



University of Oregon
Applied Information Management
Master's Degree Program

AIM
Connections
For Alumni & Friends

Spring 2004
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In Print & On the Circuit

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**Meet the Newest
AIM Alums!**

Thirteen students completed the AIM Program in 2003 and winter term, 2004. Below, in alphabetical order, is a list of names, current professional status and the title of each Capstone research paper. If you are interested in learning more about a particular paper, just let us know.

Thomas Dole, Elmer's Restaurants, Inc.

Secondary Use of Personally Identifiable Information:
Exploring Privacy Practices Among P3P-enabled Web Sites
Specific to the Choice Principle of Fair Information
Practices (*Capstone Recognition Award*)

Suzanne Gillespie, The Center for Health Research

A Comparison of Two Data Models and Two Data Manage-
ment Systems for the Clinical Trials Network

Demetra Gilmore Arnett, ITT Technical Institute

Information Architecture and the Role of Findability in
Two Museum Websites

Gregory Houfek, Intel Corporation

Establishing Joint Ventures between US-based Companies
and the People's Republic of China: A Review of Cultural
Differences

Brian Hull, Legacy Health System

Knowledge as Defense: An Exploratory Study of Knowl-
edge Management Concepts in Two Pieces of U.S. Govern-
ment Counterterrorism Legislation

Michelle Lim, Siltronic Corporation

Core Cultural Competencies of Effective Global Business
Leaders



UNIVERSITY OF OREGON

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AIM Alumni Notes:

Erin (Kleinke) Hire '01 married Matt Hire in November 2001. She gave birth to a son, Owen Matthew Hire, last September.

Tom Dole '03 has a new position as Director of Marketing & Advertising for Elmer's Restaurants, Inc.

Lynda Olin '03 has a new position as a Research Administrator at Colorado State University.

Michael Wetter '03 now works for Metro, the regional government in the Portland area. As Senior Advisor to the President, he provides strategic planning and policy development services.



Alumni Focus: Tim Williams (2000)

Since graduating from the AIM Program, Tim has continued his work in marketing for Dex Media (formerly Qwest Dex). With last year's LBO from Qwest, Dex Media has become a private company with many new opportunities for investment and expansion. Tim's current responsibilities include all on-line marketing programs and business development efforts for digital content distribution. This includes the oversight of all search engine marketing (SEM), search engine optimization (SEO), contextual marketing, and affiliate program efforts as well as the development of leading-edge applications such as voice recognition and instant messenger (IM) based directory services.

Outside of work, Tim serves on the Audit Committee of Oregon Telco Community Credit Union. He also volunteers with Greyhound Pets of America and mentors high school students through Employers for Educational Excellence (E3). He has previously served as a guest lecturer in the Creative Studies Program at Portland State University speaking about corporate philanthropy and community involvement as they relate to brand identity.

Alumni Focus: Jay Bockelman (1992)

Jay completed the AIM Program with an emphasis on Graphic User Interface design. When he graduated from AIM, Jay worked as a Software Engineer at Mentor Graphics, developing a common "look and feel" for the simulation family of products. From there, he worked at several startup companies in Portland, designing user interfaces for various hardware/software products. Eventually Jay landed at Sequent Computers as a Graphic User Interface specialist. While at Sequent, he migrated from engineering to technical marketing, in order to work more closely with customers and the products they used. When IBM bought Sequent, Jay moved out of technical marketing and into program management, addressing new strategic initiatives.

Throughout this time, Jay was continually involved in education — taking classes, teaching classes, and designing Internet based courses. As Jay explains, it was through teaching that he was able to transition from designing user interfaces to **being** a user interface. He continues in the educator role today as the Portland Program Director of Software Engineering for Oregon Institute of Technology — one of the seven Oregon Universities. Jay is "living" his AIM degree as an educator, serving as the interface between the latest software technologies and the students who study them.

AIM Alumni Updates

Thank you for sharing your news on what you're doing, honors and awards, new jobs, promotions, relocations, family developments and more. Please send in your What's New in Your Life card for the Fall 2004 AIM Connections newsletter. We want to hear from you!

From Chris Buhle (AIM '01)...



In hindsight, I can now say that my choice to pursue the AIM degree was probably the second smartest decision I ever made. (I quit smoking in the mid 70s. That was #1.) And while graduating from the AIM Program in August of 2001 was an exhilarating experience for me, I was saddened by the fact that I would no longer be interacting with faculty and peers – a process I truly enjoyed because it was mentally stimulating and challenging.

When Linda Ettinger (AIM Academic Director) asked me if I would like to fill the alumni member seat on the AIM Advisory

Board, I welcomed the opportunity. I saw it as a way to continue to rub elbows with those for whom I have the utmost respect, as well as to give back to the program that helped make such a profound difference in my thinking and ultimately, my life. Needless to say, I replied that I'd be happy to fill the alumni seat and provide an alumni point of view.

The primary function of the AIM Advisory Board is to review student application materials for admission to the AIM Program. Board members meet two or three times a year to share perceptions and collaboratively make admission decisions.

The five-member board consists of the AIM Executive team (Linda Ettinger, Curt Lind and Janet Cormack); a member of the AIM faculty (currently Jane Maitland-Gholson); and an AIM alumnus, who serves for 1-2 years. Our collective goal is to admit individu-

als who we feel will be able to maintain a strong pool of students, representing diverse professional and academic backgrounds. With our varied perspectives, it is not uncommon for one person to pick up on something that the others missed.

In an attempt to anticipate which applicants will make the best "fit" in AIM, I spend about 20 minutes to half an hour reviewing each application in detail, making notes for the group discussion. Many factors are considered. Did the applicant address all the application questions and categories? What is the quality of the responses? Do the applicant's career history, educational background and future goals mesh with the AIM curriculum and objectives? These are some of the key factors that contribute to a decision.

- *Chris Buhle*, Systems Analyst, Kaiser Permanente

AIM Advisory Board

Mr. Chris Buhle, AIM Alumnus– Kaiser Permanente

Ms. Janet Cormack, AIM Program Coordinator

Dr. Linda Ettinger, AIM Academic Director

Mr. Curtis Lind, Director of UO Continuing Education

Dr. Jane Maitland-Gholson, AIM Faculty

Spring 2004 AIM Graduation Events

All students completing the AIM Program during the 2003 – 04 academic year are welcome to attend the University of Oregon campus-wide Commencement ceremony in Eugene on Saturday June 12. Lynda Olin, admitted to the very first cohort of Online students, will carry the AIM banner.

Additionally, graduates, their families and guests are invited to attend the AIM Program commencement reception, scheduled in the late morning on the same day (at the Pioneer Father statue), so that you can conveniently attend both.

As a new feature this year, current students, alumni and faculty are invited to attend the AIM Graduates Research Presentations session, scheduled Friday afternoon, June 11 at the Baker Downtown Center. Graduating students will take advantage of their "10 minutes of fame" to deliver their Capstone research paper presentations.

Detailed information on Spring Commencement 2004 is available from the UO Student Life Office: <http://studentlife.uoregon.edu/cmncmnt/sites/spring.htm>

We would love to see you there!

Time to Enroll in an AIM Course?

Now that you are a graduate of the AIM Program, consider furthering your education by enrolling in one of the new cutting-edge courses. Remember, alums can enroll for half-price as non-credit students, on a space available basis.

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Are you interested in trying out an online course? Jane Maitland-Gholson is teaching the *online* **Virtual Learning & Teams** core course in June 2004. Here's what she has to say about the content: "Without an understanding of the complexities of interactive learning, virtual workers and learners participating in virtual teams won't get beyond the short-comings of traditional teams. Active learning is required to understand what virtual teams can do, that other teams cannot. In this class, we will explore interactive learning through study of human organization, time-place-purpose-task relationships, learning theory such as multiple intelligences, learning styles, self-directed learning and facilitative teaching. These are all critical components in understanding how you can best operate in a virtual learning environment."

Tom Dole (**AIM '03**) is returning to the Program to teach the *onsite* **Data Mining** short course in August 2004. Understanding how to gain competitive advantage through effective use of data is the goal of this course. You will investigate strategies and tactics for mining data to uncover a means for reducing customer churn, preventing fraud, marketing more efficiently and effectively, and understanding free form textual data captured in CRM programs. The Choice provision of the tenants of Fair Information Practices will be discussed in light of responsible data collection and use.

Another AIM graduate, Carolyn Strong (**AIM '92**), will be teaching A Manager's Understanding of XML *onsite* in February and March 2005. Gain a high-level understanding of how XML is changing the way applications and Web services are developed, delivered and maintained.

Contact **Heather Fisher**, Registration Coordinator, if you would like to enroll in any of these courses. Let Heather know you are an AIM alumnus, and get your special tuition discount! hfisher@continue.uoregon.edu or call toll free (800) 824-2714 and ask for Heather.

The Results Are In...

Thanks to everyone who participated in the survey of professional organization memberships. This list demonstrates how current AIM students stay connected to the larger information management enterprise. Because we 'aim' to keep apprised of related organizations, your help to expand the list is welcome!

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Program Director

Janet Cormack
Program Coordinator

Kirsten Lowe
Program Assistant

American Institute of Graphic Arts (AIGA)	http://www.aiga.org
Association for Computing Machinery (ACM)	http://www.acm.org/
Association of Computer Professionals in Education (ACPE)	http://www.acpenw.org
Association of Information and Image Management (AIIM)	http://www.aiim.org/
Association of Knowledgework	http://www.kwork.org
Association of Records Managers and Administrators (ARMA International)	http://arma.org/
Association of Records Managers and Administrators (ARMA International)	http://www.oregonarma.org/index.htm
IEEE	http://www.ieee.org/
IEEE - Women in Engineering	http://www.ieee.org/
IEEE Computer Society	http://www.computer.org/
Information Systems Audit and Control Association (ISACA)	http://www.isaca.org/
International Information Systems Security Certification Consortium, Inc. (ISC)2	http://www.isc2.org/
Nat'l Association of Legislative Information Technology (NALIT)	http://www.ncsl.org/programs/lis/nalit/ nalithmp.htm
Nat'l Conference of State Legislatures (NCSL)	http://www.ncsl.org/
Washington Software Alliance (WSA)	http://wsa.org/main.asp

Meet the AIM Faculty

Meet Colleen Bell, in her own words...

I have a broad range of interests as they relate to the information environment. Currently, I am in my 8th year as Library Instruction Coordinator for the University of Oregon Libraries. I teach UO students everything from information research and documentation to web publishing, and also participate in library planning, work with faculty to integrate the library and technology into their courses, and work with librarians to become better teachers. I also manage several of the libraries' web sites.

This winter was my first time teaching an AIM online course, but not my first time teaching online. I developed the UO Libraries' first online course – originally called Contours of Cyberspace, but later renamed to its more academic-sounding Internet Information and Culture. I have also taught several other courses focused on information research in the digital age.

Here is a brief description of the AIM course I teach, Electronic Information & Research:

This course will challenge you to think about information in new ways, to use information retrieval tools effectively, and to consider how the quality of information varies based on a number of criteria.

While the emphasis in this course will be on information that is

available online, it is important to remember that information that is “born digital” represents only a tiny fraction of the information available.

In July 2003 I attended a conference in Cape Town, South Africa, where I fell in love with the country and its people. I returned there in May to meet with literacy and related social organizations. Currently I am making plans for a 4-month sabbatical somewhere in South Africa, within the next two years.

Meet Carolyn Strong

Carolyn Strong (AIM '92), one of AIM's information design instructors, comes from several generations of printers and publishers. She grew up in Addis Ababa, Ethiopia, attending an international boarding school and earning her allowance helping her parents develop and publish content in both English and Amharic. She left Africa to go to college in Spokane, Washington, earning a degree in mathematics and journalism. Her AIM Capstone paper on on-demand printing was published and distributed by Xerox to over 800 sales representatives worldwide. This led to speaking engagements in England, Italy, Denmark, Japan and throughout the US, including being the keynote speaker at the On-Demand Printing conference in 1996.

Prior to starting her own business, Carolyn held positions at Tektronix as a

technical writer, publications manager, marketing communications director and Internet strategist. Her firm, Strong Strategic Consulting, focuses on helping organizations and individuals approach and solve information design challenges. She works with clients in a range of industries including the arts, banking, medical, high tech and government agencies. Carolyn is also Chairman of the Board of 1st Tech Credit Union, serving as a volunteer for the past 18 years.

Carolyn is an early adopter of technology and enjoys tinkering with high-tech gadgets. Her favorites today are her digital camera and iTunes, allowing her to feast her eyes on colorful photos while listening to great music. She also is an avid rose gardener, with over 150 rose bushes.

Carolyn teaches the AIM onsite core courses Information Design & Communication and Information Design Trends. She also has taught a variety of other courses for AIM and other Continuing Education programs. Carolyn is currently developing a new short course, A Manager's Understanding of XML, to be offered onsite winter term 2005.



Colleen Bell



Carolyn Strong

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Applied Information Management Program

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Meet the Newest (2003) AIM Alums! (Continued from page 1)

Lynda Olin, Colorado State University

E-mail Overload: A Review of Employee E-mail Management Problems and Solutions to Consider When Designing a Targeted Skills-Based Training Program

Ben Pacewic, PacificCare Health Systems

Knowledge as a Strategic Asset: Aligning Knowledge Management Practices in Support of Strategic Management Processes and Goals (Capstone Recognition Award)

Dorothy Pick, Ph.D. student at University of Central Florida

A Literature Review of Asynchronous, Interactive

Internet-based Distance Education Instruction (1993 - 2003) (Capstone Recognition Award)

Roger Sample, Portland VA Medical Center

Fundamental Practices for Security of Information Assets In the Small to Medium Sized Organization (Capstone Recognition Award)

Sam Sheikh, BetterManagement.com

A Study of Recommended Elements of an Electronic Mail Policy for Companies that Conduct E-mail Monitoring

Rick Wallace, Corillian Corporation

Using Systems Thinking Tools as a Process Strategy to Analyze the Failed

Baggage Handling Software Implementation at the Denver International Airport

Michael Wetter, Matrix Associates and Metro

Developing and Demonstrating a Toolset for Evaluating the Role of Corporate Culture in Three Selected Business Process Innovation Approaches (Capstone Recognition Award)

In Print & On the Circuit

AIM faculty members **Jane Maitland-Gholson** and **Linda Ettinger** co-authored an article, published in *The Journal Of Continuing Higher Education*, Volume 52, #1,

Winter 2004, pp. 25 – 35. The article is titled Recommendations for a Course Planning and Development Process to Support Onsite to Online Delivery Translation. It is based on the first four years of work, developing the AIM Program online curriculum.

AIM faculty member **Leah Cothorn** will speak at the 2004 NAGARA Annual Meeting (National Association of Government Archives and Records Administrators) on Friday, July 16, 2004. The title of the presentation is *Traditional and Alternative Outreach Strategies: Effectively Meeting the Needs of our Clients*.