Helping to develop a new national health care database, better reimbursements

New York State Attorney General Andrew M. Cuomo announced October 27 that Syracuse University will lead a consortium of academic researchers in partnership with a new nonprofit organization called FAIR Health to develop and maintain a new database that will allow consumers to estimate what their out-of-pocket costs will be should they choose to go out of network for their health care. The landmark database project could benefit more than 100 million Americans.

The $100 million project is an outcome of a January 2009 settlement agreement reached by Attorney General Cuomo and United-Health Group Inc., the nation’s second-largest health insurer, following an industry-wide investigation by the Attorney General’s office into allegations that health insurers unfairly saddled consumers with too much of the cost of out-of-network health care.

Syracuse University researchers involved in the project are from the School of Information Studies (iSchool) and the Maxwell School.

Faculty from the iSchool will take the lead in creating the information technology for the new database of health care costs. Using new algorithms and theoretical frameworks that will be developed by Maxwell researchers and other academic partners, iSchool faculty members will provide

continued on page 14
An invitation to connect

In addition to commending our alumni, students, faculty, and staff whose accomplishments are reported throughout this issue, I wanted to take this opportunity to share with you information about the School’s Board of Advisors, which plays a key role in our school, but about which you may not have heard much. For while we rely on the school’s internal leadership in our strategic planning, we also have the advantage of being able to tap into an exceptionally talented, vital, dedicated Board of Advisors. Board members are chosen for their accomplishments and willingness to share their experience and expertise in library or information fields or those industries which are highly information-centric. While some Advisors are alumni, we have come to know and invite some members to join our Board through their work, through introductions by friends of the school, or even through their children who are iSchool students.

The Board, currently consisting of 26 Advisors, is convened twice a year for day-long meetings during which we review where the School stands in terms of our mission and goals, events and trends in the current world, directions of the information field, as well as initiatives of the University. Based on detailed pre-reads that report the status of the school, the Board and the School senior administrators discuss challenges, opportunities, and their potential impacts, and then devise strategies and plans of action for responding to them. Additionally, the Board plays an active leadership role in the vital development activities of the school—both through personal donations, as well as active outreach to other friends of the school who are not Board members. Being key individuals in their own spheres of influence, Board members introduce us to individuals and professional organizations who, in turn, may well become supporters of the School, further enriching the opportunities for our students.

So, in response to this information about our Board of Advisors, I’d like to invite you to do three things:

1. First, get to know our very impressive Board members by checking out their short biographies at ischool.syr.edu/About/board.aspx.
2. Second, having read these, see if they trigger ideas of people you know and think would make good Board members, and then share these names with me, so that we can get to know and consider them for joining the Board.
3. Third, since Board members attend our alumni receptions and other School events when possible, we hope you will also join us at such events and get to meet some of them in person.

You will have (or may have already had) such opportunities at the Road Show events around the country at which the University is hosting myself and Anthony Rotolo, in Social Media 101: Join the Conversation. The full schedule of these events is listed below. I, myself, have enjoyed and been informed by the conversations I have had with those of you who have joined us at our recent events, and I wholeheartedly hope to see and talk with many more of you over the coming months, and perhaps have the opportunity to introduce you to some of our Board members.

Elizabeth L. Liddy
Dean

**Upcoming Events**

- **March 3** – New York City
- **March 30** – Florida
- **April 7** – Philadelphia
- **June** – Washington, D.C.
- **July** – Boston

For more details and to RSVP, visit ischool.syr.edu/socialmedia101.aspx
Innovation is widely touted as the key to competing in the 21st century. Yet today, it is typical to see innovative products delivered through a global value chain, with design in one country, manufacturing in another, and components supplied by many others. In that environment, how are the benefits of innovation distributed?

With support from the Alfred P. Sloan Foundation, Greg Linden, Ken Kraemer and I looked into this question by doing a product-level study of Apple’s iPod. The back of each iPod states, “Designed in California, assembled in China.” Inside are components from a variety of suppliers, all assembled by a Taiwanese manufacturer.

To find out who captures the value from such a global innovation, we obtained a “teardown” report on the 30GB iPod video from Portelligent Inc., which identifies each component, its cost, and the manufacturer, as well as the cost of assembly. Our measure of value capture was gross margins, which is the difference between a firm’s cost of goods and its sales price. Out of the $224 wholesale price of the Video iPod, we estimated Apple’s gross margin to be $80. We found that Japanese suppliers earned $27 in gross margins, followed by U.S. suppliers at $8, and the Taiwanese assembler at $5.

Clearly the biggest winner is Apple, followed by the suppliers of high-value inputs such as hard drives, displays, and chips. In this analysis, China does not even show up, as there were no Chinese firms identified as suppliers.

Yet this analysis only looks at financial value, and ignores the critical issue of who gets the jobs and wages generated by such an innovation. To find that out, we did a second analysis, looking at the entire iPod product line for 2006. We estimated that there were about 41,000 jobs in the iPod value chain. Of those, about 27,000 were located outside the United States, and 14,000 in the United States. But when we look at wages paid, U.S. workers earned about $750 million, versus $320 million for all non-U.S. workers. The U.S. jobs were split between highly-paid engineers and other professionals and lower-paid retail and non-professional workers. Most non-U.S. jobs were in very low-paying production work.

So what can we conclude from all of this data? First, nationally matters, as the biggest profits go to the brand name company and the biggest share of high-value jobs to its home country. Second, our data matters, as the biggest profits go to the brand name company and the biggest share of high-value jobs to its home country. Finally, while most of the jobs associated with the iPod are outside the United States, Americans earn most of the wages.

On a recent trip to Beijing, I heard government officials and academicians complain that China was stuck with low-paying manufacturing jobs while foreign firms capture most of the value from the products made in China. By contrast, a recent Harvard Business Review article argues that U.S. technology firms risk losing their ability to innovate if they outsource manufacturing. Our research shows that U.S. companies can innovate successfully while outsourcing manufacturing, but the result is fewer manufacturing jobs in the United States. A big question for our students and others is what will happen to the technical and professional jobs that remain in the United States. That’s the topic of another current research project and one that I’d be happy to discuss with anyone here at the school.
Continued from page 3


Syracuse iSchool LIS graduates earn highest average salaries among peers

At the 2010 Spring Library & Information Science (LIS) Graduates Placement Conference at The University of Georgia, 156 students in 10 LIS programs reported their employment data for the October 16, 2009, issue of Library Journal’s annual placements survey. The survey also revealed graduates who found positions in the Northeast earned better-than-average starting salaries. Also, academic libraries continued to experience growth in the number of available full-time positions, while academic libraries in the Northeast saw salaries increase for the second year in a row. New graduates seeking opportunities in children’s libraries and youth/teen services earned higher starting salaries than in 2007.

Eric A. Marks writes new book on cloud computing

Eric A. Marks, an adjunct professor at the School and a member of its Board of Advisors, has written a new book, Executive’s Guide to Cloud Computing. Co-written by technology industry veteran Rob Locasale of Appistry, Executive’s Guide to Cloud Computing will be available in bookstores either by winter 2009 or spring 2010.

The book provides members of the C-suite a detailed overview of why cloud computing should be of utmost precedence to all IT companies; how cloud computing is becoming not only a financial but also a technological necessity; how cloud computing, service oriented architecture (SOA), and web services relate to each other; and how to begin integrating cloud computing into existing operations.

American Association of School Librarians honors S.O.S. project

Syracuse School professors Marilyn Amone and Ruth Small’s project, S.O.S. for Information Literacy, was recently named one of the Top 25 Best Websites for Teaching and Learning by the American Association of School Librarians (AASL). AASL selected its list of 25 sites based on several criteria, including the site’s ability to foster interaction, creativity, active participation, and collaboration. The S.O.S. site ranked among the best in curriculum sharing and for being user friendly and encouraging a community of learners to explore and discover.

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The best in curriculum sharing and for being user friendly and encouraging a community of learners to explore and discover.
More than 1 million K–12 students and nearly four million college students enroll in online courses each year, and those numbers have continued to rise, according to reports by the Department of Education (DOE) and Sloan-C.

In celebration of National Distance Learning Week Nov. 9–13, 2009, the iSchool unveiled some new web resources for the University community, its peers, and the general public to promote and support online teaching and learning.

The iSchool has created a web site: http://ischool.syr.edu/ndl.

The site features:

- **Syracuse Sampler**, a blog that provides free online access to select multimedia lectures, presentations, and technology tutorials from iSchool experts on topics ranging from administration and management, to gaming and innovation.
- **OrangeLearner** (http://orangelaerner.wordpress.com), a blog administered by iSchool online students that discusses distance student life and issues of interest to online students.
- **iSchool Online Publications**, quick access to academic and scholarly publications related to online education created by iSchool faculty and staff.
- **GrafWeb** — a web experience that allows users to upload hand-drawn sketches of characters; turning these drawings into digital animations. (Schoo’s Dave Chenee ‘10 and Visual and Performing Arts, Eric Cleckner ‘10)
- **Brand-Yourself.com** — the world’s first online reputation management platform for job applicants—to diagnose, manage and improve their web presence. (Schoo’s Pete Kaiser ‘10 and Robert Sherman ‘99, and Whitman School of Management students Trace Cohen ‘10 and Evan Watson ‘11)
- **OpenQuad** — a one-stop shop for college students to learn about student organizations, buy textbooks, order their food, and lease their apartments. (Newhouse alumni and current Graduate student Jack Wright ‘99, ‘C11)
- **Congruser** — a pay-for service that allows users to have a consistent username across sites and allows for a portal of presence of user activity. (School’s Justin Breeze ‘10, G’10)

The Student Sandbox is part of the Student Start-Up Accelerator, a Syracuse University initiative headed up by School Assistant Professor Michael D’Invidia. The project includes a fall semester course, What’s the Big Idea, that assists students in identifying feasible business ideas; a spring semester course, Idea 2 Startup, that coaches students on turning those ideas into viable businesses; and the Student Sandbox, a 12-week culmination of an entrepreneurial learning experience at the Tech Garden.

To learn more and to support the students and their entrepreneurial ideas, visit http://ischoolx.create.sy.edu.

Researchers lead the first-ever Internet Governance Forum USA

Syracuse iSchool faculty and students participated in and facilitated the Internet Governance Forum USA (IGF-USA) seminar in Washington, DC, on October 2, 2009. The IGF is a multi-stakeholder forum established by the United States to encourage active participation and discussion of issues relating to Internet governance and public policy. The IGF-USA served as a one-day forum to engage civil society, government, technologists, researchers, industry, and academia in discussion about Internet governance and public policy that are being deliberated at a global level.

Representing the iSchool were Cotelecto Research Associate Endri Mata ‘10, an M.S. in Telecommunications and Network Management students Brendan Kuerbis, an iSchool doctoral candidate and director of the Internet Governance Project, Cotelecto Director and Associate Professor Derrick L. Cogburn, Milton Mueller, School professor and founder of the Convergence Center at SU; and Lee McKeight, School associate professor and founder of Wireless Grid Corporation.

Prof. Scott Nicholson wins Rising Star award at international gaming conference

Scott Nicholson, associate professor, was honored at the North America Simulation and Gaming Association (NASAGA) conference with the “Rising Star” award. The recognition is given to the most promising first-year attendee of the conference.

The NASAGA conference attracts an audience who is interested in using games and simulations for teaching and training. The conference attracted educators, trainers working in corporate and non-profit settings, and consultants and companies working in training fields.

The iSchool has been offering exceptional online education since 1993, and today, all of the school’s fully accredited graduate programs can be completed online. The iSchool annually offers more than 80 online courses to approximately 1,525 graduate students from 33 different states and five different countries.

In addition to the benefits for courses offered completely online, educational technology enables instructors to enrich campus-based courses with anytime anywhere access to multimedia materials and online discussions. A 2009 DOE report notes that “students who took all or part of their class online performed better, on average, than those taking the same course through traditional face-to-face interactions.”

Such studies show why the iSchool, like many others, are supplementing campus-based courses with online resources.

WISE recognizes two faculty with 2009 Excellence in Online Education Awards

Professors Barbara KwaKwak and Anthony Rotolo have been named recipients of the 2009 Excellence in Online Education Award by the Web-based Information Science Education (WISE) Consortium. The award recognizes highly regarded instructors for their outstanding dedication to best practices in online education demonstrated through instructional style in one or more WISE courses in 2009.

Each year, WISE students are invited to nominate WISE host instructors who excel in the online classroom and who do not teach in their home institution. KwaKwak and Rotolo were two of seven faculty recognized this year.

KwaKwak, who also received the award in 2006, was nominated by a student in her course, Theory of Classification and Subject Representation, which she taught in fall 2009. Rotolo

*) continued on page 6
The iSchool welcomes new faculty members

Bahram Attaie
Senior Instructor

As a full-time senior instructor at Syracuse University’s Center for Information and Computer Technologies, Attaie taught the Microsoft and Cisco certification courses. He is an IT veteran with more than 25 years of experience in networking and database programming for the corporate world. In the fall, he taught graduate and undergraduate courses in networking at the School.

Carlos E. Caicedo Bastidas
Assistant Professor

Caicedo began research related activities this fall and his teaching responsibilities in spring 2010. He recently completed a Ph.D. in telecommunication and computer sciences at the University of Pittsburgh School of Information Science. His dissertation focused on technical and economic conditions for viable spectrum trading markets. He holds M.S. degrees in electrical engineering from the University of Texas at Austin and from the Universidad de los Andes in Colombia. His other research interests include security for future data environments, security management, wireless networks, telecommunications management, and software development. At Pittsburgh’s School of Computer Science, he served as a research fellow at the NSF-funded Laboratory for Research and Education in Security Assured Information Systems and was also a consultant for the Center for Telecommunications Research of Colombia.

Michael D’Eredita
Assistant Professor

D’Eredita has been part of the School faculty as a Professor of Practice for several years. He recently transitioned to the tenure-track assistant professor position. D’Eredita’s research focuses on skill acquisition, expertise, “virtual apprenticeship,” and “collective expertise.” His research investigates how IT can work to support virtual apprenticeship and explores the boundaries/potential of this type of relationship. His interests lie in gaining insight into these processes in a manner that can be applied to the development and use of information-based technologies. He holds a Ph.D. in experimental/cognitive psychology from Syracuse University.

Jason Dedrick
Associate Professor

Prior to joining the School faculty as an associate professor, Dedrick was senior research fellow at the Center for Research on Information Technology and Organizations (CRITO), at the University of California, Irvine. His research interests include economic development, industrial policy, technology diffusion, and the globalization of the computer industry. He holds a Ph.D. in management from the University of California, Irvine. His current work is focused on the international diffusion of computer production and use. He is particularly interested in the environmental and policy factors influencing the patterns of diffusion in individual countries and globally. He has done work on the computer sector in Mexico, and has been working on twelve Asia-Pacific countries for the past five years.

Carlos Villalba
Senior Instructor

Prior to his new position as senior instructor, Villalba was a senior technical instructor for the Center for Business and Information Technologies (CBIT). His areas of expertise include database management/administration, web design, Linux and security related courses. Villalba has more than 17 years of IT professional experience, with a strong background in designing and developing training strategies and implementing security solutions. Areas of research that interest him include IT security, open source applications, distance education, and scientific communications. His other research interests include computational intelligence, instructional design and human performance. He has completed all his coursework, except his dissertation, toward a Ph.D. in instruction design, development, and evaluation at Syracuse University.

Jun Wang
Assistant Professor

Wang comes to the School from a postdoctoral fellowship at Northwestern University. His research interests include intelligent computing, digital libraries, information visualization, and computational neuroscience. His current research focuses on socially intelligent computing, specifically social tagging games. Wang is also interested in designing novel visualization tools to aid collaborative exploration and interpretation of various statistical data. Wang was a recipient of the Natural Science Foundation of China Award in 1999. He is also a co-author of Citation-NN, a machine learning algorithm that has been integrated into a number of open-source data mining software packages. Wang earned a Ph.D. in library and information science from the University of Illinois at Urbana-Champaign. He also earned a Ph.D. in computer science from the Institute of Computing Technology at the Chinese Academy of Sciences in China as well as an M.S. in computer science from Wuhan University in China.

Bei Yu
Assistant Professor

Prior to accepting her position at the School, Yu was a postdoctoral fellow at Kallet School of Management at Northwestern University. Her research interests include text mining, opinion mining, political opinion and ideology, and media monitoring. Her postdoc focused on research in three areas: language and ideology, political opinion expression and voting behavior, and corporate opinion retrieval and classification. She earned an M.S. in computer science from the Institute of Computing Technology, Chinese Academy of Sciences and a Ph.D. in library and information science from the University of Illinois at Urbana-Champaign. While a doctoral student, Yu worked on the Nona Digital Humanities Project, designing and implementing text classification and feature analysis methods for literary text analysis and visualization.

The project’s main goal is to evaluate specifications for possible industry standards in order to scale and integrate the transformative innovation of wireless grids, with specifications and protocols developed in Virginia Tech’s NSF I/UCRC Wireless Internet Center for Advanced Technology, meshed with technologies and ideas from students, faculty, and companies worldwide. This initiative will initially include faculty and students from Syracuse University, Virginia Tech, Massachusetts Institute of Technology, Tufts University, and Institute Superior Tecnico in Lisbon, Portugal. In addition to the academic institutions, private sector organizations and corporate partners are involved as well as governmental organizations from France and Portugal.
By Kelly Homann Rodoski
 Contributing Writer

In October, the Syracuse community marked the grand opening of the JPMorgan Chase Technology Center at SU, an on-campus facility where students and faculty will work side-by-side with bank employees conducting research and running global technology operations.

SU Chancellor and President Nancy Cantor, JPMorgan Chase Chief Administrative Officer and Operating Committee Member Frank Bisignano, and New York State Assembly Speaker Sheldon Silver were among those who cut the ceremonial ribbon to officially open the facility, an important centerpiece of the unique corporate-university collaboration established by JPMorgan Chase and SU in June 2007.

Read more about the collaboration at http://globaltech.syr.edu.

The collaboration, which will bring hundreds of technology jobs to the region, is one of the most comprehensive between a business and a research university.

"From pioneering joint research and discovery, to hands-on teaching and learning, to extraordinary, real-world work experiences for our students, the whole, dynamic range of mutual benefits can be seen right here," Cantor said.

"On top of all that, this hub for global enterprise technology is bringing engaging, information age jobs to our community. This is the very picture of innovation in higher education."

"This is an investment in the University, in the Upstate New York community, and in our bank," Bisignano said. "We are conducting cutting-edge research and working side-by-side with the University to change the way technology and business students are trained."
Syracuse University, IBM, New York State launch one of the world’s greenest data centers

On December 2, Syracuse University, with partners IBM and New York State, celebrated the grand opening of the Green Data Center (GDC)—a showcase of world-class innovations in advanced energy-efficient information technology and building systems.

Announced in late May 2009 and constructed in just over six months, the $12.4 million, 12,000-square-foot facility uses an innovative on-site power generation system for electricity, heating and cooling, and incorporates IBM’s latest energy-efficient servers, computer-cooling technology and system management software.

“Together, IBM and Syracuse are tackling a significant problem—how to address the skyrocketing amount of energy used by today’s data centers, which is impacting businesses and institutions of all sizes.”

VIJAY LUND G’81, IBM vice president

When the GDC becomes fully operational in January, it is anticipated to use about 50 percent less energy than a typical data center in operation today, making it one of the world’s “greenest” computer centers. Syracuse University will utilize the center as its primary computing facility. In addition, as part of the GDC project, IBM and SU intend to establish a GDC Analysis and Design Center in 2010 to offer research and analysis services for clients and others who want to build new energy efficient data centers or optimize the efficiency of current centers.

IBM has provided more than $5 million in equipment, design services, and support to the GDC project, including supplying the power generation equipment, IBM BladeCenter, IBM Power 575 and IBM z10 servers, and a DS8300 storage device. The New York State Energy Research and Development Authority (NYSERDA) contributed $2 million to the project, and Sen. David Valesky secured $500,000 in funding from the New York State Senate.

“The project is an example of IBM’s Smarter Planet initiative, focused on helping clients use digital intelligence to improve products or entire systems. IBM intends to showcase the data center and its energy-efficient technologies to help clients design new data centers or improve their current operations. The center will expand SU’s leadership in the development and use of “green” innovations in nationally strategic domains.”

Coupling new technology with new uses of existing technology, the innovations pioneered in the GDC will make advances in energy efficiency possible in data centers from downtown Manhattan to emerging nations.

“Together, IBM and Syracuse are tackling a significant problem—how to address the skyrocketing amount of energy used by today’s data centers, which is impacting businesses and institutions of all sizes,” said Vijay Lund G’81, IBM vice president. “We looked beyond conventional wisdom and addressed the broader issues of where and how to generate the electricity, how to cool the data center and how to make the computers more effective and efficient. This unique end-to-end focus has resulted in a smarter, cost-effective, greener data center.”

The growing demand for computing power has led to the growth of data centers and dramatic increases in their energy consumption and costs. A typical data center uses up to 30 times more energy than a typical office building, and total data center energy use is doubling every five years. Improving data center energy efficiency offers significant energy cost savings and environmental benefits to organizations and businesses.

“The cross-sector collaboration at the center of this project epitomizes Scholarship in Action,” said SU Chancellor and President Nancy Cantor. “IBM, New York State, and SU have formed a community of experts, pooling our resources and talent to develop innovations that will enable greener, more cost-effective computing across the globe. Most importantly, the discoveries we make here will drive innovation that serves the public good.”

The SU GDC features an on-site electrical tri-generation system that uses natural gas-fueled microturbines to generate all the electricity for the center and cooling for the computer servers. The center will be able to operate completely off-grid.

IBM and SU created a liquid cooling system that uses double-effect absorption chillers to convert the exhaust heat from the microturbines into chilled water to cool the data center’s servers and the cooling needs of an adjacent building. Server racks incorporate “cooling doors” that use chilled water to remove heat from each rack.
IBM invests $27 million over five years to educate Syracuse University students on smart data center technologies

MARGARET D. SPILLETT, EDITOR

More corporations and government organizations digitize their business processes for efforts such as electronic medical records or mobile banking. Universities are aiming to educate a student workforce that is knowledgeable about current IT challenges beyond traditional enterprise computing techniques.

Thanks to a $27 million investment over five years from IBM, Syracuse University students will now have access to IBM hardware, software, and maintenance services to learn about innovative enterprise computing technologies like the System z10 mainframe. At roughly the size of a large refrigerator, the IBM z10 operates as “a data center in a box” by replacing more than 1,400 x86 servers with intelligent software.

For students, exposure to the IBM z10 means that they will get firsthand experience on a computing system that is optimized for fast and secure transactions, such as the same technology that major credit card companies use to support the busy holiday buying season and new, information-intensive applications such as advanced fraud analysis and mobile payments and services.

In addition to the IBM z10, SU students and professors will also have access to an IBM DS8000 with 18 terabytes of storage (enough to store all the X-ray films for 18 large technological hospitals or data printed from nearly a million trees saved).

“It is rewarding to see IBM recognize the significant level of expertise and dedication to preparing the next generation of smart data center experts here at Syracuse University,” said School Dean Elizabeth O. Liddy. “The School has aggressive plans for adapting our curriculum to ensure that our students will have hands-on preparation for professional careers working on critical challenges, like using intelligent technology to run an energy-efficient data center.”

“IBM is committed to preparing students knowledgeable about current IT challenges beyond traditional enterprise computing techniques,” said iSchool Professor David Dischiave, an iSchool professor of practice who leads the M.S. in information management program and teaches database and large-scale enterprise courses. “Exposure to the hardware and software of the IBM z10 introduces students to today’s world of virtual data centers and the growing importance of mainframe-like quality required by a broad range of applications, like helping doctors make smarter healthcare recommendations from countless data sources. IBM’s investment will allow us to do things we couldn’t do before in our database and enterprise technologies courses.”

Dischiave and his wife, Susan, also an iSchool professor who teaches advanced database and database security courses, were integral in acquiring the IBM mainframe for the University. They participate in IBM’s System z Academic Initiative and received the program’s 2006 Faculty Award. Through the program, they were allowed to tip into an IBM mainframe in the company’s Innovation Center in Dallas to teach their students about large-scale computing environments.

The z10 System will enable the Dischiaves to build and “hand out” virtual machines to students so that the students can become familiar with building and processing large-scale data sets. “Basically, each student can have their own mainframe to work on, and we can mirror the large-scale systems that many big employers have,” David Dischiave said. “Now, our students will have worked within these environments before they graduate and will be better prepared for the workplace. They will have access to a whole new classification of tools in their toolkit to solve modern computing and information management problems for organizations.”

The system will enable the Dischiaves to also teach students how to virtualize many small computers within one large-scale system and thereby reduce energy costs and save on physical space for an organization.

The Dischiaves have already revamped their courses for this fall and included lab exercises that employ the new z10. IBM has also offered a “sanitized” Medicare claims database to serve as a sample data set for students to access in their courses. Until now, the Dischiaves have made up problems and data for their students to use, but David Dischiave said, “There’s no substitute for real problems and real data to teach students about the system.”

The duo will also be responsible for connecting SU researchers to this powerful campus resource. Researchers will be allowed to import their data sets into the system, which will be able to process the data at a rate faster than any resource currently available to them.

“This is a tremendous investment,” Susan Dischiave said. “We feel so fortunate to be able to expose our students to IBM’s latest and smartest computing system.”

For more on the GDC, including video and photos, visit http://syr.edu/greendatacenter.

School professors David and Susan Dischiave, participants in IBM’s System z Academic Initiative, were integral in acquiring the IBM mainframe for the University.

Professor David Dischiave and his School class welcome the arrival of the z10 mainframe to campus in summer 2009.

more efficiently than conventional room-cooling methods. Sensors will monitor server temperatures and usage to tailor the amount of cooling delivered to each server, further improving efficiency.

The GDC project also incorporates a direct current (DC) power distribution system. In a typical data center, alternating current (AC) electricity is delivered by a central power plant through the local utility’s electric grid and then converted to DC to power the servers. This conversion process results in power loss. By directly generating DC power on site, transmission and conversion losses are eliminated.

The GDC was designed and built by Syracuse-based VIP Structures. The project is registered with the U.S. Green Building Council, SU is seeking certification under the USGBC’s Leadership in Energy and Environmental Design (LEED) program, with a goal of achieving a Silver rating.

For more on the GDC, including video and photos, visit http://syr.edu/greendatacenter.
"Not often does a school have the opportunity to involve their artistic colleagues in perfecting their environment, but we had that chance! Being interpreted by such creative folks has been a rich and rewarding experience, while beautifying our daily environment. We thank all the artists, and challenge all visitors to expand their understanding of the field of information through their eyes."

ELIZABETH D. LIDDY, iSchool Dean
“From the beginning, we recognized that the iSchool’s Windows Project was a truly unique opportunity for artists in the Syracuse University community. The iSchool’s passion for supporting a collaborative effort designed to bring together information, technology, art, and design drove the initial phases of this project … We are very proud of the fact that we were able to facilitate the creation of eight original works of art for Hinds Hall, and in turn support the creative practices of artists in our community.”

JAIME SNYDER (iSchool) and ANNE COFER (VPA), Project Coordinators
Social Media

Although he receives some funny responses, the idea behind the anonymous Twitter feed was to encourage questions and comments from students who may not want to raise their hand, or to spark discussion in a “back channel” during the lecture, Rotolo said. Often students post comments or share related links that enhance the content being presented during class.

A CALL TO PARTICIPATE

Social media sites would not exist without the support of user participation. From 2005 to 2006, YouTube, the social media site for online videos, experienced a growth increase of 2,000 percent and now welcomes 25.5 million unique visitors each month. iSchool Associate Professor Scott Nicholson is one of the millions of participants who uses YouTube on a regular basis.

During the summer, Nicholson used the Syracuse University YouTube Channel to teach his IST 600 course, Gaming in Libraries. Nicholson’s class of about 20 students was required to watch and post weekly videos. The first session, posted May 22, 2009, received more than 1,500 views, attracting a much larger audience than 20 students in the classroom environment.

Nicholson’s goal for the course was to bring together students, librarians, gamers, and representatives of the gaming industry. With approximately 300 consistent viewers, he succeeded in his goal and continues to share the course material with new viewers who are still watching the videos long after the course has ended.

Another way in which people are participating in social media is by creating their own customized products—whether that means designing your own sneakers or developing your own iPhone application.

Syracuse iSchool alumni Darren Paul ’00, co-founder of the creative digital marketing company Night Agency, explained to students in the IST 500 What’s the Big Idea course how social media is forcing companies to embrace a new business model (See related story, page 21). The new business model might include encouraging customers to develop their own product or paying royalties to customers whose personalized designs are popular with other customers.

Guest speaker Alexander Mara, a strategic innovation practitioner, told SU students in the same class that during the past two years, more than 85,000 iPhone applications were created, thanks to iPhone users who have developed them. Mara stressed the point that iPhone applications, like other social media tools, are a product that caters to users’ desires, wants, and needs. When people stop having a need for the applications on the iPhone, they will stop participating and those applications will be replaced by the next big innovation.

FACILITATING COMMUNICATIONS

Social media facilitates the sharing of information. That’s exactly what Syracuse iSchool professor and alumnus Jeffrey Rubin ’95, C’99 is doing with his business. Rubin has built his company, Internet Consulting, Services and SIDEARM Sports, around staying in tune with the pulse of the web. Rubin said that social media tools like Facebook updates, Twitter feeds, and blogs provide him with the information he needs.

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Facilitating Communications: Social media facilitates the sharing of information.

OPENNESS AND TRANSPARENCY

Social media provides people with opportunities to access information in new ways and also enables them to share their own opinions, experiences, and personal information at the touch of a button.

While social media presents a way toward a more democratic and open society, it also creates a risk for people who may not understand the implications or the reach of their messages, photos, or videos.

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Dave Lankes

Scholarship in Action: Connecting with communities of experts through Tweets and posts

Some might think that blogging and the university are not a good mix. After all blogging is being short, sphy, and for the general reader, while scholarly writing is—well—not that. Academics’ articles are all about Greek letter and phrases like “to ensure the validity of the study, the population had to be sampled at.” You get the point. Blogging is for the field, critics write for their peers, other professors who appreciate a good “p” value (I didn’t make that up).

Except, that most scholarship, frankly the fun part of scholarship, is not writing the articles. The best part of the academy is the hallway conversations, the tag teams at a white board working on an idea. Most great ideas that end up in those scholarly journals start as two minute exchanges at a conference (quite often at the conference hotel bar). In essence, the true work of academics looks a lot like blogging, and tweeting, and most conferences are just really slow Facebook updates.

For me, that has been the best result of social networking in the academy. It opens up the process, the academic foment of idea formation and discussion to a much wider audience. The format both allows and encourages forums to break free of the short hand and make the work accessible. Professors can reach out to new audiences, and invite the practitioners and general public to get involved.

Blog: http://quartz.syr.edu/drldankes/blog/ @rdlankes

Twitt
In September, he and three students from the Newhouse School of Public Communications presented “Making Smart Choices Online” to 300 middle-school students from the Syracuse City School District during the Forum on Internet Safety at Hendricks Chapel. They acted out different scenarios such as deciding whether to accept a friend request from a stranger on Facebook or to post controversial photos or comments to social networking sites. Their presentation helped build a community of people that their choices in the online environment have two suggestions for anyone worried about their separate lives mixing online. First, get acquainted with the privacy features available in your social networks; and second, stop believing you have separate lives online! It’s no secret that our personal information is available to anyone interested and creative enough to find it. I assume that what I share online will be seen by everyone I know—and everyone I don’t know, too. I’m often asked how and why I use this technology in my own life. As I sat down to explain myself, I was suddenly at a loss for words. How exactly do I incorporate social media into my teaching, career, and personal life? And why? Hoping for a fresh perspective, I posted the question on Facebook and Twitter. A student suggested my blogging assignments and class discussion over Twitter are the answer. A colleague replied that social media introduces “authorization” into my teaching, instead of just “talking at them.” Next my cousin joked that “most people are addicted [to social media], and you might as well put that addiction to good use!” These were all great points, but one comment from a former student put everything into perspective. He said, “I think utilizing Facebook for class discussion over Twitter is the answer.” I assume that what I share online will be seen by everyone I know—and everyone I don’t know, too. Of course, many are nervous about this type of interconnectedness. Some professors feel uncomfortable having their students mingle with their personal network. Likewise, some students would prefer not to reveal their lives outside of class. These are certainly valid concerns, but I have two suggestions for anyone worried about their separate lives mixing online. First, get acquainted with the privacy features available in your social networks; and second, stop believing you have separate lives online! It’s no secret that our personal information is available to anyone interested and creative enough to find it. I assume that what I share online will be seen by everyone I know—and everyone I don’t know, too. If we insist on having separate lives online, we are missing out on the true power of social media. At its core, social media is about relationships. So when I ask my class to connect with me on Twitter, it’s not only to try something new and cool. I do it to build meaningful relationships with them, to learn about their broader interests, and to allow them to learn about me in the same way. The benefits are obvious now. Discussion continues effortlessly throughout the week. Students discover common interests and connect outside of class. Even former students interact in future semesters.

So I guess I wasn’t struggling to write this because I didn’t know how to integrate social media into my life. I’d just forgotten what it was like before that happened!
The project will involve the best work from our Maxwell health economists to leading technologists in our iSchool, all of whom will be joining with their colleagues from our partner universities to do this critical work.”

NANCY CANTOR, SU Chancellor and President

The school will also assume a leadership role in the development of the HIT web site. Using its expertise in web design and development and in data mining technologies, the iSchool will develop an easy-to-use site that provides consumers with educational information about factors that determine reimbursement of medical costs by insurers. The site will also feature an interactive component through which a patient can find out the approximate costs for out-of-network medical care in various locations. Consumers will enter basic information in a web-based form, and the site will be able to estimate the out-of-pocket costs for their procedure or visit to an out-of-network physician.

“The HIT web site will be a tremendous service for consumers,” said Elizabeth D. Liddy, iSchool dean. “Syracuse University has the technical expertise, the resources, and the public confidence to provide an independent, credible nationwide source for health care reimbursement information. We see this as a wonderful opportunity to improve an element of the health care system and apply our knowledge to the benefit of society.”

Participating from the iSchool are:

- David Dischave, Professor of Practice—Expertise: Technology infrastructure, database design and implementation, management of application development environments;
- Robert Heckman, Senior Associate Dean—Expertise: Strategic management of information resources, information industry strategies, and information consulting;
- Elizabeth D. Liddy, Dean and Trustee Professor; Adjunct at SUNY Upstate Medical University—Expertise: Natural language processing, information retrieval, question-answering, medical informatics;
- Jeffrey Rubin, Professor of Practice—Expertise: Web site design and development, content management systems, web-based applications, user behavior, e-commerce, information architecture;
- Art Thomas, Professor of Practice—Expertise: Project management, systems and personnel transitions, corporate structure and development, staff training and development;
- Howard R. Turtle, Research Associate Professor, Director of the Center for Natural Language Processing—Expertise: Design and implementation of retrieval systems, operating system support for large databases, formal models for retrieval of complex objects, automated classification and inference technique.

According to the Attorney General’s office, 70 percent of insured working Americans pay higher premiums for insurance plans that allow them to use out-of-network doctors (a doctor that does not have a contract with the person’s health insurer). In exchange, insurers often promise to cover up to 80 percent of the “usual and customary” rate of the out-of-network expenses, with the largest portion of which the insurer then reimburses—can create an incentive for the insurer to manipulate the rate downward.

The new database, to be operated independently by FAIR Health, will remove this conflict of interest and will determine fair out-of-network reimbursement rates for U.S. consumers. The project will be supported by funding authorized under the terms of the settlement agreement; the project is anticipated to take up to five years to complete.

According to Attorney General Cuomo, the project “will bring much-needed transparency, accountability, and fairness to a broken consumer reimbursement system. By spending almost $100 million in settlement proceeds from health insurers, this initiative will also create new jobs and contribute to the development of the upstate economy which is vital to New York.”

“The project will involve the best work from our Maxwell health economists to leading technologists in our iSchool, all of whom will be joining with their colleagues from our partner universities to do this critical work,” said SU Chancellor and President Nancy Cantor. “The universities engaged in this project—all of them anchor institutions in their communities across Upstate—are doing what they do best: bringing their expertise to the table and partnering with the attorney general and FAIR Health, all for the public good, and to help make Upstate New York the intellectual capital of the nation for development, use and understanding of health care data.”

The project leader is internationally known health economist Deborah A. Freund, SU Distinguished Professor of Public Administration and Economics and adjunct professor of orthopedics and pediatrics at SUNY Upstate. Other Maxwell participants include economics professors Badi Baltagi, Gary Engelhardt, William Horrace, Thomas Kneisner, and Michael Wasylchenko (senior associate dean). Joining them are sociology professor Christine Himes and graduate students Andrew Friedson and Cassidy Wing.

Along with Syracuse University, other partners in the research consortium that will develop the FAIR Health database are Cornell University, the University of Rochester, SUNY Upstate Medical University and the University at Buffalo.

Among their activities in developing the database, the consortium researchers will work with insurers and all providers to ensure that the data are accurate and robust; use statistical models to make sure that all data reflect the universe of claims data from data contributors; and develop methods to pay out-of-network physicians and other providers appropriately when few procedures are done in the area where they are located.
Finding God on Facebook

TODD MARSHALL, PH.D. CANDIDATE

MINHEE CHOE CONTRIBUTING WRITER

Social Media
continued from page 13

DRIVEN BY THE COMMUNITY

Social media is a community driven phenomenon. Companies of all shapes and sizes have noticed the trend and have started using these types of web sites—once deemed solely for maintaining relationships between individuals—to instead maintain relationships with customers. Today, churches have found social networking sites are helping church members strengthen their connections to each other and to God.

“Churches are information-based organizations,” said Todd Marshall, a doctoral candidate at the School. “They focus on information and relationships. New technologies are allowing for the transfer of information at the speed of light, but the effect upon relationships is still in the early stages. This is a ripe new area for research.”

Marshall, a 2004 SU alumnus with an M.S. in library and information science, hopes to use not only his iSchool background, but also master's degrees in divinity, biblical studies, and theology to investigate how information technology can best be applied to religious work and education.

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“The church of the future will definitely have some different social dynamics because of new technologies,” Marshall said. “As an example, a number of larger churches already stream a single sermon to multiple sites at the same time so that congregations, even in different states, participate in the same worship service at the same time.”

Marshall’s research interests led him to create ServanTek—a nonprofit organization with the goal of helping other nonprofits make a stronger impact by effectively integrating information technology. Founded in 2006, ServanTek is already working in Eastern Europe, Russia, Africa, and the United States.

Although Marshall has been primarily working with ServanTek in the summer months so that he can focus on his studies, he still tries to find the time to serve as the organization’s International Ministry Consultant when he can. Currently, he is working with ServanTek to send a 20-foot shipping container full of books, computer equipment, and library furniture to schools in Senegal.

Essentially working as a boundary spanner, Marshall realizes how the creation of ServanTek along with his unique skill set has deeply affected lives.

“The ServanTek motto is ‘harnessing the power of technology to meet the needs of humanity,’” Marshall said. “Basically, we’re taking something that people already do and bridging it with technology. Very few people are doing that because very few people have the IT or information science background to do so.”

Keeping this mantra in mind, Marshall has led ServanTek through numerous projects, including a recent collaboration with Scott Theological College in Kenya to launch an Internet-based distance education program—the first master’s program of its kind to be offered in East Africa.

Marshall, along with a team of nine volunteers, also built a fully operational computer lab, complete with Internet connection at the college’s library, thanks in part to Roger Merrill of the iSchool and Syracuse University Surplus. Without their expertise and assistance in procuring the computer equipment, Marshall and the volunteers would not have been able to improve the school’s technology as part of their five-year project, he said.

Just as the first printing of the Bible in 1453 was critical to the spread of ideas during the Reformation, the Internet is becoming critical for the spread of new religious ideas,” Marshall said. “Changes that took place during the Reformation over a hundred year period could take only 10 or 20 years today.”

Once Marshall finishes his studies at the iSchool, he hopes to continue serving people and bringing the benefits of technology to the disenfranchised people of the world.

I would like to continue the Syracuse tradition of Scholarship in Action through research that helps bridge the digital divide in developing countries and underserved communities,” Marshall said. “In addition to improving the human condition, this approach stimulates my creativity and helps keep my research questions relevant. To me, this is the ideal combination of the theological principle of ‘love thy neighbor as thyself’ and the School’s emphasis on a user-centered approach to technology.”

Associate Professor R. David Lankes said. “It opens up the process, the academic foment of idea formation and discussion to a much wider audience. The format both allows and forces students to think outside of the box and the work accessible. Professors can reach out to new audiences, and invite the practitioners and general public to get involved.”

JOIN OUR DIGITAL DEMOCRACY!
In the spirit of the Web 2.0 world, the iSchool invites you to join the conversation through our various social media outlets.

Engage with our students and scholars. Network with colleagues and friends. Leverage the power of social media to advance your personal and professional goals.

Check out our web sites at ischool.yr.edu to link to our communities on the most popular social media sites, or send us a message on Twitter @syracuseischool.

—Heather Drost contributed to this report.
Joining forces with U.S. Army to educate tomorrow’s leaders

Student News

BLISTS selects 30 iSchool students to participate in Leadership Program

The Black and Latino Information Studies Support (BLISTS) student group sponsored a semester-long Leadership Program for Syracuse University students. The 10-week training program helps students develop their confidence and their communications, negotiation, team-building, and conflict-resolution skills.

On September 1, approximately 60 students competed for 30 slots in the School’s Leadership Program. The following students were selected to participate in this year’s program: Felipe Martinez, Katherine Urena, Rafika J. De Los Santos, Jay Sunresh Bhanasi, Paridhi Nadanjan, Sergio Hennstroa, Don Holmes, Johanna Olivares, Patrick Pita, Antonio Ortiz, Cortland Bradford, Andrew Tatt, Jonathan Sanchez, Jasim Dominguez, Elmar Mascarinas, Abhijit Bhanour, Shruti Worklar, Deepak Atreya, Jaime Suarez, Laura Cawley, Ashley Schofield, Leead Vangruber, Yu Gao, Juliana Mends, Jasy Liew, Stephanie Suet Yan, Nicole Dittrich, Deborah Spector, Rohan Kamat, and Endri Matsa.

These students followed a rigorous curriculum that included readings, hands-on activities, weekly meetings, and listening to guest speakers.

Two iSchool student-athletes recognized by SU Athletics

Kevin Scott ’11 of Tampa, Florida, was named the Syracuse University Male Scholar-Athlete of the Week for the week of September 21, 2009. Scott is a starting cornerback for the Syracuse football team. He is currently tied for 9th in the Big East Conference for interceptions per game, and he is tied for 17th with passes defended per game.

Darrell Smith ’10 of Newport, Delaware, was named Syracuse University Scholar-Athlete of the Week for the week of October 26, 2009. Smith is a linebacker for the football team. This season he has averaged 9.2 tackles per game, which ranks him 5th among Big East Conference players. He 0.67 forced fumbles per game leads the Big East Conference and his five forced fumbles tie him for 6th on the Syracuse University career leaderboard. He also received this honor last year for the week of November 24, 2008.

Ph.D. candidate Andrea Kuehn wins Austrian e-government innovation award

Andreas Kuehn, a Ph.D. student at the School, won an Austrian e-government innovation award for his article “Boundary Objects in E-Taxation.” Kuehn’s article details the holistic approach used in developing successful e-government and e-taxation systems. In his article, Kuehn explains that coordination and collaboration are crucial in multi-million dollar endeavors where actors with differing views, interests, and values are required to work closely and effectively together.

Ph.D. candidate Johanna Birkland participates in master class on gerontechnology

Johanna Birkland, a Ph.D. student, was one of six student-scholars selected to participate in the fourth annual Master Class on Gerontechnology in Eindhoven, Netherlands, on November 10 and 11. The master class brought young scientists together with top European researchers to discuss gerontechnology issues. The field of gerontechnology focuses on the intersection of gerontology and technology. Birkland presented a poster at the master class on the study that she plans to use for her dissertation. Her poster and dissertation investigate what types of issues impact older adults’ usage of information and communication technologies.

iSchool team grows hair to fight men’s cancer

The men of Hills Hall sported more facial hair than usual in November to support Research to Conquer Cancer, an international event, called Movember. The word “Movember” is a combination of “mo” (Australian slang for mustache) and “November.” Movember participants spend the month of November growing mustaches to call attention to men’s health issues, specifically prostate cancer and testicular cancer.

“It’s nice to be able to address taking those skills back to the Army with me.”

General Foley pointed out that both organizations also share a similar mission. “At Fort Gordon, we’re most proud of our professional development of leaders, and we’re certainly interested in helping our officers pursue a world-class education. There’s a long history of Syracuse experience support to those who serve in our nation. We’re just continuing that.”

MARGARET D. SPILLETT  EDITOR

E quipping a soldier during World War II cost approximately $170. Today, that cost is approximately $26,000 per soldier, thanks to an increasing amount of IT-related tools, according to Brigadier General Jeffrey Foley, commanding officer of U.S. Army Signal Center (SIGCEN) at Fort Gordon in Augusta, Georgia.

However, equipping soldiers with the latest technologies also means educating them on how to effectively use these technologies. To that end, the U.S. Army SIGCEN School of Information Technology has established a formal agreement with the Syracuse School to educate U.S. Army officers on how to use and manage new information and communication technologies through two master’s degree programs at the School.

On October 30, 2009, General Foley and officials from Fort Gordon participated in a day-long visit to the School that culminated in a formal signing ceremony to announce the agreement. The U.S. Army’s Fort Gordon School of Information Technology offers 120 courses, has educated 4,000 students from more than 30 countries, and is home to the largest Microsoft and Cisco Networking academies in the free world.

The School, ranked No. 1 in information systems by U.S. News & World Report, is an internationally recognized leader in the education of information professionals. “We see this agreement as the first step in an increasingly rich and extensive relationship between Syracuse University and the U.S. Army Signal Center School of Information Technology at Fort Gordon,” said School Dean Elizabeth D. Liddy.

The agreement enables soldiers who have completed FAS3 Information Systems Managers and/or the FA24 Telecommunications Engineers at SIGCEN to transfer between 9 to 15 credits toward an M.S. in Information Management or M.S. in Telecommunications and Network Management.

The agreement also allows active soldiers—many of whom may be deployed overseas—to complete the master’s degree requirements through online courses. Retired army officers will also be able to take advantage of this opportunity and may enroll in the campus or the online programs.

U.S. Army Major Jonathan Hughes, a Signal Center officer who is enrolled in the School’s campus-based M.S. in Information Management program, described how his Syracuse experience rounded out his education as an information professional and soldier.

“Today, it seems that through this agreement the School’s virtual learning program is going to extend the same educational benefits that I’ve received on campus to so many of my peers who are serving in all corners of the globe,” Hughes said. “I can honestly say that my time here at Syracuse has expanded my skill set and has made me a more proficient information management professional. I’m looking forward to taking those skills back to the Army with me.”

General Foley pointed out that both organizations also share a similar mission. “At Fort Gordon, we’re most proud of our professional development of leaders, and we’re certainly interested in helping our officers pursue a world-class education. There’s a long history of Syracuse School support to those who serve in our nation. We’re just continuing that.”

Ph.D. candidate Brenden Kuebler serves on ICANN panel

Brenden Kuebler, a doctoral candidate at the School, participated in a panel October 3 at an ICANN forum hosted by the Congressional Internet Caucus. The forum briefed Congressional staffers on a new agreement between the U.S. Department of Commerce and the Internet Corporation for Assigned Names and Numbers (ICANN). The new agreement creates international oversight of ICANN, the non-profit operator of the Internet’s domain name system. Previously the U.S. government provided primary oversight of ICANN. The new agreement will create review panels that ensure ICANN complies with international oversight. Kuebler was quoted about the review panels in a PCWorld.com article.
iSchool visits Asia to explore collaborative opportunities

KIMBERLY MONTENYOHU, CONTRIBUTING WRITER

In November, Senior Associate Dean Robert Heckman and Director of Enrollment Management Sue Corieri spent 10 days traveling around India, one of the world’s fastest-growing economies and an emerging global power in the information technology industry. While in Asia, Heckman also took a brief side trip to Singapore and Malaysia to explore possible future collaborations.

“We just felt we had so much to learn,” Corieri said. “As educators, it’s important that we understand the global perspective because it will affect the business decisions our students make in their future careers.”

Corieri started the trip in the Indian capital of New Delhi, where she addressed the students at the iSchool during the FICCI Higher Education Summit. FICCI, or the Federation of Indian Chambers of Commerce and Industry, is a non-profit organization that works closely with the government on policy issues, enhancing efficiency, competitiveness, and expanding business opportunities. FICCI invited top American universities to the Higher Education Summit to share their expertise on how to establish rigorous, competitive academic programs.

Corieri said she spoke to representatives from roughly 50 different universities, including New York University. The universities were interested in learning more about how to strengthen the higher education opportunities in India. They also wanted to learn about the iSchool and how it can benefit Indian students.

While Corieri was in New Delhi, Heckman traveled to Singapore. There, he met up with Paul Gandel, an iSchool professor on a one-year leave of absence currently serving as CIO of Singapore Management University. Heckman and Gandel met with the dean of the School at Singapore Management University. They also talked with representa-

ives from JPMorgan Chase Singapore and discussed collaboration opportunities as well as how to strengthen the Syracuse iSchool’s Global Enterprise Technology curriculum. In addition, Heckman and Gandel met with information management alumnus Gary Wee G’98.

Heckman and Gandel traveled to Kuala Lumpur, where they met with several School alumni, including Anis Yusoff G’93, Shahnaz Ahmad Zaidi Adnue, Nazirah Zakaria, and Mohammad Fauzi Hamid. Many of the alumni work at Malaysian universities, and Heckman and Gandel talked with them about exploring avenues for collaboration with their institutions. “It was good to rekindle a relationship with international members of the School family,” Heckman said.

Heckman and Gandel met up with Corieri in Chennai, India, where they talked with representatives from B.S. Abdur Rahman University and hosted an information session about the iSchool. Chennai native Murali Venkatesh, an associate professor at the iSchool, was visiting his hometown and was able to attend the information session, too. “It was wonderful to have him there,” Corieri said. “He knows the iSchool intimately, so he was able to talk about his experiences and the educational value that the iSchool brings to its students.”

They held information sessions in Bangalore and Mumbai, and also met with Jay Srivasvan G’92, a management consultant at CubbonPark Consulting. In Mumbai, they spoke to the principal of Thadomal Shahni Engineering College, and connected with alumni Omer Bhujel G’02 and Vinu Chandra G’85.

“The trip was a great success,” Corieri said. “Everywhere we went, we were received with open arms. We went there to build relationships, and we were overwhelmed by all of the opportunities that we found.”

Heckman and Corieri are still analyzing all of the information that they gathered during their trip. They are considering many different avenues for Asian collaboration, including faculty exchanges, student internships abroad, expanding the iSchool’s overseas career network, and recruiting more Asian students to participate in the iSchool’s distance learning and executive education programs.

“Strengthening our relationships abroad will be important to the iSchool as we go forward,” Heckman said. “The world is getting smaller and smaller, and it’s important for us to bring global enterprise technology into the classroom.”

Left: Director of Enrollment Management Sue Corieri talks with a prospective student during an information session. Center: Corieri and Senior Associate Dean Robert Heckman learn about Indian culture. Right: Heckman met up with School alumnus Anis Yusoff G’93 in Kuala Lumpur.
Social Media: Mainstream communications

BARBARA SETTELL, DIRECTOR OF ALUMNI RELATIONS AND ANNUAL GIVING

Do you have a Facebook page? Do you use Twitter? Do you maintain a LinkedIn profile? Do you blog? Even if you answered no to every one of these questions, it is likely that you have friends and family that use social media, or you work for a business or organization that now uses one of these forms of social media. Social media is more than just the trend “du jour,” it is a mainstream form of social networking and public communication. Like a web site, no legitimate business or organization can afford to do without it.

The school recognized that we needed to be more in this arena. We recently created a new staff position, Social Media Strategist, to ensure that we are maximizing the school’s use of these sites to promote our brand and our programs. Anthony Rotolo manages our social media strategy and teaches classes on using social media as an information tool. After learning the basics, many of our students go on to develop software applications and start-up companies which incorporate social media. One alum-nus, Darren Paul ’00, owns a company, Nightware applications and start-up companies many of our students go on to develop software applications and start-up companies which incorporate social media. They visited San Francisco and Palo Alto in November, where they met alumni from the school as well as a number of other SU schools and colleges. The presentation and reception have been extremely well received, and we look forward to seeing many of you at the upcoming events. See page 2 for a list of upcoming events.

Of course, if you can’t make one of these events, you can always “ converse ” with us through the many social media sites where we are present. Join our Facebook fan page and our LinkedIn alumni group to keep up to date with changes on campus and stay connected with your classmates. Our school blog, Information Space (school.isy.syr.edu/blog), has just been launched, and we would love to hear your comments on any topic, but especially how your work and life has been affected by social media. See you online!
Dedicated to Service

AIMEE SCANLON G’95

BY MINHEE CHO CONTRIBUTING WRITER

fter graduating with a B.A. in philosophy from Colgate University in 1994, Aimee Scanlon G’95 found herself back at home, living with her parents—a prospect many of today’s college students are also facing due to the current economic recession.

“I thought I wanted to pursue a career related to political consulting,” Scanlon said. “However, I could not find a job that I was very excited about.”

Scanlon’s father, David Smith, who was at that time the vice president of enrollment management at Syracuse University, suggested that she explore her options for graduate study. He had specifically heard good things about the iSchool and encouraged Scanlon to look into the types of career paths in the information field.

“I followed [my dad’s] good counsel, and took a summer class in network management,” Scanlon said. “Although it was completely different from anything I had studied before, I really enjoyed it and decided to pursue my graduate degree through the School that year.” Scanlon wasted no time and ended up completing the coursework for her two-year M.S. in Information Management program within a year. After completing a paid internship, she was hired by Freddie Mac in Reston, Va., for a full-time position in the data communications department. She worked for the next two years as the company’s e-mail administrator and gained the technical experience she was looking for.

“I had no prior experience in technical work, and did not have a natural tendency for it,” Scanlon said. “However, I planned to have a career that focused heavily on technology and felt that it was important to have several years of hands-on experience in technical work prior to moving into management or consulting.”

Since then, Scanlon has worked for Congressional Quarterly, Booz Allen Hamilton, and even Syracuse University, where she helped implement the PeopleSoft (now Oracle) system. At one point, Scanlon worked for a small contracting company called RGS Associates in Crystal City, Va., where she supported the U.S. Navy in the area of long-term budget planning for logistics information technology. She was later hired as a Navy civilian and now works directly for the government.

Scanlon’s current title is Branch Head of Logistics Technology and Innovation. She is a member of the Chief of Naval Operations staff, specifically in the logistics area.

“Living in the Washington, D.C., area, I am excited about working for the government, particularly the Department of Defense,” she said. “I feel a strong pull to public service, and this particular job leverages my past work and educational experience nicely. I have found my colleagues to be top notch, smart, and dedicated professionals. It is truly an honor to spend my work week with a group of people who are working for the good of the Navy and the country.”

Now nearly 15 years since her iSchool graduation, through all the career twists and turns, Scanlon still recognizes how her time here at the School has helped shaped her future for the better.

“The iSchool experience has helped my career in many ways,” Scanlon said. “The program gave me a strong foundation in both technical knowledge and introductory management and strategy development. While it is impossible to achieve an expert level of knowledge in the information technology field from education alone, I found that the iSchool offered a strong mix of subject matters as well as practitioners and academicians to instruct us.”

In particular, Professor Bob Benjamin’s Organizational Change Management course translated easily into her “real-world” work experiences, and Professor Murali Venkatsh was dedicated to ensuring that his students understand a fairly technical topic and had the confidence in their skills, said Scanlon.

“It was exciting for me to pursue a career-oriented course of study,” Scanlon said. “I felt as if I was preparing myself for my future career and for living an independent life. The year I spent at the School, I could feel myself really becoming an adult.”
Supporting the iSchool on its path to excellence

PAUL BRENNER, EXECUTIVE DIRECTOR OF DEVELOPMENT

In an October op-ed piece, New York Times columnist Thomas Friedman wrote, “Those who are waiting for this recession to end so someone can again hand them work could have a long wait. Those with the imagination to make themselves untouchables—to invent smarter ways to do old jobs, energy-saving ways to provide new services, new ways to attract old customers or new ways to combine existing technologies—will thrive.”

The innovation that Friedman talks about is precisely what drives the School. Every day our faculty and students work toward finding better, smarter, more efficient, and more creative ways of using information and information technologies to transform our world. This fall, the School undertook several major projects that demonstrate our commitment to leading innovation and change in the information field. Among other endeavors, the School is helping to develop a new national health care database, collaborating with the U.S. Army to educate future leaders, and working with Verizon to educate middle school students on Internet safety.

The iSchool’s Board of Advisors is eager to foster the success of these projects, as well as other new opportunities that arise. At a board meeting in New York City right before Thanksgiving, the development subcommittee announced a $150,000 gift this year. The subcommittee challenged the rest of the board to raise an additional $50,000 by the end of the fiscal year that they will also match, for a total board gift of $250,000. If that goal is met, it will represent unprecedented support by the board.

At the meeting, the board also made ambitious plans to rise to a challenge set forth by Syracuse University Vice Chancellor and Provost Eric F. Spina. He requested that all school boards target a 100 percent giving participation rate within the next three years. The board made plans to lead the other schools on campus and achieve 100 percent participation by the end of the year. The energy and enthusiasm of the board is inspiring. Their support is clearly reflected in the momentum and success that the iSchool has achieved in recent months.

In order for the School to continue on its path to excellence, we need even greater support. The tough economy has made it more important than ever for the School to find new and better ways of expanding human capabilities through information. We have adopted a three-legged stool approach to outline the areas that need your support:

- Annual Fund Giving, gifts of any size that carry the school from year to year;
- Major Gifts, such as endowed faculty positions, scholarships, building naming opportunities or other projects; and
- Donor Estate Gifts, including deposit accounts, retirement plans, insurance policies, annuities, and charitable lead trusts.

There are several tax-advantaged ways of contributing to the School’s giving campaign, including estate gifts, gift annuities, and charitable trusts. These types of gifts do not necessarily require any cash outlays. To learn more about how to tailor giving opportunities to your personal circumstances, contact me at pbrnnr@syr.edu or 315-443-6139.

I look forward to hearing from you, and I promise to keep you informed as the campaign continues.

Lisa Thomas ’06 is a digital services librarian at Southern Connecticut State Library in New Haven, Conn.

Meg Grotti ’07 is assistant librarian and coordinator at the University of Delaware Library in Newark, Del.

Michelle Bombard ’08 is a library media specialist at Notre Dame High School in Kansas City, Mo.

Jill Golden ’08 received a fellowship at Stanford University in Palo Alto, Calif., where she is pursuing a master’s degree in Information and Communication Systems.

Monica Moore ’08 is visiting e-resources librarian at Illinois Wesleyan University in Bloomington, Ill.

Rebecca Pierce ’08 is a school library media specialist at Alden Intermediate School in Alden, N.Y.

Mariah Prentiss ’08 is a library media specialist at Groton Elementary School in Groton, N.Y.

Adrienne A. Turner ’08 is a research analyst at Medallion Financial Consulting in New York City.

Maura Valenti’08 is coordinator of digital initiatives at University of Oklahoma in Norman, Okla.

Elizabeth Angelastro ’09 is assistant librarian at Manhattan Public Library in Manlius, N.Y.

Meg Backus ’09 is an air traffic controller at Northern Onondaga Public Library in Cicero, N.Y.

Colleen Brin’Amour ’09 is a teacher at the Rochester (N.Y.) Central School District.

Andrea Catroppa ’09 is a library technician at Syracuse University Bird Library.

Carrie Solinger ’09 is enrolled in the Ph.D. in information science and technology at Syracuse University School of Information Studies.

Tracy Sparent ’09 is an office coordinator at Syracuse University.

Patricia Vargas Leon ’09 is a library consultant with the Division of Oceanic Affairs and Law of the Sea at the United Nations in New York City.

M.S. in Information Management

Jeff Hunt ’95 is employed at InfoPrint Solutions in Binghamton, N.Y.

Yeliz Eseroy ’02, MBA ’03 is assistant professor at the University of Groningen, at the Faculty of Business & Information Technology, in the Netherlands. She is also currently enrolled in the Syracuse University School of Information Studies Ph.D. program.

Kathia Veiga ’05 is a business analyst at Omega in Boston.

Robert J. Osborn II ’06 is deputy director of the U.S. Transcom Command, Control, Communications and Computer Systems in the U.S. Air Force at Scott Air Force Base, Ill.

Sweeney Fernandes ’07 is senior associate with KPMG Contract Compliance Services in Houston. Since joining KPMG, she has completed Certified Information Systems Auditor certification.

Di Lu ’08 is a business management analyst at JPMorgan Chase in Hong Kong.

Murugan Pandian ’08 is retail application developer at Bright House Networks in East Syracuse.

Shiv Kumar Bansal ’09 is a business analyst at EDI in Dublin, Ohio.

Mandyard Burtard ’09 is a PC software support specialist with the Liverpool (N.Y.) Central School District.

Kim Colton ’09 is vice president/area director at Ciber Inc. in Peachtree City, Ga.

Edward DePalma ’09 is an engineer at the Air Force Research Laboratory in Rome, N.Y.

Jenna Dunkelberger ’09 is a sales executive with Dell Computers in Alexandria, Va.

Michael DeRosier ’09 is a major in the U.S. Army.
Digital Marketing Guru

DARREN PAUL ’00

BY MINHEE CHO  CONTRIBUTING WRITER

The same things that attracted me to SU in the first place—pretty girls and the sports program—are still highly prevalent in my life,” Paul said. “I’m still a huge fan of the SU sports program, and the pretty girls that move me today are my beautiful wife Carrie, and gorgeous baby daughter, Eva. You can say SU has had a tremendous impact and influence on my life.”

In the future, Paul has high hopes for Night Agency and wants this growing firm to accomplish even more than it already has.

“Professionally, I am focused on pushing Night Agency to new heights,” Paul said. “We believe we have an opportunity to help rewrite the rules of communications. We want to be revered as the best creative digital agency in the world. Those are exciting times. I’ve taken the approach to a shorter term outlook on life and business. Even if I had a crystal ball and could see life 10 years from now, I don’t know if I would look into it. It might just take the fun out of it!”

Paul Wachtler ’09 is an information security officer at Lincoln Labs at MIT in Lexington, Mass.

Nick Weber ’09 is a scientific informatics and infrastructure analyst at the National Institute of Allergy and Infectious Diseases in Baltimore.

M.S. in Telecommunications and Network Management

Alpika Singh ’08 is a QA Tester for MVP Consulting Plus Inc. in Albany, N.Y.

Patrick Rummel ’09 is employed at the IRS in New Carrollton, Md.

Hesham Sayed ’09 is pursuing a Ph.D. in information science and technology at Syracuse University School of Information Studies.

Jainish Shah ’09 is an IT administrator at Lown Cardiovascular Research Foundation in Brookline, Mass.

Ph.D. in Information Science and Technology

Norhayati Zakaria ’06 is assistant professor at the University of Wollongong in Dubai.

Na Li ’08 is assistant professor at the Center for Graduate Studies at Baker College in Flint, Mich.

Lu Gong ’09 is a software engineer at Next Jump in New York City.

Kaitlin Lambrecht ’08, G ’09 is an associate in the Information Management Leadership Program at General Electric in Fairfield, Ct.

Yo-Chun Lin ’09 is a logistic assistant at Crystal Window & Door Systems Inc. in Flushing, N.Y.

Thomas Neff ’09 is project director at the U.S. Army Reserve Component Automation System in Alexandria, Va.

Krati Pachori ’09 is a consultant at ETQ Consulting Plus Inc. in Albany, N.Y.

Vinay Pandey ’09 is a consultant at MVP Consulting Plus Inc. in Albany, N.Y.

Aditya Rajagopal ’09 is a systems consultant at Eze Castle Software in Boston.

Prasad Raote ’09 is a consultant with Unisys Corporation in Blue Bell, Pa.

Tamaana Raspal ’09 is a software engineer at CA Inc. in Framingham, Mass.

Bhanu Rathore ’09 is a business analyst at EDS in Dublin, Ohio.

Paul Rigby ’09 is an information systems manager in the U.S. Army.

Shilpa Shrivastav ’09 is a research assistant at Standard & Poor’s in Pailin, N.J.

Tiffanie Thompson ’09 is a consultant at Ernst & Young in New York City. 
Jeffrey Rubin ‘95, G’98 leads by example. As a student in the School of Information Studies (iSchool) more than a decade ago, he put his classroom learning to work and launched his own entrepreneurial Internet career. As a Professor of Practice in the iSchool, he currently teaches all first-year (School students and students from across campus in the introductory IST 195 Information Technologies course, and incorporates real-world lessons from his experience as a successful entrepreneur, CEO, and alumnus. His accomplishments inspire iSchool students and alumni, as well as his colleagues.

Now, at the modest age of 36, Rubin is forging the way in stewardship. He and his wife, Jennifer, a 2002 graduate of the iSchool’s M.S. in Information Management, have committed $100,000 over five years to the Raymond F. von Dran Fund to support scholarships, research, and entrepreneurial and technological initiatives at the iSchool.

Jennifer and Jeffrey Rubin donate $100,000 to the iSchool’s Raymond F. von Dran Fund

BY MARGARET D. SPILLETT, EDITOR

I am very proud and pleased to accept this generous gift from Jeff and Jennifer,” said iSchool Dean Elizabeth D. Liddy. “It serves as an inspiring example of how our alumni can show their gratitude for what they’ve learned as students in the iSchool. Jeff is an exceptionally good model of a successful business leader and I'm excited to see what he will do with this gift.

Jennifer Rubin said that he wanted what he hopes is his first of several major gifts to the University to go to to the iSchool.

“The iSchool, in particular, has done a lot for us,” he said. “It’s where we got our education—for me both my undergrad and my master’s degrees. It inspires iSchool students and alumni, as well as his colleagues. Now, at the modest age of 36, Rubin is forging the way in stewardship. He and his wife, Jennifer, a 2002 graduate of the iSchool’s M.S. in Information Management, have committed $100,000 over five years to the Raymond F. von Dran Fund to support scholarships, research, and entrepreneurial and technological initiatives at the iSchool.

Jeffrey Rubin ‘95, G’98

The Raymond F. von Dran Memorial Fund

Donations may be directed to:
The SU Raymond F. von Dran Fund
School of Information Studies
343 Hinds Hall
Syracuse NY 13244
ischool.syr.edu/ray

or contact Paul Brenner
Assistant Dan for Advancement
pbrenner@syr.edu
315-443-6139

Jennifer, a 2002 graduate of the iSchool’s M.S. in Information Management, have committed $100,000 over five years to the Raymond F. von Dran Fund to support scholarships, research, and entrepreneurial and technological initiatives at the iSchool.

Jeffrey Rubin ‘95, G’98

Alumnus and Professor Scott Bernard G’98 provides founding gift for Executive Doctorate Fund

BY MARGARET D. SPILLETT, EDITOR

Thanks to a $10,000 gift from Professor of Practice Scott Bernard G’98, students in the Executive Doctorate in Information Management now have a flexible fund to use to assist peers who may need financial assistance from time to time.

Bernard, who directs the iSchool’s Executive Education Program, hopes his gift will permanently establish the new Executive Doctoral Program Student Support Fund and serve as a catalyst for others to support it.

Once I got to know the executive doctorate program as its first director, I saw the need for a fund to help these students through financial situations that arise sporadically,” Bernard said. “The fund could cover such things as travel expenses, support to attend a residency session or a conference, or tuition support for an academic term.”

Paul Brenner, iSchool assistant dean for advancement, said Bernard sets an example for other faculty, not only in his financial support for the program, but also in his innovative thinking. “Dr. Bernard was crucial to the development of the executive doctorate program, and now he has come up with a creative way to ensure its future success,” Brenner said. “He also follows through on his ideas by providing the support to see them realized.”

The fund will be administered by one student representative from each year’s cohort, alumni of the program, and a faculty representative. They will then suggest to iSchool Dean Elizabeth D. Liddy who or what qualifies for support from the fund as a need arises, and she can distribute accordingly.

“We are thrilled to receive yet another gift from Scott, who has long demonstrated both his conviction as to the quality of an iSchool education with funding to support our students,” Liddy said. “As the program’s first director, Scott has observed firsthand the temporary financial challenges these students sometimes experience. It is reassuring that we now have the Executive Doctoral Program Student Support Fund for such emergencies. I am hopeful that these students’ situation will resonate with others, who will add their donations to Scott’s founding gift.

Bernard also sees the fund as a way to bring the group of executive doctorate students together to build their identity and create a feeling of community, despite geographical distances and being at various stages in the completion of the degree.

The Executive Doctorate is a part-time, limited residency program for mid-career professionals that spans three years. Students attend five-day residencies twice a year and for an extended webinar in January. During the academic year, they take online courses, participate in weekly phone calls about coursework, and monthly phone conferences with their peer cohort.

Bernard, who has previously supported the iSchool with two naming gifts, said he feels fortunate to be in the position to fulfill what he calls his “stewardship obligation.”

“A number of us who are either adjunct professors or professors of practice have been out there in industry, earning money, and we’ve had success,” he said. “We’re in a really blessed area of the IT profession, which remains hot and quite lucrative.

The iSchool is a very special place,” he said. “We don’t have departments. Our faculty of one creates these neat collaborations in research and teaching. A whole group of people are needed to support that and give the financial resources to keep it going and keep it accelerating. Mine is just a small part of this. It is my academic home, and I have the ability to give a bit and so I do.”
Among Syracuse University Library’s collections that span 4,000 years and range from ancient Sumerian cuneiform tablets to 21st century digital databases is a lesser-known trove of children’s books. The Youth Literature Collection was the brainchild of Ruth V. Small, Meredith Professor and director of the School Media Program and the Center for Digital Literacy (CDL). Small wanted to create a collection of materials for students who aspire to work as teachers, school librarians, or children’s librarians in public libraries, children’s book authors or illustrators, and reading teachers. 

The collection started several years ago when Small discovered that the children’s literature collection in Huntington Hall had been eliminated when the building was renovated. She realized that there was no longer a place on campus where students could find children’s books for completing course assignments and projects and wanted to do something about it.

Small put out an appeal to school media alumni to help fund the collection’s development. Several alumni responded to the call, including Rosemary Scalessa G’72, whose career as a children’s librarian and school media specialist spanned 35 years. Scalessa made a donation in honor of her favorite iSchool professor, Dorothy McGinniss, whose passion for children’s literature has inspired her. Scalessa wanted her gift to perpetuate the late Dorothy McGinniss’s legacy of children’s librarianship.

CDL earmarked the McGinniss legacy gift to purchase books written or illustrated by local Syracuse authors and artists. The Youth Literature Collection has also grown thanks to the generosity of several children’s publishers.

Small estimates that the Youth Literature Collection now includes roughly 500 titles ranging from books in foreign languages to graphic novels.

Small hopes to see the collection expanded to include books that spotlight underrepresented groups, such as the Onondaga people, who are one of the original five nations of the Iroquois and hail from the Syracuse area. Another possible area for growth includes children’s books about people with disabilities.

The collection is now a collaborative project administered jointly by both E.S. Bird Library and CDL, and is located on the 5th floor of Bird Library.

Small gives credit to University Librarian and iSchool Advisory Board Member Suzanne Thorin for nurturing the collection’s development. “We’re grateful for her insight and vision for this project,” Small said. “Not many academic libraries acknowledge the benefits of children’s literature, but she recognized that it could be an asset to the University.”

SU students now have access to a growing collection of youth literature in Bird Library. 

Kimberly A. Montenyohl
CONTRIBUTING WRITER