

SPRING/SUMMER 2016 • VOL. 15, NO. 2

# connections

THE ISCHOOL @ SYRACUSE UNIVERSITY



# EXPLORE VIRTUAL REALITY

PHOTOS BY J.D. ROSS



The It Girls Alumnae group is made up of participants from the iSchool's It Girls Overnight Retreat, now in its 6th year. If you know of a high school junior or senior girl who might be interested in being a retreat participant, applications are now open for the 2016 fall event—visit: [itgirls.ischool.syr.edu](http://itgirls.ischool.syr.edu) for details and an application.

*Members of the It Girls Alumnae student group (L to R: Olivia Kisker '18, Fatma Ngom '16, and Megan Swanson '18) explore virtual reality technology at a group meeting. The iSchool recently sent all admitted undergraduate students a set of cardboard goggles to use for taking a virtual tour of Hinds Hall and the Syracuse University campus.*



# connections

THE **iSCHOOL** @ SYRACUSE UNIVERSITY

## inside this issue

### FEATURES

Veteran Reacclimation 13  
*Researchers use technology to understand shift from service.*

VeteransU App 15  
*Helping vets adjust to life at Syracuse*

Resources for Veterans 16

### SCHOOL NEWS

Dean's Messages 2-3

Around the iSchool  
 Faculty Viewpoint:  
 Social Media Dynamics in the  
 2016 Presidential Campaign 10  
 Student Profile 12

### ALUMNI NEWS

From the Director 19  
 Class Notes 22  
 Spring Break in Silicon Valley 20  
 Alumni Profile:  
 Michael Eisenberg G'86 26  
 Thank You for ReFueling the iSchool 28

### ON THE COVER

Ph.D. students Lauren Britton and Bryan Dosono pose for a photo in the lobby of Hinds Hall. Britton and Dosono are working on research projects relating to veterans and their reacclimation to civilian society. Read about their research on page 14. Photo by J.D. Ross.



13



12



26

Connections is published twice a year by the School of Information Studies at Syracuse University. <http://ischool.syr.edu>

**Dean:** Elizabeth D. Liddy G'77, G'88

**Interim Dean:** Jeffrey M. Stanton (Jan. 2015 – May 2016)

**Editor:**  
 J.D. Ross  
[rossjd@syr.edu](mailto:rossjd@syr.edu)

**Alumni News Editor:**  
 Barbara Settel G'73, G'76  
[basettel@syr.edu](mailto:basettel@syr.edu)

**Contributors:**  
 Renée K. Gadoua  
 Kim Pietro  
 J.D. Ross  
 Barbara Settel G'76, G'77  
 Diane Stirling  
 Siwei Wang

**Design and Production:**  
 Colleen Kiefer, Kiefer Creative

**Address correspondence to:**  
 Connections  
 Syracuse University iSchool  
 343M Hinds Hall  
 Syracuse, NY 13244  
[rossjd@syr.edu](mailto:rossjd@syr.edu)  
 (315) 443-3094

**Connect with the iSchool on Social Media:**

[facebook.com/su.ischool](https://facebook.com/su.ischool)

[twitter.com/ischoolsu](https://twitter.com/ischoolsu)

[ischool.syr.edu/linkedin](https://ischool.syr.edu/linkedin)

# Returning To the ischool

## *Dean's Message*

ELIZABETH D. LIDDY DEAN



**I** have had the honor over the past 16 months of serving as Interim Vice Chancellor & Provost of Syracuse University.

During this time, Professor Jeff Stanton has been serving as Interim Dean of the iSchool—and has been an excellent leader. On the next page, you

will read about the strategic planning process which he guided the iSchool through during his time as Interim Dean, and the six visionary goals the iSchool has set for itself.

As Vice Chancellor & Provost, and leader of the University's Academic Strategic Plan, I had tasked each School and College at Syracuse University with developing their own Strategic Plans in light of the University-wide plan.

In my role as Interim Vice Chancellor & Provost, I had the opportunity to see how the iSchool fared amongst the other ten schools and colleges at Syracuse, and I was definitely very proud when I considered the excellent national and international rankings of the iSchool; our long-standing, solid financial health; our reputation for being innovative in terms of offering courses in the newest, most in-demand topic areas; the success of our students in terms of placement and starting salaries—the highest on campus, and; for having very a highly engaged and supportive Board of Advisors and alumni population.

As I write this, I am just newly returning to my job as Dean of the iSchool, and am thrilled to be back to the school I love. And again, my thanks to Jeff for his excellent leadership of the iSchool.

# Planning Ahead

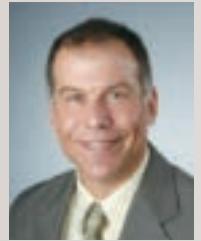
## *Interim Dean's Message*

JEFF STANTON, INTERIM DEAN

**F**or those who follow the University's press releases you may already know that there are three campus-wide planning initiatives underway: "Fast Forward," an effort to improve the University's operational effectiveness; the "Campus Framework," a forward-looking analysis of our physical campus; and the "Academic Strategic Plan," a description of aspirational goals that will keep Syracuse University in the top ranks among private research universities. In this context, every school and college at Syracuse must also produce a strategic plan to guide its next three to five years of operation.

Strategic planning is a challenging activity that, at heart, contains a delicate balancing act. If you create a very general aspiration, like, "Make the iSchool a Better Place," it is easy for everyone to get on board but hard to take away any useful guidance. On the other hand, if you prescribe very specific targets, such as, "Hire Two More Advisors Next Year," you know exactly what to do, but some people will inevitably disagree with the prescription because they believe something else is more important. The old saw, "you can't please all of the people all of the time," comes into play, because every action you choose means that there is something you have also chosen NOT to do. So how does a dynamic organization like the iSchool find that balance between vague aspirations and specific, but controversial actions?

You probably won't be surprised to find out that there are courses and certifications you can take in strategic planning that address this



STEVE SARTORI

kind of dilemma. Some years ago I took one such certification from the Society for College and University Planning, which offers a three course curriculum in leading planning initiatives for institutions of higher education. One of the key principles that the Society's certification taught me was the importance of getting broad involvement from as many interested people as possible.

So now let's add to the planning process a few dozen faculty members with long institutional memories, an advisory board of seasoned executives, 40 experienced staff professionals, current students, and interested alumni, then shake vigorously. This is a recipe for a long and sometimes emotional conversation about the future of the iSchool and how best to prepare for upcoming challenges and opportunities. This conversation, at turns, has focused on dreams, dangers, anxieties, and aspirations. Everybody has something at stake, and everyone wants what they think is best for the school in the long run.

Half a year of these conversations has led to a consensus on six broad areas of focus for the next few years at the iSchool. We have phrased each area as an aspiration - a lofty goal we hope to achieve by continuously improving what we do:

**1** Our flexible, focused, and state-of-the-art curriculum, together with our innovative teaching, prepares iSchool students for leadership in the information fields.

**2** The iSchool faculty advances knowledge through collaborative, interdisciplinary research that engages students at all levels in discovery and innovation.

**3** All iSchool students bridge the gap between knowing and doing through high quality hands-on, real world experiences that are aligned with the vision and goals of the School.

**4** The unique culture of the iSchool fosters creativity and collaboration while promoting inclusiveness, fairness, and mutual respect among students, staff, faculty and leadership.

**5** The staff and faculty integrate their work to ensure a seamless positive student experience from the first inquiry through a lifetime of connection to the school.

**6** By graduation, all iSchool students develop a personal ethical code; improve their aptitude in reasoning, critical thinking & problem solving; increase proficiency in professional communication; build a global outlook; and reach mastery in at least one area at the intersection of information, technology, and people.

There you have the broad aspirations, and I doubt that anyone could argue with the value and importance of striving towards each one of them. Yet for each of these broad aspirations, faculty and staff members have also proposed as many as ten discrete and highly specific targets for the school to hit. Some of these targets are hard, both in the sense that they are controversial and that they will require lots of extra work from people who already work very long hours.

Over the next several weeks we will discuss them intensively among the iSchool's faculty, staff, and students and decide whether to adopt them. The proof of our success in reaching consensus will play out over the next several years. I am hopeful that, by 2019, our iSchool will break out ahead of the pack with unprecedented gains in student success, faculty and student research achievements, and overall international reputation. Stay tuned and make sure to check in and see how we are doing! ■

## ISCHOOL NEWS

### iSchool Welcomes New Members to the Board of Advisors

**T**hese new members have joined the iSchool's Board of Advisors over the past year:

**Reginald Acloque '99**

*Executive Director, Software Professional Services – GE*

**Jim Carrick G'98**

*CEO – LPA Software Solutions*

**Sam Clarvit '10**

*Business Analyst – JPMorgan Intelligent Solutions*

**Katherine Lagana**

*CTO – Fidelity Charitable*

**Jorge Nario**

*CIO – Capital Markets, Fidelity Investments*

**Greg Raimann**

*Principal – EY Advisory Services*

**Jeffery Rubin '95, G'98**

*CEO – SIDEARM Sports*

*Professor of Practice – Syracuse iSchool*

For more information about the iSchool's Board of Advisors, contact Kim Pietro, Assistant Dean for Advancement at [kpietro@syr.edu](mailto:kpietro@syr.edu). ■



ISCHOOL NEWS

**iSchool Strengthens Online Offerings in New Partnership**

**IN JANUARY, THE** iSchool and education technology company 2U announced a partnership that will further strengthen the iSchool's nationally ranked online graduate programs, including the Master of Science in Information Management, the Master of Science in Library and Information Science, and the Master of Science in Library and Information Science: School Media degrees.

since 1993, and we're taking another step forward by partnering with 2U to enhance the reach of our online graduate programs," said Jeffrey M. Stanton, interim dean of the iSchool. "2U has demonstrated a consistent capability to support universities in delivering the highest quality online graduate degree programs. By partnering with 2U, we will extend our institutional mission to transform the information field."

The new arrangement will enhance the iSchool's 20-plus years of experience in online programs by combining 2U's learning platform and technology-enabled services with the iSchool's interdisciplinary, collaborative, and experiential educational offerings and renowned faculty members who are leading experts and innovators in a range of professions, including information policy; technology and management; data science; information security; and more.

The online programs will be named "iSchool@Syracuse." They will feature live face-to-face online classes taught by iSchool faculty members, dynamic course content, and real-world learning experiences. Online students will be required to meet the same academic criteria as students in the iSchool's on-campus programs.

Students in the new program will begin their courses in October, 2016. ■

"The iSchool has been offering innovative online learning opportunities

ISCHOOL BY THE NUMBERS

**2015 Undergraduate Placement**

Based on a 94% Response Rate



- Employed
- Internships or grad school
- Not seeking or still seeking

**\$62,728**  
Average Starting Salary



- Employed before graduation
- Employed within 0-3 months
- Employed within 3-6 months
- Employed within 6+ months

**\$65,000**  
Median Starting Salary

STEF SAUNDERS



*Cerilli, at right, at the ribbon cutting to open the Blackstone LaunchPad space in Bird Library. The LaunchPad hosts a campus-based entrepreneurship program designed to support and coach aspiring Syracuse University entrepreneurs—students, staff and, alumni—regardless of their major, background, discipline, or Syracuse school affiliation. It is supported by a grant provided by the Blackstone Group, an investment bank and financial services firm.*

## STUDENT NEWS

### Blackstone LaunchPad Opening Involves Alumni Entrepreneurs

The opening of the new Blackstone LaunchPad entrepreneurship space in Bird Library in April featured a number of alumni entrepreneur guests, including iSchool alumnus Wiley Cerilli.

Cerilli founded SinglePlatform in 2010, raising \$4.5 million in two rounds, and then sold the two-year old start-up to Constant Contact for \$100 million. Following the sale, he became Vice President at Constant Contact, then Venture Partner for First Round Capital in New York, and was named a “Top 25 CEO” in New York, and “Top 10 People to Watch” by Crain’s.

He recently co-founded Good Uncle, a food delivery start-up, and plans to launch the company in select cities, including Syracuse, this summer.

During his trip to Syracuse for the Blackstone opening festivities, Cerilli met with a focus group of iSchool students to discuss his new venture, and get their feedback on his business ideas, as college students are expected to make up a majority of the company’s early customers. ■



*Cerilli speaks with a student focus group during his visit to Syracuse.*

JO ROSS



STEVIE SARTORI

**N**ew Vice Chancellor & Provost Michele G. Wheatly addresses the audience at her announcement event in March. To learn more about Wheatly, visit: [provostwheatly.syr.edu](http://provostwheatly.syr.edu).

iSCHOOL NEWS

**ALA Awards Continuing Accreditation Status**

The American Library Association's (ALA) Committee on Accreditation has granted continued accreditation status of the iSchool's Master of Library and Information Science (MSLIS) program through 2022. The committee found no deficiencies in the program and granted seven years accreditation, the standard term offered by ALA.

"Continuing accreditation affirms that the efforts of our faculty and staff to build an innovative, high quality program have really paid off," said iSchool interim dean Jeffrey Stanton. "I appreciate their work as well as the intense investment of time and energy that our site visit team and the ALA Committee on Accreditation made in their review of our program."

This ALA accreditation milestone indicates that the MSLIS program has completed a self-evaluation; undergone a thorough review by peers; and meets the standards established by ALA, which include a clear description of the program's goals, objectives, and learning outcomes; a strong and well-planned curriculum; appropriate numbers, diversity, qualifications, and support of faculty, students, and staff; a healthy financial status; and suitable physical resources and facilities.

The entire accreditation process included the MSLIS program's self-study report, a site visit and report by the External Review Panel (ERP), the



“Accreditation isn’t a one-time event,” explained Jill Hurst-Wahl, director of the MSLIS program at the iSchool. “It’s an ongoing cycle of communications between the program, the COA, and the Office of Accreditation.”

—JILL HURST-WAHL

iSchool’s written response to the ERP’s report, and a meeting with the Committee on Accreditation (COA) in Boston during the ALA’s Midwinter conference in early January.

“Accreditation isn’t a one-time event,” explained Jill Hurst-Wahl, director of the MSLIS program at the iSchool. “It’s an ongoing cycle of communications between the program, the COA, and the Office of Accreditation. That Communication will continue as the iSchool submits regular updates to the COA. As with all ALA accredited programs, these updates help the COA to understand changes occurring within the programs and how those changes reflect changes in the profession.” ■

STEVE SARFORI



STEVE SARFORI

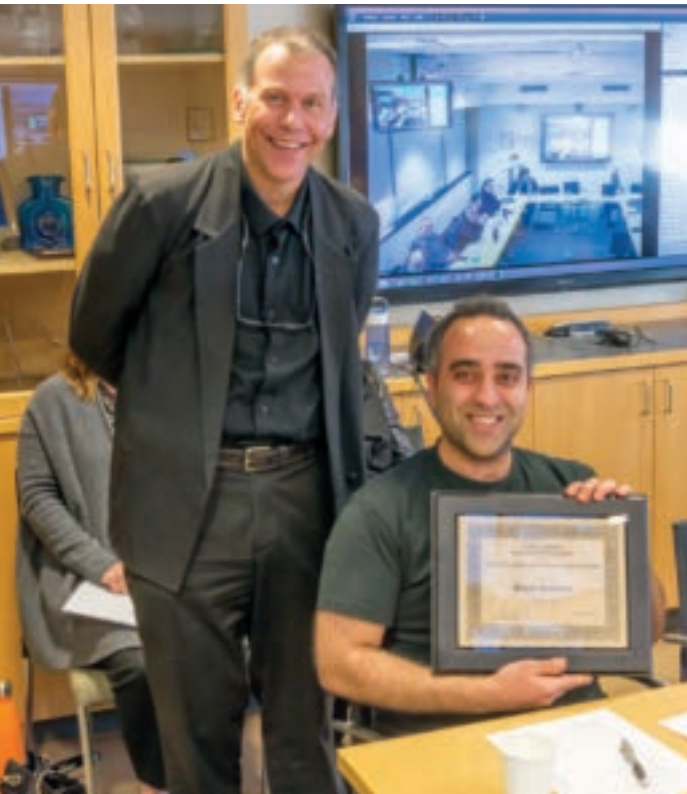


STEVE SARFORI



## Congressman Katko Speaks with Information Policy Class

Congressman John Katko visited campus to speak with Adjunct Professor Andrea Drumm’s Information Policy class. He shared his experiences working as a member of the House’s Homeland Security committee, and the policies and laws surrounding counterterrorism efforts, both in the U.S. and abroad. ■



JD ROSS

**Interim Dean Jeffrey Stanton presents the Junior Faculty Research award to Assistant Professor Bryan Semaan at a faculty meeting.**

FACULTY BRIEF

**Semaan Selected for Junior Faculty Research Award**

Assistant Professor Bryan Semaan has been recognized with the Robert Benjamin Junior Faculty Research Award. This award was established by iSchool Professor Emeritus Robert Benjamin to recognize outstanding research by a junior faculty member. It provides course relief and funding to help the recipient advance his or her research program.

Semaan studies how and when information and communications technologies are used in critical civic contexts. These include refugee migration and resettlement, veterans' transition back into civil society, political communication, and crises such as political uprisings and natural disasters. He integrates qualitative, quantitative and computational methods to understand these issues, and

employs design science methods to build tools and environments that support communications in the public sphere.

Semaan's research has been recognized for its contribution to the field of human-computer interaction (HCI). His co-authored paper "Designing Political Deliberation Environments to Support Interactions in the Public Sphere" was named a Best Paper at the prestigious ACM Conference on Human Factors in Computing Systems in 2015. His work also has been published in top conferences such as the ACM Conference on Computer-Supported Cooperative Work, and the SIGCHI Conference on Human Factors in Computing Systems. ■

STEWART



FACULTY BRIEF

**Ruth Small Nominated for WISE Instructor of the Year Award**

Ruth V. Small, Laura J. & L. Douglas Meredith Professor at the iSchool was recognized by the Web-based Information Science Education (WISE) Consortium for her excellence in online education.

Small was nominated for a WISE 2015 Instructor of the Year Award for her course *Motivational Aspects of Information Use*.

One of the nomination statements provided in support of Small's instruction reads, "Dr. Small provided a well organized, highly engaging online class. Her assignments were relevant, challenging, and insightful. This was one of the most enjoyable classes I took during my master's program."

Small's course considers the human side of the information field and addresses the question, 'why do people do what they do?'

"My students come from a variety of graduate programs, from within the Syracuse iSchool, across the campus, from colleges across the country, and beyond," said Small. "In fact, one year I had a student in the military who was deployed in Afghanistan and used to communicate with us from inside of a tank. It is this mix of students and the respect that they show for each other's ideas, opinions and perspectives that, I believe, makes this course so exciting."

As a passionate advocate of the theories that she teaches, Small strives to incorporate them into every part of her courses. ■

## FACULTY BRIEF

**Carnegie-Whitney Grant Win was Learning Experience for LIS Grad Student**

**ASSOCIATE PROFESSOR OF PRACTICE MARILYN ARNONE** has been awarded a Carnegie-Whitney Grant by the American Library Association (ALA).

The Carnegie-Whitney Grant provides annual awards to scholars for the preparation, either in print or electronic form, of popular or scholarly reading lists, webliographies, indexes and other guides to library resources that will be useful to users of all types of libraries in the United States. The 2016 grants were announced last week.

Arnone's project will create a searchable paired booklist on environmental topics that can be used by school and public librarians, as well as higher education faculty teaching future librarians, as a resource to promote reading and content interest in the environment.

"Our project addresses needs relating to the Common Core demands for students to read increasing amounts of informational texts across grade levels and the need to increase children's knowledge of and engagement with their environment," said Arnone. "This has been a growing problem according to numerous research studies and environmental educators."

Arnone worked with Elizabeth Griffin, a first-year graduate student in the iSchool's Master of Library and Information Science program on the grant proposal. Griffin is an Expect More Scholar at the iSchool, participating in a program that pairs LIS students with a specific faculty mentor, who is carefully matched to the student's career field of interest.

"Part of why I decided to apply for the Carnegie-Whitney grant was because I wanted to have a project



Marilyn Arnone



Elizabeth Griffin

"Our project addresses needs relating to the Common Core demands for students to read increasing amounts of informational texts across grade levels and the need to increase children's knowledge of and engagement with their environment. This has been a growing problem according to numerous research studies and environmental educators."

—MARILYN ARNONE

that would be a great learning experience for my Expect More Scholar," said Arnone. "I told her about my idea for a proposal to see if it was something she would be interested in, and she was very excited about its potential."

"When you mentor an Expect More Scholar, you need to craft experiences that prepare them to be leaders in the library field," explained Arnone, "and this project will result in Elizabeth co-authoring two articles with me and co-presenting on the tool we're building."

The experience of working on a grant proposal was new to Griffin, and she enjoyed the opportunity to collaborate with Arnone.

"It was fascinating watching it all come together," Griffin said. "From this experience, I've learned just how much goes into grant writing and how working with others truly can make all the difference. Grants are incredibly important to librarianship, especially in schools with limited resources where they have the potential to bridge the gap and help ensure that libraries are places of learning accessible to all."

Following the completion of her degree next year, Griffin will be a certified school media specialist, and hopes to work in a public high school.

"I want to work with students to help them achieve their goals and equip them with the tools they will need to do so," said Griffin. "I hope to help foster a love of technology and literacy in the school I end up in, and work with faculty, staff, and students to ensure that the library is a safe place for everyone to pursue their interests."

As part of the Expect More Scholars program, Griffin found the experience of working closely with Arnone to craft the grant proposal to be something she won't soon forget.

"[Arnone] is someone I respect immensely, and from the moment we met she has treated me like a colleague and not as a student," said Griffin. "Having these interactions with her and being able to learn from her has shaped my idea of what a librarian should be like, and I am deeply appreciative of everything she has taught me, and am excited to learn even more." ■

# Social Media Dynamics

## *in the 2016 Presidential Campaign*

**JENNIFER STROMER-GALLEY, PROFESSOR**

In 2016, digital media—Twitter, Facebook, Instagram, even Snapchat—are fully engaged in strategic communications by presidential campaigns. Just a decade ago, campaigns were starting to figure out how they might use Internet-channeled communication platforms—from websites to email to online forums—to gain advantage and win on election day.

So, how has campaigning changed as a result of new digital media? Frankly, it has changed in important ways. The ways campaigns fundraise, interact with the news media, gauge public opinion, construct their image, organize, and interact with the public have all been disrupted, just as digital technologies and mobile devices have transformed other sectors of our society.

Starting with fundraising, Bernie Sanders is the kind of smaller donor fundraising. In January, Sanders raised \$20 million from over 2.5 million individual donors, which broke Democratic Party fundraising records. He did that by energizing and then mobilizing supporters to give to his campaign online.

Before social media, a campaign funded purely on small donors would never have gotten off the ground. Today, campaigns can effectively raise small amounts of money if they have the right message and the strategies to connect with a large number of supporters on social media and then channel them to the campaign website to give \$25.

Social media is all about people constructing an image of themselves for their friends and family, and Donald Trump is the master of self-promotion. In the age of self-promotion, authenticity is the key to the castle. Trump has person-



**Professor Jennifer Stromer-Galley is tracking and researching what the candidates are saying across social media during the 2016 presidential election.**

ally tweeted most of his messages from his Twitter account, a rarity; most political campaign accounts are run by campaign staff, with the occasional tweet from the candidate. His in-your-face and no-holds-barred style exudes authenticity, allowing his message to reverberate widely through social media

Trump used his social media accounts to cleverly interact with the public. He has used Twitter especially to criticize the state of the country, the policies of the current administration, and his opponents. In an early move to bring down the perceived Republican front-runner, Jeb Bush, Trump attacked him as “boring” at campaign rallies and in television interviews. The attack was

amplified by a fifteen second Instagram video that showed an attendee at a Bush event sleeping. This and his other Instagram videos reinforced Trump’s authentic image as the candidate willing to say what everyone else was thinking. Such messages gave his already huge social media following something to share, like, and retweet, allowing him to spread his messages virally. His celebrity status when he announced his candidacy positioned him with incredible advantage over most of his rivals in terms of his social media presence.

What 2016 so far proves is that digital media—websites and social media—are being used to maximum benefit, especially for candidates who

have an outsider message and an effective digital media strategy to amplify that to their supporters, who in turn share it with their friends and family. I never declare that a given election season is the “year of the Internet”, but this one demonstrates how social media can change the dynamics of campaigns in ways we have not experienced before.

**Editor’s Note:** *Ideas from this essay are detailed at greater length in the forthcoming edited collection of essays in Digital Media: Transformations in Human Communication, edited by Paul Messaris and Lee Humphreys, and published by Peter Lang.* ■

## FACULTY BRIEF

### Bei Yu Named iSchool’s First Katchmar-Wilhelm Professor

**THE ISCHOOL HAS SELECTED ASSOCIATE PROFESSOR BEI YU** as the inaugural Katchmar-Wilhelm Endowed Professor.

The first named faculty position in the School’s history, the Katchmar-Wilhelm professorship was made possible from a portion of the generous bequest of Mrs. Estelle Wilhelm ’38 ’39 that the School received in October, 2013.

The professorship is designed to provide support during a three-year term to an associate professor, to help that faculty member achieve their career goals, enhance their own reputation and that of the School, and ultimately achieve promotion to full professor.

“I was thrilled when I received the award notification,” said Yu. “As a recently-tenured associate professor, I’m trying to plan the next phase of my career, and writing the proposal for the professorship pushed me to think hard about my mission as a researcher and educator over the next few years.”

Yu’s plan for the coming three years focuses on her research using language technology to improve science communication.

“I’m particularly interested in developing intelligent tools that can help the public access and understand scientific literature, and thus reduce public doubt in science knowledge, said Yu.

“This type of knowledge is increasingly important for public policy and everyday life, in areas such as environmental protection and evidence-based medicine, but public opinion can strongly influence government policy.”

“Filling the gap between science knowledge and public understanding is critical for our democratic society,” Yu explains, noting that traditional science communication approaches are challenged by diversified information sources and the viral spread of information across social media.

**“I’m particularly interested in developing intelligent tools that can help the public access and understand scientific literature, and thus reduce public doubt in science knowledge**

—BEI YU

“I am delighted that Bei was selected as the inaugural recipient of the Katchmar-Wilhelm professorship,” said iSchool interim dean Jeff Stanton. “She submitted a highly meritorious proposal with the promise of substantially strengthening the broader impacts of her research program, and I am hopeful that the establishment of this professorship marks the start of a renewal and expansion of the iSchool’s research capabilities.” ■



Bei Yu

STEVE SARTORI

## STUDENT PROFILE

### RAN YAN

# iConsult Project Allows IM Student to Spread Project Management Wings

SIWEI WANG



*Ran's work with the Onondaga County Sheriff's Office provided her with hands-on project management experience.*

Thanks to a creative and motivated team of students from the iSchool, the Onondaga County Sheriff's Office is now able to provide the highest quality of law enforcement services online to the people who live, work, and visit Onondaga County with their new website.

Developed by iConsult, a graduate student organization at the iSchool, the Sheriff's Office launched the new website earlier this year.

Second year Information Management graduate student Ran Yan led her team to complete this complicated project after brainstorming with Rick Quatrone, the head of IT management with the Onondaga County Sheriff's Office. All of the iConsult team members are graduate students at the iSchool.

iConsult matches iSchool graduate students with entrepreneurs, businesses, government agencies, and non-profits across Syracuse, to provide one-on-one consulting services. The program gives students marketable experience while helping organizations with their information technology needs.

Students enter the program with varying experience levels, allowing all participants to learn and improve their skills by working on projects. In addition to the real-world experience, iConsult also allows students to intellectually bridge the experience to the content delivered in their academic courses. The program enables the iSchool to place students and local organizations in a mutually beneficial situation.

"To start the project, our team first analyzed the original Sheriff's website and collected basic information we needed,

including a site map, the internal structure of the Sheriff's Office, their requirements and expectations," explained Yan. "After that, we redesigned and reorganized the architecture of the whole website, redefining the colors and layouts of the pages to make them more appealing. And then, we put everything together as a new website."

Quatrone was very impressed by the team's work. "It was a pleasure working with them," he said. "The whole team did a good job of planning out the site and organizing the data, and we are very happy with the end result. I look forward to working with the team again."

Yan notes that she received inspiration and became interested in applying her academic knowledge and technical expertise in web design after joining this project.

"I was seeking a way to combine what I learned at the iSchool and how I can apply that knowledge to these real-world projects," Yan said. "On the business side, I developed my skills including organizing and prioritizing client requirements, professional communication, conflict management, project planning, teamwork and risk management."

The project also allowed Yan and her team to find out what happens when things don't go according to plan. "There are so many unexpected situations happening during project development, and we came across a lot of these issues when building the website," Yan said. "It was these times that we needed to work together as a team to solve the issues. And on the technical side, I practiced web design and development. It was such a good chance to apply what I learned in my web design class to a project."

This spring, Yan's team is working on another project with the Sheriff's Office for a new database as well as a website for Compassionate Care of Central New York. Like other clients who have worked with iConsult student teams, the Onondaga County Sheriff's Office showed great interest in working with the team again because of the quality of their work, and the ease of collaboration between the two parties. ■



iSchool Researchers Use Technology to Understand

# VETERAN REACCLIMATION

J.D. ROSS





**Assistant Professor Bryan Semaan presents on his veteran re-acclimation efforts at the ACM CHI 2016 conference in San Jose, CA.**

**W**hen members of the U.S. armed forces return home from duty to civilian life, they often have difficulty acclimating and adjusting to society outside of the routines of military service.

The difficulties they have can often reach crisis levels, says iSchool assistant professor Bryan Semaan, and he and a group of Ph.D. students are working to understand how technology may be able to help with the transition of veterans back into civilian society.

Semaan's work builds on his own doctoral training at the Donald Bren School of Information and Computer Sciences at U.C. Irvine, where he focused his studies on how people cope and recover from crisis situations. His research at the iSchool looks at populations in transition, including veterans and refugees. Semaan joined the faculty at Syracuse in the fall of 2014.

"Reacclimating to civilian life can be a difficult prospect for many veterans," said Semaan, "especially those who entered into military life at a young age."

"Those who enlisted at 18, perhaps due to poor economic experiences—to get out and build a life for themselves—they join before their social background is fully formed," Semaan explained. "They go from living with their parents to an environment where they take orders from their superiors, so their ability to make decisions on their own is limited."

Semaan began his work with intense and broadly-based one-on-one research focusing on aspects of the routine lives of veterans when they return home, and the extent to which Information and Communication Technologies (ICTs), such as social and mobile media, play a role in helping

.....

**"Reacclimating to civilian life can be a difficult prospect for many veterans, especially those who entered into military life at a young age."**

with the acclimation process. This research examined all aspects of their day, from home life to their work, education, and their socializing. The initial field studies included interviews with over a dozen veterans, sourced from the Institute for Veteran and Military Families at Syracuse University, and the Veterans Administration (VA) medical center in Syracuse.

His work piqued the interest of Kyle Possemato, clinical research psychologist and associate director for the Research Center for Integrated Healthcare at the VA, and Semaan will join the team there to conduct veteran interviews and observe health care practices at the hospital as the project continues well into the future.

"What I'm finding is that the military spends a lot of time training soldiers to be soldiers, but very little time training soldiers on how to be a civilian after their service is over," Semaan said. "The current transition assistance offered isn't enough to provide them with a good reentry into modern life."

Semaan plans for the research he is conducting now to lead to the design and adoption of technologies that will help veterans adjust to life outside of the military, as well as the enactment of policies that take into account the real experiences and hardships that they have in adjusting to post-military life.

With the help of iSchool doctoral students, Semaan has divided the research work into three different project tracks, all using technology to approach the issues around adjustment to civilian life.

## PRIVACY IDENTITY STUDY

Understanding how veterans view privacy, and the misconceptions they may have about privacy can often lead to the inability for them to receive the right services and care. By getting a better understanding of how veterans view privacy issues, it will be easier to develop treatments and services that fit their needs.

Ph.D. student Bryan Dosono is leading the privacy research, as part of his work with the iSchool's BITS (Behavior, Information, Technology and Society) research lab.

"I became involved in this work from having Bryan Semaan as my faculty advisor," explained Dosono. "In the BITS Lab, we're learning how different communities build resilience through technology, and in this case, we're attempting to

STEVE SARTORI



Bryan Dosono



# VeteransU App Helps Vets Adjust to Life at Syracuse

MATT WHEELER

Charles Preuss had spent the previous seven years of his life with his head on a swivel. As an airborne paratrooper for the U.S. Army, his very life depended on an astute understanding of his surroundings and the people in them. Upon returning to civilian life, it seemed that every person he encountered was the opposite—absorbed by their smartphone’s tiny, glowing screen and oblivious of what was happening around them.

“I felt like I was around robots,” describes Preuss. “Being overseas for so long, I didn’t use my phone. Everyone here seemed to be walking around with their heads down, totally engrossed in their device. That was very foreign to me at first.”

In addition to transitioning from a military life to a civilian life, Preuss was grappling with the transition from soldier life to student life as he enrolled in the undergraduate program at the iSchool.

“Student veterans are a very different demographic. We’re in our mid-to-late twenties or older. Some are raising families or working full-time jobs. We’re coming out of a very structured military culture into one that’s not so structured. We’re also a minority in the student population, so it’s important that we’re able to find each other.” says Preuss, now finishing up his junior year.

Recognizing society’s infatuation with mobile devices and his own desire to connect student veterans with people they can relate to, and utilizing support from the University’s Institute for Veterans and Military Families (IVMF) and the Office of Veteran and Military Affairs (OVMA), Preuss proposed a mobile application exclusively for the benefit of veterans at Syracuse. The idea excited Ron Novack, OVMA’s executive director, so much that they set out to put boots on the ground to start the project immediately.

Working with Steve Masiclat, the director of new media management in the S.I. Newhouse School of Public Communication and a Marine Corps veteran, they were quickly able to identify a team of computer engineering graduate students in the College of

Engineering and Computer Science that was not only capable of building the app for iOS and Android platforms, but prepared to share the vision of supporting veterans.

In his role as product manager for the app, Preuss found himself applying leadership skills he learned in the military. “To overcome any obstacle, you have to know your men, their strengths and weaknesses, and how to build the team so our strengths levy each weakness and form a great unit. It doesn’t matter if it’s in the military or in business, you still have a team,” he says.

The entire cross-collaborative team ideated what shape the application should take and arrived at a robust, yet straightforward, set of features. Using the app, veterans are provided guidance through their entire higher education experience, using a newsfeed of veteran news and events, and a step-by-step “roadmap” through the application process. It also includes a directory that connects users, listing their military branch and contact information.

“I worked for Oracle before I came to Syracuse, so I have experience with developing products like this, but I’ve never experienced this degree of satisfaction with a project before,” said Abhilash Krishnamurthy, a student at the College of Engineering and Computer Science who contributed to the project. “I’m hopeful that this app will help create a smooth transition from military to academic civilian life. We put a lot of thought into providing veterans with everything they need to succeed here and gathered their feedback along the way.”

The application is available for download in Apple’s App Store and on Android’s Google Play. With most of the work behind them, the team remains hesitant to celebrate their success.

“I can’t wait to talk about it when my fellow veterans have found value in it. That’s the moment we’re all waiting for. When veterans come up to us and say, ‘This app has helped me,’ that will be our measure of success,” says Preuss. ■



Screenshots from the VeteransU mobile app.

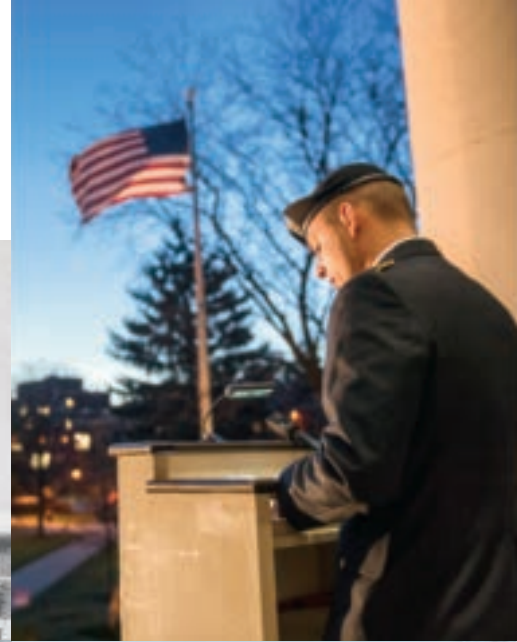


STEVE SARDONI

Charles Preuss with his dog Bear, after a walk on campus.



*Prefabricated temporary buildings lined the Quad behind Crouse College in the years following World War II to serve as classrooms for the nearly 10,000 returning veterans that came to campus.*



## Veteran and Military Resources at Syracuse University

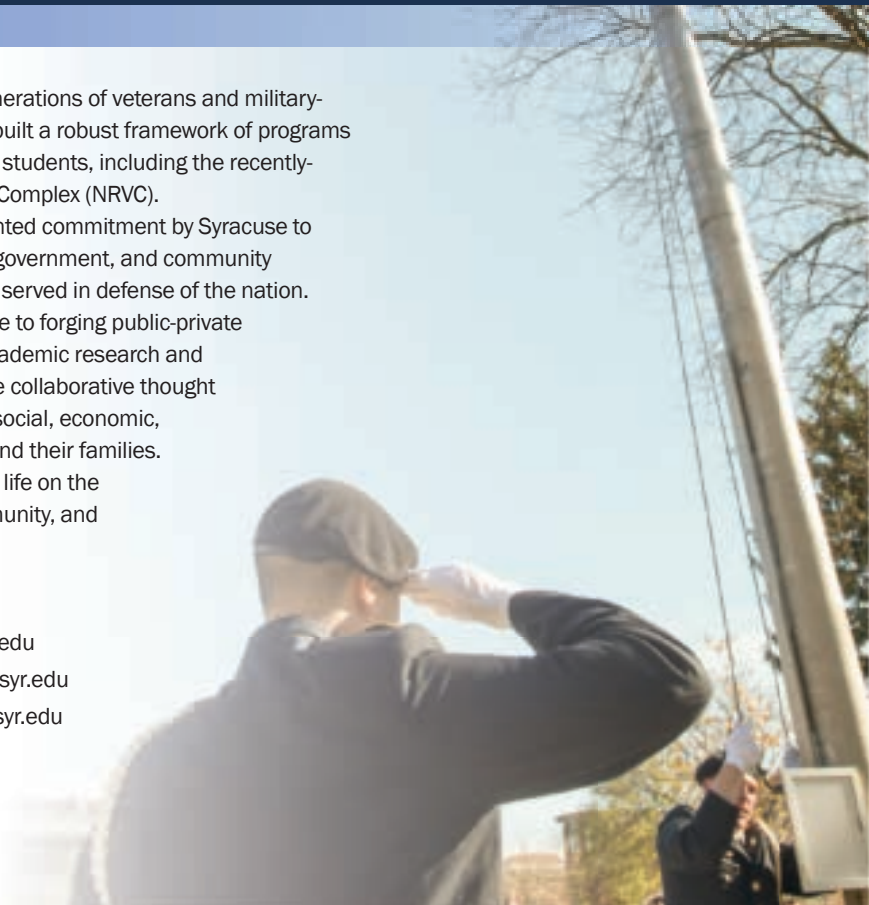
Syracuse University has been home to generations of veterans and military-connected students. The University has built a robust framework of programs and initiatives to serve this population of students, including the recently-announced National Veterans Resource Complex (NVRC).

The NVRC represents an unprecedented commitment by Syracuse to cultivate and lead innovative academic, government, and community collaborations that will empower those who have served in defense of the nation.

Specifically, the NVRC will function as a bridge to forging public-private partnerships, a collaborative space to nurture academic research and actionable programming, and a forum to facilitate collaborative thought leadership—all for the purpose of advancing the social, economic, and wellness concerns of the nation's veterans and their families. The NVRC will also serve as the center of veteran life on the campus of Syracuse University, in the local community, and across Central New York.

### LEARN MORE:

- National Veterans Resource Complex: [nvrc.syr.edu](http://nvrc.syr.edu)
- Office of Veteran and Military Affairs: [veterans.syr.edu](http://veterans.syr.edu)
- Institute for Veterans & Military Families: [ivmf.syr.edu](http://ivmf.syr.edu)





*The Syracuse VA Medical Center, located directly across the street from the Syracuse University campus, served as the source for initial field study interviews for the research projects.*

figure out how technology can help veterans adjust to civilian society.”

With the privacy work, the BITS Lab partnered with Syracuse University’s Institute for Veteran and Military Families (IVMF) to connect with communities of veterans in Syracuse and upstate New York.

“The IVMF has been instrumental in allowing us to learn more about veteran experiences, and how they transition back into society,” said Dosono. “And what we’re finding is that veterans tend to be much more comfortable disclosing their experiences when they see other veterans also doing so, such as in an online forum. It’s the power of shared experiences.”

Dosono hopes that his research and interviews with veterans will not only find out what they disclose online, but also the kind of information and help that they are seeking.

“Through this research, we want to share and contextualize these vignettes of experiences in a paper, and then provide policy recommendations for places like the U.S. Department of Veteran Affairs and other practitioners to improve existing transition programs and resources for helping veterans.”

For Dosono, his research with Semaan is a perfect fit for his doctoral interests.

“I’m curious to learn how underserved groups access and use information and communication technologies,” explained Dosono, “and through my mentorship with Bryan, I am sharpening my qualitative research skills more deeply to uncover emerging themes in the stories of our informants and how they use technology to improve their quality of life.”

The work with the veteran population will also help Dosono and Semaan on other BITS Lab projects, where they are examining refugee populations that have settled in and around Syracuse.

“Interviewing refugees is a bit more difficult,” said Dosono, “due to the nature of them coming to America and needing to overcome both language and institutional barriers, but the data is showing that they share similar threads of transition challenges faced by veterans in our studies, so that relationship will be fascinating to explore further.”

## WEARABLE STUDY—NUDGING TO RESILIENCE

The reacclimation process is stressful on veterans, and with the proliferation of personal devices on the market that capture health data, like FitBits and Apple Watches, Semaan and his team hope to use the technology that they employ to develop an application that aids in detecting psychological distress in veterans.

“By using the heart rate monitoring capabilities from a smart watch or device to detect variations that show psychological distress, we can build a tool that prompts, or nudges, the veteran to provide more information about what triggered the stressful event,” Semaan explained.

With several months of use, the team will have a significant amount of data what can be used to help treatment providers understand the distress events. The team also plans to develop tools that allow veterans to self-reflect and to share these experiences with their health care providers.

Semaan is hopeful that the wearable study can eventually lead to a virtual peer support network, a social network of sorts, that collects the data and allows veterans to socially sort through their problems together.

## MILITARY SEXUAL VIOLENCE STUDY

Women in the military who have suffered from sexual assault are often in a precarious position, and not well supported by policy, according to Semaan. He is hoping that this study will provide a mechanism for crowdsourcing women’s experiences in the military, and use that crowdsourced data to make and change policy decisions on how sexual assaults are handled.

Ph.D. Student Lauren Britton is responsible for the research efforts around the sexual violence study, and initially discovered the need to explore this area based on results the team uncovered during their first study on veteran transition.

“As we conducted the transition study, we discovered that a number of the women we interviewed had suffered some sort of sexual violence,” Britton explained, “and this had an



*Lauren Britton*

STEVE SARBORI

effect on how they transitioned after their active duty assignments.”

The team wanted to know what they could address the issues they were hearing about.

“We asked the women about their experiences, and how that impacted their transition back to civilian life, and found a number of them had been medically discharged because of the way in which they reported the assault, or if they sought mental health counseling in relation to an assault incident,” Britton said. “Also, some are choosing not to report or seek help, so they’re leaving under honorable conditions, but not able to seek the support they need right away.”

What the team is finding in their early research, is that many of the victims are turning to online spaces, like forums and Facebook groups, to share their experiences and serves as a sort of virtual support group.

“By understanding how victims of sexual violence are using online technologies to cope and find support, I hope that the data we gather can allow us to make policy suggestions that will result in positive change for those that have experienced this while in the military,” said Britton. “And in addition to policy recommendations, we can also connect people with resources that can help them, such as platforms and communities built by fellow veterans.”

“Our study won’t necessarily solve the problem of sexual violence in the military, but we hope it might help make the transition to post-military life a bit easier,” she added.

## SYRACUSE’S PLACE IN VETERAN RESEARCH

Syracuse University has a long history of supporting veterans, dating back to the championing of the 1944 G.I. Bill that saw a boom in post-WWII veteran enrollment on campus.

In 2011, the Institute for Veteran and Military Families (IVMF) became the first national center in higher education that focused on the social, economic, education and policy issues affecting veterans and their families post-service.

With Chancellor Kent Syverud’s inauguration in 2014, he reaffirmed the University’s commitment to veterans, and backed the IVMF’s vision to be the best research and service institute available for those who have served the country.

“To be able to do this important research at a place like Syracuse, research that can change the lives of veterans in a positive way, is very important to me,” said Semaan. “With support from the IVMF, and from my colleagues across campus and at the VA, I think we can work together to come up with solutions that will help us understand and assist our service members as they return from their deployments, and ensure that they can transition back to civilian life as easily as possible. This is not an easy task, and I encourage anyone who is interested in participating in this endeavor to contact me—there is a lot of work to do, and the more people who can help assist in this work the better.” ■



## Opportunities for Veterans at the iSchool

The iSchool is uniquely equipped to provide an education to veterans and those currently serving in the military. Syracuse University is proud to have a tradition of service, and the iSchool continues that tradition by offering veterans cutting-edge curricula, the highest quality online and distance programming, and an opportunity to connect veterans with the people, resources, and programs they want to pursue at the University.

With up to seven years to complete a program, the School offers students the option to switch from full-time to part-time enrollment at any point, and the iSchool’s extensive offering of online classes for master’s and certificate of advanced study students makes our programs ideal for those with full-time jobs, a busy home life, or who are in the midst of a career transition.

More information about iSchool opportunities for veterans and current military service members, including details on scholarships and partnerships, is available at: [iSchool.syr.edu/vets](http://iSchool.syr.edu/vets). ■

# How Alumni Bring our Road Trips to Life



**BARBARA SETTEL**, EXECUTIVE DIRECTOR, ALUMNI RELATIONS

## Theory vs. practice. Classroom vs. real world. Education vs. work experience. Knowledge vs. skills.

Colleges and universities struggle to create a balanced curriculum and college experience which prepares students for careers in the real world, yet students will spend the majority of their time in classrooms, laboratories and the library. So the iSchool works very hard to provide opportunities that will help students relate what they are learning in the classroom to relevant careers.

The iSchool's Road Trips were born out of the desire to expose large numbers of students to the variety of careers they can pursue with an iSchool degree. Road Trips focus on the intersection of IT and information systems in a variety of industries or fields like sports; entertainment and news; finance and consulting; politics and policy; digital retail; travel and hospitality; and entrepreneurship. In the last 4 years, an average of 45 students have traveled

on each of our 2-day intensive non-stop bus trips to NYC, Buffalo, Washington, D.C. and Boston, visiting 7-8 companies and meeting executives, business leaders and alumni.

Alumni participation is a huge factor in the success of our Road Trips. Alumni host our visits and bring in colleagues to speak about different aspects of the organization. During our most recent travel and hospitality Road Trip, at least seven alumni at Jet Blue gave us a perspective on the importance of IT and information management in the airline industry. Alumnae and iSchool Board member Krista Canfield came to New York City specifically to help us experience Gogobot, an app that helps travelers share advice on where to go and what to see throughout the world. We also met with alumni at Priceline and Seven Rooms, a reservation app. Every Road Trip

includes a happy hour with alumni where students socialize and network with alumni from a variety of career paths. At the last alumni reception one student landed an internship after meeting an alumna at our pizza party!

Ryan Ratty, a freshman, writes about the Buffalo Sports Road Trip, "When I realized that playing sports wouldn't be my career, I wasn't sure how to incorporate my love of sports into my future. By going on the Buffalo Road Trip and meeting professionals who work in the NFL, the road trip provided the perfect segue for what I may be interested in doing in the future. Road Trips do an amazing job of giving my major much more clarity."

Keep in touch with me as we plan future Road Trips and help us make your career come alive for iSchool students. ■



*John Burke '12 speaks with Road Trip Students at Jet Blue on the iSchool's Travel and Hospitality trip in April.*

KENN DODD

## Thank you to Road Trip Donors

These young alumni, all past Road Trip participants themselves, recently gave to the iSchool's Student Immersion Fund to help provide the next generation of students with an immersion experience.

Amanda Abbott '12	Pamela Medina '13
Jaclyn C. Badger '15	Brittany Moore '15
Emily Banas '14	Samuel Morrison '13
Sean Cheatham '15	David M. Mwanza '15
Elena Chwat '14	William Pace III '13
Rafael Colon '15	Lauren Peters '14
Joseph Creighton '15	Andrew Pregler '15
Celestine Currie '14	Francisco Ramos '13
Julie A. Deutsch '13	Jack Regan '14
Kyle Fenton '15	Lindsey Silverman '15
Max Greenberg '14 G'15	David Skoler '15
Kyle Hershman '15	Hailey Temple '15
Gregory Hoerner '15	Chichen Wang '14
William Kajos '15	Neil Winston '14
Scott Key '15	Haiyun Xu '15
Alexis Madison '14	Kaida Yissirou '14
Jake Magida '15	
James McRoberts '14	



JULIE WALKAS

# Spring Break in Silicon Valley 2016

**Shayna Katz '09** (far right, with Otto), relationship manager at LinkedIn, poses for a group picture with the student group on the trip.

**Alumni hosts welcomed students** on the iSchool's Spring Break in Silicon Valley trip in March. This was the 6th year the iSchool has organized the trip, exposing students to the lifestyle and work world of entrepreneurs in California's Bay Area.

**The iSchool is always looking for** alumni hosts for our Spring Break in Silicon Valley Trip and our EntreTech trip in New York City. If you would like to welcome a group of Syracuse University students into your company, please contact Sarah Weber, the iSchool's director of employer relations: [sfweber@syr.edu](mailto:sfweber@syr.edu).



JULIE WALKAS

**Brian Garber '14**, center, is an IT Resident at Google. With Brian are students **Megan Swanson '18**, **Sarah Santos '16**, **Donna Le '17**, and **Ethan Tyo '17**.

**Bob O'Brien '14**, interactive producer at Level Studios, holds a Q&A discussion with students at one of the stops on the trip.



# iSchool Alumni Return to Campus

J.D. ROSS



**Leah Richards '00**, Import Manager at Outerstuff, Ltd, came back to campus to speak with members of the BLISTS student group. Richards' job puts her at the intersection of retail and information technology, and she shared her career progression with students and visited iSchool classes as a guest speaker.

BARBARA SETTEL



**Menotti Minutillo '07** talks with students about his experiences at Syracuse—he was a co-founder of Otto's Army, the official student section at Syracuse athletic events—as well as his career accomplishments. Minutillo recently took a new position as a senior technical program manager at ride-sharing startup Uber.

## Read more about Leah and Menotti's careers

on the iSchool's InfoSpace blog: [infospace.ischool.syr.edu](http://infospace.ischool.syr.edu).

Do you want to come back to campus and meet students, recruit for your company, or share your story? Contact Barbara Settel, the iSchool's executive director of alumni relations at [basettel@syr.edu](mailto:basettel@syr.edu).





Use the enclosed envelope to let us know about your professional and personal accomplishments so that we can include them on our website, or in a future issue of *Connections*. Also, please keep us informed of any address or employment changes.

- Visit [ischool.syr.edu/alumniupdate](http://ischool.syr.edu/alumniupdate) to change or submit information.
- Visit [ischool.syr.edu/alumni](http://ischool.syr.edu/alumni) to participate in the online alumni community and make a gift to the school.
- Information can also be submitted via e-mail to [istalum@syr.edu](mailto:istalum@syr.edu).

**Barbara Settel** • Executive Director of Alumni Relations  
School of Information Studies • Syracuse University  
343L Hinds Hall, Syracuse, NY 13244 • 315-443-5604

- [facebook.com/su.ischool](https://facebook.com/su.ischool)
- [twitter.com/ischools](https://twitter.com/ischools)
- [ischool.syr.edu/linkedin](https://ischool.syr.edu/linkedin)

## BS—Information Management & Technology

**Bret Costain '91** is Director of New Product Strategy and Development at Gale/Cengage Learning in Farmington Hills, MI. He is leading a research study on digital humanities in libraries in partnership with the American Library Association. The study surveyed over 700 humanities faculty and librarians in the areas of funding, resources, services to support digital humanities projects. Findings are published in a *Special Report: Digital Humanities in Libraries* by Stewart Varner and Patricia Hswe. Bret has launched two blogs, one on digital humanities at [gale.com](http://gale.com) and a digital LGBTQ history archive on [slate.com](http://slate.com).



**Marc Squire '11** recently co-founded a web-based start-up called Leema. An acronym for "Let Everyone Eat My Art," Leema is like Etsy for food. In addition to his start-up, Squire is also a software engineer for Major

League Baseball Advanced Media, and visits Syracuse every fall to help work on the MLB College Challenge with the iSchool.



**Usman Habib '16** is an accomplished student, U.S. Army wounded veteran, and passionate about the field of information security. After immigrating to the U.S. from Pakistan, he attended community college and eventu-

ally enlisted in the U.S. Army. In six years of service he was deployed to Afghanistan twice and was seriously injured by an IED. Awarded the purple heart, he was medically retired from the U.S. Army as a Staff Sergeant.

This May he completed his college education with a BS degree in Information Management and Technology. He has maintained Dean's List grades, has been a member of the Golden Key International Honor Society, the Muslim Student Association, the Student Veterans Organizations, and the National Society of Collegiate Scholars.

His passion for information security motivated him to launch a honeypot that lured hackers in with the intent to learn from their actions and techniques. Within a matter of two weeks, he was able to gather information on more than 50 attacks, their step-by-step executions, and the malwares they tried to download. During his undergraduate program he completed several internships, one at SU's Information Technology Services division, and another as Cyber Security Analyst for JP Morgan Chase & Co., where he engineered and successfully deployed a fully mobile simulated network to track down the insider threats. After graduation, Usman will begin a full-time position as a cyber security analyst with JPMorgan Chase in NYC.

## MS—Information Management

**Terry Stone '00** was appointed Supply Pastor, a laity appointment, at Coal Fork United Methodist Church in Charleston, WV. In December he completed the UMC Exploration course in preparation for Pastoral Licensing Class. Once this is completed he will be assigned to a church as a Local Licensed Pastor with all authority to accomplish the work he began 45 years ago!

**Ali Nasser A. Hadwer '09** earned both the MS in IM and the MS in TNM as well as certificates in Information Systems and Information Security. He is corporate director for Educational Information Technology Services at King Saud University for Health Sciences in Saudi Arabia, acting as CIO, and responsible for operation, staffing and the strategic direction of the University's information resources, in order to support the University goals and objectives of providing innovative healthcare education in Saudi Arabia.



**Julia Allis '12** is a Digital Media Associate at SUNY's College of Environmental Science and Forestry (ESF) in Syracuse where she manages digital media as well as ESF's extensive video collections. Allis

also serves as the only full-time social media employee on ESF's campus, focusing on upper level campus-wide strategic communications.

**Pratyosh Gawade '13** has accepted a new position as an SME I solution engineer at Deloitte in Orlando, FL.

**Kate Mueller '13** was promoted to Director of Product Development at DevResults.



**Rohan Khanduja '14** is a technology associate at Bank of America in Jacksonville, FL. He works within the Database Team and is responsible for drive process improvement, managing deliverables,

managing team resources and communications. He utilizes skills acquired in his IM degree to perform data analysis and make recommendations for strategies to drive the business. He has been recognized for his work in identifying process gaps and developing



**Terry Stone**





**Pictured (L to R) :** Rohit Singh G '14, Marc Gagnon '02, Flora (Yuanyu) Li '17, Yi Yang G '12, Abhi Muduvathi G'14, Kanu Vats G '12, Yang Fu '17, Ryan Ratty '19, Jordan Lewis '18.

customized solutions which increased revenue by 22%. Thanks to alumni like Rohan, the iSchool is pleased to report that BOA is now targeting iSchool students for internships and permanent positions at the bank.

**Abhilash Bhaskarachar Muduvathi '14** is a senior consultant at Ernst and Young in NYC. In January he hosted several iSchool students in the iSchool's first job shadowing program. Several iSchool alumni at EY also participated. The initiative was intended to offer an interactive and hands-on insight into consulting roles at a Big 4 company. The event was a success and the cheery smiles in the photo, above, are proof.

**Sam Edelstein '15** was recently promoted to the position of Chief Data Officer for the City of Syracuse. A member of the city's Department of Innovation, Sam is responsible for analyzing the city's data to help make recommendations for doing more efficient and effective work. Sam also holds a CAS in Data Science from the iSchool. Prior to his work with the City of Syracuse, Sam was responsible for data analysis, communications, and marketing for the Office of Alumni Relations at Syracuse University.



**Zachary Schleien '15**

is employed at Johnson & Johnson in their IT Leadership Development Program. His first rotation is in their Pharmaceuticals Trials Division as a project manager.

**Sen Huo '16** will join Faircom NY as a data analyst. In addition to completing a CAS in Data Science, he led a research team in the SALT Lab (Social Computing Systems Lab) in building a statistical model to predict the probability of sending regrettable messages on Facebook. His paper "Municipal Police Departments on Facebook: What Are They Posting and Are People Engaging?" has been accepted for an oral presentation at the 17th International Digital Government Research Conference, which will take place at Sudan University in China in June.

**Janani Ramasubramanian '16** participated in a Google Hackathon. His team of four was awarded 2nd runner up for the Angel Hack competition.



**Dipti Sahasrabudhe '16**

is joining Bank of America in July. She will be working as a technology associate in New Jersey. As an IM student, Dipit interned as an infrastructure analyst with the bank. She also worked

part-time on campus as a Student Assistant for the Office of Disability services and as an Accessibility Consultant with Information Technology Services. These on-campus opportunities helped her gain valuable experience working and interacting with numerous international students. And more importantly, she helped the University make websites accessible to users with disabilities.

**Avaneesh Varadpande '16** completed two internships at Quicken Loans where he developed an application called 'Argo for Conversion.' This application helped clients access details and statuses of their converted files post production. Last summer he presented Argo with his team to the entire Quicken Loans leadership team including the CIO. This summer he will join EY's Analytics IT Advisory division in New York City as a full-time staff member.

## MS—Library and Information Science



**Tom Whitehead** worked at Temple University from 1967 to 2013.

**Tom Whitehead '65** is retired from Temple University after 45 years as head of special collections and curator of rare books and literary manuscripts in the University Libraries. He has fond memories of classes at Syracuse with Antje Lemke. Formerly a hobby letterpress printer (Proprietor of the Amber Beetle Press) he still holds

on to eight pre-1920 printing presses and cast type. He is an active member of the Philobiblon Club of Philadelphia, remains active in book collecting circles and supports the Bucknell University student Book Collecting Prize.

**Mary Anne Waltz '79** was appointed to the position of Library Development Specialist at the New York State Library (Division of Library Development) in September, 2015.

**Sarah Conrad Weisman '98** was recently appointed director of Penfield Library at State University of Oswego. Sarah was previously associate dean of learning resources at Corning Community College where she managed development and maintenance of library facilities and was actively involved in a complete, \$9 million renovation and expansion of the library building. She has also held positions as access and electronic services librarian at Elmira College, electronic services and training librarian at Case Western Reserve University's Law School Library, and systems librarian at North Carolina Libraries for Virtual Education.

**Carolyn Sprague '99** is a library circulation clerk at Marcellus Free Library.

**Margo Gustina '12** is member services consultant at Southern Tier Library System in Painted Post, NY. She leads a presentation series with her colleague Eli Guinee that celebrates library practices with *Hooray for Freedom!* and *Hooray for Planning!*

**Jocelyn Ozolins '14** is adult services and reference librarian at Shelter Island Public Library in Orient, NY.

**Katie Hiney Rickhuss '14** recently accepted a position as access services librarian at Lincoln Memorial University in Harrogate, Tennessee.

## CAS—School Library Media

**Mira Dougherty-Johnson '09**, head librarian at Southold (NY) high school, was featured in an article in The Suffolk Times, on March 7. Mira seeks to help students integrate technology into the curriculum and help them become more engaged in learning. She collaborates with teachers to instruct students in the research process, to locate scholarly articles and to develop project ideas. Mira wants students to obtain a high level of information literacy. "Knowing how to search is a whole new literacy," she explains. "There is so much information, but it's only useful if you know how to access it, use it and engage with it."

## Ph.D.



**Sam Oh '95** was recently named to the position of iCaucus Chair. The iCaucus is the governing body of the iSchools Organization, and Oh is the organization's first chair from the Asia-Pacific region. Oh is chair of the Department of Library and Information Science at Sungkyunkwan University in South Korea. "It is truly an honor to be the new iSchools Caucus chair-elect," said Oh. "As the first person from the Asia-Pacific region to take on this responsibility, I consider it my express duty to promote the iSchools brand where it has remained less visible. I am grateful to those who have supported me and will do my utmost to represent the iSchools both in areas already at its forefront and in regions that have the greatest need of exposure to its initiatives." Syracuse University's iSchool is a founding member of the iSchools Organization, a group that now boasts a membership of more than 75 information schools around the globe.



**Victoria Rubin '97** is Associate Professor, Faculty of Information and Media Studies and Director, Language & Information Technology Research Lab at Western University in London, Ontario.

Her current research endeavour, *Digital Deception Detection* was awarded a three-year Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant and aims to design systems that either alert users to fact-check information of dubious quality or filter out misleading statements. Victoria explains "Most news stories are formatted alike. There is no clear visual distinction between a news piece from *The New York Times* and *The Onion*, for example. If the source attribution is unclear, or its credibility unknown, readers might mistake parody for legitimate news. Our task is to come up with a satirical news detection system that flags satirical news parody as one type of 'fake' or 'deceptive' news, based on how the news is written regardless of the presence or absence of clear attribution."

**James Howison '09** has been selected to receive the National Science Foundation's Faculty Early Career Development Program award. The award will support his project, "CAREER: Sustaining Scientific Infrastructure: Researching Transition from Grants to Peer Production," and brings over \$500,000 in funding to the School of Information at the University of Texas at Austin, where Howison is an assistant professor.



**Mohammad Hosein Jarrahi '13**, Assistant Professor at University of North Carolina, Chapel Hill, received The Deborah Barreau Award for Teaching Excellence 2015. Presented at UNC's School of Library and Information

Science Commencement, Mohammad was praised for "developing relationships with each person in the classroom, adapting to the needs of students and the changing job market, keeping up-to-date on the latest news and developments in information science, and keeping the class grounded through an emphasis in application."



**R. David Lankes '99**, professor and Dean's Scholar for the New Librarianship at the Syracuse iSchool, has been appointed Director and Associate Dean in the College of Information and Communications at

the University of South Carolina's School of Library and Information Science. Dave also earned his B.A. at Syracuse, from the College of Visual and Performing Arts in 1992. He will begin at South Carolina this summer.

"I make this move with a great deal of excitement, and a healthy dose of sadness, as I have been affiliated with Syracuse University for nearly 28 years in one capacity or another," he said. "But now is the time for me to apply what I have learned in a new environment."

"Throughout my academic evolution, I have had fantastic mentors, colleagues, and students pushing me along," he added. "Syracuse, for me, has always been a fantastic think tank full of interesting people thinking deeply on interesting ideas."

A passionate advocate for librarians and their essential role in today's society, Lankes' current research has sought to understand how information approaches and technologies can be used to transform industries. His most recent work involves how participatory concepts can reshape libraries and their credibility.

The Syracuse iSchool wishes Dave well in his new role in South Carolina!

## ANDERSON AND KOWALSKI NAMED 2016 LIBRARY JOURNAL MOVERS AND SHAKERS

**Stephanie Anderson '15** and **Sue Kowalski '03** were recognized this spring by Library Journal as 'Movers and Shakers' in the library arena.

Anderson is Assistant Director for Public Services at Darien Library in Connecticut, where she has been pioneering creative ways to help her patrons decide what to read. Her most recent endeavor allows patrons to receive personalized book recommendations after completing a survey called "You Are What You Read Next." She also spearheaded a business book club for nonfiction lovers that doubles as an unofficial networking meeting. She is one of the founders of *LibraryReads*, a list of top ten librarian-selected titles that is disseminated nationally each month, and continues to serve on the publication's steering committee.

Kowalski is a school librarian at Pine Grove Middle School in East Syracuse, NY. The school facilities were recently renovated, requiring the students (and their library services) to be split up across multiple locations throughout the district. "As an instructional leader, I needed to transition the library program to ensure we remained vibrant and connected for the duration of the renovation," she told Library Journal. One of her solutions was to embed a student leadership program, dubbed iStaff, into a building that had no physical library. During the renovation, the program grew from a handful of students to 38 using Chromebooks to manage administrative tasks, create tutorials, and assist with collection development. ■



Stephanie Anderson



Sue Kowalski

## Thank You to Our Experiential Learning Trip Hosts

**W**e thank our alumni at the following companies for hosting our students this year on the iSchool's experiential learning trips.

### EntreTech NYC:

Afrika Tikkun  
Arkadium  
Brandyourself  
Business Insider  
Daversa Partners  
First Round Capital  
Foursquare  
General Assembly  
Good Uncle  
Google  
Krossover  
LinkedIn  
Night Agency  
Salesforce  
Scott's Pizza Tour  
Squarespace  
Untapt

Vox Media

Warby Parker

WeWork

### Spring RoadTrip NYC:

Gogobot  
Gramercy Park Hotel  
Harri  
JetBlue  
Priceline  
Scott's Pizza Tour  
SevenRooms

### Spring Break in Silicon Valley:

Accel Partners  
Ancestry  
Aruba Networks

BASES at Stanford  
Bug Crowd  
Coursera  
Density  
Draper University  
DropBox  
Elevate Labs  
Evernote  
Gogobot  
Google  
GoPro  
IDEO  
Level Studios  
LinkedIn  
LiveFyre  
Mattermark  
MobileIron  
Plug and Play  
Splunk  
StitchFix  
Twitter  
Yahoo

### Buffalo RoadTrip:

Buffalo Bills  
Buffalo Sabres  
Pegula Sports & Entertainment

### Fall Road Trip NYC:

Bank of America  
Deloitte  
EY  
Fidelity  
Goldman Sachs  
JP Morgan Chase  
KPMG

*Michael Eisenberg G'86*

# iSchools and the Evolution of the Information Movement

RENÉE K. GADOUA

**M**ichael Eisenberg G'86 once visited a kindergarten class that was working on a project about the signs of spring in New England. He introduced himself as Mr. I, the Information Guy, sat on the floor, and guided them through the assignment. "We have to make a picture of signs of spring. That's a story," he recalled telling the young students. "How do you tell a story? In the beginning, you plan. In the middle, you do. In the end, you review."

The outline Eisenberg presented to the students was a modified version of

Big6, the widely praised curriculum he co-authored to use information to solve problems or make decisions. "It's all about helping students of any age process information," he explained. "Information is power and makes things happen."

That philosophy underlies his career as a leading scholar of information literacy and champion for iSchools. After working as a teacher and school librarian, in 1982 he entered the doctoral program at Syracuse's School of Information Studies. In his 16 years here as a student and professor, Eisenberg launched a number of

initiatives that put the Syracuse iSchool on the cutting edge of information technology.

He left Syracuse in 1998 to become founding dean of what would soon become the iSchool at the University of Washington in Seattle. Under Eisenberg's leadership, what started as the Graduate School of Library and Information Science leapt into the Internet age, embraced technology, and stressed collaboration with the computer science and engineering departments. Following in the footsteps of Eisenberg's alma mater, the UW school became an iSchool. He called it Syracuse West.

Eisenberg—described in a UW profile as possessing "bulldog optimism"—retired from UW in 2014 as dean emeritus and professor emeritus. But his legendary energy and passion for information keep him busy in the field he loves. He continues to do research, present seminars on Big6 (a new book was released in May), and act as "the Johnny Appleseed of iSchools," advising colleges and universities on how to create iSchools.

For years, Eisenberg taught an introductory course to first-year iSchool students. "I gave them the elevator speech about the importance of information," he recalled. "Information is the lifeblood of every field, every endeavor, every aspect of human life. Human beings are information processing organizations. Creating information and keeping track of information, organizing it, making it available, determining credibility, and processing it are crucial to an organization." Information studies, he would conclude, "is the most exciting field."

The late Robert S. Taylor, Syracuse iSchool dean from 1972 to 1981, once



COURTESY OF UW ISCHOOL

**Eisenberg in 2011 with a class at the University of Washington iSchool**



COURTESY OF UW ISCHOOL

told him school librarians didn't fit in the doctoral program. "I told him I was going to show him he was wrong, and I did," Eisenberg said. "It's not just reading to kids, although promoting reading and literacy is part of it. It's about understanding resources and how to use them. The heart of it is information literacy."

Elizabeth D. Liddy G'77, G'88, dean of the iSchool, recalls her former graduate school classmate and colleague as a popular, effective teacher. "When he cares about something, he cares deeply and puts his whole heart and soul into it," she said. "He's fearless about what he believes in. For a field that's considered kind of old-fashioned, he had a native inquisitiveness about where the field was going."

His enthusiasm was infectious, Liddy added. "His students would graduate with a sense of mission that literacy and information are critical."

Eisenberg championed the idea that education, technology, and librarianship are closely intertwined. He brought to Syracuse and to the field an entrepreneurial spirit eager to experiment with the ways new technology could improve communication and access to information. He co-created the Information Institute of Syracuse (IIS), a research center that developed resources including The Gateway to Educational Materials (GEM, sponsored by the U.S. Department of Education), AskERIC, and the Educator's Reference Desk.

Eisenberg's entrepreneurial spirit also led to the Big6 in the late 1980s. He and Robert Berkowitz, a library media specialist, collaborated to create a six-step research process. "In those days, when people talked about teaching research

skills, they were talking about sources," he explained. "Bob and I thought it was bigger than that. It's a process. How can you understand what sources to use unless you understand the question?"

The Big6 has become the best known information literacy model and approach in the world. The beauty of the system, Eisenberg said, is that it's as relevant to kindergarteners designing a project on construction paper as it is to graduate students sorting complex data on spreadsheets.

As research moved from the note card method to computers, it grew more sophisticated and complex. "But the fundamental process is engaging the information and extracting what's important," Eisenberg explained. "The process is really timeless."

In 1992, when the Internet was young, he envisioned the potential of online learning communities and co-founded LM\_NET (Library Media Network). The listserv ("Where School Librarians Connect") now connects more than 12,000 members worldwide.

"He was always ahead of his time," said R. David Lankes '92, G'99, former professor and Dean's Scholar for New Librarianship at Syracuse. "Mike's genius was his ability to forecast what trends and technologies are going to be successful. These days we laugh at the idea of AOL. Mike saw that it was going to be transformative."

Lankes met Eisenberg in 1992, the day he was accepted into the iSchool's doctoral program. They were at a pasta party prepared by Ph.D. students. "I was sitting with Mike, and he says, 'I've got this crazy idea about the Internet,'" Lankes

recalled. "This was before Mosaic. The Internet was a way to get email."

That conversation led to the creation of AskERIC, a groundbreaking email question answering service for educators. AskERIC was among the first 100 sites on the World Wide Web and the first registered, educational site on the Web.

"Mike knew open networks were the future," said Lankes, who in July becomes director and associate dean at the University of South Carolina's School of Library and Information Science. "He saw teachers were going to bring this into the classroom. He saw it early and helped push it forward."

Eisenberg was Lankes's doctoral adviser and grew to be his mentor, colleague, and friend. "I proudly say I modeled my career to be like Mike," Lankes said.

When Lankes interviewed at the University of South Carolina, he pitched ideas based on Eisenberg's concepts. "His enduring legacy will be his model of an information school that can be replicated," Lankes said. "We can all write a paper or book that people will pay attention to for a little while. There will be people graduating with a degree from the iSchool for years and years."

As Eisenberg slows down, he looks back at his career with satisfaction. "The iSchools at Syracuse and across the globe are the center of what society is concerned about in this information age," he said. "Syracuse University should take tremendous pride in being one of the true birthplaces of the entire information movement. I'm very loyal to the school I created." ■

*Eisenberg advising a group of Syracuse iSchool students in the early 1990s.*

# Thank You for ReFueling the iSchool



**KIMBERLY A. PIETRO** ASSISTANT DEAN FOR ADVANCEMENT

Imagine if you called all of your friends to ask them for a \$25 contribution toward supporting your company. Aside from quickly being added to everyone's blocked call list, you would also run into the challenge of actually capturing the contributions.

ReFuel, the iSchool's crowdfunding campaign that ran this spring, helped us to effectively capture different types of support simultaneously—from alumni, students, faculty and staff, parents and friends—for four signature iSchool programs: Student Immersion, Women in Technology, Librarians in the Field and Ph.D. Student Research.

We know our requests for support can seem like a constant barrage of solicitations. Our goal with ReFuel was to send out a single message, secure gifts instantly and hopefully remove roadblocks for you, our loyal and dedicated supporters. Thank you for stepping up to the challenge.

Here's how your support helped our students make their mark this year:

- Over 160 students participated in an off campus, experiential learning trip to NYC or Silicon Valley and were hosted by alumni in companies from every industry
- Three Remembrance Scholars graduated and eight doctoral degrees were granted
- Nine participants of our original It Girls Overnight Retreat graduated
- 17 students received Convocation Awards; 19 students were undergraduate Dean's Scholars and 24 Alumni Class Leaders helped secure a record 80 senior class gifts
- More than 150 students attended a conference or workshop in their field of study

Our student needs almost always exceed what can be driven through our affinity. Crowdfunding campaigns will not be the only way we request your support. But, we hope it does increase—by orders of magnitude—the likelihood that you will support today's students. We thank you for making ReFuel a great success and look forward to next year. ■

## The ReFuel campaign generated 219 gifts from 150 donors and raised over \$56,000, the iSchool's most successful structured appeal to date.

*Thank you to all of our Board of Advisors ReFuel donors, including those involved in our matching challenges: Jim Carrick G'98, Sam Clarvit '10, Craig Cornelius '88, Katherine Lagana, Steve Marsh '97, Jeff Rubin '95, G'98, and Joe Trino '70.*

<b>1st – Student Immersion</b> ..... 87 gifts   \$17,872.41 (\$3,872.41 donor gifts   \$14,000 challenge gifts)	<b>2nd – Women in Technology</b> ..... 63 gifts   \$16,455.73 (\$4,455.73 donor gifts   \$12,000 challenge gifts)
<b>3rd – Librarians in the Field</b> ..... 45 gifts   \$11,381.33 (\$1,381.33 donor gifts   \$10,000 challenge gifts)	<b>4th – Researchers of Tomorrow</b> ..... 44 gifts   \$10,341.77 (\$2,341.77 donor gifts   \$8,000 challenge gifts)
<b>Other</b> ..... 4 gifts   \$44.16	<b>Total:</b> ..... <b>219 gifts   150 donors   \$56,095.40</b>

**M**embers of the iSchool's undergraduate class of 2016 who made a gift to the University as part of the Class Act campaign were treated with a climb to the top of the Crouse College bell tower, including a special guided tour by a member of the Chimesmasters, the student-run group responsible for ringing the chimes each day.



# connections

THE **ISCHOOL** @ SYRACUSE UNIVERSITY

School of Information Studies  
Syracuse University  
343 Hinds Hall  
Syracuse NY 13244



**S**tudents in the IST 613 course, Library Planning, Marketing & Assessment, share their final course projects with each other and guests during an end-of-semester session in Bird Library. This semester, ten teams showcased their plans for public and academic libraries, and one library consortium.