

iSchool Assembly

March 6, 2020



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Agenda

- Call to order
- Review and approval of minutes from February 7 meeting
- Review and approval of this agenda
- Dean's Update [Keith]
- Plan of Organization [Ursula]
- Election of Professional Track representative to Senate [Doug]
- Election of members to the 2020 Nominating Committee
- Faculty and Staff Illustrations [Craig]
- MPS in Gaming, Entertainment, and Media Analytics [David L. & Kate]
- Dissuasions of meeting frequency for Fall 2020 [Katy]
- Announcements



Dean's Update

Keith Marzullo



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Plan of Organization

Ursula Gorham



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Election of Professional Track Representative to University Senate



Election of Members to the 2020 Nominating Committee



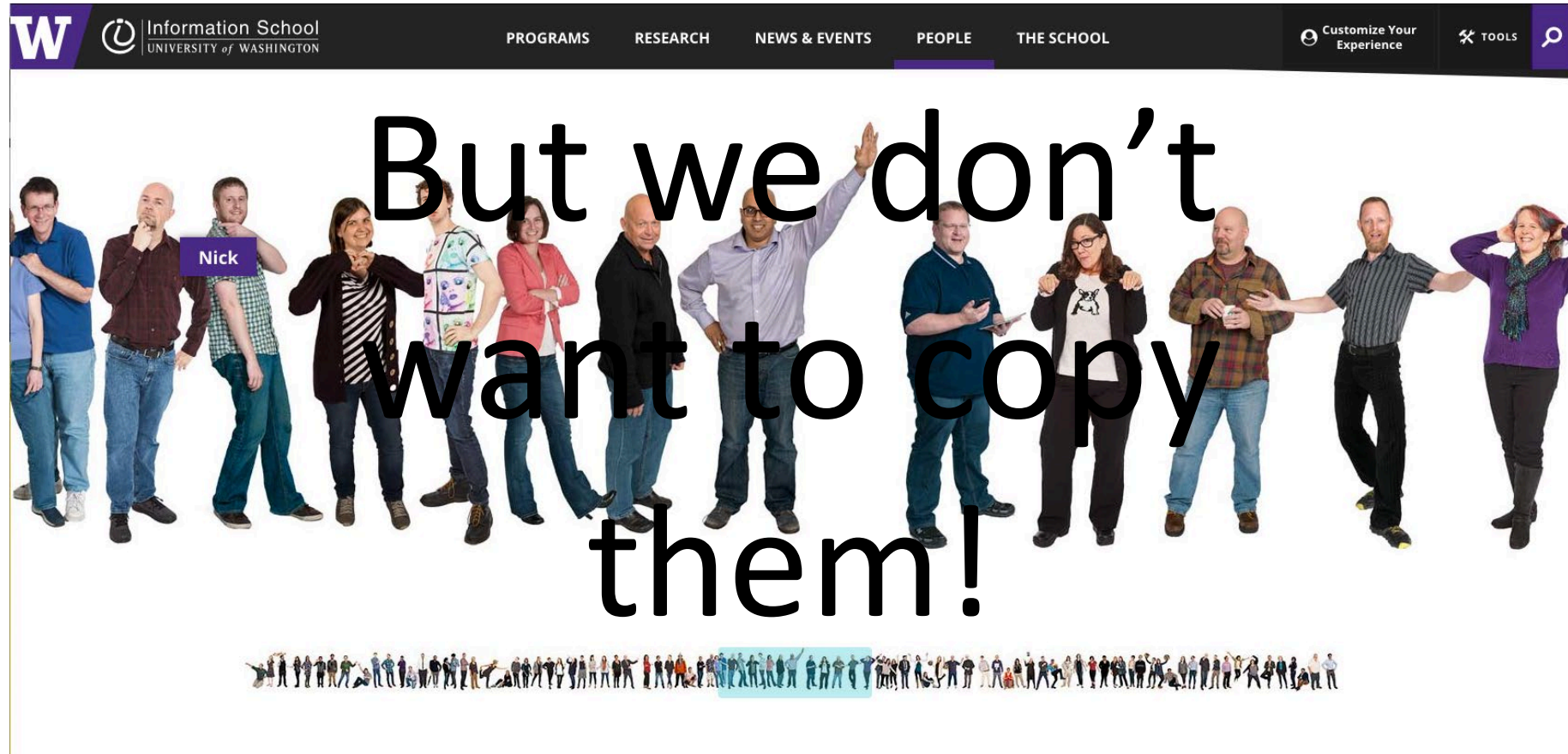
Faculty and Staff Illustrations

Craig Taylor



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In addition to our directory, we're looking for a fun way to portray iSchool people on the website. For instance, UW's iSchool has this:



Instead, we would like to create caricatures or illustrations of every staff & faculty member.

Local artist Scott Siskind has provided us with samples of his work (www.scottsiskind.com) including two style options for these illustrations.



SCOTT SISKIND CREATIVE

Style Option 1



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SCOTT SISKIND CREATIVE

Style Option 2



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We would like your opinion on this idea in general, and a vote on which style you prefer. Please email or call me with your vote by March 27.

Craig Taylor • ctaylo15@umd.edu • 301-405-2051

If you don't have a strong opinion either way, that's fine!



We'll announce the winning style at the next assembly.

Thanks!



MPS in Gaming, Entertainment, and Media Analytics

David Loshin



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



GEM Analytics: Why Now?

- Continued growth of the Games, Entertainment, and Media industries provides an opportunity for the iSchool to train graduates to meet an anticipated industry need
- As the boundaries between different entertainment experiences continues to dissolve, there are increase sociotechnical challenges that can be addressed by the iSchool
- Our program can potentially influence industry organizations in terms of information ethics, privacy, and national security policy



Analytics: Learning Objectives (Summarized)

- Assess information requirements and synthesize solutions to meet operational and analytical needs for organizations in the entertainment and game industries
- Understand technical architectures for scalable real-time ingestion, processing, and analysis of massive streaming data volumes
- Learn how customer classification, categorization, and profiling are used in the entertainment and games industries
- Acquire skills to develop analytics-based applications to improve customer experience, benefit organizations, and provide insights for information consumers in the entertainment and games industries
- Recognize opportunities for adapting technical solutions in solving identified business problems in the entertainment and games industries
- Understand and address compliance with global data privacy laws and best practices for protecting against unauthorized exposure or unethical use of customer data



GEM Analytics: Catalog Program Requirements

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
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
INST7XX	Advanced Game, Entertainment, and Media Analytics Capstone	Domain knowledge and experiential learning



Current State and Next Steps

- The proposal for the Master of Professional Studies in Gaming, Entertainment, and Media Analytics program has been reviewed and approved by
 - The MIM Program Committee
 - The iSchool PCC
- Upon approval at Assembly the proposal will be forwarded to the University for review
- We continue to reach out to industry experts to join an advisory board
- We plan to develop a marketing and outreach plan to attract applicants beginning in Fall 2020 for enrollment in Fall 2021



Discussion of Meeting Frequency for 2020

Katy



Announcements

- APT Meeting in HBK 2119
- Lunch from El Señor de la Querencia in Hornbake 4th Floor Lounge @ 11:30 am

