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This paper describes the functional specifications for an online community to facilitate networking and professional development among the current, former, and future students of the School of Information and Library Science ("SILS") at UNC Chapel Hill.

A literature review, surveys conducted on behalf of SILS in the summer and fall of 2002, and a survey conducted in conjunction with this paper in January of 2003 were used to inform the design of the community.

In this paper, the evidence supporting a need to create more services for students and alumni is demonstrated, the literature supporting the creation of online communities is examined, and a design for the system is proposed.

Headings:

Alumni Relations -- Online Communities -- Design

Alumni Relations -- Online Communities -- Implementation

Information Systems -- Education -- Alumni Relations

Career Services -- Online Services -- Design

Career Services -- Online Services -- Implementation

Web Programming -- PHP/MySQL

ALUMNI ONLINE PLUS : AN ONLINE COMMUNITY  
FOR PROFESSIONAL NETWORKING

by  
Anthony Bull

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Approved by:

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Advisor

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## ***1. Introduction***

The School of Information and Library Science at UNC Chapel Hill (“SILS”) faces a problem that other academic departments around the country face: how to improve Alumni Relations and offer improved Career Services without investing a substantial amount of time, energy, and money to do so.

In the course of this paper, I will examine surveys that explore current, former, and prospective students’ needs as well as literature about Alumni Relations and the creation of online communities. The terms “former student” and “alumni” will be used interchangeably. As a low-cost solution to the problem of doing more with less when it comes to offering Career Services and improving Alumni Relations, I will propose the design of an Open Source solution known as Alumni Online Plus.

Three surveys were conducted between the summer of 2002 and January of 2003 that describe the needs of current, former, and prospective students at SILS. The first two surveys describe needs among all current, former, and prospective students of the school while the third specifically focuses on the needs of current and former Master of Science in Information Science (MSIS) students.

The first survey was conducted in the summer of 2002 (Hill, 2002b) to help establish priorities for improving the services provided by SILS to former and prospective students. The survey shows that alumni are interested in mentoring opportunities (22%), job placement services (23%), distance education opportunities (28%), lifetime email



addresses (29%) reunions at conferences (35%) and online continuing education opportunities (46%.) In order to encourage greater alumni participation in the school, the survey recommends several items:

- create an alumni section to the main SILS website (and include an alumni database)
- include links to job resources
- create online discussion forums [to encourage online interaction between current and former students]
- offer lifetime email addresses
- institute an online mentoring program
- institute a monthly electronic newsletter

A similar survey was conducted in the fall of 2002 (Hill, 2002a) among current students at SILS. One of the major findings of the survey was that students wish the school would do more to support finding full-time employment upon graduation.

In January of 2003, two surveys were conducted simultaneously (see Appendix I) to assess the needs of current and former MSIS students. With respect to current MSIS students, the majority want to see the following made available to them, prioritized from first to last as follows:

- A directory of MSIS alumni and students
- A listing of IS jobs in North Carolina
- The ability to search MSIS alumni and students for information about previous employers current employer skills etc.
- A listing of IS jobs around the country
- A calendar of events highlighting IS activities at SILS
- Workshops/Seminars on new technologies
- Pictures of MSIS alumni and students
- Social hours between alumni and students

With respect to former MSIS students, only those with emails were solicited to participate. Consequently, scientific methods for quantitative analysis based on random sampling fail when applied to the data gathered. The survey made for a good pilot study but in the future, the entire population of former MSIS students should be randomly sampled for a more accurate representation of their needs and opinions.

There were several pieces of information discovered in the surveys that are not relevant to the creation of online services but would be useful for improving alumni relations and offering other off-line services to students.

Of the MSIS alumni who responded, most live very near to (within 10 miles) or very far away from (100 miles or more) Chapel Hill. While the majority would not want to come back to SILS as guest speakers, closer examination of the responses shows that exactly 50% of those who said they would come and speak live within 20 miles of Chapel Hill. This presents an opportunity for SILS to strengthen student-alumni bonds by inviting the alumni back as guests for lectures, presentations, etc.

The results from question five of the alumni survey imply that the majority of MSIS alumni are NOT in the position to help current students gain practical experience.

Finally, the most important finding of both surveys is just how under-utilized current on-campus Career Services initiatives are. In both halves of the survey, an overwhelming majority of the respondents had never used nor heard of the General Alumni Association, the Carolina Connection, or the SILS Alumni Board. It is beyond the scope of this paper.

Given the results of the three surveys, the time is right for establishing several online services to facilitate interaction between current, former, and prospective students

at SILS. Alumni Online Plus, as described in the next section, promises to be the online community addressing students' and alumni's needs while flexible enough for future extension to meet needs not yet articulated.

## **2. *Description of Alumni Online Plus***

Alumni Online Plus seeks to provide a self-sustaining online networking resource to encourage professional growth among prospective, current, and former SILS students.

Why "Alumni Online Plus"?

Alumni Online Plus' functionality goes above and beyond that of its namesake and predecessor: Alumni Online. Alumni Online is a PHP and MySQL Content Management System created by a developer in Turkey as an online community between current and former students of Çankaya University in Ankara, Turkey. It is covered by the Gnu Public License (GPL.) Alumni Online Plus, a work created as an amalgamation of several GPL'd software applications including Alumni Online, must therefore also be covered by the GPL.

Why "self-sustaining"?

In order to ensure continuity and quality of the services offered as part of Alumni Online Plus, the community must be self-sustaining to the point of being able to generate enough revenue to cover the expenses of the administrators responsible for maintaining the system.

## **2.1. Architecture of Alumni Online Plus**

To assist in the creation of Alumni Online Plus, the literature was consulted. The following question was taken as the Problem Statement where initially, the creation and maintenance of an online community like Alumni Online Plus was envisioned as a task for one of the pre-professional student organizations at SILS (a vision since abandoned given the transient nature of technical ability in the organization):

“How can pre-professional student organizations create networking opportunities between current and former members in an online community?”

### **2.1.1. Literature Review - Online Communities**

Online communities are those that enjoy: “strong social relationships between participants, a community-specific organizational structure and modes of discourse, a common vocabulary, shared history, community rituals and a common online meeting place [as well as] long-lasting relationships between the members and [...] strong member commitment to community goals.” (Stanoevska-Slabeva & Schmid, 2001)

Both Armstrong and Hagel and Stanoevska-Slabeva and Schmid categorize online communities. Armstrong and Hagel’s model follows in table 1:

COMMUNITY TYPE	DESCRIPTION
Communities of Transaction	communities where products and services are bought and sold in transactions
Communities of Interest	communities where participants come together to exchange information on a particular topic
Communities of Fantasy	communities where participants create new environments, personalities, or stories and interact
Communities of Relationship	communities where participants form bonds around life experiences
Hybrids	a mixture of any above

Table 1: Community Typology

For an online community to be successful at fulfilling the needs of its members, Andrews (2002) suggests three stages of an online community's existence which need to be taken into account when designing the community: starting the community, growing the community, and sustaining the community.

Three ideas help facilitate starting the community (pgs. 65-66):

- Build reputation (of community) through alliances
- Deliver focused content
- Implement outreach transitional events

To encourage growth in the community, she advocates the following:

- Reinforce purpose (of community)
- Craft policies (for participation in community)
- Guarantee privacy
- Interweave content and discussion
- Allow member search
- Support virtual meetings and conferences
- Incentivize participation

Lastly, to help sustain the community, she has these suggestions:

- Enable members to create their own private discussion groups
- Create opportunities for members to share information
- Recognize members who contribute

Armstrong and Hagel highlight management issues associated with online communities. First, anyone organizing an online community ("the manager") needs to assess the value of that community in the greater fabric of society. Also, any competition to the proposed community needs to be identified. The manager needs to determine which demographic groups will be included in the community as well as where the community will be hosted. Additionally, the manager must also consider seven important roles necessary for maintenance of the community (p. 140) as listed in table 2.

TITLE	PURPOSE
Community Merchandiser	· identify goods/services likely to be attractive to community members
Executive Editor	· develops programming strategy for community (which includes content, events, and overall look and feel)
Archivist	· maintains and organizes content
Usage Analyst	· studies users' behaviors for trends · reports findings to Executive Editor
New-Product Developer	· performs competitive intelligence on competitors to protect against external threats
Executive Moderator	· manages system operators
System Operators	· moderates discussion(s)

Table 2: Seven Roles in An Online Community

Lastly, the manager may consider 'partnering.' Online communities can partner with each other and enjoy synergies among their users if their alliances are mutually beneficial.

Schubert (2000) notes that online communities "grow trust, cultivate a collective awareness, and stress community knowledge." (Schubert, 2000) Armstrong and Hagel examine online communities' importance to businesses where they can be used to improve a business's understanding of its customers, cross-sell products, finish sales, and generally increase customer loyalty (1996, p. 135.) Additionally, they can generate value in the following ways: (p. 138):

MODEL	DESCRIPTION
Usage Fees	participants pay to access the service
Content Fees	participants pay to retrieve information from the community
Advertising	costs associated with the online community are absorbed through revenues generated from advertising sales
Partnerships	online communities pair with other online communities to share the costs of providing their mutually beneficial services

Table 3: Revenue Generating Models

### 2.1.2. *Literature Review - Alumni Associations*

Gaier (2001) answers the question as to why an alumni association is necessary for a department's survival. Budget constraints are forcing departments to examine alternative methods for revenue generation like voluntary support from their alumni. A common practice is to 'cold-call' alumni for donations, which Leslie and Ramey (1986) claim often turns-off alumni to giving.

As a counter-suggestion, Altizer (1992) suggests that development initiatives need to be seen as the cultivation, nurturing, and strengthening of long-term relationships with alumni that will result in donations over time.

Gaier synthesizes previous research on alumni associations to assert that creating involved alumni "is to educate students on the roles, benefits, and services of alumni" (p. 8) through participation in a student alumni association. A further assertion states that alumni involvement with an alma mater is a direct consequence of involving students with alumni and educating them about alumni responsibilities and benefits.

In their work on developing alumni relations, Lepisto and McCleary (1989, p. 2) cite three important factors in developing long-lasting bonds between alumni and the program they graduated from:

- Focus on Graduating Seniors
- Maintain Contact and Affiliation
- Develop Mutually Supportive Behaviors

In Blansfield's work (1999,) she tackles the question of whether an alumni association should outsource their online presence or host it themselves. Economies of scale and expertise make it easier for a company dedicated to online alumni communities to host such services. Such a company can also more often afford the design and

maintenance of such systems than the alumni association itself. Another advantage among many commercial services is the ability to generate revenue. The alumni association earns money from the service's sales of access to the alumni listing to third-parties like recruiters or employers.

Even given the benefits of outsourcing, some alumni associations choose to host their own online communities in order to “maintain direct alumni contact” (Blansfield, 1999, p.39) as commercial services may not meet their needs.

### **2.1.3. Overview of Design**

Tying in the suggestions offered by the literature for creating an online community in addition to taking into account the needs of current, former, and prospective students as highlighted in the surveys mentioned previously, the solution of Alumni Online Plus as envisioned is presented in Appendix A. Listed in table 4 are the highlights.



COMPONENT	DESCRIPTION	NEED MET
eProfile	A brief profile for each user containing biographical information	“A directory of alumni and students” (Summer 2002 survey)
ePhotoboard	An online photo album of users	“Pictures of alumni and students” (paraphrase of January 2003 survey)
eJobs	An online jobs database	“include links to job resources” (Summer 2002 survey)
eNet Worker	A search tool for searching the users of Alumni Online Plus according to criteria such as Job Title, Employer, and Location	“The ability to search alumni and students for information about previous employers, current employers, etc.” (paraphrase of January 2003 survey)
eEvents	An online calendar of events happening at SILS	“A calendar of events highlighting activities at SILS” (paraphrase of January 2003 survey)
eProjects	An online database which students could consult for semester or Master’s projects	Observed need of students for such a repository
eMentor	An online tool for facilitating mentoring relationships between current and former students	“institute an online mentoring program” (Summer 2002 survey)
eForums	Online discussion forums for whatever topics are of interests to the users	“create online discussion forums” (Summer 2002 survey)
eNewsletter	An electronic newsletter sent out on a periodic basis	“institute a monthly electronic newsletter” (Summer 2002 survey)

Table 4: Components of Alumni Online Plus

Other tools like eContacts and eInvites (see Appendix A) are slated for a much later implementation (Phase IV) and are not necessary for the community. Consequently, they may be left out depending on the time and resources available for implementing the community. Appendix B goes one step further in fleshing out the necessary components for the infrastructure of Alumni Online Plus.

To create the community, certain software tools will be needed. The entire community will run on the Linux operating system with the Apache Web Server. To ensure privacy, OpenSSL will be used to encrypt users' usernames and passwords and Kerberos will be used to authenticate current students' ONYENS. As the basis of Alumni Online Plus, much PHP and MySQL code will be borrowed from Alumni Online. To study the usage statistics of the community, awstats will be used. WebCalendar is a PHP and MySQL online calendaring environment that is protected by the GPL and it will serve as the basis for eEvents. Incyte Project Manager is a PHP and MySQL project management tool that will be adapted for the eProjects functionality of Alumni Online Plus. To update students' status and automatically generate email, Perl scripts will be used.

### ***3. Competitors of Alumni Online Plus***

There are several initiatives on-campus at UNC Chapel Hill that already strive to facilitate Career Services and/or alumni-student interaction.

One such competitor is the School of Information and Library Science's own Career Services, a link labeled "Career Services" from the SILS home page linking to a static web page of various job-related links (SILS Employment Resources). Also, from the "People" section of the main web site, there is a link to the searchable alumni

directory as hosted by the General Alumni Association. Additional Career Services include the Info2Go seminars hosted by SILS on a semi-regular basis. A closer scrutiny of the SILS Jobs Listserv in Appendix B shows that an overwhelming majority of the jobs posted to the listserv can generally be considered LS-related (9% IS to 89% LS, 2% neither.)

The SILS Alumni Board is also a competitor. The Board's offerings mainly duplicate those offered from the SILS main page, namely: the SILS Job listserv, a link to the same static web page of various job-related links mentioned section in the previous paragraph, and a link to the searchable General Alumni Association database, just like that offered off of the SILS webpage. The Board also supports a web page listing current Continuing Education offerings.

A third competitor is the General Alumni Association (GAA.) The GAA is the main university entity responsible for alumni relations at UNC Chapel Hill. Roger Nelsen, Director of Records and Information Systems at GAA, that GAA is currently working with Harris Publishing of New York to implement an online community much like the proposed Alumni Online Plus, but on a university-wide scale said (personal communication, 2003.) Initial projections put the online community in operation by the end of 2003.

The last competitor to speak of is University Career Services (UCS.) UCS offers students access to the Carolina Connection, an online, web-based database for finding and contacting alumni for networking purposes. Alumni contact information in the Carolina Connection is not tied to the alumni database owned by the GAA, a problem Roger Nelsen has noted but "hasn't had the time to fix yet."

#### 4. *Managing Alumni Online Plus*

##### 4.1. *Administrators*

The following people will be needed to maintain the system:

1) SILS Director of Communications

This person is responsible for “[developing] programming strategy for [the] community (which includes content, events, and overall look and feel),” according to Armstrong and Hagel, pg. 140. The Director of Communications must serve as the chief strategic force behind the community and make decisions about which services the community will offer, both present and future.

Commitment:	8 hrs./week
Role as informed by Armstrong and Hagel:	Executive Moderator
Paid:	Yes
Full-time:	Yes

2) SILS Director of Development

The Director of Development will also be very crucial to the success of the system given the Director’s involvement with Alumni. He/she, like the Director of Communications, will also be instrumental in guiding the strategic goals of the system. While the Director of Development is as necessary to the success of the system as the Director of Communications, in order to simplify the chain-of-command, the Director of Web Development described below should report directly to the Director of Communications.

Commitment:	2 hrs./week
Role as informed by Armstrong and Hagel:	Executive Editor, Executive Moderator
Paid:	Yes
Full-time:	Yes

### 3) Director of Web Development

The Director of Web Development will be the chief technical administrator behind the community. He/she could be a student with strong web skills who will take direction from the Director of Communications and implement overarching strategy through technology. As envisioned, this role would require 20 hours per week and would only provide maintenance for the system. Any development of additional functionality for the system would require additional team members whom the Director of Web Development would lead.

#### Required skills:

- Programming experience with PHP and Perl
- Database administration of MySQL
- Software Engineering experience (Requirements Gathering through Testing)
- Technical Writing experience
- Ability to communicate

#### Desirable skills:

- Interest in Open Source software
- Ability to lead
- Willingness to explore new software

Commitment:	20 hrs./week
Role as informed by Armstrong and Hagel:	New Product Developer, Archivist
Paid:	Yes
Full-time:	No

## 4) Research Specialist

The Research Specialist will be responsible for identifying listservs, companies, alumni, etc. who could provide job leads for students. Additionally, this person's responsibility will include posting those same leads to eJobs. There should actually be two Research Specialists: one for IS and one for LS. Each will find jobs for the interests represented.

There will be an initial set-up time of 20 hours for creating profiles with online services like Monster.com, HotJobs.com, etc. for each position. Incentive for participation as a Research Specialist should be credit as a Field Experience.

Commitment:	4 hrs./week
Role as informed by Armstrong and Hagel:	Community Merchandiser
Paid:	No
Full-time:	No
Likely candidates:	MSLS Student with Reference interest

## 5) Usage Analyst

The primary responsibility of the Usage Analyst will be to observe patterns of behavior in the system (searches, frequency of use for certain resources, etc.) and report any trends to the Director of Communications.

Commitment:	4 hrs./week
Role as informed by Armstrong and Hagel:	Usage Analyst
Paid:	No
Full-time:	No
Likely candidates:	MSLS Student with Reference interest

6) Junior Web Master

Student Organizations are a lively part of the student community and should be included in the system. Each organization will be given a space where they can maintain links to their organization in whatever way they choose.

Each Student Organization will be encouraged to select one person as a Junior Web Master who will be given privileges allowing him/her to update their respective part of the system, be that links or events or both.

These individuals will not need to have any programming experience but should feel comfortable on the web.

Commitment:	5 hrs./week
Role as informed by Armstrong and Hagel:	System Operator
Paid:	No
Full-time:	No
Likely candidates:	One volunteer from each of the student organizations

4.2. *Org Chart*

Figure 1 shows the hierarchy of the positions involved in maintaining the community.

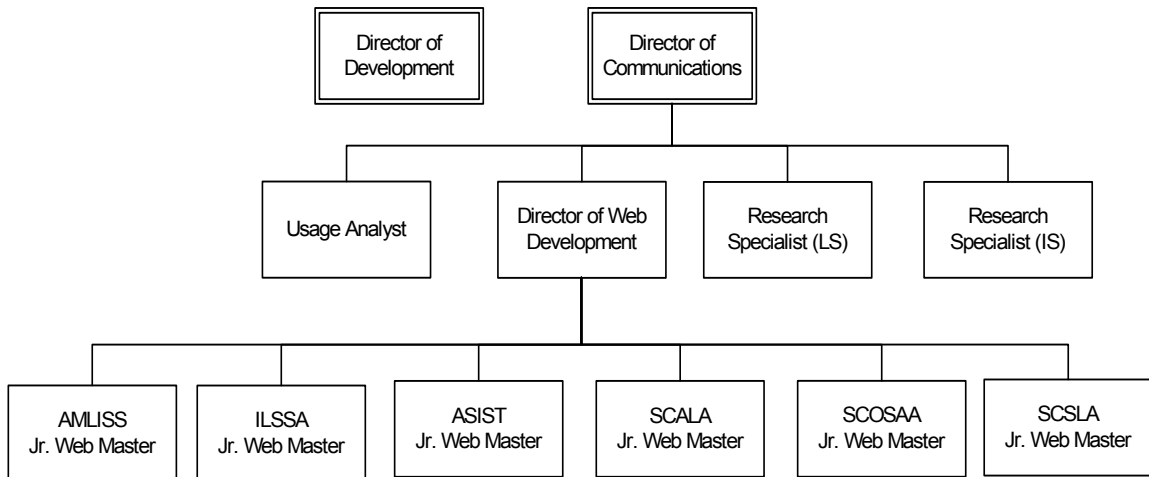


Figure 1: Org Chart for Alumni Online Plus

## 5. *Conclusion*

To this point, we have examined the needs of current, former, and prospective students and seen how the literature could inform decisions about designing tools to meet those needs. Also, based on those needs, the suggestions of the literature, and existing software, a solution in the form of Alumni Online Plus was suggested.

There are still several problems to tackle. In order for this system to work, costs will have to be kept at a minimum. The architecture described requires maintenance by numerous people; some compensated, others not. In order to keep the system self-sustaining, either more of the positions will have to be creatively restructured as volunteer positions or the entire organization chart will have to be rethought.

In order to better understand why current tools for Career Services are under-utilized, research about why students find little value in using them should be performed. Also, the survey methodologies used to gain understanding about MSIS alumni should be refined in order to make better use of statistical tools.

Finally, the quality of the design of the community is limited by the author's experience and would be done a service if subjected to the scrutiny of a more-seasoned software engineer/data modeler or a team thereof.



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## **9. *Appendix A : Envisioning Documentation***

### **9.1. *Users***

There are five main groups of users who will be using Alumni Online Plus: Current, former, and prospective students of SILS, the general public, and administrators of the community. Administrators include the Director of Communications, Director of Development, Director of Web Development, Usage Analyst, Research Specialists, and Jr. Web Masters.

Students and alumni of SILS will have enough access to use the tools provided as part of the community and to change their profiles stored in the database behind the community. The general public will only have enough access to post projects. Certain administrators will have certain rights as detailed below.

### **9.2. *Use Case Scenarios***

To realize the system and minimize the risk in doing so, implementation has been broken into four phases, during the first of which the most important and essential pieces of functionality will be created. Table 5 details how the system will evolve.

Phase	Tool(s)
Phase I	eProfile ePhotoboard eJobs eNet Worker General
Phase II	Student Org Links eEvents eProjects
Phase III	eMentor eForums eNewsletter
Phase IV	eContacts eInvite eAmbassador eLinks

Table 5: Phases of Implementation

Unless otherwise noted, the Director of Web Development will have access to all components of the community.

### **9.2.1. PHASE I**

#### **9.2.1.1. eProfile**

##### **9.2.1.1.1. Use Case : Log In**

The system must present a log in page to this group of users. Students will use their ONYENs while administrators, alumni, and prospective students will use passwords assigned to them by the Director of Web Development.

TASK	SUCCESS	FAILURE	USER POPULATION
User submits username and password	User is taken to menu page	User receives error page and is given a second opportunity	Current, former, and prospective students, Administrators

**9.2.1.1.2. Use Case : Log Out**

User logs out.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Log Out'	User is taken to start page	System responds with error page and nature of error	Current, former, and prospective students, Administrators

**9.2.1.1.3. Use Case : Create a New Profile**

If a member of this user group does not yet have a profile in the system, the system should allow for its creation. In order to create a new profile, the user will EITHER have to have a valid Onyen OR be subject to approval by the Director of Web Development.

TASK	SUCCESS	FAILURE	USER POPULATION
User selects to create a new profile	User is queried for Onyen username and password	User receives error page	Current, former, and prospective students, Director of Web Development
User has Onyen, enters Onyen	User is taken to page for creating a profile	User receives error page and is given a second opportunity	
User fills in information to create a profile and submits	System responds that submission was successful and takes user to menu page	System responds with error page and nature of error	
User doesn't have Onyen	User is notified that a request for a profile creation has been made and the user will be contacted within 48 hours to verify the creation	System responds with error page and nature of error	

#### 9.2.1.1.4. Use Case : Update a Profile

User is already logged in and wishes to update his/her profile. A link from the menu page will take the user to his/her profile which may then be updated.

TASK	SUCCESS	FAILURE	USER POPULATION
User opts to update profile from menu page	System presents user's profile to user for updating	System responds with error page and nature of error	Current, former, and prospective students,
User updates data and submits	System responds that submission was successful and takes user to menu page	System responds with error page and nature of error	Director of Web Development

#### 9.2.1.2. ePhotoboard

The ePhotoboard is named after its predecessor at SILS, the Photoboard, a tool which met an unfortunate demise last year. The Photoboard was similar to picture books seen in Law or MBA programs - a photoalbum of the current students - but located in the SILS library. An attempt to put the photoboard on-line was quickly undermined by security issues but this implementation as ePhotoboard promises to address those issues.

In order to protect users' security, only other current students, alumni, and administrators will be allowed to view their photos. Additional security will be reinforced through SSL (Secure Sockets Layer,) which is the technology that will protect user's passwords when they log-in

To post pictures, two options are possible: students could have their photo digitally taken with a digital camera from SILS or they could purchase their Onecard photo from the Onecard office for a nominal fee.



**9.2.1.2.1. Use Case : Find a Photo using ePhotoboard**

User is already logged in and wishes to use the Photoboard to locate a colleague. From the menu page, the user clicks on a link for the Photoboard and is presented with a choice of the graduating year or the following year. User makes a selection and is then presented with all other registered users of the system, sorted alphabetically. The user should then be able to select whichever colleague for more information and be presented with that user's profile. Once finished reading that profile, the user should be able to return to the photo gallery and repeat as often as desired. When finished with the Photoboard, the user should be able to log out or make another selection from the menu box.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Photoboard' from the menu page	System presents links to graduating year and following year	System responds with error page and nature of error	Current and former students, Director of Web Development
User selects a year	System presents a photo gallery of all registered users in the system graduating that year, sorted alphabetically	System responds with error page and nature of error	
User selects a particular person	System grabs the target's id and presents his/her profile to the user	System responds with error page and nature of error	
User clicks on 'Back to Photoboard'	System presents a photo gallery of all registered users in the system graduating that year, sorted alphabetically	System responds with error page and nature of error	
User tires of Photoboard and makes another selection from the menu box	System presents that link	System responds with error page and nature of error	

### **9.2.1.3. eJobs**

#### **9.2.1.3.1. Use Case : Browse Jobs**

User is already logged in and selects 'eJobs' from the menu box. A list of jobs is displayed according to the user's profile ("Show me LS jobs, IS jobs, or both").

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eJobs' from the menu page	System presents eJobs page	System responds with error page and nature of error	Current and former students, Research Specialists, Director of Web Development

### 9.2.1.3.2. Use Case : Search Jobs

From the results 'Jobs' page, the user opts to search all jobs and is presented a search form to search by industry, location, job title, company and skill required.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Jobs' from the menu page	System presents Jobs page	System responds with error page and nature of error	Current and former students, Research Specialists, Director of Web Development
User selects 'Search Jobs'	System presents search form for alumni	System responds with error page and nature of error	
User enters query and submits	System presents list of results	System responds with error page and nature of error	
User notes information	-	-	

### 9.2.1.3.3. Use Case : Post Job

Alumni and Research Specialists will be given the privilege of posting jobs.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Post Job'	System displays form for adding a job	System responds with error page and nature of error	Former students, Research Specialists, Director of Web Development
User completes form (classifying job as 'IS,' 'LS,' or 'Both') and submits	System adds job to database and summarizes data submitted	System responds with error page and nature of error	

#### 9.2.1.4. *eNet Worker*

User is already logged in and wishes to make contact with an alumnus, not for mentoring but for general networking. User clicks on ‘eNet Worker’ from menu box and is taken to a search form. The user can search alumni according to industry, location, job title, and company and professional organization affiliation.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on ‘eNet Worker’ from the menu page	System presents eNet Worker	System responds with error page and nature of error	Current and former students, Director of Web Development
User enters query and submits	System presents list of results	System responds with error page and nature of error	
User makes selection	System displays profile of alumnus selected	System responds with error page and nature of error	
User sends alumnus a message	System notifies user that message has been sent	System responds with error page and nature of error	

#### 9.2.1.5. *General*

##### 9.2.1.5.1. *Use Case : Browse Recently Added Users*

User is already logged in and clicks on ‘Newcomers’ to see a list of people added to the system within the last week.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on ‘eNewbies’ from the menu page	System presents eNewbies page	System responds with error page and nature of error	Current and former students, Usage Analyst, Director of Web Development

**9.2.1.5.2. Use Case : Learn More about Alumni Online Plus**

User is presented with a link to Alumni Online Plus (presumably hosted on Sourceforge) for more information about the community.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on Alumni Online Plus link from the start page	User is redirected to Alumni Online Plus project information	System responds with error page and nature of error	All

**9.2.1.5.3. Use Case : Submit System Issue**

If the user encounters any problems using the community, he/she should be able to contact the Director of Web Development about the problem.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Contact Director of Web Development' link (available on every page)	System presents user with form for submitting problem	System responds with error page and nature of error	All
User completes form and submits	System notes submission and tells user to expect a response within 2 days	System responds with error page and nature of error	

**9.2.1.5.4. Use Case : View Report on System Usage**

Using web log file analyzer (e.g. awstats,) user should be able to examine site usage statistics.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Site Stats'	System displays usage statistics	System responds with error page and nature of error	Usage Analyst

**9.2.1.5.5. Use Case : View Search History**

User should be able to see what members of the community have been searching for in the last month.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Search History'	System displays list of relevant search information	System responds with error page and nature of error	Usage Analyst

**9.2.1.5.6. Use Case : Verify New Users**

After log in, the Director of Web Development should verify any new users (Alumni) who have been requested to be added to the system. Upon verification, the new users will be sent their username and password.

**9.2.1.5.7. Use Case : Cull Old Projects**

An automatic script will keep track of projects and cull those older than two semesters.

**9.2.1.5.8. Use Case : Change Student's Status Automatically**

Every semester, students who graduate should be migrated to Alumni status. A Perl script will handle the migration.

**9.2.1.5.9. Use Case : View System Issues**

If the users of the community have problems, they'll notify the Director of Web Development, who'll get a notification and be able to view problems with the system.

TASK	SUCCESS	FAILURE	USER POPULATION
Director of Web Development clicks on 'Messages' notice from menu box	System presents user with list of messages	System responds with error page and nature of error	Director of Web Development

**9.2.1.5.10. Use Case : Resolve System Issues**

Once the Director of Web Development has viewed the list of waiting messages, he/she will click on a particular message and be able to see when the message was sent and what the nature of the problem is. Having taken care of the problem, the Director of Web Development will be able to check that the issue is 'Resolved' and give a brief synopsis of what was done to solve the problem.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on a message	System presents user with synopsis of problem and a form	System responds with error page and nature of error	Director of Web Development
User completes form after solving problem	System makes note of change, eliminates the message from the user's queue, and notifies the user who posted the message that the issue has been resolved	System responds with error page and nature of error	

## 9.2.2. PHASE II

### 9.2.2.1. Student Org Links

#### 9.2.2.1.1. Use Case : Browse Links Provided by Student Orgs

User is already logged in and selects from one of the student org menus.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on link from student org menu	New window of link opens	System responds with error page and nature of error	All



**9.2.2.1.2. Use Case : Add Org Link**

Users should be able to add link to respective menu box.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Links Admin'	System displays list of links and their URLs	System responds with error page and nature of error	Jr. Web Masters
User clicks on 'Add Link'	System add link.	System responds with error page and nature of error	

**9.2.2.1.3. Use Case : Update Org Links**

Users should be able to update a link in a respective menu box.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Links Admin'	System displays list of links and their URLs	System responds with error page and nature of error	Jr. Web Masters
User clicks on 'Update Link'	System presents link and URL for updating.	System responds with error page and nature of error	
User submits changes	System updates link	System responds with error page and nature of error	

**9.2.2.1.4. Use Case : Drop Org Link**

Users should be able to drop a link in a respective menu box.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Links Admin'	System displays list of links and their URLs	System responds with error page and nature of error	Jr. Web Masters
User clicks on 'Drop Link'	System drops link.	System responds with error page and nature of error	

**9.2.2.2. eEvents**

**9.2.2.2.1. Use Case : Browse Events**

User is already logged in and clicks on 'Events' to see a calendar of events offered in the coming month.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eEvents' from the menu page	System presents eEvents for the current month	System responds with error page and nature of error	All
User clicks on a day	System presents overview of the events going on that day	System responds with error page and nature of error	

**9.2.2.2.2. Use Case : Add Event**

Users should be able to add an event to the system's event database for their respective organization.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eEvents Admin'	System displays list of events	System responds with error page and nature of error	Jr. Web Masters
User clicks on 'Add Event'	System adds event.	System responds with error page and nature of error	

**9.2.2.2.3. Use Case : Update Event**

Users should be able to update an event in the system's event database for their respective organization.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eEvents Admin'	System displays list of events	System responds with error page and nature of error	Jr. Web Masters
User clicks on 'Update Event'	System presents event and fields for updating	System responds with error page and nature of error	
User updates and submits changes	System updates the event	System responds with error page and nature of error	

#### 9.2.2.2.4. *Use Case : Drop Event*

Users should be able to drop an event from the system's event database for their respective organization.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eEvents Admin'	System displays list of events	System responds with error page and nature of error	Jr. Web Masters
User clicks on 'Drop Event'	System drops event	System responds with error page and nature of error	

#### 9.2.2.3. *eProjects*

##### 9.2.2.3.1. *Use Case : Submit Project*

To build the reputation of SILS in the community and encourage students to develop practical skills, anyone will be able to submit projects for SILS students to work on, whether on a volunteer or paid basis. 'Submit Project' will be available from the eProjects menu for anyone (i.e. a login will not be necessary). To do so, the person must accept responsibility as the Project Owner and be informed of the eProjects policy on submitting projects. The following data will be collected about submitted projects:

- Title
- Description
- Scope (Semester Project, Master's Thesis, Other)
- Skills Used (open text field, comma delimited)
- Due Date (MM/DD/YYYY format)
- Paid (Yes/No)

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Submit Project' from eProjects menu	System informs user of eProjects policy and asks for confirmation (via submission of email and click of button)	System responds with error page and nature of error	All
User accepts	System presents user with form for project data as well as a required field of email address	System responds with error page and nature of error	
User completes and submits form	System tells user that he/she will be notified when the project is accepted	System responds with error page and nature of error	

### 9.2.2.3.2. *Use Case : Update Project*

Anytime a Project Owner wishes to update a project, he/she should be able to click on an ‘Update Project’ from the eProjects menu to do so. In order to change the project, the user will be prompted for the email address of the Project Owner. If successful, the user will be taken to the project page and can update the project as desired or drop the project entirely.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on ‘Update Project’ from eProjects menu	User is prompted for Project Owner’s email address	System responds with error page and nature of error	Project Owners
User changes information about project and submits changes	System makes change, confirms change, and notifies via email both owner and Manager of project	System responds with error page and nature of error	

### 9.2.2.3.3. *Use Case : Browse Available Projects*

User is already logged in and wishes to see which projects are available through eProject. User selects ‘eProjects’ from menu box and is shown a list of all available projects.

TASK	SUCCESS	FAILURE	USER POPULATION
User selects ‘eProjects’ from menu box	System displays ‘eProjects’ page with list of available projects	System responds with error page and nature of error	All

#### 9.2.2.3.4. *Use Case : Search Available Projects*

User is already logged in and wishes to search for projects available through eProjects. User selects 'eProject' from menu box and is shown a list of all available projects. User selects 'Search for Project' and is shown a search form to search for project by class, due date, remuneration, and skills used.

TASK	SUCCESS	FAILURE	USER POPULATION
From 'eProjects' page, user selects 'Search for Project'	System presents user with search form	System responds with error page and nature of error	All
User enters query and submits	System presents list of results	System responds with error page and nature of error	
User notes information	-	-	

#### 9.2.2.3.5. *Use Case : Select Project*

From list of results of search, user finds a project of interest and wishes to select it. For simplification purposes, each project will have one Project Manager and the user must agree to accept responsibility as the Project Manager to select the project. Additionally, the user must submit a proposed completion date for the project.

TASK	SUCCESS	FAILURE	USER POPULATION
From the list of results of a search, the user selects a project	System presents more details about the project	System responds with error page and nature of error	Current Students
User selects project	System informs user of responsibilities of accepting the role of Project Manager and asks user for confirmation	System responds with error page and nature of error	
User confirms desire to head project as Project Manager	System asks user for expected completion date	System responds with error page and nature of error	
User submits expected completion date	System notifies with receipt of transaction and confirms agreement via email with both project owner and Project Owner	System responds with error page and nature of error	

#### **9.2.2.3.6. Use Case : Update Project's Status**

If user has chosen a project, anytime he/she returns to 'eProjects' from the menu box, he/she will be notified as to which projects he/she is currently administering. From that list, the user will be able to click on a link for updating the project and be taken to the project's status page. The user should be able to update expected completion date or drop the project entirely and by so doing, will notify the project owner of a change in status. If the project is complete, the user will be queried for a short description of what the project became in the end.



TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eProjects'	User is taken to eProjects page	System responds with error page and nature of error	Project Managers & Project Owners
User opts to update a project he/she manages	System presents project information and allows for user to update completion date in MM/DD/YYYY format	System responds with error page and nature of error	
User submits update	System makes change, confirms change, and notifies via email both owner and Manager of project	System responds with error page and nature of error	
User opts to drop a project he/she manages	System asks for confirmation of project drop	System responds with error page and nature of error	
User confirms	System makes change, confirms change, and notifies via email both owner and Manager of project	System responds with error page and nature of error	

### 9.2.3. PHASE III

#### 9.2.3.1. eMentor

##### 9.2.3.1.1. Use Case : Find a Mentor

User is already logged in and wishes to be paired with a mentor. From the menu box, the user should click ‘eMentor’ to initiate a process of finding a mentor. The system will then present the user with a search form so that the user can search for a mentor according to certain criteria: industry, job title, company, status, and skills. Once a list of prospective mentors (ALL users in the system who meet the search criteria, not just alumni) has been found, the user selects a prospective mentor and the system responds that the mentor has been contacted and that the user will be notified by the mentor if the mentoring relationship is accepted.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on ‘eMentor’ from the menu page	System presents eMentor home page	System responds with error page and nature of error	Current and former students, Director of Web Development
User selects ‘Find a mentor’	System presents search form	System responds with error page and nature of error	
User enters query and submits	System presents list of results	System responds with error page and nature of error	
User selects a particular alumnus as a prospective mentor	System responds with a message that the alumnus has been contacted and returns user to results list.	System responds with error page and nature of error	

**9.2.3.1.2. Use Case : Accept Mentor**

In order to receive the mentor's contact information, the mentee will be presented the policy on mentoring and must accept.

TASK	SUCCESS	FAILURE	USER POPULATION
In 'eMentor,' user will be notified if mentor(s) has accepted the relationship. User clicks 'Accept'	System presents user with policy on using eMentor. In order to receive contact information, user must agree to policy	System responds with error page and nature of error	Current and former students, Director of Web Development
User agrees	System notifies user of his/her responsibility to contact mentor within one week and file the Agreement within three weeks and sends an email to both parties giving same information plus contact information	System responds with error page and nature of error	

**9.2.3.1.3. Use Case : Post Agreement with Mentor**

Once a mentor has accepted a mentee, the mentee will be notified and will have three weeks to work out an agreement with the mentor. This agreement should at a bare minimum cover the goals and time frame a mentor and mentee agree on. Before the end of the two weeks, the mentee will be responsible for posting the agreement with the system to keep a record of it on-file.

TASK	SUCCESS	FAILURE	USER POPULATION
In 'eMentor,' user will be notified if mentor(s) has accepted the relationship. User clicks Post Agreement	System presents user with form for agreement. Form should have completion date and text field for describing the agreement.	System responds with error page and nature of error	Current and former students, Director of Web Development
User submits form	System stores agreement and notifies user that he/she and the mentor will receive	System responds with error page and nature of error	
User enters query and submits	System presents list of results	System responds with error page and nature of error	
User selects a particular alumnus as a prospective mentor	System responds with a message that the alumnus has been contacted and returns user to results list. If finished, user may select from menu box for next choice.	System responds with error page and nature of error	

#### **9.2.3.1.4. Use Case : Submit Progress Report**

Every two weeks, the mentee will be required to file a progress report on the relationship with his/her mentor. After each of the first two filing dates are missed, the mentee will be sent a reminder email. If a progress report is not filed for three consecutive filing dates, the relationship will be dropped from the system. If a user allows two mentoring relationships to be dropped, that user will be prevented from using the eMentor in the future.

TASK	SUCCESS	FAILURE	USER POPULATION
Under 'eMentor,' user clicks on 'Submit progress report'	System presents user with form for progress report	System responds with error page and nature of error	Current and former students, Director of Web Development
User submits form	System stores agreement	System responds with error page and nature of error	

#### **9.2.3.1.5. Use Case : Change Mentor**

User must terminate mentoring relationship and search for another one. The system will need to explicitly support a changing of mentors.

#### **9.2.3.1.6. Use Case : View Mentors**

Once a relationship has been established between a mentee and a mentor, the user can select 'eMentor' from the menu box and be taken to the eMentor home page, which will display which mentor(s) a mentee has.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eMentor' from the menu page	System presents eMentor home page and shows which mentors a user has	System responds with error page and nature of error	Current and former students, Director of Web Development

**9.2.3.1.7. Use Case : Terminate Mentoring Relationship**

For whatever reason, if a student wants to terminate a mentoring relationship, the user will be able to do so from the eMentor home page.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eMentor' from the menu page	System presents search form	System responds with error page and nature of error	Current and former students, Director of Web Development
User opts to terminate mentoring relationship	System queries user if he/she really wants to terminate the relationship	System responds with error page and nature of error	
User verifies	System drops relationship, notifies both user and mentor of termination, and presents user with mandatory exit interview	System responds with error page and nature of error	
User completes exit interview and submits	System accepts	System responds with error page and nature of error	

**9.2.3.1.8. Use Case : Evaluate Mentor**

After the mentoring relationship is finished, the mentee will be required to file an evaluation, an exit interview so to say, on the quality of the relationship with the mentor.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eMentor' from the menu page	System presents eMentor home page and shows which mentors a user has	System responds with error page and nature of error	Current and former students, Director of Web Development

**9.2.3.1.9. Use Case : Accept Mentee**

Once presented with a prospective mentee's request for a mentoring relationship, the prospective mentor will be able to approve or deny the relationship after reviewing the mentee's needs and profile.

TASK	SUCCESS	FAILURE	USER POPULATION
When a mentor has been requested to participate in a mentoring relationship, he/she will receive a message indicating so. User clicks on message	System presents body of prospective mentee's request. A link to the mentee's profile will also be included	System responds with error page and nature of error	Current and former students, Director of Web Development
User clicks on link to profile	System displays prospective mentee's profile	System responds with error page and nature of error	
User accepts prospective mentee for mentoring relationship	System notifies user that the mentee has been notified and to expect contact within the next week.	System responds with error page and nature of error	

**9.2.3.1.10. Use Case : Change Mentees**

User must drop mentees and search for others. The system will not explicitly support a changing of mentees.

**9.2.3.1.11. Use Case : View Mentees**

Once a relationship has been established between a mentee and a mentor, the user can select 'eMentor' from the menu box and be taken to the eMentor home page, which will display which mentee(s) a mentor has.



TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eMentor' from the menu page	System presents eMentor home page and shows which mentors a user has	System responds with error page and nature of error	Current and former students, Director of Web Development

**9.2.3.1.12. Use Case : Drop Mentee**

For whatever reason, if a mentor wants to terminate a mentoring relationship, the user will be able to do so from the eMentor home page.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'eMentor' from the menu page	System presents search form	System responds with error page and nature of error	Current and former students, Director of Web Development
User opts to drop Mentee	System queries user if he/she really wants to terminate the relationship	System responds with error page and nature of error	
User verifies	System drops relationship, notifies both user and mentor of termination, and presents user with mandatory exit interview	System responds with error page and nature of error	
User completes exit interview and submits	System accepts	System responds with error page and nature of error	

### 9.2.3.1.13. Use Case : View Mentoring Evaluations

User should be able to view mentor and mentee evaluations of their mentoring relationship.

TASK	SUCCESS	FAILURE	USER POPULATION
User clicks on 'Mentoring Evaluations'	System displays a list of evaluations, most recent first	System responds with error page and nature of error	Usage Analyst

### 9.2.3.2. eForums

To encourage online exchange of ideas, eForums would allow for threaded discussions.

TASK	SUCCESS	FAILURE	USER POPULATION
User wishes to engage in online threaded discussion	User clicks on eForums and is taken to a list of discussions	System responds with error page and nature of error	All with exception of General Public
User browses and selects a discussion of choosing	-	-	

### 9.2.3.3. eNewsletter

Many alumni have remarked that they would like to receive up-to-date information about the school. What better way than with a periodic electronic newsletter.

TASK	SUCCESS	FAILURE	USER POPULATION
Information taken from eJobs, eProjects, eEvents, etc. is re-purposed for periodic electronic newsletter	User subscribes to service and receives an eNewsletter once every three months.	System responds with error page and nature of error	All with exception of General Public

#### **9.2.4. PHASE IV**

##### **9.2.4.1. eContacts**

To personalize the experience and facilitate a feeling of mini-groups within the entire user base of the system, eContacts will allow users to select the people they most often contact for easy access.

##### **9.2.4.2. eInvite**

To facilitate word-of-mouth advertising about Alumni Online Plus, eInvite will be a tool which can be used to recruit friends who are not already a part of the system.

##### **9.2.4.3. eAmbassador**

This functionality would be an electronic implementation of the current SILS' Ambassadors program currently in place at SILS and be a way of connecting prospective students with current students for program information, housing advices, etc.

##### **9.2.4.4. eLinks**

To keep all users up-to-date, a list of links relating to Information and Library Science will be maintained. Conferences, Events, Trade Publications, and the like will probably be the items cataloged as links.

### 9.3. *Business Logic*

The following periodic tasks must be performed automatically for the community:

#### *Daily*

- 1) Check to make sure that mentees have filed an agreement before the deadline.

Compare current date with creation date of mentoring relationships

If current date = creation date + 14 (days) and agreement date doesn't exist and mentoring relationship isn't finished, send email to mentee with reminder about four week limit

If current date = creation date + 28 (days) and agreement date doesn't exist and mentoring relationship isn't finished, drop mentoring relationship AND notify both mentor and mentee via email AND make note of having dropped the relationship

- 2) Check to make sure that mentees have been filing progress reports

Compare current date with last date of a progress report filing.

If current date = progress report filing date + 14 (days,) send reminder to mentee.

If current date = progress report filing date + 28 (days,) send reminder to mentee.

If current date = progress report filing date + 42 (days,) drop mentoring relationship AND notify both mentor and mentee via email AND make note of having dropped the relationship

## 3) Check for end of mentoring relationship

Compare current date with end date for mentoring relationship for all mentee/mentor pairs.

If current date – 7 (days) = end date,  
notify mentee and mentor of impending end of the relationship

If current date = end date,  
update mentoring relationship as finished AND  
notify both mentee and mentor AND  
require that mentee complete evaluation and file a final report at next login

*Every Semester*

## 4) Check to see that alumni have updated their profiles

Compare current date with graduation date.

If graduation date + 28 (days) = current date and  
current date – last update date > 28 (days,) solicit alumni for update of profile via email

## 5) Check the ‘projects’ table and weed any project that has been in the system for three semesters and hasn’t been claimed

Check semesters to live for project.

If 2,  
notify owner that project hasn’t been claimed and include link for updating the project.

If 1,  
notify owner that project hasn’t been claimed and include link for updating the project.

If 0,  
eliminate project and notify owner of drop.

## 6) Migrate all students who are graduating to alumni status AND send email requesting update one month before graduation.

If alumnus still hasn’t updated email one month after graduation, send another email requesting the update.

Yearly

- 7) Solicit update from alumni who have not updated their profiles in the last year

#### 9.4. Risk Assessment

RISK	IMPACT	PROBABILITY	MITIGATION
Can't get server space to host community	Medium	Medium	Prepare for Sourceforge or Creative Commons
Can't get Kerberos working	Medium	Low	Director of Web Development must ok ALL users upon creation
No one available to administer system	High	Medium	Prepare for Sourceforge or Creative Commons
Failure of eMentor due to lack of publicity	High	Medium	Advertise
Failure of eProjects due to lack of publicity	Medium	Medium	Advertise
Server crashes and data is lost	High	Low	Develop Disaster Recovery plan

#### 10. Appendix B : Functional Specifications (Data Dictionary)

TABLE	ATTRIBUTE	TYPE	DESCRIPTION	RANGE
forums	<u>forums_id</u>	bigint(20)	Forum Identifier #	N/A
	name	varchar(25)	Name of Forum	N/A
	description	varchar(50)	Description of forum's purpose	N/A
	status	tinyint(4)	-	'1' (Active) or '0' (Inactive)
department	<u>department_id</u>	int(11)	Department ID	N/A
	<u>faculty_id</u>	int(11)	Faculty ID	N/A
	department_name	int(11)	Department Name	N/A

faculty	<u>faculty_id</u>	int(11)	-	N/A
	faculty_name	varchar(50)	-	N/A
forums_moderators	<u>forums_moderators_id</u>	bigint(20)	-	N/A
	forums_id	bigint(20)	Forum Identifier #	N/A
	user_id	bigint(20)	User ID #	N/A
messages	<u>message_id</u>	bigint(20)	ID of message	N/A
	user_id	bigint(20)	User ID who receives message	N/A
	sender_id	bigint(20)	Sender's ID	N/A
	title	text	Subject of message	N/A
	message	text	Body of message	N/A
	send_date	int(11)	Date message was sent	N/A
	is_read	tinyint(4)	Tells if the message has been read or not	'1' (Read) or '0' (Unread)
forums_topics	<u>forums_topics_id</u>	bigint(20)	Forum Topics ID	N/A
	forums_id	bigint(20)	Forum Identifier #	N/A
	topic_title	varchar(50)	Topic Title	N/A
	topic_status	tinyint(4)	-	N/A
	reads	int(11)	-	N/A
forums_posts	<u>forums_posts_id</u>	bigint(20)	-	N/A
	<u>forums_topics_id</u>	bigint(20)	-	N/A
	user_id	bigint(20)	User ID #	N/A
	post_subject	varchar(50)	-	N/A
	post_text	text	Body of posted message	N/A
	post_time	int(11)	Time of posted message	N/A
	topic_status	tinyint(4)	-	N/A
section	<u>section_id</u>	int(11)	-	N/A
	<u>group_id</u>	int(11)	-	N/A
	section_name	varchar(20)	-	N/A
	section_link	varchar(50)	-	N/A
	is_external	tinyint(1)	-	'1' (Yes) or '0' (No)

	is_public	tinyint(1)	-	'1' (Public) or '0' (Private)
group	<u>group_id</u>	int(11)	-	N/A
	group_heading	varchar(50)	-	N/A
	group_explanation	text	-	N/A
	group_priority	smallint(6)	-	N/A
	is_public	tinyint(4)	-	'1' (Public) or '0' (Private)
	visible	tinyint(4)	-	'1' (Public) or '0' (Private)
tod	<u>tod_id</u>	bigint(20)	-	N/A
	tip	text	-	N/A
news	<u>news_id</u>	bigint(20)	ID of news message	N/A
	section_id	bigint(15)	-	N/A
	news	text	Body of news message	N/A
	is_public	tinyint(1)	News section is available to public	'1' (Public) or '0' (Private)
	is_active	tinyint(1)	News section is currently made available	'1' (Yes) or '0' (No)
hit	hits	bigint(20)	Hits on website	N/A
messages_admin	<u>messages_admin_id</u>	bigint(20)	-	N/A
	message_type	text	-	N/A
	subject	text	Subject of message	N/A
	message	text	Body of message	N/A
users	<u>user_id</u>	bigint(20)	User's ID	N/A
	username	varchar(50)	User's name	N/A
	passwd	varchar(15)	User's password	N/A
	auth	enum('admin', 'st_user')	User's Privileges	N/A
	department_id	bigint(20)	Department ID	N/A
	graduation_month	varchar(20)	Month of graduation	'December', 'May', or 'August'
	graduate_year	varchar(20)	Year of graduation	N/A



migrationDate	varchar(20)	Date when user's status was migrated	N/A
name	text	User's first name	N/A
surname	text	User's family name	N/A
e_mail	text	User's email address	N/A
address	text	User's snailmail address	N/A
phone	varchar(20)	User's phone number	N/A
gsm	varchar(20)	User's cell phone number	N/A
job	text	User's AIM ID	N/A
aim	varchar(9)	User's ICQ ID	N/A
icq	varchar(9)	User's ICQ ID	N/A
msn	varchar(50)	User's MSN Messenger ID	N/A
yahoo	varchar(50)	User's Yahoo IM ID	N/A
approved	enum('1', '0')	Notes whether the user has been approved for profile creation. Automatic for students, facilitated by Director of Web Development for alumni.	'0' (no) or '1' (yes)
public_field	varchar(8)	-	N/A
user_image	varchar(50)	Location of user's picture	N/A
record_date	int(11)	-	N/A
last_login	int(11)	User's latest login	N/A
lastUpdate	varchar(60)	Date when user last updated profile	N/A
last_login2	int(11)	-	N/A
is_active	tinyint(4)	-	N/A

	willMentor	enum('1', '0')	-	'0' (no) or '1' (yes)
	WouldSpeak	enum('1', '0')	Indicates whether user would be willing to speak about job/career	'0' (no) or '1' (yes)
	professionalOrgs	vvarchar(60)	List of professional organizations which user belongs to, delimited by commas	N/A
projects	<u>projectID</u>	smallint(6)	ID of project (primary key)	N/A
	title	tinytext	Title of Project	N/A
	description	tinytext	Short description of project	N/A
	technologies	tinytext	List of technologies to be used for completion of the project (comma separated values)	N/A
	ownerEmail	vvarchar(40)	Email of the person who submitted the project	N/A
	managerEmail	vvarchar(40)	Email of the student who takes on the project as Project Manager	N/A
	status	enum('Available', 'Taken', or 'Completed')	Tells students what state a project is in	'Available', 'Taken', or 'Completed'

	scope	enum('Semester Project', 'Master's Paper', or 'Other')	Owner-defined, attempts to communicate the magnitude of the project	'Semester Project', 'Master's Paper', or 'Other'
	difficulty	enum('Easy', 'Medium', 'Difficult', or 'Very Difficult')	Owner-defined, attempts to give students an idea of the difficulty of the project	'Easy', 'Medium', 'Difficult', or 'Very Difficult'
	dueDate	varchar(20)	Date given by project owner for completion of project	N/A
	semestersToLive	enum('2', '1', '0')	Gives the number of semesters a project has left until it's removed from the system	'2', '1', or '0'
	paid	enum('1', '0')	Tells students whether compensation is available for completion of the project	'1' (yes) or '0' (no)
jobs	jobID	smallint(6)	ID of job	N/A
	title	varchar(60)	Title of job	N/A
	location	varchar(60)	Geographic location of job	N/A
	description	mediumtext	Description of job	N/A
	qualifications	mediumtext	Qualifications needed for job	N/A
	contact	mediumtext	Contact information for job	N/A
	salary	mediumtext	Salary for job	N/A
	fieldID	smallint(6)	Industry code for job (not well defined) (foreign key)	N/A
	locationID	smallint(6)	Location of job (foreign key)	N/A

	tsDay	varchar(20)	Day of record creation	N/A
	tsYear	varchar(20)	Year of record creation	N/A
events	<u>eventID</u>	smallint(6)	ID of event	N/A
	title	varchar(60)	Title of event	N/A
	description	mediumtext	Description of event	N/A
	date	varchar(20)	Date of event	N/A
	timeFrame	varchar(60)	Time Frame of event (set as time frame because of difficulty of creating startTime and endTime attributes)	N/A
	location	text	Location of event	N/A
	eventTypeID	smallint(6)	Type of event (foreign key)	N/A
	tsDay	varchar(20)	Day of record creation	N/A
	tsYear	varchar(20)	Year of record creation	N/A
field	<u>fieldID</u>	smallint(6)	ID of industry code	N/A
	description	varchar(60)	Industry code	N/A
mentors	<u>mentorID</u>	smallint(6)	ID of mentor	N/A
	<u>menteeID</u>	smallint(6)	ID of mentee	N/A
	<u>createDate</u>	varchar(20)	Date of record creation	N/A
	agreement	text	Agreement between mentor and mentee	N/A
	agreementDate	varchar(20)	Date of Agreement	N/A
	lastProgressReportDate	varchar(20)	Record of date when last progress report was filed	N/A

	noteSent	enum('1', '0')	Reminder note sent to mentee to submit progress report?	'1' (yes) or '0' (no)
	reportsMissed	enum('1', '0', '2')	Number of deadlines for progress reports missed	'0', '1', or '2'
	dropDate	varchar(20)	Date when relationship was dropped	N/A
	isLive	enum('1', '0')	Boolean field for determining whether the relationship is still active or not	'1' (yes) or '0' (no)
	reportID	smallint(6)	Link to report filed after end of mentoring relationship. Existant only if relationship has been concluded.	N/A
	endDate	varchar(20)	Date mentoring relationship was successfully ended	N/A
finalReport	<u>reportID</u>	smallint(6)	ID of Final Report from mentoring relationship	N/A
	body	text	Summary of mentoring relationship	N/A
	evaluationOfMentor	enum('1', '0')	Index of satisfaction of mentee with mentor	'1' (Satisfied) or '0' (Unsatisfied)
employer	employerID	smallint(6)	Employer ID	N/A
	name	tinytext	Name of Employer	N/A
	title	tinytext	Title of Job	N/A

	year	tinytext	Employment Year	N/A
	current	tinytext	Current employer?	'1' (yes) or '0' (no)
education	institutionID	smallint(6)	Institution ID	N/A
	name	tinytext	Name of Institution	N/A
	degree	tinytext	Name of Degree	N/A
	focus	tinytext	Major	N/A
	year	tinytext	Year of Graduation	N/A

**11. Appendix C : Comparison of LS vs. IS jobs in the SILS Jobs Listserv**

(Results of a study on jobs posted between January 26<sup>th</sup>, 2002 and March 14<sup>th</sup>, 2003)

Listing	Classification
[Asis-l] Catalog Librarian-New York, NY (fwd)	LS
JOBS: (2) Positions- VA	LS (2)
FW: two positions open at the Holocaust Museum	LS
LA - Librarian II job vacancies	LS
Job Opening - Mercer University	LS
Coordinator of Public Services, UTICA COLLEGE, Utica, New York (fwd)	LS
Cataloguer Internship	LS
contract java development	IS
Job Posting - State Library of North Carolina	IS
JOBS: Contract Manager/Librarian - LOC- Washington, DC	LS
JOBS: Ref Libn- VA (Public Library)	LS
Librarian, Glouc Twp, NJ	LS
JOBS: Ref Libn - Nat'l Agricultural Library- MD	LS
Anthropology Librarian, Emory Univ. (GA) (fwd)	LS
FW: Teen Librarian, Ocean County, NJ	LS
Instruction Librarian University of Northern Colorado (fwd)	LS
SC - Catalog Librarian	LS
position announcement <fwd>	LS
Job Opening - Jacksonville (Fla) Public Library	LS
Position Announcement: Libn. for the Life Sciences, Univ. of Virginia Library (fwd)	LS
JOBS: Air Force Library Jobs in Germany	LS
looking for a programmer	IS
t time children's librarian, Wake County Public Library Wendell branch	LS
Librarian Position	LS
FW: librarian ocean county nj	LS
-Instructional Services Libn, Ball State University (IN) (fwd)	LS
Head of public services - University of Hawaii at Hilo (fwd)	LS
Information Literacy Librarian, Northern California (fwd)	LS
JOBS: Virtual Reference Coordinator – FLA	IS
Internships, Congressional Research Service	LS
TN Instructional Services Librarian	LS
FW: Vacancy announcement: National Library of Medicine	LS
Public Services/Ref. Libn., CA (fwd)	LS

Science Ref Libn, Wake Forest Univ. (NC) (fwd)	LS
Reference Sevices Librarian, Franklin & Marshall College (PA) (fwd)	LS
Science Librarian Position (fwd) (fwd)	LS
GA - Circulation/Reference	LS
Head of Research and Ref, Williams College (MA) (fwd)	LS
JOBS: Science Librarian – NC	LS
JOBS: Serials Libn- MD	LS
Position announcement--Public Services Libn, UNCW <fwd>	LS
DIRECTOR OF DEVELOPMENT, NCSU LIBRARIES, RALEIGH, NC—USA	LS
JOBS: PUBLIC SERV LIBN/LECTURER-UNCW-Wilmington, NC	LS
Program Director, 2004 NC Literary Festival, Raleigh, NC –USA	LS
PUBLIC SERVICES LIBN/LECTURER-UNCW-Wilmington, NC (fwd)	LS
User Education and Outreach Librarian (Dallas, TX) (fwd)	LS
-Public Services Libn, UNCW (fwd)	LS
Science Reference position at Wake Forest University (fwd)	LS
Job announcement - Univ of Virginia	LS
JOBS: Contractor Reference Librarian - Washington, DC	LS
JOBS: Lincoln Memorial U, TN	LS
JOBS: U Central Florida Library	LS
NC - Science Librarian Position	LS
Reference Librarian, Purchase College (SUNY) (fwd)	LS
Open Position - Collection Development Librarian	LS
Information specialist/Librarian Mecklenburg County Sheriff's Office NC	LS
Part-time work for bilingual web developer	IS
Full-time Position: Folsom Lake College, Sacramento, CA	LS
Head of Reference, Univ. of Missouri - Rolla (fwd)	LS
[Asis-l] Job Announcement: Harris County Library System, Houston (fwd)	LS
Head of Research and Reference, Williams College (MA) (fwd)	LS
cool asheville job	IS
Librarian, Voorhees, NJ	LS
Duke Medical Archives	LS
Vacancy for Librarian Position at NIEHS (fwd)	LS
JOBS: US Army Librarian Intern Vacancy- Worldwide	LS
IA - University of Iowa Libraries Position Vacancies	LS
Asis-l] Job opening--RAND, Santa Monica (fwd)	LS



Coordinator of Library Instruction, Illinois State Univ	LS
Job Opening at NoveList (fwd)	LS
JOBS: Virtual Ref Coordr – FLA	IS
JOBS: Libn at VA Puget Sound	LS
position announcement - Reference Librarian at College of DuPage	LS
[Asis-l] Catalogers (Entry Level) North Carolina State University Libraries Raleigh NC (fwd)	LS
Employment Opportunity - Information Analyst - GlaxoSmithKline (fwd)	IS
Job Vacancy Announcement - Associate Director of Public Services	LS
Two positions (Entry Level) Cataloging Department NCSU Libraries Raleigh NC	LS
Denver Public Library Employment Opportunity	LS
Consulting Librarian, Social Science, Cornell College (IA) (fwd)	LS
FL - Pasco County	LS (2)
Reference Librarian, Meredith College, NC (fwd)	LS
NC - Cataloging ad Editorail Assistant	LS
Position Announcement: Instruction Libn; State Univ. of West Georgia, Carrollton, GA (fwd)	LS
Position Announcement: Bibliographic Instruction Libn., Gainesville, GA (fwd)	LS
FW: Request Posting of Two Professional Librarian positions	LS (2)
Information Systems Administrator: Radford, VA	LS
JOBS: Ref Libn, Meredith College, Raleigh, NC	LS
Acquisitions Librarian: Radford, VA	LS
Position Announcement: Ref/Instruction Libn., California State Univ., Hayward (fwd)	LS
IT Administrator Position, TN (fwd)	IS
Position announcement - Business Librarian, California State Univ., Sacramento (fwd)	LS
Position Announcement: Reference Librarian, Meredith College, Raleigh, NC	LS
JOBS: Engineering Librarian, Clemson SC	LS
Position available -- Director, National Center for Child Traumatic Stress (fwd)	-
position vacancy: Person County Public Library	LS
Document Specialist-National Toxicology Program (RTP) (fwd)	LS
Check it out	-

12. Appendix D : AA-IRB forms

**RECEIVED**  
 DEC 16 2002  
**AA-IRB**

**ACADEMIC AFFAIRS INSTITUTIONAL REVIEW BOARD**  
 Request for Review of Research Involving Human Participants  
**COVER SHEET**

1. Department SILS AA-IRB Request Number 02-073 Date Submitted 12/4/02

2. This project relates to or supersedes previous Request Number \_\_\_\_\_ approved on \_\_\_\_\_

3. Principal Investigator (PI) Family Address (FA), if PI is a student  
 Name Anthony Bull Name Dr. Terry Marchionni  
 Address 38 North Ave St. Chapel Hill Address Ch # 3500  
 Phone/Fax (919) 966-7222 Phone/Fax (919) 766-3661 marchio@unc.edu

4. Project Title: Connecting Alumni with Students: An Online Solution

5. Project type. Check all that apply:  New  Renewed  Protocol Change  Specific Project

This project involves a national system, system approval  is attached  is pending

Grant Proposal, complete writing  is complete  is ongoing  has yet to begin

List funding agency: \_\_\_\_\_  
(IRB approval and monitoring of this agency or federally funded project agreements must be filed with AA-IRB (Student Involvement))

6. PI/FA recommendation. If PI is a student, FA must also sign this form:  
 Example from further IRB reviews, Example Category Number 2, AA-IRB Manual Section IX.A.2  
 Expedited review, Expedited Category Number \_\_\_\_\_, AA-IRB Manual Section IX.B.2  
 Full review

Anthony Bull 12/10 Terry Marchionni 12/10/02  
PI FA PI FA

7. Local review committee recommendation. Attach Working Forms.  
 Example from further IRB reviews, Example Category Number 2, AA-IRB Manual Section IX.A.2  
 Expedited review, Expedited Category Number \_\_\_\_\_, AA-IRB Manual Section IX.B.2  
 Full review

Stephanie Williams 12/12/02  
Agent for this Local Review Committee Date

8. Departmental recommendation:  
James Sanderson 12/12/02  
Agent for Department Chair/Dean/Provost Date

9. AA-IRB recommendation:  
 Example from further IRB reviews, Example Category Number 2, AA-IRB Manual Section IX.A.2  
 Expedited review, Expedited Category Number \_\_\_\_\_, AA-IRB Manual Section IX.B.2  
 Full review

10. AA-IRB decision:  
 Example, no further review needed unless protocol changes  
 Approved as Specific Project  
 Approved as Grant Proposal. Specific Project approval needed prior to data collection.  
 Approved with special conditions, see attachment  
 Not approved  
 Approval requires 45 CFR 46.116. Additional review and approval required prior to data collection.

Barbara Davis Johnson 12-30-02 AA-IRB approval of this project expires \_\_\_\_\_  
Agent for Chair, AA-IRB Date

**ACADEMIC AFFAIRS INSTITUTIONAL REVIEW BOARD**  
Request for Review of Research Involving Human Participants  
**PROPOSAL FORM**

AA-IRB Request Number: 02-073 Date Submitted: 12/11/02

Principal Investigator (PI): Anthony Bull  
Faculty Advisor (FA), if PI is student: Dr. Gary Marchionini  
Other investigators:

Project title: Connecting Alumni with Students: An Online Solution

Type (check all that apply):  Specific Project  Grant Proposal  Student Project/Thesis/Dissertation  
 Protocol Change

Please type responses to the questions below, using as many sheets as necessary. Please precede each question with its heading (i.e. 2. Participants.) Attach any additional supporting documents to this form. See the AA-IRB Manual, Section V for specific instructions and elaborations. All investigators must sign the Investigator Assurance at the bottom of this page.

1. **Project Description.** Include (a) Purpose, hypotheses, or research questions, and (b) Procedures. Statement should include sufficient background and detail to evaluate issues of merit and risk to participants. Extended background, as for a Grant Proposal, should not be included.
2. **Participants.** Include (a) Age, sex, and approximate number, (b) Inclusion/exclusion criteria, if any, (c) Method of recruiting, and (d) Inducement of participation.
3. Are participants at risk?
4. Describe steps to minimize risk (if 3. is answered 'yes').
5. Are illegal activities involved? If so, describe.
6. Is deception involved? If so, describe.
7. What are the anticipated benefits to participants and/or society?  
(Optional unless 3. is answered 'yes'.)
8. How will prior consent be obtained? (Attach consent forms/consent statements to be used.)
9. Describe security procedures for privacy and confidentiality.

**Investigator Assurance**

Each investigator has read the Standards for Research with Human Participants in Section XIII of the AA-IRB Manual, adapted by permission of the American Psychological Association, and agrees to abide by those standards. Alternatively, each investigator agrees to abide by the standards established by the following professional association ASIST as identified in the AA-IRB Manual.

Each investigator agrees to report any significant and relevant changes in the procedures and or instruments already approved for this protocol to the Committee for additional review. Each investigator further agrees to report any significant participant complaints to the AA-IRB as they occur.

Signature(s)

Anthony Bull  
Principal Investigator

(Dr. Gary Marchionini)  
Faculty Advisor

Other Investigator

Other Investigator

AA-IRB Project Proposal for  
“Connecting Alumni with Students:  
An Online Solution”  
PI: Anthony Bull  
FA: Dr. Gary Marchionini

*Project Description*

a) *Research Question*

How can pre-professional student organizations create networking opportunities between current and former members in an online community?

To design a framework for such a community, I have drawn on personal experience coupled with research in online communities and alumni associations.

*Procedure*

Conduct survey of current and former MSIS students to elicit feedback on the design of the framework.

*Participants*

a) *Age, Sex, and Approximate Number*

There are two demographic groups that will be solicited for participation: current and former MSIS students from the School of Information and Library Science. Both males and females will participate.

It is impossible to determine the age of the participants but they will all have Bachelor's degrees or more so we can safely assume that they are 22 years of age or older. I have emails for 106 alumni and there are approximately 30 MSIS students currently enrolled in the program. I hope that at least 30% of the alumni and 50% of the current students will respond.

*Inclusion/Exclusion Criteria*

Study participants must either be currently enrolled or have graduated from the MSIS program in the School of Library and Information Science.

*Method of Recruiting*

Alumni volunteers will be solicited via a mailing list provided courtesy of the School of Information and Library Science's Office of Development. Current students will be solicited as volunteers via the sils-masters listserv hosted on lyris.unc.edu.

*Inducement of Participation*

Volunteers will be solicited via email for their participation. They will be encouraged to participate to help improve career services to School of Information and Library Science students. A copy of the final report will be given to any participant who requests it but not before any possibly identifying information will be removed.

*Are participants at risk?*

No.

*Are illegal activities involved?*

No.

*Is deception involved?*

No.

*How will prior consent be obtained?*

Volunteers will be informed of their rights via the email used to solicit their help. By starting the survey, they indicate their consent.

*Describe security procedures for privacy and confidentiality.*

Both surveys will be conducted on-line. For former students, the survey is located at <http://www.surveymonkey.com/s.asp?u=39777151826>. For current students, the survey is located at <http://www.surveymonkey.com/s.asp?u=6484153341>.

Both surveys are hosted by [surveymonkey.com](http://www.surveymonkey.com), an online survey service where I will be the only person to have access to the results.

### ***13. Appendix E : Disclaimer for Inclusion with Survey for Alumni***

Greetings from Chapel Hill,

I'm a second-year MSIS student and would like to ask your help. For my Master's Project, "Connecting Alumni with Students: An Online Solution," I'm designing an online community to connect you with other MSIS alumni of SILS as well as with current MSIS students. My initial design includes features like a job board and member directory where you can network with other MSIS alums.

To better understand the needs of alumni, I've put together a short survey. The results of the survey will help me prioritize features as I set about implementing the community next semester.

Before you complete the survey you should know the following:

#### **PROTOCOL OF THE SURVEY**

The survey is a series of 10 questions designed to gather feedback about the proposed online community.

You may withdraw from participation in the survey at any time.

#### **YOUR RIGHT TO PRIVACY**

I will make every effort to protect your privacy. You should only provide contact information for question #10 if you would like to be part of a continuing effort to further help refine the design of the community.

I will be the only person to access your responses.

#### **POTENTIAL RISKS**

Please be aware that you by providing contact information in question #10, you are authorizing me to contact you at a later date about participating in a focus group to discuss improvements to the design of the community. You will be involved with other former and current MSIS students in doing so.

#### **QUESTIONS?**

If you have any questions, please contact me or my faculty advisor, Dr. Gary Marchionini. I can be reached at (919)-968-8423 and Dr. Marchionini can be reached at (919)-966-3611.

## APPROVAL OF THIS SURVEY BY THE INSTITUTIONAL REVIEW BOARD

The Academic Affairs Institutional Review Board (AA-IRF) at The University of North Carolina at Chapel Hill has approved this survey. You may contact the AA-IRB at (919)-962-7761 or aa-irb.und.edu.

## THE SURVEY

The survey is located at <http://www.surveymonkey.com/s.asp?u=39777151826> and should take no more than 15 minutes of your time. By clicking on the link provided, you are giving your consent to participate in the survey, which will be available until February 1, 2003.

Your help is greatly appreciated,

Tony Bull

#### 14. *Appendix F : Disclaimer for Inclusion with Survey for Students*

Hi,

I need your help for my Master's Project. I'm designing an online community to connect you with IS alumni.

My initial design includes features like a job board and a member directory where you can network with alums and fellow students.

To better understand the your needs, I've put together a short survey. The results of the survey will help me prioritize features as I set about implementing the community next semester.

Before you complete the survey you should know the following:

##### PROTOCOL OF THE SURVEY

The survey is a series of five questions designed to gather feedback about the proposed online community meets your needs.

You may withdraw from participation in the survey at any time.

##### YOUR RIGHT TO PRIVACY

I will make every effort to protect your privacy. You should only provide contact information for question #5 if you would like to be part of a continuing effort to further help refine the design of the community.

I will be the only person to access your responses.

##### POTENTIAL RISKS

Please be aware that you by providing contact information in question #5, you are authorizing me to contact you at a later date about participating in a focus group to discuss improvements to the design of the community. You will be involved with other former and current MSIS students in doing so.

##### QUESTIONS?

If you have any questions, please contact me or my faculty advisor, Dr. Gary Marchionini. I can be reached at (919)-968-8423 and Dr. Marchionini can be reached at (919)-966-3611.



## APPROVAL OF THIS SURVEY BY THE INSTITUTIONAL REVIEW BOARD

The Academic Affairs Institutional Review Board (AA-IRF) at The University of North Carolina at Chapel Hill has approved this survey. You may contact the AA-IRB at (919)-962-7761 or aa-irb.und.edu.

## THE SURVEY

The survey can be found at <http://www.surveymonkey.com/s.asp?u=6484153341> and should take no more than 10 minutes of your time. By clicking on the link provided, you are giving your consent to participate in the survey, which will be live until February 1, 2003.

Thanks for your help!

Tony Bull

15. *Appendix G : January 2003 Survey Instrument for Alumni*

**1. Future Services**

Answers to questions in this section will help determine which services will be offered to you, other alumni, and current MSIS students in the online community.

**1. Which services would you find helpful? (please check all that apply)**

- Directory of MSIS alumni and students
- Pictures of MSIS alumni and students
- Ability to search MSIS alumni and students for information about previous employers, current employer, skills, etc.
- Calendar of events highlighting IS activities at SILS
- Opportunity to mentor MSIS student
- Social hours between alumni and students
- Listing of IS jobs in North Carolina
- Listing of IS jobs around the country
- Opportunity to post ideas for students' projects
- Contact with students through online forums
- Volunteer opportunities in IS
- A Portal Webpage of IS-related links
- Workshops/Seminars on new technologies
- Newsletter of IS-related activities at SILS
- Minutes of ASIST student chapter meetings
- Other (please specify)

**2. Would you be willing to provide information about yourself (previous employers, current employer, skills, etc.) for networking purposes?**

Yes

No

**3. Have you ever used or been contacted by an MSIS student through the following?**

	Yes	No	Don't Know/Never heard of this
General Alumni Association (GAA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carolina Connection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SILS Alumni Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. When you were a student at SILS, were you ever helped by an alumnus and how?**

**5. When it comes to internships...**

	Yes	No
Does your employer offer internships which may be of interest to MSIS students?	<input type="radio"/>	<input type="radio"/>
Do you have enough clout to help place an intern?	<input type="radio"/>	<input type="radio"/>
Would you be willing to help start an internship at your current place of employment if one doesn't already exist?	<input type="radio"/>	<input type="radio"/>

## **2. Professional Development**

Information you share in this section will be used to help direct students towards opportunities for professional development.

**6. Which conferences do you attend for professional development?**

**7. Where do you turn for the latest information in your field of expertise?**

### **3. Proximity to Chapel Hill**

**8. Where are you located with respect to Chapel Hill?**

- Within 10 miles
- Between 10 and 20 miles away
- Between 20 and 50 miles away
- Between 50 and 100 miles away
- More than 100 miles away

**9. Would you be willing to come back to SILS as a guest speaker to talk about your job and/or career?**

Yes

No

**10. To participate in a focus group for improving the online community, please enter your contact information here:**

16. *Appendix H : January 2003 Survey Instrument for Students*

**Students Survey**

[Exit this survey >>](#)

**1. Future Services**

Answers to questions in this section will help determine which services will be offered to you through the online community.

**1. Which services would you find helpful? (please check all that apply)**

- Directory of MSIS alumni and students
- Pictures of MSIS alumni and students
- Ability to search MSIS alumni and students for information about previous employers, current employer, skills, etc.
- Calendar of events highlighting IS activities at SILS
- Social hours between alumni and students
- Listing of IS jobs in North Carolina
- Listing of IS jobs around the country
- Opportunity to post ideas for students' projects
- Contact with other IS students through online forums
- Links to local volunteer opportunities in IS
- A Portal webpage of IS-related links
- Workshops/Seminars on new technologies
- Newsletter of IS-related activities at SILS
- Minutes of ASIST student chapter meetings
- Other (please specify)

**2. Would you be willing to provide information about yourself (previous employers, current employer, skills, etc.) for networking purposes?**

Yes

No

**3. Which of the following do you need help finding? (please mark all that apply)**

- Internship
- Part-time Job
- Full-time Job
- Courses of interest
- Career
- Other (please specify)

**4. Where do you think you will look for a job after SILS?**

- Research Triangle Park (RTP)
- Somewhere in North Carolina outside of RTP
- East coast
- Midwest
- Southern US
- West coast
- International
- Other (please specify):

**2. Professional Development**

**5. Have you ever used the following to make Networking contacts with alumni?**

	Yes	No	Don't Know/Never Heard of this
General Alumni Association (GAA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carolina Connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SILS Alumni Board	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. Which conferences have you or will you attend for professional development?**

**7. Where do you turn for the latest information in your field of interest?**

### **3. Following Up**

**8. To participate in a focus group for improving the online community, please enter your contact information here:**

**17. Appendix I : Results of the January 2003 Surveys**

**17.1. For Students**

**17.1.1. Implications**

Because of the methodology used to solicit students, the results can be used to make assumptions about the general population of current MSIS students. In order to be able to make generalizations about the student body on the whole at SILS, one would need to distribute the survey randomly among the LS students as well.

Total Number of MSIS students in the program	94 (as of March 14, 2003)
Total Valid Responses	20
Response Rate	21.3%
Margin of Error	+/- 40.1%



### 17.1.2. Raw Data

1. Which services would you find helpful? (please check all that apply)

SERVICES	PERCENTAGE
Directory of MSIS alumni and students	100
Listing of IS jobs in North Carolina	90
Ability to search MSIS alumni and students for information about previous employers current employer skills etc.	85
Listing of IS jobs around the country	85
Calendar of events highlighting IS activities at SILS	80
Workshops/Seminars on new technologies	70
Pictures of MSIS alumni and students	65
Social hours between alumni and students	65
Opportunity to post ideas for students' projects	50
Links to local volunteer opportunities in IS	50
A Portal webpage of IS-related links	45
Contact with other IS students through online forums	40
Newsletter of IS-related activities at SILS	35
Minutes of ASIST student chapter meetings	30
Other (please specify)	0

2. Would you be willing to provide information about yourself (previous employers current employer skills etc.) for networking purposes?

100% of the respondents indicated that they would be willing to do so.

3. Which of the following do you need help finding? (please mark all that apply)

ITEM	PERCENTAGE
Full-time Job	84.2
Career	52.6
Internship	36.8
Courses of interest	36.8
Part-time Job	31.6
Other (please specify)	0.0

## 4. Where do you think you will look for a job after SILS?

LOCATION	PERCENTAGE
Research Triangle Park (RTP)	30
Somewhere in North Carolina outside of RTP	20
West coast	20
East coast	10
International	10
Midwest	5
Other (please specify):	5
Southern US	0

The one response for “Other (please specify)” was “unsure.”

## 4. Have you ever used the following to make Networking contacts with alumni?

	YES	NO	DON'T KNOW/NEVER HEARD OF THIS
General Alumni Association (GAA)	0	75%	25%
Carolina Connection	5%	45%	45%
SILS Alumni Board	0	50%	50%

## 5. Which conferences have you or will you attend for professional development?

Thirteen participants responded to the question. Four of those had not attended any. Others had attended NCHICA, AMLISS, ASIST, and the SANS Security Conference.

## 6. Where do you turn for the latest information in your field of interest?

Fifteen participants responded to the question. Fourteen gave valid answers and here they are:

“professors news mailing lists”

“slashdot.com google news (technology) Yahoo (technologies options of portal)”

“sans.org isc2.org securityfocus.com cert.org”

“Professors other grad students”

“http://boingboing.net/”

“ACM Interactions magazine boxesandarrows.com hcibib.org (for links etc) useit.com asktog.com eleganthack.com”

“Tony Bull Ha ha no seriously I think I mostly encounter this sort of thing informally through talking with friends colleagues instructors etc. I don't like go to slashdot or anything.”

“internet”

“http://www.slashdot.org “

“Internet”

“Online journals”

“websites and listserves [sic]”

“academic journals”

“zdnet cnet various IT magazines”

7. To participate in a focus group for improving the online community please enter your contact information here:

Five participants indicated willingness to be contacted again for further participation.

## ***17.2. For Alumni***

### ***17.2.1. Implications***

Because of the way that the survey was conducted, the results for the alumni portion of the survey cannot be used to make significant statistical inferences about MSIS alumni in general. In retrospect, the survey should have been mailed to IS alumni to insure the ability to make direct comparison of alumni's and student's needs. They can, however, be used to make assumptions about MSIS alumni who have provided email addresses.

To make the results of the alumni survey generalizable and valid across both the LS and IS alumni populations, one would have to randomly sample participants from each group as opposed to just relying on sampling among those who have email.

Total # of MSIS alumni	225
Total # of Email Addresses	105
Total # of Invalid Addresses	21
Total # of Valid Responses	35
Response Rate among Alumni with Email Addresses (Valid Responses/Valid Emails)	41.7%
Margin of Error	+/- 49.3%

### 17.2.2. Raw Data

1. Which services would you find helpful? (please check all that apply)

SERVICES	PERCENTAGE
Directory of MSIS alumni and students	91.4
Ability to search MSIS alumni and students for information about previous employers current employer skills etc.	71.4
Listing of IS jobs around the country	65.7
Pictures of MSIS alumni and students	48.6
Listing of IS jobs in North Carolina	48.6
A Portal Webpage of IS-related links	45.7
Opportunity to mentor MSIS student	40.0
Calendar of events highlighting IS activities at SILS	37.1
Newsletter of IS-related activities at SILS	37.1
Workshops/Seminars on new technologies	34.3
Opportunity to post ideas for students' projects	31.4
Volunteer opportunities in IS	28.6
Minutes of ASIST student chapter meetings	17.1
Social hours between alumni and students	14.3
Contact with students through online forums	11.4
Other (please specify)	0.0

2. Would you be willing to provide information about yourself (previous employers current employer skills etc.) for networking purposes?

YES	NO
88.6%	11.4%

3. Have you ever used or been contacted by an MSIS student through the following?

	YES	NO	DON'T KNOW/NEVER HEARD OF THIS
General Alumni Association (GAA)	20.0%	71.4%	8.6%
Carolina Connection	2.9%	77.1%	20.0%
SILS Alumni Board	22.9%	51.4%	25.7%

4. When you were a student at SILS, were you ever helped by an alumnus and how?

Twenty-seven participants responded to the question. Of them, 9 responded that they had been helped by alumni. One respondent who replied that she had not but “think[s] the network is a good idea.” Here are their responses from those who did receive help:

“Yes. My advisor provided contact information for a former student who worked at the same organization where I was interviewing for a job. She provided valuable insight into the corporate structure, some of the ins & outs, and the application/interview process.”

“I found the ASIS presentations by recent graduates on job-hunting and in-demand skills, describing their own experiences, to be very helpful.”

“I spoke to a recent alum (1 or 2 years ahead of me) concerning a particular campus job that she had held previously to determine if it was a good opportunity for me. Other than that, no.”

“I'm sure I was but I can't remember anything specific.”

“Not directly except by internships that had been created for SILS students at the EPA. “

“Yes, but very informally. Usally [sic] through interactions in the Computer Lab/Library”

“Yes, by posting emails on the SILS student alumni mailing list.”

“Yes, they gave me helpful advice on how to pursue my studies at SILS.”

“Yes. A SILS alum actually helped me decide to apply to SILS by describing the program as well as how it helped him in his career.”

“Yes--my Masters Paper consisted of a survey of all previous MSIS graduates. They were invaluable to my research!”

5. When it comes to internships...

	YES	NO
Does your employer offer internships which may be of interest to MSIS students?	31% (11)	69% (24)
Do you have enough clout to help place an intern?	19% (6)	81% (26)
Would you be willing to help start an internship at your current place of employment if one doesn't already exist?	34% (10)	66% (19)

The numbers in parentheses indicate how many of the 35 survey participants responded answered the question. Some participants elected not to answer all of the questions.

6. Which conferences do you attend for professional development?

Thirteen participants gave valid answers. Here they are:”Access (Canada) ASIS (sometimes) MLA (sometimes) ALA (sometimes) Local tech conferences (XML One Java stuff etc)”

“American Bar Association (technical/computer special meetings) various local seminars some from Records Management organizations. (I do legal work and some records management as well in my job.)”

“ASIS IA Summit NNG User Experience User Interface Engineering”

“ASIST ALISE SIGIR ACL”

“ASIST JCDL”

“Enterprise Wireless Forum ASIST some Gartner conferences”

I am no longer in the IS field. I am now working on my Ph.D. in Soviet History at the University of Texas. While I was working in IT I presented my masters thesis on search engine technology at the webcon 98' conference in Ottawa CA.

“I attended ASIS&T conferences while a student at SILS which helped me see what I might be doing once I graduated. For technology training I usually enroll in courses at Productivity Point.”

“National Association of Broadcasters (NAB)”

“SAP Tech ED”

“Society of Clinical Trials meeting”

“Usability Professionals Association”

“While I hold the MSIS degree I'm not working in an IS position so the conferences I attend do not apply. For what it's worth I have attended AIC (American Institute for Conservation) and UKIC meetings.”

8. Where are you located with respect to Chapel Hill?

PROXIMITY	PERCENTAGE
More than 100 miles away	48.5
Within 10 miles	36.4
Between 20 and 50 miles away	9.1
Between 10 and 20 miles away	3.0
Between 50 and 100 miles away	3.0

9. Would you be willing to come back to SILS as a guest speaker to talk about your job and/or career?

YES	NO
46.7%	53.3%

Five respondents skipped this question.

10. To participate in a focus group for improving the online community, please enter your contact information here:

Twenty participants indicated willingness to be contacted again for further participation.