

iSchool Assembly

February 7, 2020



COLLEGE OF
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Agenda

- Call to order
- Review and approval of minutes from December 6, 2019 meeting
- Review and approval of this agenda
- Dean's Update [Keith]
- College Review Update[Keith]
- Associate Dean of Faculty update [Doug]
- College Advisory Committee (CAC) Discussion [Carol & Beth]
- Plan of Organization [Ursula]
- Future Look Academic Programs [Kate, Caro, Joel]
- Giving Day [Dan]
- Morphic Launch [Gregg]
- Announcements



Dean's Update

Keith Marzullo



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iSchool Assembly Dean's Update

February 7, 2020

	CMN S	EN G	BS OS	BU S	ARH U	SP H	AGN R	INF O	EDU C	ARC H	JOU R	SPP
UG	6506	416 9	424 9	290 1	2269	223 6	1120	959	449	431	469	219
GR	1464	206 5	974	197 1	798	420	345	429	827	189	83	248
TO T	7970	623 4	522 3	487 2	3067	265 6	1465	138 8	1276	620	552	467

Fall 2019 data from https://www.irpa.umd.edu/CampusCounts/Enrollments/enroll_by_coll.pdf

TOP 10 MOST POPULAR UNDERGRAD MAJORS:

COMPUTER SCIENCE (3,188)

BIOLOGICAL SCIENCES (1,735)

ENGINEERING: MECHANICAL (1,197)

PUBLIC HEALTH SCIENCE (994)

INFORMATION SCIENCE (959)

ECONOMICS (940)

PSYCHOLOGY (930)

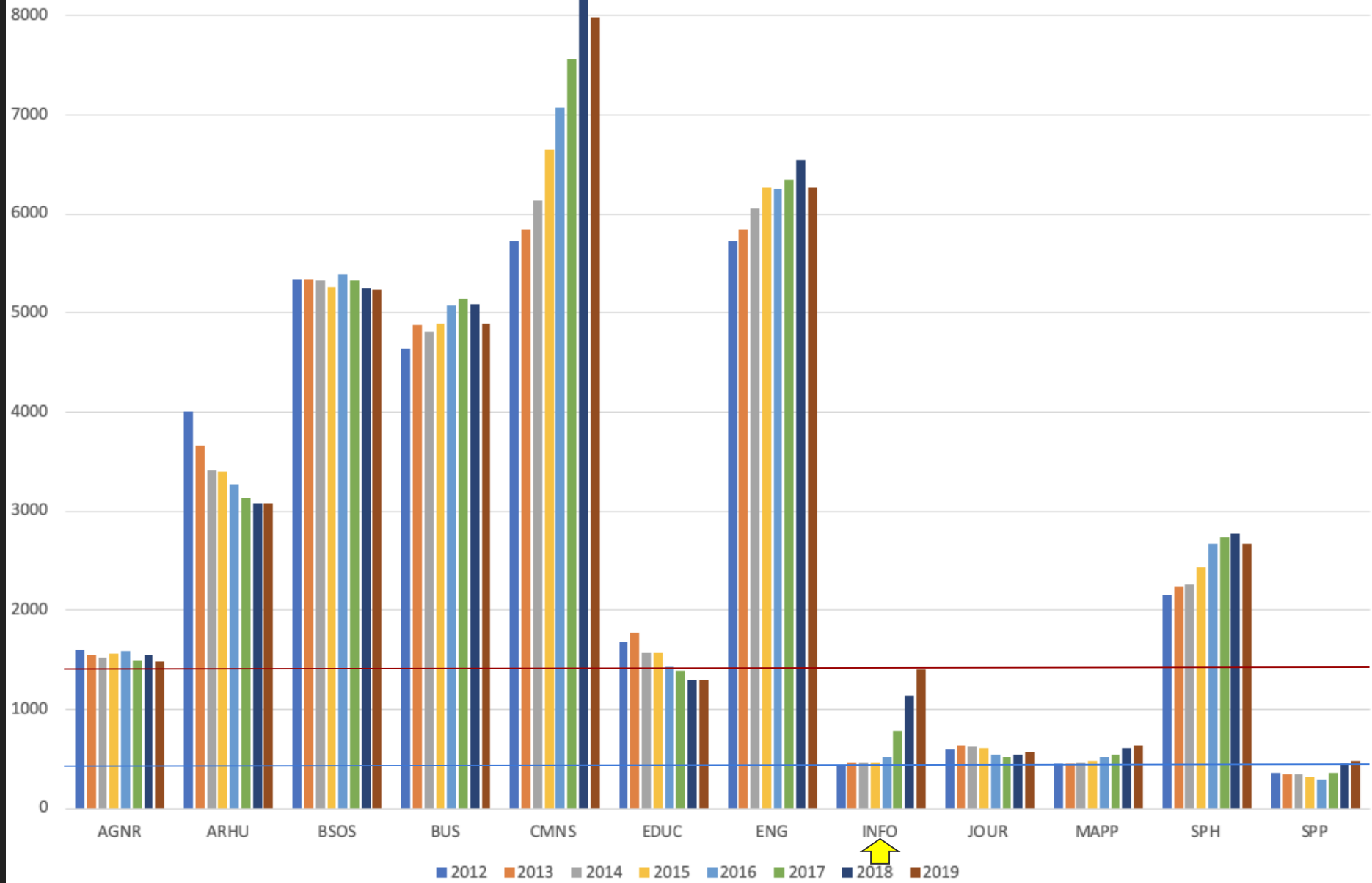
FINANCE (907)

GOVERNMENT & POLITICS (864)

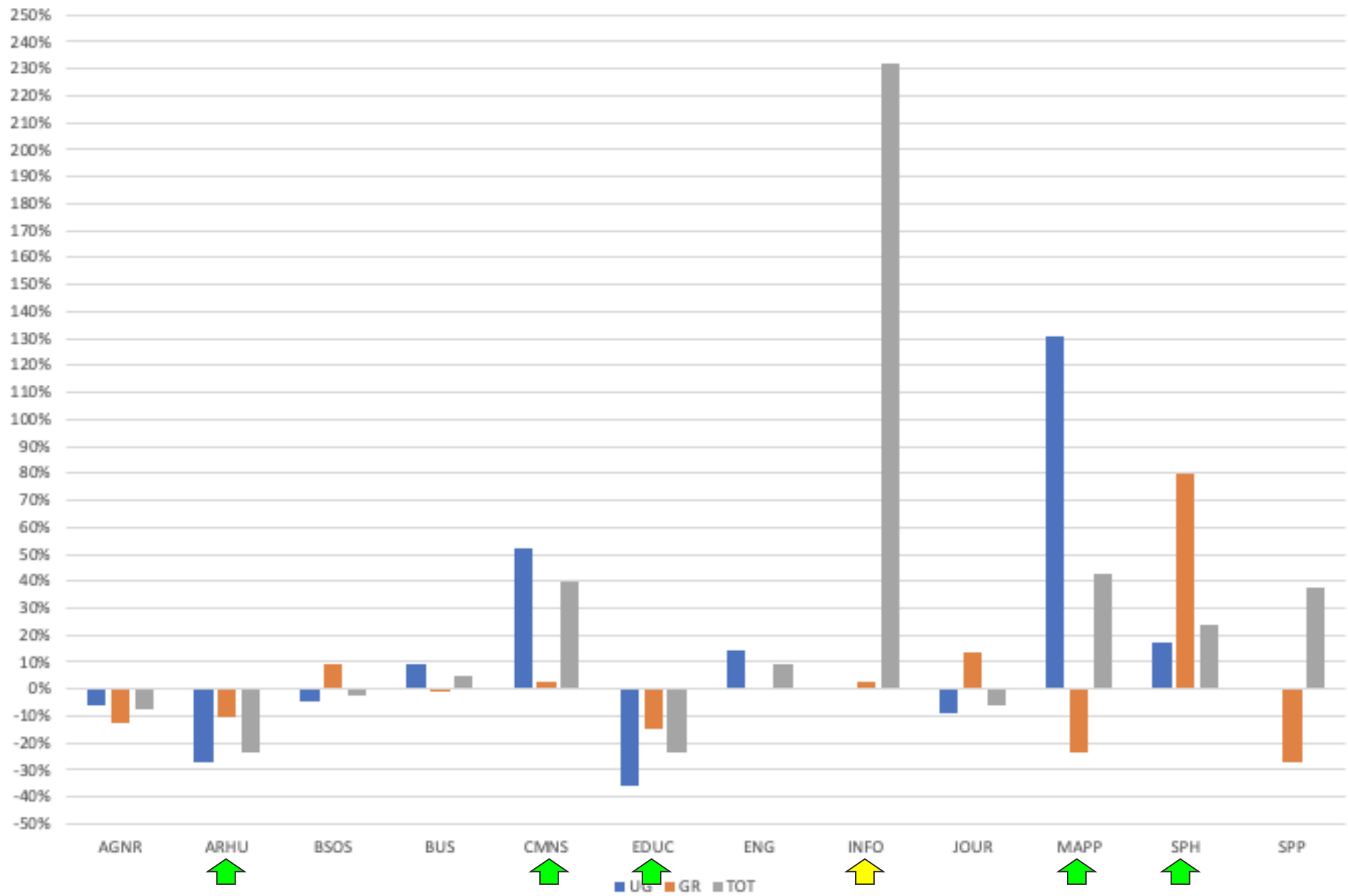
CRIMINOLOGY & CRIMINAL JUSTICE (802)

Fall 2019 data from https://www.irpa.umd.edu/CampusCounts/Enrollments/enroll_by_coll.pdf

Fall College Enrollments 2012-2019



Percent change Fall 2012-2019



Target growth

For the next three years:

- TTK: 3-4 hires/year
 - mostly Assistant, strategically chosen Associate
- PTK: 6 hires/year
 - to meet programmatic needs and expand our scope
- Some will be strategic joint hires
 - 2 TTK, 2+ PTK

Strategic plan: Four focus areas

1. Information institutions and infrastructures in an increasingly diverse, interconnected, dynamic and information-rich world.
2. Trustworthy and high-quality information in an untrusted world.
3. Democratizing discovery.
4. The use of data and technologies for social good.

Strategic directions: 3 questions

1. Why important?
2. Why now?
3. Why us?

Strategic directions (1)

Empowering individuals with information and access

- **Why important** in the realm of market failure
- **Why now** increased focus on accessibility; continued issues with health care
- **Why us** location, existing researchers, aligns with *the use of data and technology for social good*

Strategic directions (2)

Resilient and thriving communities

- **Why important** State and community governments are continuing to increase in importance: it is the level that many societal problems are now being addressed.
- **Why now** Acceleration of states taking stands against Federal action/inaction; smaller cities are seeing disproportionate growth; incubators are springing up everywhere.
- **Why us** Developing relationships with Baltimore and with MAPP. Aligns with *information institutions and infrastructures in an increasingly diverse, interconnected, dynamic and information-rich world and democratizing discovery.*

Strategic directions (3)

Socio-technical cybersecurity

- **Why important** ICT is supporting us in increasingly critical ways, and the people involved are the targets (cybercrime, attacks on democratic society, violation of trust, privacy, ...)
- **Why now** Is being more widely acknowledged in DoD, Congress, International, NGOs.
- **Why us** Our location in Maryland and in UMD, our values. Aligns with *trustworthy and high-quality information in an untrusted world*.

Strategic directions: Educational opportunities

OMB Policy Memo M-19-21

- **Why now** this memo asks government agencies to change practice quickly
- **Why us** our location, our existing ties, and our ability to respond to need

CS education

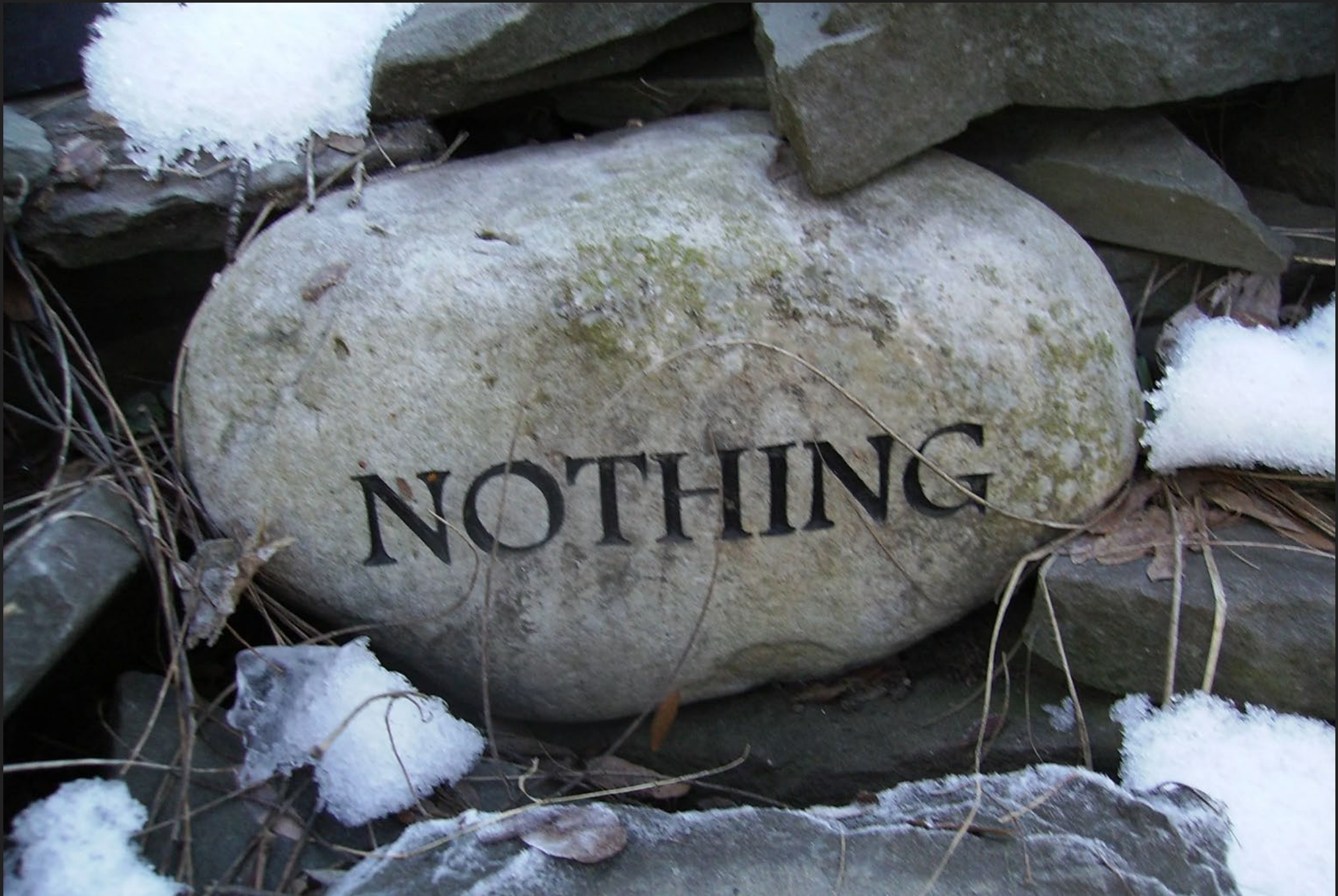
- **Why now** the demand for K-12 teachers who can teach CS (and, growingly, data science) is still large and unmet
- **Why us** our undergraduate curriculum teaches a broad set of values as well as skills. We have College of Education as a partner.

Ways we can have impact

- With technology
- With policy/procedures/practice
- With partnering

Expanding areas of expertise

- Citizen science
- Information economics
- Physical device design and implementation
- Adding to existing strength:
 - Accessible design
 - Information, technology and society (information security and privacy; information ethics, and impact on societies, communities, and democratic government)
 - Visualization



NOTHING



College Review Update

Keith Marzullo



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Reviewing the iSchool



Goals

The college is facing two deadlines:

1. ALA reaccreditation
2. College external review

So we're:

- Documenting the things that we've been doing
- Identifying our strengths and areas for improvement
- Articulating directions for future growth and development



What has already been done

- Spring 2018: MLIS program internal reviews
- 2018-2019: College Strategic Planning exercise
- 2019-2020: ALA self-study (submitted January 2020)



Next up! 2/19-21: ALA reaccreditation visit



H. Frank Cervone, Executive Director of Information Technology, School of Public Health, UIC (**External Review Panel chair**)

Stephen T. Bajjaly, Professor, School of Information Sciences, Wayne State University

Flor Cubero, Consultant, Costa Rica

Lesley Farmer, Professor, Librarianship Program, Dept. of ASEC, Long Beach State

Gabriel Gomez, Professor, Library, Information & Media Studies Program, College of Education, Chicago State University



ALA reaccreditation visit events

- **Opening Reception** Wed 2/19 4pm-6:30pm in iSchool Commons (HBK 0300).
Main reception will be 4-5:30 with meetings for alumni and employers from 5:30-6:30pm
register now! <https://go.umd.edu/ALAWelcome>
- **Orientation Meeting** (for all faculty, staff, and those who will be meeting with ERP)
Thursday 2/20 9am-10am HBK 0302J
- **One-on-one meetings with reaccreditation team**
you know who you are and when you are needed
- **ERP Meeting with All Faculty Open Session** Friday 2/21 11:15-11:45am HBK 0302J (refreshments will be served)
- **ERP Meeting with All Staff Open Session** Friday 2/21 11:45-12:15 HBK 0302J (refreshments will be served)



What's next?



- Feb-March: Information gathering for college self-study
 - Academic programs - in progress
 - Faculty information - in planning
 - Research agenda(s) - in planning
- March-April: Review and articulate future directions
 - Participate in discussions and provide feedback on summaries
- Early Fall 2020: External review panel visit
- Late Fall/Early Spring 2020: Dean's fifth year review



תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
Боданд
Bedankt Děkuje vám
ありがとうございます
Tack

We're doing amazing things, and there is more to come!



Associate Dean of Faculty Update

Doug Oard



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College Advisory Committee Update

Beth St. Jean and Carol Boston



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Committee Charge

The Committee shall consult, at least once a semester, with the Dean on matters of interest and concern to the College, including decisions regarding budgets and facility planning.

The Committee shall report at least once a semester to the College Assembly.

-- iSchool Plan of Organization (draft)



Committee Membership

- Elective representation from across the iSchool
 - Full professors – Jonathan Lazar
 - Associate professors – Beth St. Jean (co-chair)
 - Assistant professors – Hernisa Kacorri
 - Professional track faculty – Renee Hill
 - Research scientists – Bern Jordan
 - Staff – Carol Boston (co-chair)
- Ex-officio (nonvoting): Brian Butler, Doug Oard, Melekte Truneh, Susan Winter



How would you like to see this committee function going forward?

1. As a mechanism for committee members to get briefings on aspects of College operation (Communications, Facilities, IT, move) - to provide input and to share information with those we represent
2. To gather and bring concerns from our various represented groups to the Deans
3. To work together to consider pros and cons of opportunities the College may wish to pursue so we focus resources wisely and don't get spread too thin
4. Other?



Are you interested in joining an expanded College Advisory Committee?

- We are accepting nominations from the floor – time commitment = 1 meeting per month:
 - Full professor
 - Associate professor
 - Assistant professor
 - PTK
 - Research scientist
 - Staff



Plan of Organization

Ursula Gorham



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Plan of Organization: Voting Status of Parliamentarian [(Article VII(C))]

C. Officers of the Assembly

The Chair of the College Assembly shall convene all regular and special meetings of the College Assembly; develop the agenda for each meeting in consultation with the Dean and members of the College Assembly; and distribute a written agenda and other documents as appropriate to each member of the College Assembly by electronic means at least two days prior to the meeting.

The Secretary of the College Assembly shall be responsible for the minutes of all College Assembly meetings; prepare drafts of the minutes from the previous meeting to be distributed with the agenda for the next College Assembly meeting; and, after review and approval by the Assembly, post minutes from each meeting so that they can be accessed by all members of the College Assembly. The Secretary also shall maintain a roster of the members of the College Assembly present at each regular and special meeting. In the absence of the Chair or the Parliamentarian of the College Assembly at any College Assembly meeting, the Secretary of the College Assembly shall assume the duties and responsibilities identified for this Officer.

The Parliamentarian of the College Assembly advises the Chair on parliamentary procedures during meetings and informs the Chair of the College Assembly of errors in parliamentary procedure if they affect the basic rights of members of the College Assembly. The individual elected Parliamentarian of the College Assembly should have expertise in parliamentary procedure and sits next to the presiding officer during meetings. In the absence of the Secretary of the College Assembly at any College Assembly meeting, the Parliamentarian shall assume the duties and responsibilities identified for this Officer.

D. Election Process

Typically at the March meeting, the members of the Assembly shall elect a Nominating Committee, which shall present a slate of candidates as set forth in Article VIII.D.2(a). At the following meeting, the Nominating Committee shall then present to the Assembly, in writing, a

EC ERG Committee

The Parliamentarian should be non-voting (or only participate in ballot votes).

Dillon Oscilowski

Historically, the Parliamentarian of the iSchool College Assembly has been a full-time faculty member and we are concerned about disenfranchising someone who would otherwise be able to vote in Assembly. One alternative would be to select a Parliamentarian from a constituency that is represented in Assembly by a single member (i.e. part-time staff, part-time faculty, students) – would this be your recommendation?

ERG Committee

Robert's Rules is clear on this topic – the parliamentarian should not make motions, debate, or vote (except in cases of a ballot votes). The ERG Committee considered this very issue when working on the recently approved University of Maryland Libraries Plan of Organization. The Libraries adopted the below language, which the committee recommends: “The Parliamentarian shall be a non-voting member of the Assembly except in the case of a ballot vote.”

Your proposed approach of selecting a parliamentarian who is not a full-time faculty member would be a good way of avoid disenfranchising any member of the College.



Plan of Organization: Voting Status of Parliamentarian

Proposed Language:

The Parliamentarian of the College Assembly advises the Chair on parliamentary procedures during meetings and informs the Chair of the College Assembly of errors in parliamentary procedure if they affect the basic rights of members of the College Assembly. The individual elected Parliamentarian of the College Assembly should have expertise in parliamentary procedure and sits next to the presiding officer during meetings. In the absence of the Secretary of the College Assembly at any College Assembly meeting, the Parliamentarian shall assume the duties and responsibilities identified for this Officer. The Parliamentarian shall be a non-voting member of the Assembly except in the case of a ballot vote.



Plan of Organization: College Advisory Committee [Article VIII(B)]

B. College Advisory Committee

1. Purpose

The College Advisory Committee is intended to fulfill the requirements of the Faculty Advisory Council, as set forth in Article 11 of the University Plan of Organization.

2. Membership

The Committee shall be made up of full-time tenured/tenure-track and professional track faculty and staff. Associate and Assistant Deans serve as ex officio, non-voting members of the Committee. The Committee shall elect its own Chair. The Chair shall only vote to break a tie.

EC

ERG Committee

Please identify the size of the committee (number of faculty and staff). Please also ensure that the committee includes both tenured/tenure-track and professional track faculty.

Dillon Oscilowski

There are currently six members on the Committee. Please let us know if the current number of members and makeup of membership is satisfactory.

ERG Committee

The actual number of members should be included in the Plan.



Plan of Organization: College Advisory Committee [Article VIII(B)]

Proposed Language:

The Committee shall be made up of six (6) full-time tenured/tenure-track and professional track faculty and staff.



Future Look at Academics Programs

Katy Lawley



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MPS in Gaming, Entertainment, and Media Analytics

Caro Williams- Pierce



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Master of Professional Studies
Game, Entertainment, & Media Analytics
(GEM Analytics)
a MIM derivative program proposal



Why This Program Now?

- The industries of Games, Entertainment, and Media are continuing to grow:
 - Entertainment and Media expenditures expected to grow from \$2.1 trillion in 2018 to \$2.6 trillion by 2023
 - Nielsen's SuperData predicts games will grow 4% in 2020 to \$124.8 billion
 - The Extended Reality (XR) Market is expected to have 65% CAGR by 2025
- The boundaries between different entertainment experiences continues to dissolve
- And there's a need for analytics beyond industry (e.g., policy)



30
Credit
MPS

Course #	Title	Intent
INST6XX	Introduction to Game, Entertainment, and Media Analytics	Domain knowledge
INFM605	Users & Use Context	User experience and requirements
INST6YY	Entertainment Environments	Domain knowledge
INST7XX	Game, Entertainment, and Media Analytics Capstone	Domain knowledge and experiential learning
INST728E	Game Design	Domain knowledge
INST737	Introduction to Data Science	Analytics skills
INST760	Data Visualization	Visualization skills
INST767	Big Data Infrastructure	Technology skills
INST751	IoT & Streaming Analytics	Technology skills
INST756	Information Risk Management	Applied policy management



**30
Credit
MPS**

Course #	Title	Intent
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INST6YY	Entertainment Environments	Domain knowledge
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INST728E	Game Design	Domain knowledge
INST737	Introduction to Data Science	Analytics skills
INST760	Data Visualization	Visualization skills
INST767	Big Data Infrastructure	Technology skills
INST751	IoT & Streaming Analytics	Technology skills
INST756	Information Risk Management	Applied policy management



30

Credit

MPS

Course #	Title	Intent
INST6XX	Introduction to Game, Entertainment, and Media Analytics	Domain knowledge
INFM605	Users & Use Context	User experience and requirements
INST6YY	Entertainment Environments	Domain knowledge
INST7XX	Game, Entertainment, and Media Analytics Capstone	Domain knowledge and experiential learning
INST728E	Game Design	Domain knowledge
INST737	Introduction to Data Science	Analytics skills
INST760	Data Visualization	Visualization skills
INST767	Big Data Infrastructure	Technology skills
INST751	IoT & Streaming Analytics	Technology skills
INST756	Information Risk Management	Applied policy management



Planned Next Steps

- Complete the Ideation phase and move to Planning the new courses
- Reach out to advisors in the industry communities
- Complete the MPS proposal
- Later this semester, we'll bring it back to PCC and Assembly for detailed critique and feedback



How Can You Help?

- Provide feedback about:
 - Market demand
 - The proposed degree outline
 - Internships
 - Employment opportunities
- Actively participate:
 - Help us Network!
 - Provide opportunities for capstone projects
 - Recommend industry individuals for the advisory board
 - Help design courses
 - Teach a class!



Come and see one of us if you're interested in contributing advice, energy, and connections!

David, Michelle, Alex, Kate, Niklas, & Caro

Plus Bryce, our MIM GA!



BS in Social Data Science

Katy Lawley



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Bachelor of Design in Information, Design and Technology

Joel Chan



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Updates on
INFORMATION, DESIGN, AND TECHNOLOGY
("InfoDesign")



- Thank you!
- Major changes
- Next steps / key dates





We are Bachelor's of **DESIGN** now!

- Emerging trend
- Good company, CMU, USC, PSU
- First in MD!
- Not a STEM degree

Program Name

Bachelor of Design in Information, Design, and Technology

Effective Term

Fall 2021

Catalog Description

The Bachelor of Design in Information, Design and Technology (IDT) teaches students to frame important problems at the intersection of people and information; to design solutions for those problems; and to realize, deploy and iterate on those solutions. IDT supports students in their efforts to use technology in the service of the greater good; to apply and expand their creativity; to develop a start-up mentality (in which they must try solutions and fail first in order to succeed); and to engage in rapid development and prototyping grounded by rapid evaluation and assessment. Students participate in hands-on studio and laboratory classes in visual design, interaction design, technology development, problem-solving and cross-disciplinary communication. Graduates may become designers, planners, technology consultants, project managers, and entrepreneurs, in such wide-ranging fields as user experience, mobile development, healthcare, law, entertainment, policy, smart-city development, libraries and archives.



Sample Freshman Course Plan (starting at 0 credits):

Frosh Fall	Frosh Spring	Soph Fall	Soph Spring	Junior Fall	Junior Spring	Senior Fall	Senior Spring
ARTT100 Two Dimensional Design Fundamentals	INST1XX Programming for Design	INST201 Introduction to Information Science	INST3XX: Information Design Studio I (5 credits)	INST335 Teams, Management and Organizations	INST3XX Prototyping and Development Technologies Lab	INST466 Technology, Culture and Society Elective	INST4XX Information Design Studio II
IDEA258 Becoming a Design Thinker	STAT100 Elementary Statistics and Probability (Gen Ed: FSAR/FSMA)	SOCY105 Contemporary Social Problems	INST3XX: Portfolio Development Lab (1 credit)	Gen Ed: FSPW	INST3XX Cross-disciplinary Design Communication Lab	INST4XX Problem-Solving Studio	Upper-Level Major Elective
Gen Ed: FSAW	Gen Ed: FSOC	INST362 Human-Centered Design	Elective	Upper-Level Major Elective	Upper-Level Major Elective	Upper-Level Major Elective	Upper-Level Major Elective
Elective	Elective	Elective	Elective	Elective	Elective	Elective	Upper-Level Major Elective
Elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective



Sample Freshman Course Plan (starting at 0 credits):

- Benchmark I
- Benchmark II

Frosh Fall	Frosh Spring	Soph Fall	Soph Spring	Junior Fall	Junior Spring	Senior Fall	Senior Spring
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Elective	Elective	Elective	Elective	Elective	Elective	Elective	Upper-Level Major Elective
Elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective



Sample Freshman Course Plan (starting at 0 credits):

Benchmark I
 Major checkpoint
 Benchmark II

Frosh Fall	Frosh Spring	Soph Fall	Soph Spring	Junior Fall	Junior Spring	Senior Fall	Senior Spring
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Elective	Elective	Elective	Elective	Elective	Elective	Elective	Upper-Level Major Elective
Elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective



Sample Freshman Course Plan (starting at 0 credits):

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Elective	Elective	Elective	Elective	Elective	Elective		
Elective	Elective	Elective	Elective	Elective	Elective		

Junior Fall	Junior Spring	Senior Fall	Senior Spring
INST201 Introduction to Information Science	INST3XX: Information Design Studio I (5 credits)	INST466 Technology, Culture and Society Elective	INST4XX Information Design Studio II
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INST362 Human-Centered Design	INST3XX Cross-disciplinary Design Communication Lab	Upper-Level Major Elective	Upper-Level Major Elective
Gen Ed: FSPW	Elective	Upper-Level Major Elective	Upper-Level Major Elective
Elective	Elective	Upper-Level Major Elective	Upper-Level Major Elective



Key next steps / dates

- Curricular mapping
- Discussions with depts / programs
- UMD PCC → Senate → MHEC
- Soft launch (starting courses) in Spring 2021
- Full launch in Fall 2021 (if MHEC goes smoothly)
 - Current/incoming students can switch/start
 - HS seniors can apply to matriculate in Fall 2022



Keep the conversation going...

Wayne, Dan, Joel, Kate, Vedat, Caro



Vote

To approve the Bachelor of Design in Information, Design and Technology major as proposed and send it forward to the University for future review



Giving Day

Dan Christopher



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Morphic Launch

Gregg Vanderheiden



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Announcements

- APT Meeting in HBK 2119
- Lunch from Olive Garden in Hornbake 4th Floor Lounge @ 12:30 pm

