

SIS Board of Visitors  
Meeting Summary  
November 15, 2013

Board members present included:

|                |                   |                    |
|----------------|-------------------|--------------------|
| Raheem Beyah   | Gary Byrd         | Claudia Gollop     |
| Roger Glunt    | Charles Isbell    | Robert Strauss     |
| Lynette Kvasny | Michael Macedonia | Alfred Moyé, Chair |
| Cynthia Richey | Keith Schaefer    | James Williams     |
| Patrick White  | Elizabeth Yakel   | William Isler      |
| Leona Mitchell | James Matarazzo   |                    |

Juan Manfredi, representing the Provost's Office

School of Information Sciences faculty and staff present included:

|                     |                   |                 |
|---------------------|-------------------|-----------------|
| Sheila Corral       | Daqing Hé         | Alexandra Cole  |
| Ronald Larsen, Dean | Carolyn Loether   | Michael Depew   |
| Paul Munro          | Wesley Lipschultz | Debbie Day      |
| Robert Perkoski     | David Tipper      | Marci Carothers |
| Martin Weiss        | Sandra Brandon    | Jeff Lawson     |
| Peter Brusilovsky   | Sharon Bindas     | Ellen Detlefsen |

Elliance representatives in attendance:

Abu Noaman                      Carmella Manges

Summary of Meeting

Chair Al Moyé opened the meeting at 8:30 am, welcoming those in attendance and inviting Dean Larsen to report on progress since the Board meeting last April.

Dean Larsen – Highlights since April:

- Marketing / communications study contract has been awarded to Elliance – they will be introducing themselves and discuss their approach to this study later in the meeting
- 8<sup>th</sup> floor renovations are complete (the Board meeting will move there this afternoon)
- Working with the CSSD to bring our IT infrastructure up to current University standards
- Prof. Hassan Karimi will update the Board on progress related to location based services this afternoon
- The School has added 4 new faculty who will be introduced later this morning (Yu-Ru Lin, Balaji Palanisamy, Dmitriy Babichenko, and Beth Fischer)
- The MLIS program has received an unconditional ALA reaccreditation for the next 7 years
- Housing for transfer students is now available in the university's residence halls

- Assoc. Prof Daqing Hé and Dean Larsen concluded a two week trip to China, including an exploratory visit to Tongji University (Shanghai), signing ceremonies for Memoranda of Understanding with Nanjing University and Nanjing University of Science and Technology, return visits to Wuhan University and the Beijing Institute of Technology (with whom we already have Memoranda of Understanding), and an introductory visit to the Beijing University of Posts and Telecommunications. In addition, alumni events were hosted in Beijing and in Taipei.
- Dean Larsen and visiting professor Steve Griffin are working with the Committee on Coherence at Scale for Higher Education (<http://coherence.clir.org/>), sponsored by the Council on Library and Information Resources (CLIR) and Vanderbilt University, to develop a Ph.D. fellowship program that supports the research needs of the Committee. A proposal is being written for consideration by the A.W. Mellon Foundation to award fellowships to 10 Ph.D. students studying at iSchools.
- Proposals for Certificates of Advanced Study have been developed for Big Data Analytics and Information Security
- A faculty recruitment activity is underway for one non-tenure stream faculty member in Archives and Information Science
- Dr. Liz Lyon will be joining us in January as a Visiting Professor for 18 months; she has served as the director of UKOLN at the University of Bath and as associate director of the UK Digital Curation Center
- Peter Brusilovsky has been named the Fulbright-Nokia Distinguished Chair in Information and Communications Technologies at the Helsinki Institute of Information, the University of Helsinki and the Aalto University in Finland
- The 3<sup>rd</sup> cohort of 20 i3 Scholars came this summer. Applications for the program have grown by 42%. Four of the i3 research projects have been selected to present at the next iConference in Berlin. Nine i3 scholars have been accepted to graduate programs.
- Associate Professor Michael Spring has been elected President of the University Senate
- Martin Weiss was promoted to full professor in September
- Regarding the School's external funding – the A.W. Mellon Foundation has renewed its support for the i3 program for the next 3 years (\$819K). Several younger faculty members have received seed funding from various sources to launch research projects.
- Due to the federal sequester, a 3-year subcontract (~\$500K) from Boeing on a DARPA project was cancelled.
- We are currently assessing the numbers of international students and alumni by country and by program, for consideration with members of our Industrial Advisory Council who are expanding their international activities.

Summary of Elliance presentation and discussion on Marketing & Communications Project (Abu Noaman, CEO and Carmella Manges, Director Integrated Marketing)

- Abu – Graduate of Cornell University in computer science. MBA from Carnegie Mellon.
- People have a crisis of identity every 7 – 10 years. Brands go through this same issue and need to be reviewed and revised. How do we become relevant to the world around us today.

- The school is at a critical junction – including both opportunity and threat.
- A brand is not a logo, it is not about the marketing, it is not about recruiting materials or videos. It is the strong impenetrable differentiation. It is the sum of all experience. It is the sum of all conversation. It is the delivery of all that you promise. It does not exist in buildings. It exists in the hearts and minds of the people (students, faculty, staff)
- Brands create “tribes”, they tell stories, win hearts, make promises that you can deliver, build trust and affinity, speak confidently, speak unapologetically,
- Elliance’s iSchool plan – analysis, synthesis, discovery, qualitative interviews, qualitative and quantitative surveys, synthesis, brand transformation.

### **Afternoon Sessions**

Prof. Hassan Karimi presented his current work on Personalized Navigation System for Mobile Devices – (update from April)

- Exploring commercialization opportunities
- Exploring creation of navigation system for indoor applications

Yesterday, Pitt announced the creation of the Innovation Institute (see <http://www.news.pitt.edu/news/innovation-institute-launched-university-pittsburgh> ).

Board member Leona Mitchell observed that Prof. Karimi’s work should be of interest to health providers (Route2Health). Chair Moyé suggested that Board members provide to Hassan names of organizations they are familiar with that would have a potential financial interest in this work.

SoNavNet offers the additional social networking infrastructure for users to share information of a near-term, temporal nature that might not appear in others sources (e.g., Google street view), such as areas where active construction is going on.

Wesley Lipschultz presented current work by the Student Services office to support student practical experience and employer relations:

- Domestic undergraduates and graduates can engage in practical experience at any time, with or without pay, for credit or not for credit
- International undergraduates and graduates must do this for academic credit
- Undergraduate practical experience for credit is typically taken as a capstone course
- Graduate practical experience for credit is called a “field experience” in LIS and a “practicum” in IS and Tele
- LIS also has a non-credit Partners Program that provides 3-terms of work experience
- Faculty advisors supervise and grade LIS Field experiences and Tele practica, along with their teaching and research responsibilities
- Two faculty (Spring and Flynn) supervise and grade IS practica along with their teaching and research responsibilities

- Student participation by program (see charts in presentation)
  - BSIS, LIS, MSIS, MST – LIS has the most registered students but MSIS has grown in percentage of participating students.
  - Competitive intelligence, internal and external – in terms of staff dedicated to this process. We are at the low end in both
- Faculty members working with these programs unanimously agree that there is a need for greater staff support in the coordination of these efforts.

Board member Michael Macedonia suggested that employers pay for the opportunity to recruit students conducting practica, noting that UCF charges for this service. Board member Robert Strauss (Preservation Technologies) noted that other universities (the University of Michigan was noted as an example) do a better job at communicating and reviewing opportunities for his company than Pitt does.

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### **Closed session**

The Board agreed that the Marketing/Communications/Branding project (Elliance) is off to a great start, noting that the firm understands higher education. The potential outcome is expected to be positive in multiple ways: helping SIS to understand its identity and improving student recruitment are two clearly anticipated outcomes. The Board indicated they looked forward to reviewing the results of the study at their next meeting in the spring, and expect it could become a model for the rest of the university.

The Board recommended expanding our use of social media to reach contemporary students, and observed the need to tailor the approach to the particular use of social media in targeted countries.

Board members local to Pittsburgh expressed an interest in being included in interim reporting from Elliance; others volunteered interest in being included by Skype or Webex access.

Board members expressed their enthusiasm over the quality of the four new faculty members. They bring the right interdisciplinary skills and expertise to the School to address current challenges. Board members Mitchell and White encouraged Dmitriy Babichenko to draw on other “real world IT folks” in greater Pittsburgh to deliver visiting lectures on specialized topics.

Board member Mitchell opined that she was “blown away” by Prof. Karimi’s work, observing its relevance to the smarter cities initiative. Board reflection on his work suggested that there may be “lots of funky things” in there that should be of interest to corporations (e.g., IBM), healthcare providers, and others. They suggested the need for someone to help Hassan commercialize his work... maybe to form a small company that could attract SBIR funds. Pittsburgh Dataworks should be interested, as should providers of life style apps (e.g., “run-friendly” paths).

The Board agreed that an additional, dedicated staff person is needed to manage field placements and related opportunities offering students practical work experience. The School also needs a “scaffolding system” that tracks the options, responsibilities, costs, etc. associated with field experiences, to enable industry and other partners to navigate the process. Board members noted such a system would become a "must" as the School builds its brand. The School will need a much more formal "process" to support the field experiences. Board members Isbell and Beyah noted that GaTech does this on soft money, where the staff members responsible are charged with developing revenue streams from the companies using the services of career development. These staff members also help faculty identify research opportunities with the companies that offer internships, including sabbatical opportunities and summer research placements.

The Board also reinforced the need to continually seek opportunities for better alumni contacts and relations.

The Board adjourned at 4:30 pm.