

# AIM Connections

For Alumni and Friends of the Applied Information Management Master's Degree Program

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## Inside

2

Capstone Abstracts

4

Army and AIM Prove  
Advantageous to  
Captain Esensten

5

Geraci Honored with  
University Award

Willard Works toward  
Sustainability through  
Television Show

6

Science Programs to  
Benefit from Generous  
Gift

The Duck Store  
Develops New Name

Assessing Sustainability

7

Welcome to the Newest  
AIM Students

Men's Basketball  
Schedule

8

Contact Us  
AIM eBriefings

## Spring 2007 Graduation

Amidst caps and gowns, family and friends, the Applied Information Management Program graduated eleven students on June 16th at the Baker Center in Eugene, OR. Congratulations to Bonnie Altus, Darren Baker, Brandon Maldonado, Cefe Quesada, Jim Rose, Joel Tachau, Matthew Van Sickle, and Dennis Zeidlhack who finished spring term and to three students who finished in winter term, Brig Otis, Don Davies, and Mark McClure. Unable to attend were winter term graduates Michael Barnes, David Dederick, and Luke Jambois and spring term graduate Ryan Nichols.

Linda Ettinger, AIM Academic Director, hosted the ceremony, giving special recognition to three students who received the Distinguished Capstone Award.

Criteria for the award includes demonstrated excellence in execution of the research process, depth of the research design, and quality of the outcomes for the intended audience. Congratulations to Don Davies, Joel Tachau, and Matthew Van Sickle for this distinction. Capstone papers written by these three students

are available to download at <http://aim.uoregon.edu/research/capstone/cap2007.php>

Kelly Brown presented a thought provoking keynote address, based on ideas he was preparing for a course titled The New CIO: Managing Information Technology Today for Excellence and Sustainability in the Future, offered in Fall '07. Brown, the first alumnus to deliver the keynote, graduated from the AIM Program ten years ago in 1997 and is recently retired from Hewlett Packard, leaving the organization as an IT infrastructure manager with worldwide responsibility for inkjet manufacturing.

Photos of all commencement activities can be viewed at: <http://aim.uoregon.edu/current/photos/index.php>



**2007 Spring Commencement**

2007 Spring Commencement participants from left to right: Cefe Quesada, Jim Rose, Mark McClure, Bonnie Altus, Matthew Van Sickle, Joel Tachau, Don Davies, Brig Otis, Darren Baker, Brandon Maldonado, Dennis Zeidlhack.

## Capstone Abstracts

Nine students completed their capstone research papers in spring term 2007, fulfilling the AIM Program degree requirements. Below is a list of names, titles, and abstracts. Congratulations and welcome to our newest alums!

**Bonnie Altus**, Senior Systems Analyst, Clinical IT Group, Samaritan Health Services  
*A Study of Selected UMLS Vocabularies and their use within the Electronic Health Record*

This study examines eight UMLS controlled vocabularies and reviews them to determine how they may be used to support communication within the EHR. This study is important because no controlled vocabulary fully meets the needs of healthcare (Abdelhak, et al, 2001). Content analysis reveals that items generally included in the EHR are observations, laboratory tests, diagnostic imaging reports, treatments, therapies, drugs, patient information, legal permissions, and allergies. A descriptive profile of each vocabulary is included.

**Darren Baker**, Vice President, Dijahnelos Homes, Inc.  
*Copyright Law and Massive Book Digitization Projects: A Current Interpretation*

Six pre-selected legal concepts related to copyright law (copyright infringement, fair use, intermediate copy, library exception, property, and transformative use) are examined in relation to massive book digitization projects such as the Google Book Search (Jeweler, 2005). Content analysis is applied to literature, published between December 2004 to present, in order to develop interpretive narratives for each concept. These concepts present a "snapshot-in-time" that covers current discussion for people tracking topics of interest.

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Visit <http://aimdegree.com/research> to read paper titles, abstracts, and full text documents of award winning AIM student research since 1995.

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**Brandon Maldonado**, Technical Trainer, NW Natural  
*Conducting a Needs Assessment for the Implementation of Computer Based Training within a Corporate Environment*

Computer Based Training (CBT) can fail to deliver real business value if implemented on the basis of assumptions alone (O'Connor, 2006). A training needs assessment can determine if CBT will address needs prior to implementation. Using content analysis, this study, structured in four steps, provides a guide to conducting a CBT needs assessment. Steps include: (1) conducting a gap analysis, (2) identifying priorities, (3) identifying performance problems, and (4) identifying solutions. CBT benefits and drawbacks are included.

**Ryan Nichols**, Project Leader Systems Data Base Administrator, HBO  
*Database Security: An Inventory of Threats, Vulnerabilities, and Security Solutions*

Databases are being compromised today at an alarming rate (Britt 2007). This content analysis study provides database administrators and security managers with an inventory of five common threats to and six common vulnerabilities of databases of large corporations where more than 1000 devices require security management (Whitman and Mattord 2004), aligning these threats with potential security solutions. As noted by Vizard (2007), while companies are becoming adept at fighting data breaches, attacks are gaining in sophistication.

*<http://aimdegree.com>*

**Cefe Quesada**, Head of Technology Solutions, Russell Investment Services  
*Implementing Service-Oriented Architecture Governance*

Service-Oriented Architecture (SOA) adoption is growing, with increasingly more technology departments in the US and Europe either deploying SOA solutions or engaging in proof of concept projects (MarketWatch, 2007). The purpose of this study is to identify the implementation phases of a SOA governance program (Windley, 2006A), including the information technology management and business goals for each phase. A roadmap is provided for technology managers preparing to implement a SOA governance program.

**James Rose**, Director of Technology Services, Multnomah Education Service District  
*Steps to Data Warehouse Development in K-12 Public Education: A Guide for IT Directors*

This study explicates data collection and reporting steps, when designing a data warehouse for public education. Literature published from 2002 to 2006 in education-related periodicals concerning data warehouse design and implementation is analyzed. Content analysis is utilized to identify information related to eight steps of data warehouse design for public school districts, proposed by Pare & Elovitz (2005). The outcome is a data warehouse development guide that includes practical examples from the field.

**Joel Tachau**, Sr. Information Architect, Avenue A | Razorfish  
*Analysis of Three Personalized Search Tools in Relation to Information Search: iGoogle, Leap Tag, and Yahoo! MyWeb*

Personalized search is becoming mainstream with the rollout of iGoogle®. While only beginning to impact consumers, these search tools require search experts to retool and rethink how they optimize websites. Three personalized search tools are analyzed to illustrate common features related to the information search stage of the consumer buying process (Kotler & Keller, 2006, p. 191). Conclusions provide a summary of potential SEO (search engine optimization) tactics and five key considerations.

**Matthew Van Sickle**, Provider Training & Communications Consultant, Regence BlueCross BlueShield of Oregon  
*The Essential Role of Information for High Deductible Health Insurance Plan Consumers*

Key categories of medical information needed by high deductible health insurance plan members are identified in relation to cost and quality of care (Kelley & Attridge, 2006). This type of plan is also called a consumer driven health plan. A report card (Schauffler & Mordavsky, 2000) is developed for use by members to lobby employers, and for employers to use on behalf of their (Robinson, 2004) employees when negotiating with insurers who provide health plans.

**Dennis Zeidlhack**, Director of Technical and Information Systems, CompView, Inc.  
*Factors that Influence Sustainability in the Data Center of Small to Medium-Sized Organizations*

Selected literature published between 1992 and 2007 is examined to provide information to technology managers of small to medium-sized organizations for making decisions that influence sustainability in the data center. The concept of sustainability applies to use of practices that benefit the environment and business. Efficiencies can save money, increase capacity, and lead to higher productivity and profitability (Hitchcock & Willard, 2006). Three tables list factors for opportunities related to purchase, use, and disposal of electronic equipment.

#### **AIM Advisory Board**

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AIM Alumnus

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AIM Academic Director

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Director of UO  
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Dr. Jane Maitland-  
Gholson  
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Adrianna Mahoney  
Program Assistant

## Army and AIM Prove Advantageous to Captain Esensten

Applicability and relevance have continually defined the AIM Program. For student CPT Joseph Esensten, Battalion Signal Officer in the United States Army, AIM classes have promoted his performance as a soldier as well as helped to distinguish him from his peers as an effective leader.

“Being an AIM student sets me apart from others in the Army,” says CPT Esensten. “I have found great success applying the AIM principals to the work I have accomplished here. I find myself ahead of my peers [in] all areas; my subordinates are happier and work is completed more quickly and to a higher standard.”

CPT Esensten works with a section of 19 soldiers and is responsible for all force protection as well as communications systems for over 400 people. Daily, CPT Esensten communicates with contractors, maintains and installs cameras and fiber optics, and administers computers on their network. In all, CPT Esensten has managed over \$10 million in equipment, which he has taken from the development stages to installation and maintenance. In order to be successful, says CPT Esensten, “coordination with other agencies is a must, and AIM has shown me how to market information to others in ways which will be more convincing, productive, and faster than typical methods.”



### CPT Joseph Esensten

Geared up and ready to go, CPT Joseph Esensten works hard to integrate AIM principals with Army leadership.

Advantages of the AIM Program, though felt by many students, are particularly significant in CPT Esensten’s case. Says CPT Esensten, “Seeing the shortfalls of current systems and seeking to improve them has given me the edge I need to be successful in a chaotic world where something may just blow up next to you.”

As a student and officer in Iraq, CPT Esensten faces general challenges like time management and Internet connectivity. However, with an 11-hour time difference, CPT Esensten often modifies his schedule, waking before dawn to participate in online chats for team projects. And, as CPT Esensten has experienced, working with satellite-based Internet “does not equate to high speed,” though during his previous deployment to Iraq in 2003, “Internet was only a pipe dream.” CPT Esensten must also endure regular power outages and mortar and rocket fire.

Despite difficulties CPT Esensten faces, he is “proud to be both a soldier as well as a Duck.” Emphasizing its relevance as AIM’s greatest selling point, CPT Esensten states, “The Army has taught me leadership beyond what anyone back home could imagine. AIM has shown me how to use that leadership to rethink how we look at processes and information flow.”

When he returns to the U.S. in 2008, CPT Esensten plans to leave the Army for employment in the IT field. “I find the classes I take are relevant to the work I am doing today and the work I will do in the future,” says CPT Esensten. “I am very excited to meld my Army leadership, knowledge, and work ethic with the lessons I learn from the AIM Program and begin a new career in the civilian world.”

## Geraci Aims High, Honored with University Award

Michael Geraci, AIM faculty member and 2002 alumnus, was honored in May of 2007 with the Junior Faculty Development Award from Pacific University where he serves as assistant professor of Media Arts. Established in 1990 as a trustee award, the Junior Faculty Award is given annually in recognition of “excellence in teaching, scholarship, and creative work among promising, untenured members of the University faculty.”

“Professionally, the award is quite an honor,” says Geraci. “Pacific has a truly excellent faculty—it’s one of our hallmarks as an institution. To be singled out like this, when I know just how talented and effective the field was, is a humbling experience.”

Recipients of the Junior Faculty Development Award are chosen by the University President

based on recommendations of the Honors and Awards committee. Limited to three recipients annually, this award is a substantial achievement for Geraci.

“Personally, it means a lot to me because it’s ‘real’ feedback from my peers that supports what I do in the classroom,” says Geraci. “It’s one thing to have students tell you that a class was enjoyable or that they learned a lot, but at some point, one needs to have external review that comes to the same conclusion as the anecdotal evidence.”

Geraci received a small honorarium with the award, which he applied toward attendance at the Association for the Advancement of Computing in Education’s annual World Conference in June 2007.

## Willard Works toward Sustainability through Television Show

Endeavoring to educate the public on sustainability, Marsha Willard, AIM faculty, brings the classroom to the public through her television show, *Sustainable Today*. In addition to teaching Sustainability in Business for AIM, Willard is CEO and co-founder of AXIS Performance Advisors, a management consulting firm that specializes in assessing and implementing sustainable business practices.

“What we hope to accomplish is to help regular citizens understand the issues related to sustainability and to identify actions that they can take,” says Willard. “When we teach class, we reach a population of people who are already aware of and interested in sustainability, and this show is really an attempt to reach a broader, less familiar audience.”

Broadcast in the Portland, Oregon metropolitan area, *Sustainable Today* showcases local businesses as well as covers topics pertinent to the community. Guests have included former Governor of Oregon, John Kitzhaber, who spoke on access to healthcare as well as City Commissioner, Randy Leonard, who, says Willard, “talked about [Portland’s] dedication to creating biofuel infrastructure and converting city fleets to biofuel consumption as part of reducing the city’s greenhouse emissions.”

Future topics include *Salmon*, which will be broadcast in November, as well as *Financing Sustainability* in December. *Sustainable Today* is co-hosted with Darcy Hitchcock, President of AXIS Performance Advisors. Both Willard and Hitchcock are presenters for the University of Oregon’s Sustainability Leadership Certificate Program. More information can be found at: <http://sustain.uoregon.edu>.

*Sustainable Today* is shown on Comcast Channel 11 on the second Saturday of every month at 8:00 p.m. It can also be viewed statewide via OPAN, The Oregon Public Affairs Network, on OPB’s terrestrial digital channel: The Oregon Channel, and on the *Sustainable Today* website at: <http://www.pacifier.com/~axis/>



**Marsha Willard**

Marsha Willard, AIM faculty, brings the classroom to the public through her television show, *Sustainable Today*.

## Science Programs to Benefit from Generous Gift

Science teaching and research at the University of Oregon has received a tremendous gift of \$74.5 million from philanthropist Lorry I. Lokey in what is the largest single academic donation to the University of Oregon.

Lokey's gift will help to establish the university internationally in scientific research and education, with focus in fundamental genetic/molecular biology studies, neuroscience programs, human physiology programs, and green nanotechnologies.

Existing science buildings, as well as two additional buildings, will be the Lorry I. Lokey Science Complex, named in recognition of Lokey's contribution.

Lokey is a 1949 graduate of Stanford University and founder of Business Wire, the leading international news release wire service. Lokey's contributions since 1990 have amounted to over \$400 million, 98 percent of which has gone towards high schools and universities.

## The Duck Store Develops New Name for Diversified Image

In a decision to more accurately reflect its position as the University's academic retailer, the UO Bookstore has changed its name to The Duck Store. The change, which applies

to all eight satellite locations, serves to encompass the diverse services and merchandise afforded by The Duck Store that extend beyond textbooks and course materials, including

technology-related products, gifts, food, college apparel, and art and office supplies.

At 87 years old, The Duck Store will continue to provide books and course materials. However,

according to Jim Williams, general manager of The Duck Store, the new name was chosen, "because we felt it is inclusive and resonates with the various constituency groups we serve," (Inside Oregon).

The Portland satellite store, opened in 1989 and formerly known as The Duck Shop, will remain on the corner of SW 2nd and Yamhill. Additionally, a ninth satellite Duck Store is slated to open in the new White Stag location. Visit The Duck Store online at: <http://uoduckstore.com/index.cfm>

## Assessing Sustainability: UO Campus Report Indicates Progress, Outlines Goals

In May of 2007, the most recent University of Oregon Campus Sustainability Assessment was published. Initiated by Sustainability Coordinator, Steve Mital, and conducted by seven second-year Environmental Studies graduate students, the Assessment helps to track advancements in campus sustainability as well as provide recommendations for improvement in order to meet sustainability goals.

According to the Assessment, campus sustainability, "refers to the degree to which the activities of the University of Oregon conserve natural resources, minimize environmental impacts, and lead society toward sustainability through research, teaching, and public service." Eleven indicators were used to assess sustainability performance on campus and include governance, endowment investment, academics and culture, materials management, food, greenhouse gas emissions, energy, transportation, water, landscape, and building.

The full report can be viewed at: <http://sustainability.uoregon.edu/indicators/>



## Welcome to the Newest AIM Students

Tom Betcher  
Sr. Disaster Recovery  
Coordinator  
Con-way Enterprise  
Services  
Portland, OR

Ryan Hogan  
Business Analyst  
Sedgwick CMS, Inc.  
Lakeland, TN

Chae Pak  
Software Develop-  
ment Manager  
Chrome Systems  
Portland, OR

Phillip Pridmore-  
Brown  
VP Marketing and  
Product Services  
Thetus  
Portland, OR

Erik Rasmussen  
Network Adminis-  
trator  
Harland Financial  
Solutions  
Hillsboro, OR

TracieLyn Rydzewski  
Document Control  
Manager  
Intel Corporation  
Oregon City, OR

### What's New With You?

Thank you for sharing your news on what you are 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 Spring 2008 AIM Connections newsletter along with a photo if inclined. We want to hear from you!

Men's Basketball Schedule		
November 2	St. Martin's	McArthur Court
November 6	Concordia	McArthur Court
	<b>World Vision Invitational</b>	
November 10	Pepperdine	McArthur Court
November 11	Pacific	McArthur Court
November 12	Western Michigan	McArthur Court
November 17	Portland	Portland, Ore.
November 20	Saint Mary's	Maraga, California
November 24	San Francisco	McArthur Court
November 29	Kansas State	Manhattan, Kansas
	<b>Pape Jam</b>	
December 8	Utah	Rose Garden
December 11	Sacramento State	McArthur Court
December 15	Nebraska	Ombaha, Nebraska
December 22	Oakland	Detroit, Michigan
December 28	Mount St. Mary's	McArthur Court
January 3	Arizona State	Tempe, Arizona
January 5	Arizona	Tucson, Arizona
January 10	California	McArthur Court
January 13	Stanford	McArthur Court
January 17	Washington	Seattle, Washington
January 20	Washington State	Pullman, Washington
January 24	UCLA	McArthur Court
January 26	USC	McArthur Court
February 2	Oregon State	McArthur Court
February 7	Stanford	Stanfor, California
February 9	California	Berkeley, California
February 14	Washington	McArthur Court
February 16	Washington State	McArthur Court
February 21	USC	Los Angeles, California
February 23	UCLA	Los Angeles, California
March 2	Oregon State	Corvallis, Oregon
March 6	Arizona State	McArthur Court
March 8	Arizona	McArthur Court
	<b>Pac-10 Tournament</b>	
March 8	Arizona	Los Angeles, California
March 12	TBA	Los Angeles, California



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**AIM eBriefings**

The latest AIM eBriefings have been published on the AIM Program website (<http://aimdegree.com>). Topics include enhancing mobile software applications, solutions to common database security threats, and using content tagging and recommender systems in data collection. eBriefings presents summary snapshots of selected final research papers written by students of the Program.

*<http://aimdegree.com>*