

iSchool Assembly

September 6, 2019



COLLEGE OF
INFORMATION
STUDIES

Agenda

- Call to order
- Review and approval of minutes from May 6 meeting
- Review and approval of this agenda
- Guest speaker – Dr. Brooke Liu, ADVANCE Professor
- Dean's Update [Keith]
- New Dean of Libraries Adriene Lim
- Facilities Update [Dave & Brian]
- New Major Proposal [Wayne]
- Admin Updates [Melekte, Kibbi and Daisy]
- Nominations for Assembly Secretary [Katy]
- Guest speaker – Dr. Georgina Dodge, Vice President of Diversity & Inclusion
- Announcements



Dr. Brooke Liu
ADVANCE Professor



Dean's Update

Keith Marzullo



Dr. Adriene Lim
Dean of Libraries



Facilities Update

Dave Baugh & Brian Butler



New Major Proposal

Wayne Lutters



Introducing the Information Design Vision





<https://www.jasperandfern.com/blog-1/2018/8/14/what-to-wear-for-your-headshot-session>

Kinesha Williams, 25, from Silver Spring, MD, is now in her second year as an integration specialist at Accenture.

Company-side she is known for being an essential team member, who always brings out the best in her colleagues. She is on target to become team lead in the next year or two.

Client-side she is adept at quickly analyzing the social and organizational challenges in the context of use of the legacy systems under re-design for new mobile app front-ends.

Kinesha had transferred to UMD from Montgomery College. Originally intending to major in Communications, a friend suggested that she check out the iSchool. After taking 201 with Dr. Greene she was convinced this was the right fit. The program helped her to hone her keen insight for social situations, her desire to develop practical solutions, and unabashedly embrace her techie-side.





Laura Gonzales, 28, from Largo, MD, starting her third year in the new federal Office of Technology Assessment (OTA). She wants to save the world.

Laura was always into politics—class president three years in a row!—but she felt like our institutions weren't up to the grand challenges of the day. She had considered a Policy degree, but it was in Info Design that she got inspired to do things differently.

After graduation, Laura staffed political campaigns, using lessons learned about information visualization and workflow management to manage her team, communicate to her constituents, and win key districts.

Inspired by President Smith's call for a new OTA that acts as the FDA for data and technology, she joined the new office as an auditor. Now Laura develops tests for self-driving cars and trucks, assessing their training data and their road performance to see whether they're safe enough to deploy. It's not too far away from the Fairness, Accountability, and Transparency in Machine Learning class she took years ago at the iSchool, where they audited databases and search engines. But now it's for real, and she's saving lives.





Greg Reichenbach, 22, of Cherry Hill, NJ has just launched a small start-up with three other iSchool classmates at the Mtech Ventures incubator. He is an illustrator who, along with his roommate, just self-published a graphic novel on the Syrian immigrant experience.

Greg's two other partners are an animator (BSID) and UX specialist (BSIS). They met as part of the entrepreneurial capstone project which cemented their confidence in both their technical competence to do the system design work (knowing when to hire an hourly developer to optimize their code) and manage their business (though the next person they hope to hire would be in sales).

Their first app provides contextual animations of a user's universal Gravatar. Greg remembers learning about identity management and self-presentation online in Dr. Vitak's class.





<https://www.istockphoto.com/photos/headshot-of-indian-woman>



Amara Basu, 23, of Ellicott City, MD just joined as the web designer for “The Roving Radish” in her hometown. Amara has always been concerned with environmental sustainability and social justice, so she was excited by the Radish’s mission to combat food waste while serving healthy meal-kits to those with limited nutritional literacy and access to fresh, affordable produce.

This small company is lean, relying solely on a smart phone app and Square for handling all financial transactions. However, they have recently realized that a significant portion of their client-base, older Korean and African American men living alone, are less app savvy due to language and technical skills. Amara is currently leading in-situ design exercises in different neighborhood and senior centers across central Maryland. She remembers first learning about these techniques in Dr. Clegg’s intro UX class.



Student dispositions:

- Energized by big, real-world problems
- Entrepreneurial, invent jobs that don't yet exist
- “Fixers” -- solution-focused, technology integrators
- Can scale up solutions
- Strong critical thinkers
- Embrace complexity
- Boundary spanners, cross-disciplinary
- Confident translators



- New undergraduate degree designed from the ground up
- Addresses specific scholarly gaps on campus and iSchool

- Balance character of BSIS
- Design, Creativity, and Culture (DCC)



People/organizing

collaboration
Ability to work w/ others diff from membership

organizing
(in the various roles)

people skills
Ability to solve, communicate, etc. to engage people

Abstraction/Modeling

Facilitating

Policies/infrastructure kills

Context-based deep understanding of people, places, community

Policy that understands tech & vice versa

hyperscale moderation

Dynamic Emergent ORG

Innovation
Ability to see opportunities in the messes of big challenges

thinking outside of the box
creativity

Iteration
Start up
Try solutions

Rapid Eval/Iterate
Fail

Rapid Evaluation
Assess
Quick mechanisms

Communitarian
Vision

Tech in the service of...

Scale
+ Long term

Long-term
Large-scale
Global Scope, local impact

Holistic/systemic feedback-conscious

Complexity

new (not seen before)
Complex systems
unknown unknowns

novelty

Specific problems/challenges

Conservation

Online bad actors

cybersecurity

economic development (incl. rural, etc.)

Support infrastructure (transport, energy, etc.)

subsequent future of work

climate change

F/A/I/T automation

equity

int'l data overload

accessibility

how

Design Thinking

need to get people together

Collaborative
ad-hoc (who do I need?)
People-centered (user-centered)

low-trust, high-politeness, info asymmetry

boundaries

Dispositions

Passion-based
Enabling people to pursue passions, interests, legacies

Optimism

Critical thinking/wnd.

For global GOOD

Commitment
stick w/ it

can do it
"make it happen"

Service

social builders

amazon HQ2
land grant mission of UMD

relationships in org + w/ tech

Feasible double major for AR&I

Integrating

Double major opt.

Immersive media design major election to make sure we are not duplicating

Catch upon activity

Meet w/ other groups for ideas, comment needs... etc. (e.g. community public policy)

Goals vision: for students

content wnd.

Prototype
experiment, iterate, learn

Process
Thinner
Denser

How to make ideas real

task/structure
people
culture (pp')

people
meta (learning, group)

pp'
matrix (relationships, matrices, cultures)

Student
we class needs to be multiple classes

HCI/Human factors

ethnographic methods

Visualization

Stats

business models

Business
Entrepreneurial
Context

Project Management

Analysis
as
Mediators
Consultant

evaluation
of the system
theory, logic, design

Tech + policy
audits

Planning

- **FRAME** important problems at the intersection of people and information (*micro, meso, macro scales*)
- **DESIGN** sociotechnical solutions for these problems (*design thinking, rapid prototyping, assembly, policy*)
- **REALIZE** and iteratively improve these solutions at the scale(s) that matter (*organizing, entrepreneurship, testing, evaluation, assessment, auditing*)



- Where do **YOU** see yourself in this vision?
- If interested, complete a card with your “dream class” that you would like to teach.
 - Tag w/ FRAME, DESIGN, REALIZE
- As we work on program development, we will reach out to you to learn more.



Spring'19: Ideation
Fall'19: Program & curriculum
Spring'20: Engagement & approval processes
Fall'20: Pilot key courses, soft launch

Caro, Joel, Kate, Dan, Vedat, Wayne



Admin Update

*Melekte Truneh, Kibbi Henderson &
Daisy Mason*



Dr. Georgina Dodge
Vice President of Diversity & Inclusion



Announcements

- *Lunch from Qdoba in Hornbake 4th Lounge @ 12:30 pm*

