

Undergraduate Program Report  
Board of Visitors Meeting  
2007 - 2008  
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**Marketing:**

The marketing team in Information Science has created and implemented a plan to advertise the undergraduate program. The marketing plan consists of mailings to students and posters highlighting the “Many Jobs – One Degree” slogan campaign. This campaign emphasizes the competitiveness of the undergraduate program through listing actual jobs that students are obtaining. It has been well received by both students and parents.

Following is a short list of marketing events:

- Ads in the Pitt News
- Posters distributed throughout the Pitt campus
- Visits to the Community College Campus system
- Open Houses
- Postcard mailings to freshman and sophomores advertising the introduction course for Information Science
- New brochure
- New website
- Monthly email blasts

**Enrollment**

The marketing campaign along with curriculum improvements has made a definite impact on undergraduate enrollment. The enrollment in the INFSCI 0010 introduction class to Information Science has vaulted to over 90 students this semester. Previously, this class was attracting an enrollment in the mid 40’s to 50 students. Also, the size of the admission class has been increasing steadily:

Year	Students
2008	130
2007	110
2006	88

**Curriculum**

A number of changes have been made to the curriculum. The curriculum needs to be current, competitive and cohesive. We have a core series of courses that all students take, three concentrations and a capstone experience. This curriculum gives students a broad overview of the field plus some depth.

The concentrations include information systems, web systems/design and security/networks. The capstone requirement can be satisfied by an internship, independent study or by an internship.

A number of new courses have been introduced into the curriculum including:

- Web Programming
- Games
- Web 2.0
- IT Management
- Telecommunications lab class
- Network Analysis

Our emphasis has been on making the course content current and competitive. Many of our courses including the introduction class, JAVA class, user centered design class and systems analysis have been upgraded to incorporate the current tools being used in industry.

### **Undergraduate Teaching Assistant Program**

The UTA program has been revitalized and currently there are four undergraduates serving as assistants for the Introduction, JAVA and Web Programming classes. These are outstanding students that provide assistance to other undergraduates through office hours, Instant Messenger, e-mail and cell phones.

Students in these classes find the UTA's very approachable and readily ask questions and the UTA's also provide study sessions. Because the UTA's are available at both fixed times and at other times students find help is always available.

Also, these students serve as role models for new freshman who may not have thought about Information Science as a field of study.

### **Placement**

Our students have been doing well in the placement area but we are in need of a more systematic approach in collecting data. Currently, a system is being devised with the Director of Student Services. This system will be used to collect data systematically on where are students are obtaining jobs and their salaries. Currently, we have information on many of our candidates and their successes are laudable. Recently, one of our graduates was hired by Google and other notables include PPG, ALCOA, U.S. Steel, Deloitte, Bayer and Bank of New York Mellon, PNC and others. Students have been placed in jobs as systems analyst, web site designers, information analysts, network analysts and project managers.