y. Syracuse iSchool professors Susan and Dave Dischiave and Sarah Hagelin ’95, director of employer relations, accompanied 22 students on the trip.
Researchers share scholarly work at 2010 iConference

Margaret D. Spillett, Editor

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

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

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

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

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

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

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

The iCaucus also presented the first ever Ray von Dran Award to Toni Carbo. Follow participants’ postings from the iConference at the Syracuse School blog, Information Space (http://ischool.syr.edu/blog).

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

Margaret D. Spillett, Editor

During an awards banquet Feb. 5 at the 2010 iConference at the University of Illinois at Urbana-Champaign, Syracuse School Dean Elizabeth D. Liddy G’77, G’88, presented the first ever Raymond F. von Dran Award to Toni Carbo. Carbo, a professor at the College of Information Science and Technology (School) Center for Graduate Studies at Drexel University, was one of the original “gang of three” deans who first worked together to explore and define the emerging field of information. As dean of University of Pittsburgh’s School of Information Sciences, she proposed the regular meeting of deans of information schools in 1988 and then resurrected the group again in the late 1990s after attention started to wane.

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

The award is given in honor of Raymond F. von Dran, who served as dean for a total of 24 years at three different library and information science schools, including the Syracuse School from 1995 to 2007. A founding member of the iCaucus, von Dran was among a core group of visionaries who helped define the newly emerging academic field of information studies, examining how information, in all its forms, expands human capabilities.

The School deans present the $5,000 award to recognize leadership in the field of information, especially those individuals who share some of Ray’s personal qualities.

A tearful Carbo accepted the award, recalling her friendship with Ray von Dran and the key moments in her own life that led her to a career in the information field. “To be the first recipient of the award that honors Ray is so very special to me,” she said. “We just had an idea to bring a few people together and look what it has turned into! Not because of what I did, but because of what all of you have done.”
The Syracuse University School of Information Studies recognized approximately 110 undergraduates, 260 master’s graduates, and one doctoral degree graduate at the school’s convocation at May 15 in the Hildegarde and J. More Schine Student Center’s Goldstein Auditorium.

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

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

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

“Of course, there is one lesson I will take with me from my time at the iSchool, it is this: above all things is the value of the human connection,” said Suy Colón G’10, a graduate of the M.S. in Information Management and recipient of the School’s Graduate Leadership Award. “Be grateful for the connections you’ve made, and will continue to make.”

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

Undergraduate Leadership Award Recipient Kathryn Bennett ’10 told reflected on the times she’d shared with her peers over the past four years. “As we all came here to further our education, and earn a degree,” Bennett said, “I don’t think any of us thought that we would be here in the middle of a pandemic, and that the circumstances of our lives would be any different. Regardless, always keep in mind that each challenge you are presented with is worth facing, and every opportunity is worth pursuing, because you never know where it may lead you.”

Arthur Thomas, professor of practice and director of the global enterprise technology programs, received the Jeffrey Katter Professor of the Year and, during his speech, he reminded students that the greatness they need to succeed is within them. “The secret to being able to rise to meet every challenge is in knowing that everything up to this point in your life has prepared you for it,” Thomas said. “You just need to find the greatness that is in you to make it happen. You are graduates of the School, after all — the elite students — the cream of the crop who will achieve excellence ‘out there’ just as you have achieved it ‘in here.’”

During the ceremony, a number of students were recognized for their accomplishments, including Dean’s Scholars Joseph P. Brusa, Irina S. Khachatryan, Ashley Lauren Nelson-Hornestein, Charles James Rouse, Brian Richard Skiba, Brendan D. Tischler, Ryan Douglas Wellman, and Brad Wruckelman, all students in the B.S. in Information Management and Technology program. Kathryn Bennett and Matthew Rose served as the undergraduate Class Marshals.

The master’s degree prize winners were Ashley Christophor (Information Management), Laura Deal (Library and Information Science), April Yasamelli (School Media), and Ryan Gledt (Telecommunications and Network Management). Sara Haque received the Doctoral Prize.

Other student awards presented included the Antje Lemke Book Award and Scholarship to Rebecca Baierkert and Michael Luther; Amy Everrett Award for Information Ethics to Sam Baal and Thomas Osoolok; Angelo De Silva Inspirational Achievement Award to Cony Condello; John R. Weitzel Memorial Award for Information Systems Research to Endri Matq; and the Donald A. and Joyce P. Marchand Award for Outstanding Academic Achievement to Chris Turner.

The following students were selected to serve as Alumni Class Leaders: Kathryn Bennett, James Breminger, Anthony Ortiz, Leslie Tabor, Anleta Venues, and LuTaji Welch.

Sensus Corp. Chief Information Officer Thomas Vua received the Outstanding Part-Time Faculty of the Year. Following the formal ceremony, graduates and their families gathered in the Panasci Lounge for a reception.

Dean Elizabeth D. Liddy named new chair-elect of iSchool

Dean Elizabeth D. Liddy G’77, G’88 was elected unanimously by Caucus members as chair-elect for a two-year term beginning in 2012. The chair coordinates the Caucus, the governing body of 24 Schools, setting the agenda for bi-monthly meetings and acting as the Schools representative to various organizations. The chair leads the activities of its members, including the planning of the annual iConference, a three-to four-day forum for faculty, students, and researchers to share their work and to develop their extended network of colleagues. Until assuming her responsibilities in 2012, Liddy will shadow current Caucus chair Harry Bruce, dean of the University of Washington’s Information School. Bruce formally took over for past chair and Illinois School Dean John Unsworth during the 2010 iConference at the University of Illinois Urbana-Champaign in February.

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

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

Barbara Settel, Director of Alumni Relations and Annual Giving

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

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

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

@gwenmoran: Don’t let new media ruin your ability to write. It’s an important skill that will take you far.
@Ryan.Messick: Make personal connections w/ people in & out of your field & it will pay off. Always keep learning.
@ChrisNBC13HD: Get email/LinkedIn address 4 every biz contact u meet & stay in touch. U’ll get more jobs from friends/associ than from ads.
@cindykreneskj: Be PATIENT & PERSISTENT. Network, volunteer or intern if u can’t get a paying position right away.
@DaneLopez: Work with good people. When selecting a job associate yourself with the best & the brightest. You’ll learn more.

@Jess1219: Keep in touch with employers from internships! That’s how I got my job.
@Kimincusser: Save ALL the business cards you get from all the people you’ll meet...you’ll be glad you did and amazed at how often you use them.
@korymellon: NETWORK! Hunt down alumni at companies where u want to work (via CDC database or LinkedIn) show em your best and expect to intern.
@kburnham: Seek a mentor in ur industry & maintain a relationship. Use them as a sounding board. Bounce q’s off them. Poll them for advice.
@Megancassidy: Your resume isn’t everything. Connecting with someone-phone, in person-online is the best way to impress employers.
@andrespatinio: Always keep a positive attitude and NETWORK! You never know if you brother’s roommate’s sister’s dentist knows a guy in your field.
@nicole_hering: Best advice I can give is show that you’re passionate! Reach out 2 professionals learn more about the industry, not just 4 a job.
@akknoteck: get to know everyone you meet. A nice woman i chatted w/ on the train had a daughter who worked at macy’s and got me an interview.
@amedmunds: Be polite and professional when calling and writing follow-up emails. You don’t know who is reading or forwarding.
@HilaryShecter: Best advice is to stay in touch with @KellyLux!

It is no surprise that much of their advice underscores the importance of making those personal connections. And while you need to use the Internet and social media to establish those connections, it will be your writing, speaking and social skills that make those connections work for you. So let’s emphasize the “social” part of social media; join the SU and School LinkedIn alumni groups and follow us all on twitter @SyracuseSIS @syracuse.edu @KellyLux @basette.

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 personal address changes.

You may also visit the alumni web site at schoolinfo.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
Joel Dowling ’03 earned a JD at St. John’s University School of Law and has been admitted to the New York State Bar. He is employed as assistant district attorney in the indictment bureau of the Kings County (Brooklyn) District Attorney’s Office.

Simon Sjogren ’07 is a teaching resource assistant at Chesterton County Public Schools in Chesterton, Va.

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

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

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

Adnan Ali ’09 is an ISM technology analyst at JPMorgan Chase in Syracuse.

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

Kaitlyn Bennett ’10 is pursuing a master’s degree in information management at Syracuse University School of Information Studies.

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

Dave Chenoll ’10 is founder-president of Grafighters in Syracuse, and is pursuing a master’s degree in information management at Syracuse University School of Information Studies.

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

Kwame Darkwah ’10 is an analyst with JPMorgan Chase in New York City.

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

Kassandra Durham ’10 is a Linux system administrator for Carrier Corporation in Syracuse.

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

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

Jeffrey Godman ’10 is a web design/marketing manager with Optimus Lightpath in Jericho, N.Y.

Eric Gorodezky ’10 is an inventory database operator for Ecosphere Technologies Inc. in Stuart, Fla.
Ernst & Young internship leads to a job offer for IM student

**PINK LONKAR G’09**

MINHEE CHO CONTRIBUTING WRITER

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

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

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

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

“The School has given me a perspective of what is required to succeed in this market,” he said. “My courses, with highly relevant assignments, are directly providing me with the tools I need to seek and grow in the job.”

Lonkar appreciates key School staff and faculty for all that they’ve done to help him succeed.

He attributes his interest in project management and database management to the outstanding teaching of such faculty members as Steve Snapko, Susan Dischiave, and Thomas Uva. “They have had a positive influence on me and have changed the way I look at things,” he said. “The project I did in Susan Dischiave’s database management class actually made me realize that I can design a system from scratch, took the fears away, and in the process made me love the subject.”

Lonkar enjoyed the iSchool experience, especially as an international student, and believes his understanding of two unique cultures put him at an advantage over other job candidates. “International students, I believe, have a potential edge over domestic students,” Lonkar said. “Many of them have seen both sides of the world and thus get the best of both worlds. The challenge is harnessing those experiences to become more marketable.”

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

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

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

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**Matteo Carto ’10** is an analyst with PriceWaterhouseCoopers in New York City.

**Stephanie Scharf ’10** is a project technical associate at Utica First Insurance Company in Utica.

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

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

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

**Tedra Mitchell ’10** is a project technical associate at Onondaga Community College in Syracuse.

**Colby Morgan ’10** is a technology analyst with JPMorgan Chase in New York City.

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

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

**Anthony Ortiz ’10** is a technology associate at JPMorgan Chase in New York City.

**Laura Perdue ’10** is an analyst with JPMorgan Chase in New York City.

**Wes Purvis ’10** is a technology associate at Utica First Insurance Company in Utica.

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

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

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

**P.J. Wascher ’10** is a technology associate in information studies at University of Michigan.

**LaToya Welch ’10** is a technology associate in information management at Syracuse University School of Information Studies.

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

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

G.W. Bakarmitran ’62 retired after a successful career in several libraries in India, including that as founding librarian of the Indian Institute of Management in Bangalore. He now lives in Auckland, New Zealand.
Kudos to our Board of Advisors

Paul Brenner, Assistant Dean for Advancement

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

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

Herb embodies a deep commitment to and passion for the School that is being carried on by our new board members. Informed by Dean Liddy’s bi-annual “State of the School” reports, the new board members form a cohesive team that continues to increase their outreach and provide external feedback to the dean on strategic developments in the school.

For example, I mentioned in my last column the creation of a development sub-committee (Clairt, Lassen, and Koller), which is building a culture of philanthropy and whose efforts are invaluable and propelled the board to set a new record and raise over $285K this past fiscal year.

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

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

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

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

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

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

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

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

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

Matt Kelli: Primary donor to the Katz Doctoral Scholarship, access to D.C. angel group for student entrepreneurs.

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

Christine Larsen: Strategic partner who help to establish a $30 million (Jeff Morgan Chase collaboration with SU) donor who is a major catalyst in building School’s culture and philanthropy and also served on search committee which hired Liz.

Al Lea: Director and advocate for School at large minority technology forums for high school students in Maryland area, providing infrastructure and relief to his native Haiti via information technology and engineering conference.

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

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

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

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

Jasson Miles: BLSI founder/donor, Student StartUp Accelerator advocate, mover and shaker enabling school enrollment from targeted NYC technology high school.

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

Mal Schwartz: Donor and first parent board member, strategic planning/marketing consultant to School and later to the broader School movement.

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

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

Joseph Trinos: Atlanta (geography of opportunity located) based donor and software executive opening doors for School. Watched Ernie Davis play and arguably creates SU sports fan as a lifetime fan.

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

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

Jennifer Nace ‘04 is an information and instruction librarian at Hobart and William Smith Colleges in Geneva, N.Y.

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

Kate Larrer ‘08 is a library media specialist with the New York City Department of Education.

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

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

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

Gabrielle Gesselein ‘09 is a library technician at Syracuse University Libraries.

Amy King ‘09 is a reference librarian with Nason Peabody LLP in Boston.

Nancy Lara ‘09 is a regional sales manager for EBSCO Publishing in Ipswich, Mass.

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

Gail Britson ‘10 is a teacher-librarian at Ttramansburg (N.Y.) Elementary School.

Karie Doegler ‘10 is a library media specialist at Salmon River (N.Y.) Central School District.

Hilary Dorsch Wong ‘10 is an intern at Ithaca College Library.

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

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

Jessica Isler ‘10 is a reference and instruction librarian at Medill Librar in Middlebury, Vt.

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

Alison Leonardt ‘10 is a librarian at National Public Radio in Washington, D.C.

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

Paz Pederson ‘10 is a manager with Barnes and Noble in Syracuse.

Renee Robbins ‘10 is a librarian assistant at the Colorado Department of Corrections in Canon City, Co.

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

M.S. in Information Management

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

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

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

Kyoung Shik Bong ‘09 is a business residency analyst with Morgan Chase in Syracuse.

Kwadwo Sampang ‘09 is a QA analyst with Liberty Mutual in Boston.
From Science to the Stacks: Alumna is helping define the role of an eScience librarian

GAIL STEINHART ’05

MARGARET D. SPIELLETT, EDITOR

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

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

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

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

Swati Singh ’09 is software developer at Rational Retention LLC in Albany, N.Y.
Sureshkumar Srinivasan ’09 is an IT engineer at Royal Paper Converting in Phoenix, Ariz.
Supriya Tardalkar ’09 is an analyst at Ernst and Young in New York City.
Tina AlSadhan ’10 is a web site administrator at the Syrian Journal of Natural Science, University of Damascus, Syria.
Ashish Bhalerao ’10 is an associate with IT advisory services at Ernst and Young in New York City.
Cornell Bradford ’10 is an information technology analyst with the Government Accountability Office in Washington, D.C.
Nupur Chandorkar ’10 is an associate with IT advisory services at Ernst and Young in New York City.
Shay Colson ’10 is west coast liaison for Syracuse University in San Francisco.
Zachary Glick ’10 is a web site administrator with the Syracuse City School District.

Sergio Hinestrosa ’10 is employed with Sumatericana in Colombia.
Louis King ’10 is digital information architect at Yale University in New Haven, Conn.
Alan Kolačkovsky ’10 is chief engineer with the Boeing Company in Washington, Conn.
Shuodong Lou ’10 is a financial software developer at Bloomberg in New York City.
Jaidek’s Ninan ’10 is a business technology analyst with Street Solutions in Jersey City, N.J.
Aaron O’Brien ’10 is senior marketing analyst with J.P. Morgan Chase.
Darshan Parikh ’10 is a software developer with Unbound Solutions in Atlanta.
Syam Sasikumar ’10 is a software associate at Next Jump Inc. in Boston.
Marlon Sellow ’10 is an IT specialist with the U.S. Department of Commerce in Washington, D.C.
Shreyansh Singh ’10 is ITAS staff advisor with Ernst and Young in New York City.
Ankita Verma ’10 is ITAS staff advisor with Ernst and Young in New York City.

CAS in Information Systems and Telecommunications Management
Posie Aagaard ’03 is assistant dean in assessments and collections at University of Texas in San Antonio.
Kang Yu ’09 is a senior engineer with Seagate Technology in Suzhou, China.

M.S. in Telecommunications and Network Management
John Middleton ’02 is regional director, Canada for Acxiom LLC in Mississauga, Ontario.
Ryan Gleed ’10 is a technology consultant at Accenture in Reston, Va.

Ph.D. in Information Science and Technology
Shuyuan Mary Ho ’07 is an assistant professor at Drexel Goodwin College in Philadelphia.
The School of Information Studies (iSchool) hosted the Upstate CIO Conference on April 16 in Hinds Hall. The conference brought together information leaders in Central New York to network, learn about social media and IT governance, and share insights about the iSchool curriculum and skills CIOs think are needed by graduates to succeed in the global business environment.

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

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

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

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

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

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