Dear UMSI alumni and friends,

Every year, you have a tremendous impact on the school’s success. You make sure students can afford to receive a UMSI education, that they have internship and service learning opportunities such as Alternative Spring Break and the Citizen Interaction Design Program. Through your gifts to the annual fund, you support the exciting research of our faculty and the school’s mission and vision of service.

In November 2013 the University of Michigan launched the Victors for Michigan Campaign to support students, our faculty’s bold ideas, and engaged learning. UMSI has made significant progress on our campaign goals this first year, thanks to your support of our four priorities:

**Inspiration** – The cost of higher education is an ever-growing challenge for our students. With your help, we’re working to increase the number of scholarships we award so that more students will be able to realize their dream of attending UMSI and have a profound impact on our world.

**Innovation** – Your support allows us to continue to recruit and retain the best minds in order to provide our students and faculty with opportunities to find innovative solutions to real-world problems and conduct vital research.

**Impact** – Our projects reach from communities right next door to around the globe, providing impactful outcomes in everything from archives and digital preservation to better healthcare through technology and information. Supporters fund new ways of learning, new types of teaching and new opportunities for both students and the organizations where they work.

**Improving UMSI** – Support for our annual fund shapes the school as a place where great research and academic excellence occurs, where new ideas are generated and creativity is fostered, and where students and faculty create and share knowledge to benefit the world around us.

This annual stewardship report showcases the positive effects that gifts of all sizes have had at UMSI in the past year. It is a celebration of all of our generous donors who give back in many ways, from financial contributions to time donated in service to the school.

Your partnership with us has a lasting impact on the world as we continue to reach new heights as a leader in the information field. Thank you for all that you do for UMSI.

Sincerely,

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

**Total Production**

- **$2,239,471**
  - Received from 1,150 donors

**Donors and Amounts**

- **Discretionary Support**
  - 612 Donors | $223,572
- **Programmatic Support**
  - 386 Donors | $162,098
- **Research & Faculty Support**
  - 25 Donors | $1,274,175
- **Student Support**
  - 180 Donors | $579,624

**Goal**

- **$20,000,000**

**UMSI Victors for Michigan Campaign**

- **$11,551,185**
  - (Raised as of 6/30/14)

**58%**

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*Total production includes all expectancies committed to the school during the fiscal year, including pledges and unrealized bequests.

**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.
Nikki Roda, MSI ’13, was committed to positive social impact as a student at UMSI. Driven by her passion to make information useful for, in her own words, “everyone else who isn’t a data-obsessed nerd like myself,” she founded the A2 Data Dive during her first year at UMSI. A2DataDive pairs local non-profits with enthusiastic data scientists and students who volunteer to help analyze organizations’ data in order to better serve their clients.

Since 2011, this annual event has helped organizations such as Ozone House, 826Michigan, the Huron River Watershed Council, Food Gatherers, Focus: HOPE and the African Health Open Educational Resources (OER) Network.

The Office of Student Affairs was so impressed by Nikki’s passionate commitment to service as well as her leadership, they created the Nikki Candelore Roda Student Impact Award in her honor and awarded it to her at UMSI’s 2013 graduation ceremony.

This student recognition award and the A2DataDive are two activities fully funded by the UMSI Annual Fund. The Dean uses this discretionary fund to allocate funding where it is most needed and where it can have the biggest impact.

The 2014 recipient of the Nikki Candelore Roda Student Impact Award, Lan VoBa, continued in Nikki’s service and impact-focused footsteps. During her time at UMSI, Lan played an active leadership role as an officer for both the Student Organization for Computer-Human Interaction (SOCHI) and the Student Organization for Information Analysis and Retrieval (SOIAR). She was a key coordinator for QuasiCon 2014 and Ann Arbor World Information Architecture Day 2014. Additionally, she participated in a number of school-wide service initiatives, including UMSI Service Day and Alternative Spring Break in both 2013 and 2014, and served on the ASB steering committee in 2014. She extended her academic career by participating in UMSI’s first global service-learning program, the Global Information Engagement Program, spending the summer in India working with a team of U-M students to improve healthcare delivery in a regional hospital system.

Your gifts to the Annual Fund directly support our students making an impact in the community!
“Attending UMSI seemed like an impossible dream. This assistantship is not only providing me with a full-tuition scholarship and a stipend to cover my living expenses, it is also allowing me to help develop and manage a digitization program at a special collections library – an incredible opportunity for a student who is just starting out in the field.”

Cassandra McGuire, MSI’15
recipient of the Joyce Bonk William L. Clements Library Assistantship

“Receiving a scholarship means that when I graduate, I will have the freedom to choose a job that I love over a job that pays more simply because I have to pay off student loans.”

Kristen Hansen, MSI’15
recipient of the Joseph B. Rounds Fund for Excellence in Librarianship

Scholarship support from UMSI donors helps turn what seems like an impossible educational dream for students like Kristen Hansen and Cassandra McGuire into an achievable reality. UMSI awarded funding to 48 students from 36 scholarships for the 2013-14 academic year thanks to the generosity of our donors.

Inspired by UMSI’s mission to use information and technology to make the world a better place, former CompUSA CEO Larry Mondry endowed the first scholarship for students in UMSI’s new Bachelor of Science in Information (BSI) program. When asked about the impact he hopes his scholarship will have, he recalls one of his favorite quotes, from Margaret Mead: “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”
UMSI faculty are involved in innovative interdisciplinary research. They explore topics such as archives for social justice, accessibility as a human right, health information for those in need, bettering the world through informatics, helping others understand climate change and making open data work. Their research is supported by many gifts and grants from generous corporate and foundation sponsors.

A gift from Facebook supports Assistant Professor Sarita Yardi Schoenebeck and PhD student Tawfiq Ammari in their study of “How Parents of Children with Special Needs use Social Media.” About one in six children is diagnosed with some kind of special need in the United States every year. Receiving these diagnoses can be emotionally and economically demanding for both child and parents. The aim of this research is to understand where parents find information and social support online and to what extent they experience judgment and social stigma, in order to help design social media sites that can better support their needs.

Faculty support does not only come from corporations and foundations. UMSI’s Dean Jeff MacKie-Mason and wife Janet Netz believe strongly in the school’s ideals and mission to create and share knowledge so that people will use information – with technology – to build a better world. The couple has made a $2.5 million gift commitment to establish the Jeffrey MacKie-Mason Professor of Information.

“We both appreciate the real-world impact that academic research can have,” Janet said. “We’re happy to have the opportunity to support future generations of faculty working to identify the many ways in which the use of information can improve lives everywhere.”

“Faculty and staff across the university have been given tremendous opportunities at the University of Michigan to pursue our research and enjoy rewarding careers,” Jeff adds. “It’s only appropriate that we take the opportunity to give back.”

This bequest is among the largest gifts ever made by a dean at the University of Michigan to his or her school or college.
UMSI faculty and staff care deeply about the work they engage in as members of the UMSI community, and they took the opportunity to pay it forward by making a gift to the school during the inaugural UMSI Faculty and Staff campaign in April 2014.

The Faculty and Staff directed their gifts to the Annual Fund, student scholarships, Alternative Spring Break, the Horizon Fund and the Founders Fund.

A gratifying 78% of UMSI’s faculty and staff made a gift to the school during the campaign, a wonderful expression of their dedication to the school and belief in our mission and vision.
At the heart of UMSI’s mission and vision is using information and technology to make the world a better place. As a commitment to this vision, under the overarching title of the Initiative for Information Impact, the school has expanded its opportunities for experiential service learning initiatives for students. These programs combine classroom learning with practical, on-location work to address challenging information problems. Students gain hands-on experience in their fields of interest and learn how to work productively with people from a wide variety of backgrounds and cultures.

Citizen Interaction Design

Supported by the Founders Fund – gifts from UMSI faculty, alumni and friends of the school – the Citizen Interaction Design (CID) project partners the local government of Jackson, Michigan with UMSI student teams to develop new information tools that are helping to revolutionize citizen engagement. Among the successes in the first year of the program, students worked with Jackson city council to pass the first open-data policy in the state of Michigan. Other students developed an anonymous text tip line to report crimes to the Jackson Police, improved child immunization statistics through social media, and created digital records for city cemeteries.
A summer well spent

Impressed by what student teams have already accomplished after only two semesters working in Jackson, alumnus and donor Kay Taylor (AMLS ‘68) sponsored a CID Summer Fellowship so this important program could be continued over the summer.

Michael MacCasland, MSI ’15, the recipient of the CID Summer Fellowship, describes what his team accomplished:

With only 12 weeks to accomplish/finish some major projects for Citizen Interaction Design-Jackson, our group decided to focus our efforts on two: the Downtown Construction Project and the Distressed Property Report.

The Downtown Construction Project took most of our summer to accomplish and is a huge project for the City of Jackson. The underground infrastructure in the city is aging: sewer, water and electricity lines all need to be replaced. You can imagine how worrisome such a big project can be for downtown businesses.

The construction project was multi-faceted. We needed to create a solid communication plan on top of the website we built. Our groundwork included going door-to-door, creating a business registry to email informational newsletters and business town hall meetings to spread the word about the importance of the project. The city made it clear they didn’t want local businesses to suffer during a 15-month project, and they relied heavily on us to create products that would keep citizens coming downtown during construction.


The other major project we took on was the Distressed Property Report. The City of Jackson has had difficulty explaining the condemnation process to its local populace. The Blight Removal process is complicated and involves many steps. We set out to create a website to provide the citizens with detailed information about the Blight Process and an interactive map to search for property statuses. It includes the ability to provide the city with anonymous blight reports for distressed properties in their neighborhoods.

We also created a pamphlet for potential buyers at the Jackson County Auction. We discovered that there were up to 12 properties either going through the city’s condemnation process or already demolished that were up for auction. Our goal was to provide this information to potential bidders so they didn’t bid on properties they can’t fix.

The Distressed Properties website can be viewed at dpr.cityofjackson.org.

All of the feedback we have received from local businesses owners and the city employees has been positive. They all understand the need for a connected community that shares information. I enjoyed engaging with them over the course of the summer and having the opportunity to create tools that will help their businesses continue to flourish and in the long run, help the City of Jackson grow.

I believe I will be able to take many of the things I have learned over the summer and apply them in the future. I appreciated having the opportunity to participate in this project and consider it an overwhelmingly rewarding experience.
Student internships and Alternative Spring Break

Barbara Palmer (AMLS ’68) has been so inspired by the work of UMSI students in the area of service and community impact that she established a new endowment, the Barbara Yaney Palmer Experience Internship Award Fund, to support students participating in unpaid internships. This funding will help students get the internship learning experiences they need and at the same time serve organizations that may not have the wherewithal to pay interns. Barbara says, “Getting students out of the campus setting—to apply and share their new skills while helping non-profit organizations—everyone wins here!”

Alternative Spring Break

UMSI’s longest running experiential service learning program, Alternative Spring Break (ASB) is still going strong, thanks to the many alumni and donors who provide support every year through the student-run online fundraising campaign on crowdrise.com and to those who make larger gifts to the program.

Your gifts to the ASB program support UMSI students like Vaishnav Kameswaran and Silin Li who spent their Spring Break week at Forma in Chicago. Their project was to develop a strategic social media plan for outreach and increased integration amongst female genital cutting-affected populations in order to connect and empower women across the world. Forma is dedicated to providing comprehensive, culturally-sensitive clinical services to women and families affected by female genital cutting in the Chicago area, and provides education around the harmful physical and psychological implications for women who have been cut. Forma says the work that Vaishnav and Silin engaged in is “helping us reach an elusive audience to improve the health and well-being of affected women around the world,” a powerful experience for our students.
The Ford Motor Company, through its Community Corps program, funded a summer internship for a UMSI student specifically for community service projects in Detroit, as a continuation of UMSI’s Alternative Spring Break program. Mark Sprang, MSI ‘15, worked on an archival project at the Detroit Historical Society (DHS), organizing, assessing, archiving and digitizing the Great Lakes Maritime Collection currently housed at the Dossin Great Lakes Museum. The DHS says the work Mark accomplished will make a difference to the community and have a positive impact on society by increasing access to knowledge of our region’s history and culture.

Mark was honored to have this opportunity: “For me, working at the Detroit Historical Society is like a microcosm of the city itself. The DHS has been steadily rising to the challenge of documenting and preserving the rich history of the area. I feel honored that I can play a small part in connecting collections to the public.”
Being innovative and using information to build a better world through engaged-learning – this is the mantra of the new UMSI Entrepreneurship Program. Under the leadership of Nancy Benovich Gilby, the Roger & Carin Ehrenberg Director of Entrepreneurship, the program provides students with the tools, skills and mentorship they need to take their ideas to the next level. Through courses, projects, developing ventures, events like hackathons, competitions, external speakers and start-up treks, and access to a network of faculty, alumni and entrepreneurs in the field, UMSI aims to weave an entrepreneurial framework into the fabric of all of its programs. Ultimately, the entrepreneurship program’s big hairy audacious goal (BHAG) is to have every student pursue a passion-led, self-directed innovation project during their tenure at UMSI.

A hands-on approach

**Maria Gosur**, MSI ’15, is a full-time web designer, a teacher and a part-time UMSI student. One of Maria’s major life goals is to make a difference for those suffering from severe or terminal illnesses by supporting not only the patients but their caregivers as well.

To turn her passion into reality, Maria is using all of the resources and support available to her through the UMSI Entrepreneurship Program. In August, Maria participated in the inaugural “We Make Health Fest,” a collaborative event that included healthcare providers and researchers, designers and artists, engineers and technologists, public health professionals and community members interested in patient-centered participatory design. At the event, Maria was immersed in customer discovery and had the opportunity to network with industry contacts early in her ideation process to hone her value proposition.

Through the Entrepreneurship program’s hands-on approach, students are coached and prepared to utilize opportunities like the “We Make Health Fest” to test their ideas on actual target customers. The program is also developing an entrepreneurial skills pathway that will award digital badges to students who engage in extra-curricular learning experiences.

**Investors in entrepreneurial experience**

UMSI is celebrating two generous new gifts to fund student entrepreneurial activities this year.

The **Judy and Than Field Entrepreneurship and Innovation Endowment Scholarship Fund** will provide need-based assistance for students to attend entrepreneurial events and to support initiatives and activities that enhance students’ educational experiences.

“Information — the need for it and the quality and reliability of it — is the foundation of many professions,” said Judy Field (AMLS ’63) in describing the couple’s motivation for establishing their scholarship fund. “The need for reliable and accurate information is an underlying need of entrepreneurs. I hope our gift will serve to remind them of the importance that teamwork can play in their successes.”

**Marc Weiser** (BSE ’95, MBA ’00), founder and managing director of RPM Ventures in Ann Arbor, created the Weiser iEntrepreneur Award to recognize UMSI students’ entrepreneurial pursuits.

“They may not get grades or credit for their efforts,” says Marc, “but these students deserve a tremendous amount of respect. I hope this prize helps instill the confidence to take the risk of becoming an entrepreneur. The School of Information is a perfect fit for today’s entrepreneurial thinkers.”

Through donorship, University of Michigan and community support for the UMSI Entrepreneurship program, every student will have the opportunity to be prepared to capitalize on all that the university and Ann Arbor have to offer as a real-world test bed for innovation!
Volunteers play a vital role in the success of the school and are passionate members of the UMSI community. We value the time, expertise and enthusiastic energy that our volunteers dedicate to serving our mission each year.

UMSI’s Campaign Council & Recent Graduate Campaign Council

In conjunction with the kick-off of the Victors for Michigan Campaign, UMSI established two campaign councils comprised of alumni and donors who are actively raising funds for the school, hosting UMSI events for alumni and donors to connect in their regions and regularly engaging in a two-way conversation with the school’s leadership and with each other.

At the first meeting of the Recent Graduate Campaign Council, members wanted a way to provide current students with the opportunities they wished they had had or that were most important to them when they were at UMSI. They created The Horizon Fund to provide financial support to UMSI students pursuing educational experiences that take place outside of the classroom and enhance their classroom learning. These experiences may include travel, internships and service engagement experiences.

Recent Graduate Campaign Council member Melissa Cox, MSI ‘11, made the initial gift to create this fund and explained her personal motivation for giving:

“I give to the Horizon Fund because I believe that out-of-the-classroom opportunities are critical to the overall student experience. Taking risks, trying new things, attending conferences, interning and participating in networking opportunities can help connect students with industry leaders and land their dream job—or provide them with the skills necessary to be their own boss. I give because it wasn’t that long ago I was wrestling with questions like ‘can I afford to do this?’ and I want to make sure future students are able to pursue their dreams and take advantage of every opportunity during grad school.”

UMSI Alumni Society Board

The vision of the UMSI Alumni Society Board is to foster lifelong engagement within the UMSI global community to [re]connect intellectually, professionally, and socially. To this end, over the past year board members have hosted alumni receptions in multiple regions of the country to connect and engage with UMSI alumni; participated in speed networking, panel discussions and mentoring events with current students through the UMSI Career Development Office; and served on a subcommittee to focus their work for the year in one of the following areas: networking and events, outreach, vision and communications.

Meet the current board members at umsi.info/alumni-board.
The Alumni Society Board solicits nominations from the entire alumni community each year and selects the recipients for two alumni awards. The awards are given each year at a reception open to the UMSI community during Homecoming weekend.

The Distinguished Alumni Award recognizes and honors alumni who have distinguished themselves in the information professions. It is presented for the highest professional distinction, and was awarded in 2013 to Valeda Dent (MILS ’92). Valeda is dean of university libraries at Long Island University and has taught at both undergraduate and graduate levels at the University of Michigan and Hunter College. Since 2004, she has been actively involved in researching and building community libraries in rural Africa.

“My work in Africa with rural libraries and literacy was heavily influenced by what I learned as an SI student, inside and outside the classroom,” Valeda told us. “I couldn’t be more humbled or proud to have been selected for this award.”

The Entrepreneurial and Innovation Alumni Award, to recognize and honor alumni who have made significant contributions as an entrepreneur or innovator in the information professions, was awarded in 2013 to Nate Oostendorp, MSI ’09. His company, Sight Machine, produces open source software and was cited by The Atlantic magazine as being “at the forefront of trying to renovate manufacturing” through mobile technology. Nate is a co-founder of Slashdot.org, a source for tech-related news.
Your generous support makes all we do possible. Gifts of any size help sustain UMSI and move us forward.

THANK YOU!

Explore the different options for making a gift to UMSI and learn where your support is most needed at:
www.si.umich.edu/alumni/giving

To give a gift online, visit the University of Michigan School of Information giving page at:
www.giving.umich.edu/give/umsi

Send a check made out to The University of Michigan and please indicate the fund you’d like to support.

Mail to:
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Ann Arbor, MI 48109-1285

Update your contact information on the web at alumni.umich.edu/connect/update-your-contact-info, or send an email to umsi.updates@umich.edu

View the UMSI Honor Roll of Donors for Fiscal Year 2014 (July 1, 2013 – June 30, 2014)

www.si.umich.edu/donor-honor-roll
For the latest information

To ensure that you receive the most current information about the School of Information, please review our website at si.umich.edu.

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Ann Arbor, MI 48109
Published October 2014

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