Dean’s Welcome

This past year at the University of Michigan School of Information was filled with events and accomplishments that reflected our vision and mission. Service initiatives were front and center in student learning, faculty research, curriculum development and extracurricular activities.

We hired six new faculty who will strengthen the School’s research and teaching capabilities across the fields of incentive-centered design, information analysis and retrieval and human-computer interaction. We received approval for the new Bachelors of Science degree in Information to begin in fall 2014, and we have engaged in numerous research projects that explore and push the boundaries of social engagement information and computing.

As always, we owe much of our success to you – our family of donors, alumni and friends who enable us to turn our vision into reality. This annual report shares all that you made possible at UMSI in the past year.

Thank you for your passionate and generous support of all we do here at the School of Information. Together we are making a difference in people’s lives and building a better world through the connection of people, information and technology.

With deep gratitude,

Jeff MacKie-Mason
Dean, School of Information
Arthur W. Burks Professor of Information and Computer Science
Professor of Economics and Public Policy

On the cover: MSI student Sara Steinhurst, recipient of the 2013 Yahoo! Student’s Choice Award.
2012-13 Giving Financial Report

Your gifts support UMSI cutting-edge faculty research initiatives, student scholarships and the overall operation of the school. The charts on this page show a breakdown by purpose category of the gifts received by the school in the past year.

**TOTALS:**

$4,724,058.37* received from 1286 donors

**Discretionary support**

Uses include school wide events and activities, faculty recruiting and student organization activities

**Programmatic support**

Uses include funding guest speaker series, the Alternative Spring Break program and ExpoSItion

**Research and faculty support**

Used for funding faculty research projects and initiatives

**Student support**

Uses include student scholarship & financial aid funding and student awards

**Note:** Each donor is counted once in each category, even if he or she donated multiple times in that category.

*UMSI received a generous bequest to support student scholarships in 2012. However, not including the bequest, UMSI raised more money for student support this year than in 2011 thanks to your generosity!

Data as of August 29, 2013.
**The Annual Fund** is vital to the mission, growth and health of the school. This unrestricted support is used at the discretion of the dean to support the UMSI community.

Examples of where annual fund gifts were used this year:

**Nikki Candelore Roda Student Impact Award**

The Nikki Candelore Roda Student Impact Award celebrates a student who has shown initiative and dedication to service, has influenced the culture and climate of the school in positive ways, has been a student leader and good ambassador, and has left a lasting legacy. The recipient is chosen by the school’s office of student affairs staff. The award is named for its first recipient, **Nikki Candelore Roda** (at right), MSI ’13, who initiated the community-wide A2DataDive in her first year at UMSI.

**Social Tech Award for optiMize Social Innovation Challenge**

UMSI co-sponsored this award, given to the project “Volunteer Buddy,” a web and mobile application project that matches volunteers with organizations that provide volunteer opportunities.

The optiMize Social Innovation Challenge is a semester-long program for multidisciplinary teams of students from all schools at the University of Michigan. The Challenge is the first step of a big vision for the future of innovation and education at Michigan. It focuses on a largely untapped entrepreneurial motivation: students see problems in the world and want to take action themselves to solve them. The program organizes workshops and pitch sessions and provides students with networking and mentorship opportunities.

**UMSI student organization sponsors prominent guest speaker**

In fall 2012, gifts from the Annual Fund supported the UMSI Society of American Archivists (SAA) student organization in bringing Yale digital archivist Mark Matienzo, SAA’s 2012 Emerging Leader, to lecture on the use of digital forensics software for archiving.
Tuition costs continue to rise as state funding is cut, and students continue to struggle to afford a UMSI education. Every year, we hear from our students that receiving a scholarship made it possible for them to come to Michigan, realize their potential and pursue their educational dreams. We were able to award tuition support to 42 students from 34 scholarship funds this academic year.

*Not only did the financial support allow me to attend UMSI, but receiving a scholarship showed me that UMSI had confidence in my ability to succeed and make an impact in this field. This support continues to bolster me as I work through this difficult first year.*

_Eve Neiger_ (at left), MSI ’14, 2012-13 recipient of the Dr. Marylouise D. Meder Scholarship

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**Joyce & Wallace Bonk Office of Student Affairs Dedication**

_Joyce Bonk_ (at left), who passed away in June, worked at the University of Michigan William L. Clements Library as the assistant curator of books from 1956 until her retirement in 1992. In 1979, she made provisions in her estate plans to establish a scholarship fund in memory of her husband Wallace at the School of Information, who received both his master’s degree and PhD from the School, and went on to become professor and chair of what was then the Department of Library Science. The Wallace and Joyce Bonk scholarship has been awarded to 21 students since its inception.

In honor of Joyce and Wally and to express our gratitude for the generous bequest Joyce left to the school, the UMSI Office of Student Affairs was dedicated in the names of Joyce and Wallace Bonk. Joyce’s bequest will also fund a new UMSI student assistantship with the William L. Clements Library where Joyce spent her career.
**Yahoo! Teaching Awards**

These awards recognize outstanding students who exhibit the highest degree of excellence in teaching, and have been funded through gifts from Yahoo! since 2009.

2013 Yahoo! Student’s Choice award winner 2013: **Sara Steinhurst** (on cover), MSI ’13 and Graduate Student Instructor for SI 110: Introduction to Information.

2013 Yahoo! Innovative Teaching with Technology award winner: **Chris Leeder** (at left), PhD student and Head Graduate Student Instructor for SI 110: Introduction to Information.

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**Michael D. Cohen Memorial Scholarship Fund**

**Professor Emeritus Michael Cohen** (at left), a founding faculty member at the U-M School of Information who retired on July 1, 2012, passed away this year after a long and courageous fight with cancer. His distinguished career at the University of Michigan included significant work in what is now the Ford School of Public Policy, where he was also Professor Emeritus.

*Michael was a great friend, a brilliant scholar, a generous mentor, and a powerful community builder. He had a gift for seeing potential connections between people and ideas, and making them happen. His legacy at Michigan includes helping to build the Institute for Public Policy Studies into the Ford School of Public Policy, being a founding faculty member of the School of Information, and building ICOS into an internationally recognized community of organizational scholars. - Jerry Davis, U-M professor*

The friends and family established an endowed scholarship in honor of Michael Cohen that will provide tuition support to students at the School of Information.

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**Dan and Monica Atkins Fund**

In the 40th year of his distinguished career at the University of Michigan, UMSI established the expendable Dan and Monica Atkins fund to honor **Dan Atkins** (at left) and his wife **Monica** and their commitment to educational excellence.

Dan has been dean of the College of Engineering, founding dean of the School of Information, and associate vice-provost for research cyberinfrastructure during his tenure at U-M. Monica Atkins, also a lifelong educator, spent 27 years teaching Spanish and German in Ann Arbor area schools, after a career in translating.

The Dan and Monica Atkins fund will provide scholarship support to School of Information students.
Alternative Spring Break

It was a record-breaking year for ASB fundraising through the online giving website Crowdrise.com in 2013, with student teams raising a total of $23,801 from 398 gifts. At the same time, the school has a continued commitment to raising endowed funds to ensure that ASB will continue for decades to come. Students participating in the Crowdrise fundraising campaign competed on teams themed for their ASB projects:

- Information Access and Literacy led by **Biz Maher** (winning team)
- Global/Cultural Awareness led by **Claire Abraham**
- Health Information led by **Andy Lin**
- Social Media and Engagement led by **Sara Steinhurst**
- Citizenship and Social Justice led by **Candice Yono** (individual winner)

UMSI ASB challenges students to benefit the community through service to an organization and its constituents, expand practical professional skills on an immersive, hands-on project and experience what it means to be socially engaged information professionals.

In the past decade and a half, over 800 UMSI students have volunteered over 50,000 hours of service to nonprofits, government agencies and cultural institutions across the country during the week of spring break.

This year, another 135 dedicated students headed to Chicago, Detroit, New York and Washington D.C. in the first week in March to continue this important UMSI tradition.

Class Gift

The class gift program gives current students and new alumni a continuing sense of ownership, influence, and direct involvement with the school and the education it provides in their first few years after leaving UMSI and builds a culture of philanthropy in the student body. To participate, second year MSI students are asked to make a 3-year pledge or give a one-time gift to the Annual Fund, Alternative Spring Break or scholarship support. Before graduation, participants enjoy a celebration event at the local Arbor Brewing Company.

The class of 2013 raised a total of $7005 in pledges and one-time gifts, with a participation rate of 37%!
**Google Lecture Series on Innovation and Entrepreneurship**

This lecture series is sponsored jointly by Google, the School of Information, and the SI CREATE student group at UMSI that encourages entrepreneurship.


**Yahoo! Lecture Series**

Gifts from Yahoo! generously fund this annual lecture series on information and technology.


**John Seely Brown Symposium on Technology & Society**

**John Seely Brown** is the Independent Co-Chairman of the Deloitte Center for the Edge and a visiting scholar and advisor to the Provost at University of Southern California. He serves on the UMSI External Advisory Board and sponsors the annual JSB Symposium on Technology and Society at UMSI.

**Mizuko “Mimi” Ito** (at left) is a cultural anthropologist of technology use, examining children and youth’s changing relationships to media and communications. She is Professor in Residence at the University of California, Irvine, with appointments in the University of California Humanities Research Institute, the Department of Anthropology, and the Department of Informatics. Her JSB Symposium lecture in October 2012 was on “Connected Learning.” She discussed how educators, parents, and learners are struggling to adapt to the new realities of a world of social media and free-flowing information and how to best guide, mentor, teach and coach young people in an era of abundant information and social connection.

This talk described connected learning environments that effectively support what John Seely Brown has called “entrepreneurial learning” and considered some of the new kinds of learning pathways and relationships that can make these forms of learning scalable and accessible.
Guest Speaker Series

Rackham Centennial Alumni Speaker

UMSI alumnus Louis Rosenfeld (at left), MILS ’90, spoke on “Beyond User Research” at the October 25, 2012 Rackham Centennial Alumni Lecture.

Rosenfeld (at left), one of the most prominent authors and authorities on information architecture and user experience research, is the co-author of Information Architecture for the World Wide Web (aka “The Polar Bear book”) with Peter Morville, another UMSI graduate. He is principal of Louis Rosenfeld LLC, an information architecture consultancy. He founded Rosenfeld Media, a user experience publishing house, in late 2005.

While on campus, Rosenfeld taught a class on information architecture and user experience research to UMSI students.

Dick Costolo (at left), UM graduate, BS ’85, and CEO of Twitter, presented a lecture in November, 2012, sponsored by the School of Information and the Ford School of Public Policy. He described how he went from the trenches of computer science to leading a world-changing company. His talk included how Twitter thinks about communication and free expression in the modern world and a look at the evolution of communication through history.
Gifts from corporations, foundations and individual donors support UMSI faculty in pursuing research projects and initiatives that continue to reinforce their standing as the best information faculty in the world.

**Citizen Interaction Design**

Gifts to the Founders Fund, a seed fund to support new social engagement information and computing initiatives at UMSI, are being used to fund “Citizen Interaction Design,” led by Associate Professor Cliff Lampe. Citizen Interaction Design is a novel approach to learning that partners the local government of Jackson, Michigan, with student teams at UMSI. Together, they will develop new information tools that help foster citizen engagement.

**MTogether**

Google has provided initial funding for “MTogether: An Opportunity for Social Media Research” led by **Professor Paul Resnick** (at left) and other UMSI social computing faculty. While the public has embraced social media at an unprecedented rate, studies of how people use it haven’t kept up with the rapid pace of adoption.

The researchers of MTogether seek to provide credible, unbiased answers to questions about social media use that affect social media providers, advertisers, and the general public. Thousands of users will be recruited to install browser toolbars or add-ins and apps for mobile devices. This project will enable academics to analyze data and test innovative social features without having to recruit large panels of users for each separate study.
Roger & Carin Ehrenberg Director of Entrepreneurship

A significant gift from Roger, BBA Ross Business School ‘87, and Carin Ehrenberg, LSA ‘88, will make it possible for the University of Michigan School of Information to greatly expand its support of students interested in turning their research into new companies. The support will create a position in the school’s new Bachelor of Science in Information program, with the first class entering in fall 2014. The Roger and Carin Ehrenberg Director of Entrepreneurship will be funded over its first three years by a generous donation from the Ehrenbergs.

The position is designed to make entrepreneurship a signature element of the curriculum of our new undergraduate degree. The gift is designed to help students at the beginning of their academic careers acquire the tools and experiences that will enable them to solve modern data management problems in the future.

The Ehrenberg’s generous gift will help to establish the position and give it a firm foundation from which we expect it will grow into a permanent part of the UMSI culture.

Roger Ehrenberg is the founder and managing partner of IA Ventures and a member of the school’s External Advisory Board. He and his wife have a long history of involvement with the university, both at the School of Information and with the College of Literature, Science and the Arts.

Given that Carin and I met at Michigan and have such deep and warm feelings for the university, we couldn’t imagine a better place to lend our support. – Roger Ehrenberg
The Alumni Society Board

Alumni contributions to the school are not only financial. Volunteer support makes a significant impact on UMSI community life. The Alumni Society Board is just one example of the ways in which alumni dedicate their time and talents for the good of the school.

This year, Alumni Society Board regional directors and other members organized and hosted informal alumni gatherings around the country. The events were a great opportunity to network, learn about the latest UMSI happenings and to catch up with fellow alumni.

2012-13 Alumni Society Board Members

President: Ken Varnum, MILS ’94
Vice President: Lija Hogan, MSI ’97
Recording Secretary: Cora Cowles, MSI ’07
Director: Gail Sonnemann, AMLS ’75
Director: Tonya McCarley, MSI ’06
Director: Rosie Albritton, AMLS ’85
Director: Eric Frierson, MSI ’06
Director: Alex Kanous, MSI ’08
Regional Director, San Francisco: Mary Jo Pugh, AMLS ’69
Regional Director, Chicago: Karen Trimberger Brady, MSI ’00
Regional Director, Seattle: Jason Rodriguez, MSI ’04
Regional Director, New York City: Barbara List, AMLS ’82
Regional Director, Washington, DC: Joshua Palay, MSI ’07
Regional Director, Southeast Michigan: Andrew MacLaren, MSI ’07
How to make a gift to UMSI

Support from our alumni, donors and friends contributes significantly to our research, teaching and operation of the school. Your gifts truly make a difference in the work that we do. Thank you for your generosity!

Explore the different options for giving a gift to UMSI, learn where your support is most needed, and update your contact information on the web at https://www.si.umich.edu/alumni/giving

To give a gift online, visit the University giving page at http://www.giving.umich.edu/give/si

To send a check made out to The University of Michigan, please indicate the fund you’d like to support and mail to:

Office of Development & Alumni Relations
University of Michigan School of Information
4389 North Quad
105 S. State St.
Ann Arbor, MI 48109-1285

To view the donor honor roll, visit https://www.si.umich.edu/donor-honor-roll
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