



University of Oregon
Applied Information Management
Master's Degree Program

AIM
Connections
For Alumni and Friends

Fall 2004
Volume 2 • Number 2

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Congratulations 2004 AIM Graduates

Visit us at
<http://aimdegree.com>

Meet the Newest AIM Students!

The following students were admitted to begin the AIM Program summer or fall term 2004:

Helen Alleyne
Senior Customer
Support Specialist
COCC Inc.
Hartford, CT

Darren Baker
IT Manager
IdaTech, LLC
Bend, OR

Michael Barnes
Associate Director of
Admissions
Office of Undergraduate
Admissions UC, Santa Cruz
Watsonville, CA

Bruce Burton
Systems Engineering Manager
Intel Corp.
El Dorado Hills, CA

Ken Convery
Desktop Support Specialist
Department of Business
and Community Service
Multnomah County
(Oregon)
Vancouver, WA

Don Davies
Technology Director
The DuBoff Law Group, LLC
Portland, OR

David Dederick
Senior Systems Consultant
Symbol Technologies, Inc.
Aumsville, OR

Tim Duncan
Director, Financial Planning
and Analysis
Fujitsu Computer Products
of America, Inc.
Beaverton, OR

Keith Hansen
Senior Consultant/President
Weidman Analytic
Group, Inc.
Munith, MI

Luke Jambois
Internet Technician
Nevada Legislative
Counsel Bureau
Reno, NV

Brig Otis
Information Security Manager
Poorman-Douglas Corporation
Portland, OR

Rob Shroder II
Materials Analyst
Hamilton Sundstrand, A Divi-
sion of United Technologies
Grand Junction, CO



UNIVERSITY OF OREGON

AIM Alumni Notes:

The Portland Veterans Administration Hospital promoted **Roger Sample '04** to IT Project Manager. He is currently involved in a large project to upgrade the Portland VA Hospital's mobile nursing medication application. In addition, another project Roger worked on went live recently. This application enables veterans to view their health records online. Roger also recently completed Cycle Oregon, a 400+ mile, seven-day bicycle trip that included a ride up to Crater Lake.

From **Steve Knipple '98** (and first alumnus member of the AIM Advisory Board) . . . "I have relocated with my family to Germany for a two year assignment for Siltronic Corporation. I now serve in a global project manager role in Munich, still working all around the world, but now based in Europe. I am right in the middle of the major IT shifts—outsourcing, out-tasking, consolidation, knowledge working, etc. It is amazing the things that the latest technology allows us to do. Living in Germany is already an experience I will look fondly on my entire life. Lots to learn!"



Alumni Focus: Bill Curtis (2004)

Bill writes . . . "Teaching English language and business skills to the Chinese has been a dream of mine for many years. Nearing completion of the AIM Program, I decided that the time to do this was now. In early September, I joined the faculty of Huihua College, Hebei Normal University in Shijiazhuang, the capital of Hebei Province. I have been teaching language and business to just over 200 undergraduate students, primarily 3rd years. Next term I will begin teaching graduate students.

Teaching in a classroom is fun, but my real enjoyment comes from meeting with students outside of class. We meet informally, at set times, and at a new "English Corner" in the evening. I'm also able to pursue my interest in Chinese films and screened Zhang Yimou's *Huozhe* (To Live) to my 3rd years and led a discussion about the film's themes. They want to see *Casablanca* next.

So far, living in China is what I hoped it would be. Thanks to the trains, buses, and my bicycle, I get around easily. Learning Chinese is difficult, but my students are having fun helping me."

Alumni Focus: Brian Hull (2003)

Take a tip from Brian Hull, '03, attending an AIM course as an alumni is a great experience in many ways. Brian, Manager of Hospital Billing and Follow Up for Legacy Health System, recently attended the Data Mining onsite short course. Doing so gave him a chance to reconnect with others he knew while in the AIM Program as well an opportunity to update his information management knowledge. "As you move forward in management, you have to keep integrating new approaches and techniques," Hull said. "While you might not be able to integrate what you learn right away, it's important to keep current."

Brian works in a data rich organization with many opportunities to "mine" the data. "Every health care provider is seeing benefits drop and uncompensated care increase," he said. One of the reasons Hull attended the Data Mining course was to learn about new techniques he could apply to managing the revenue stream associated with a hospital visit. Doing so is critical in today's health care environment.

As Brian moves forward in management, he's found the skills, knowledge and experience gained in AIM courses to be useful, especially the people skills in courses such as Conflict Resolution and Information Systems and Management. When asked why he came back to take an AIM course, he said: "The appropriateness of the curriculum, the quality of the courses, and the reasonable cost were compelling factors." Brian urges other AIM grads to take advantage of the opportunity to enroll on a noncredit, space available basis in AIM courses, especially the cutting edge short courses.

AIM Alumni Updates

Thank you for sharing your news on what you are doing, honors and awards, new jobs, promotions, relocates, family developments and more. Please send in your What's New in Your Life card for the Spring 2005 AIM Connections newsletter. We want to hear from you!



“Dr. E” says farewell, in his own words . . .

In September I decided to fully retire, after 40 years of teaching. As might be expected, the mind and body indicated that it was time. My purpose in writing is to say farewell, and deliver a few heartfelt words about the AIM Program.

I want to thank all my AIM students for working with me over the past fifteen years in a series of exceptional core courses. We engaged energetically in Information Systems and Management, Expert Systems, and the Capstone course, as well as short courses dealing with Visual Basic, database design, systems analysis, and the 1989 CASE workshop.

I have taught in many other programs, but the AIM Program has been my favorite. From 1989 to 2004—can you believe—I always enjoyed working with AIM students. The thoughtful and oftentimes lively classroom debates, excellent papers, superb software designs, and the great attitude both in onsite classes and now online, have touched me very deeply. The early years, in particular, when students would drive through rain and snow after working a full day, only to be followed by a four-hour tough class, were especially telling. I feel privileged to have witnessed such energy, enthusiasm, and search for knowledge.

Now that there are no teaching demands on my time, you might be interested to know what I am doing. My wife and I have reached the fifth year of our ten-year plan to travel, as often as the budget allows. We hike, bike, downhill ski, lift weights, and snorkel, and will do so as long as our bodies allow. Continuing to stay fit is another priority. Reading, other than computer-related materials, is also high on the list. My latest favorites are two books by Kevin Phillips: “Wealth and Democracy” and “The Bush Dynasty.” Both offer a very different, sometimes spooky, look at America.

Let me thank you for being such an important part of my life. My hope is that the AIM Program has provided you with many life-long skills. It has been an honor to work with you.

Alan Eliason
alaneliason@msn.com

AIM Marketing Expands into Television

AIM embarked on a new marketing strategy this fall with development of a first cable television commercial campaign, now being aired on select cable networks in the greater Portland and Northwest regional markets.

The AIM management team worked on storyboard concepts, set goals and discussed desired expectations. Designers then worked to create a fast-paced and edgy product to appeal to the high tech-oriented and education-seeking viewer. An animation component was included to coordinate with Program print materials, to ensure a unified look.

The campaign, scheduled to run from September to November 2004, has performed very well. If you live in the Portland area, keep your eyes and ears open through the month of November as you watch your favorite sports, news, comedy and sci-fi programs. You can also view the commercial online on the AIM Program Website at <http://aimdegree.com>. Your input and feedback is always welcome.

AIM Advisory Board

Mr. Chris Buhle, AIM
Alumnus-Kaiser
Permanente

Ms. Janet Cormack,
AIM Program
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Dr. Linda Ettinger,
AIM Academic Director

Mr. Curtis Lind,
Director of UO
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**Dr. Jane Maitland-
Gholson**, AIM Faculty

Voting System Safeguards

In another close and contentious presidential election year, the discussion of voting systems is front-page news. AIM student Lori Ruttledge ('02) focused her Capstone research paper on the topic in 2002. What follows is a brief summary of her paper titled Voting Systems in the United States: An Examination of Histories, Degree of Use and Performance Characteristics. Care to read the entire paper for yourself? You can find it on the AIM Program Website, at <http://aimdegree.com>.

Purpose: State and local governments through approximately 10,000 jurisdictions conduct U.S. presidential elections. Public voting for the President of the United States is one of the fundamental pillars of democracy and yet there is no uniform balloting procedure in place today (Baltimore et al, 2000, p. 2).

Remember, alums can enroll for half-price as non-credit students, on a space available basis.

Election officials are charged with retaining the integrity of the democratic voting process while identifying new voting methods and examining existing ones (Fischer, 2001). The National Clearinghouse on Election Administration contends that selection of voting equipment is one of the most important and long lasting deci-

sions that election officials make (1982). The appropriate choice of system depends on usability for the demographic group, cost, accessibility, security and reporting accuracy (United States House of Representatives, 2001).

Voting systems used or proposed for use (in 2002) in U.S presidential elections are examined. Each system is examined to determine history, performance characteristics and current applications. Results are presented in a taxonomy for use by election officials and the general voting public.

Voting systems are grouped into the following five categories: paper ballots, punch cards, electronic machines, computer-based and remote voting (Fischer, 2001, summary section). These specific systems are examined:

- Direct Recording Electronic
- Hart Intercivic e-slate
- Mechanical Lever
- Punchcards (Datavote and Votomatic)
- Vote by mail
- Traditional paper ballots
- Internet
- Optical scan (Marksense)
- Safevote Delta
- Election Systems and Software iVotronic

Conclusion: While studying the selected voting systems, it became apparent to this researcher that four characteristics are critical to every system: (1) the presence of an audit trail, (2) usability, (3) privacy for the voter and (4) security of the data collected. Lack of any one characteristic can potentially jeopardize the integrity of the election results. Following is a discussion of each characteristic:

(1) An audit trail ensures that the data collected can be recounted if necessary and votes can traced to an individual anonymous voter (Saltman, 1988). Audit trails are critical in situations such as the 2000 presidential election, where several counties required recounts of collected ballots. Audit trails also ensure that each voter only votes once. Systems such as mechanical lever machines, DRE systems and Type II Internet do not provide audit trails (Saltman, 1988 and Alexander and Jefferson, 2000) and the lack of this feature can cause problems if an election result is contested.

(2) Usability of the ballot is also critical to ensuring that the voter's intentions are recorded in a vote. Roth, in her study, *Disenfranchised by Design: Voting Systems and the Election Process* (1998), found that the mechanical lever machines were not flexible in their arrangement. Voters were disadvantaged because some of the ballot choices were too high for them to see. The text on the ballot was also reported to be too small and not legible for every voter. Roth also discovered problems with the Votomatic punch cards that would come to light again in the 2000 presidential election. Confusion while matching the vote choice to the number on the punch card caused many voters to record the wrong votes. It also resulted in over votes, which invalidated

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AIM Registrar

that ballot choice. Roth (1998), Alexander (2000), and Saltman (1988) all indicate that human factors are important when designing voting methods and should not be overlooked.

(3) The privacy of the individual voter while casting votes is integral to the accuracy and integrity of that vote. If the privacy of the individual is not protected, situations such as vote coercion could occur, where someone of authority influences the individual to vote a certain way (Alexander and Jefferson, 2000). Any time the privacy of the voter is diminished, that voter is subject to a variety of external influences, which could result in the casting of a less than honest ballot.

(4) The security of the data collected must also be ensured. Many of the new systems proposed have engineered system checks, which protect the data from external threats. The Internet, while being studied extensively, at this time (2002) does not have engineering in place that provides a fail-safe protection against external data tampering (Alexander and Jefferson, 2000). Some systems that have been in place for many years, such as paper ballots and Marksense, are also open to tampering if the opportunity arose. Security is an ongoing issue.

This study does not offer judgment of which systems should be eliminated or retained—each one incorporates strengths and weaknesses. Rather, it provides comprehensive information about a range of voting systems so that selection is based on necessary safeguards to protect the integrity of votes cast. Information is presented to aid voters and election officials in understanding and evaluating various systems.



Linda F. Ettinger, Ph.D.

R1.edu Recognizes AIM Faculty

R1.edu, a partnership of the top U.S. research universities involved in online education, has issued its annual awards to faculty at the University of Oregon and the University of Washington for outstanding work in online educational programs.

This year's winners include Linda F. Ettinger, Ph.D. (AIM Program Academic Director) and Jane Maitland-Gholson, Ph.D. (AIM faculty member) from the UO. Ettinger and Maitland-Gholson received the award for developing the online Applied Information Management (AIM) master's degree program at the UO. The award also recognizes their work to develop "Teaching in a Virtual Environment," a course to engage faculty in best practices for successful online teaching.



Jane Maitland-Gholson, Ph.D.

Congratulations 2004 Winter and Spring AIM Graduates!

Here is a list of names and Capstone study titles. For abstracts see the AIM Website at <http://aimdegree.com/abstracts/cap2004.php>.

Hillary Collier

Process Specialist, Vertek Corporation

Factors that Influence the Design of a Knowledge Management System to Support Corporate Internal Intellectual Property Control

Wilfred M. Curtis

The University of Michigan

E-Commerce Website Design Best Practices for Executive Education Providers

Andy Harvey

Webmaster, Nevada Legislature

Improving State Legislative Websites Through Adaptive Web Technologies in Support of Public Access and Public Interaction

Trevor Jacobson

Systems Analyst, Decision Support Department, Southwest Washington Medical Center

IT Outsourcing in US Hospitals: Potential Benefits and Risks

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UNIVERSITY OF OREGON

CONTINUING EDUCATION

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(Continued from page 5)

Gary Mayer

Technology Architect, The Regence Group

Wireless Local Area Network Security: A Study of Available Controls for HIPAA Compliance

James Mullen

Records Manager, The Oregon University System

Developing a Records and Information Management Program in Line with Oregon Laws, ISO Standards and Best Practices

Lynda Olin

Research Administrator, 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

Manager, Data Analysis and Reporting, PacificCare Health Systems

Knowledge as a Strategic Asset: Aligning Knowledge Management Practices in Support of Strategic Management Processes and Goals

Rick Putnam

Detective Sergeant, Investigative Services Bureau, Springfield, Oregon Police Department

Investigative Strategies for Internet-based Hate, Bias, and Terror Crimes

Roger Sample

Technology and Information Management, Portland VA Medical Center

Fundamental Practices for Security of Information Assets in the Small- to Medium-Sized Organization

Eric Schnebly, R.Ph.

Manager of Pharmacy Services, Legacy Mount Hood Medical Center

Patient Portals: An Internet-Based Tool Supporting Patient Information Needs and Providing a Competitive Advantage for Healthcare Organizations

Tye Trimpey

Information Technology Department, Josephine County, Oregon

Information and Technology Managers as Influential Change Implementation Agents: An Organizational Culture Perspective

Rick Wallace

Senior Software Engineer, Corillian Corporation

Using Systems Thinking Tools as a Process Strategy to Analyze the Failed Baggage Handling Software Implementation at the Denver International Airport