The ICE Box, a space for innovation, collaboration, and entrepreneurship.

make your mark
Why the iSchool?

Interdisciplinary studies with a digital edge.

Syracuse University's School of Information Studies (iSchool), ranked No. 1 in information systems by U.S. News & World Report, provides you with an innovative curriculum that both reflects and prefigures industry trends and incorporates rapidly changing and emerging technologies. The iSchool's expertise and focus on the cutting edge attracts attention from a global network of companies, governments, and organizations that compete to recruit our savvy graduates.

Our B.S. degree programs teach you the fundamental principles and skills you need, while allowing you the flexibility to adapt and apply them to careers in virtually any field: communications, entertainment, finance, government, sports, to name just a few. At the iSchool we prepare you to leverage the intersection of management, technology, design, and culture with a focus on the user experience.

If you dream of endless possibilities for your future and are excited for a challenge, the iSchool can help you realize your vision. We invite you to learn about the fast-paced, bold, and exciting experience that awaits those who explore the digital world in all its dimensions. Come learn how to make your mark.

Elizabeth D. Liddy
Dean
Transformative Learning: From Theory to Practice

YOU UNDERSTAND THE IMPORTANCE of optimizing search engines and digital databases. You wake up excited to create the next new application and explore the cutting edge of technology and how it is used to stretch the boundaries of communication. You have the skills to assess information to increase productivity and solve problems. You recognize needs, develop smart solutions, and push the envelope.

You’re an iSchooler.

Whether your career will include starting or running a business, designing web sites, managing the network infrastructure of a major sports stadium, strategically installing more efficient software at a Fortune 500 company, or securing a hospital’s system of records, iSchool’s B.S. degree programs can help you get there. At the iSchool, you’ll gain the management, technology, and communication skills you need to thrive and be a leader in virtually any industry you choose.
Inside

Academic Programs .....................................................4
Customize Your Education ............................................7
Exploration and Innovation ...........................................8
Facilities.......................................................................11
Resources and Opportunities .......................................12
Career Planning............................................................14

Outcomes........................................................................15
Alumni Profiles .............................................................16
Campus Life ....................................................................18
The City ..........................................................................19
iSchool Everywhere.......................................................20
Meet Syracuse University ...........................................Inside Back Cover

ismatchool.syr.edu
Academic Programs

At the iSchool, students and faculty learn from each other through shared intellectual experiences and curriculum integration. Exploration and innovation are promoted through discovery, development, application, integration, and active learning. You will thrive on the tension of discussion and debate during courses like Information Policies and Decision Making and Managing Information Systems Projects.

Initiatives are driven by a do-learn-revise model, an approach that encourages entrepreneurship. With a century of leadership behind it, the iSchool is at the forefront of contributions to the Information Age. The iSchool’s innovative curriculum is personalized to your individual needs and goals, providing you flexibility for dual degree programs, minors, and study abroad opportunities. As an iSchooler, you’ll work either toward a bachelor of science in the information management and technology program or in the interdisciplinary systems and information science program, which is shared with the Syracuse University School of Engineering and Computer Science.
Both the information management and technology (IMT) and the systems and information science (SIS) programs offer opportunities to customize and focus your tech goals and passions through the following specializations and concentrations:

**Artificial intelligence (SIS)**—Learn to develop machines that can work among humans, e.g. search engines and intelligent robots.

**Information security management (IMT & SIS)**—Investigate the vulnerability of hardware and software, as well as the financial and managerial implications of protecting information. Courses may include Technology as a Public Good and Organizational Information Security.

**Project management (IMT)**—Develop the skills to oversee information systems and to create information policies for organizations and corporations. Courses may include IT Enabled Innovation and Leveraging Emerging Technologies.

**Network and systems management (IMT & SIS)**—Study the development of telecommunications, wireless, mobile application, and other network technologies and their effect on users. Courses may include Effective Collaboration in a Globally Distributed Enterprise.

**Systems (SIS)**—Understand operating systems and develop applications using Android, Linux, OSX, UNIX, Windows, iOS, z/OS and z/VM.

**Web design and management (IMT & SIS)**—Learn how to create and maintain web resources and sites, taking into consideration the users’ and organization’s needs. Courses may include Digital iCreation and Web Design.

**Database management (IMT & SIS)**—Organize information in such a way that it can be accessible whenever and wherever it is needed. Courses may include Information Design and Informational Analysis of Organizational Systems.

**Digital retail strategies (IMT)**—Learn how to maximize social media to impact direct-to-consumer business. This is a cross-disciplinary concentration offered by the Whitman School of Management and the iSchool.
Customize Your Education

The iSchool recognizes your need to be creative and leaves many decisions about your coursework to you. This flexibility allows you to easily add a dual major or a minor, which will ultimately increase your marketability.

Dual Majors and Shared Programs

Beyond the shared program with the College of Engineering and Computer Science in systems and information science, the iSchool has partnerships with both the Whitman School of Management and S.I. Newhouse School of Public Communications.

Students who select the Whitman option often seek a working knowledge of business with the technical training in information systems to set them apart from standard business school graduates. If you’re interested in deepening your understanding of communications, consider Newhouse, where you can major in a variety of fields, including public relations, broadcast journalism, newspaper, or photography.

Minors at the iSchool

• Do you dream of starting your own company? Consider a minor in information technology, design, and startups, a great tool to help you transform big ideas into a viable venture.
• Learn how large-scale information systems are built and managed honing skills upon which global industry relies in the global enterprise technology minor.
• All organizations need people who understand information resources and information technology. Students who minor in information management and technology increase their employability in a variety of careers, including biology, retailing, and economics.
Exploration and Innovation

Some of the most interesting courses on campus are at the iSchool. The iSchool recently partnered with other programs to offer Social Media and the Election (#ElectionClass), which received national trending attention throughout the semester. Get involved in the community through Digital iCreation and use media to solve real problems for local not-for-profit organizations.

Test your knowledge off campus on trips like EuroTech or AsiaTech. Tour tech startups during spring break in Silicon Valley or New York City or enter a competition and present your digital media ideas during events such as the MLB.com College Challenge. Put your ideas into action at the Student Sandbox in downtown Syracuse and pitch your startup to entrepreneurs and investors at the annual Emerging Talk conference.

Because information is so vital to all kinds of businesses and organizations, the iSchool’s faculty members engage in a wide range of research projects and often recruit students to assist them. Each year, faculty projects receive more than $4 million in external funding from such agencies as the National Science Foundation, the National Institutes of Health, the U.S. Department of Defense, NASA, and the Institute for Museum and Library Services, as well as the Ford, Andrew W. Mellon, and Robin Hood foundations. Faculty members use their research to reform—or even establish—policy and procedures at the local, national, and international levels.

Research and development centers in the iSchool include the Center for Digital Literacy, Center for Natural Language Processing, New Explorations in Information Sciences, Gaming Lab of Syracuse, and the Center for Information and Systems Assurance and Trust.
Andrew Farah ’09, along with four classmates and two mentors from the Student Sandbox, founded Rounded Development, an app and software design company whose clients include Mirbeau Inn & Spa in Skaneateles, New York and X Games athlete Dave Mirra.
Facilities

Hinds Hall, the home of the iSchool, has a prime location on the Main Campus Quad. Recently renovated to an award-winning standard, this four-story building features state-of-the-art classrooms, research centers, collaboratory spaces, virtualized labs, live streaming capabilities that allow students to collaborate with global partners, and a bustling student lounge. The computer laboratory infrastructure includes five main labs:

**ICE Box**—an acronym for innovation, collaboration, and entrepreneurship – an interactive office space where students can meet and exchange ideas about projects both inside and outside of the classroom.

**iLab**—Accommodating up to 40 students, iLab features dual 19-inch display screens for increased productivity in a variety of computer applications.

**Innovation Studio**—This multipurpose, highly reconfigurable 1,000-square-foot space is modeled after an artist’s studio to promote collaboration, idea generation, and rapid prototype development for student and faculty teams.

**iTell (Information Technology Experiential Learning Lab)**—Students get hands-on experience working with the latest telecommunications equipment on their own servers and networking devices.

**iSyslab (Information Systems Lab)**—Dedicated to the iSchool’s more technical classes, this lab features a variety of hardware and software for students to use.

BRAND YOURSELF: The Syracuse Student Sandbox business started by School of Information Studies (iSchool) students Pete Kistler ’10 and R.J. Sherman ’09, G’11 was honored at the White House for its placement on the Empact 100 list.

ischool.syr.edu
Resources and Opportunities: Small School, Big Network

The iSchool at Syracuse offers co-curricular opportunities that allow you to enrich your academic experience with advanced coursework and real-world experiences.

**Student Services**
The iSchool takes great pride in its small-school atmosphere and focuses on knowing all of its students, providing each with the resources and support to be successful. Faculty and staff are readily available for academic advising, assistance in internship searches, exploration of research opportunities, and to generally guide all students through to graduation day. In addition to this support, Syracuse University is known for offering support to students with financial, social, and accessibility needs.

**Partnerships**
Students interested in working for global companies need to understand global-sized technologies. Partnerships with a number of global companies, including JPMorgan Chase, GE, IBM, Cicso, Travelers, and more, offer students immersion experiences, study abroad programs, an all-star speaker series, and in-depth global enterprise coursework. The iSchool’s eight-month student immersion experiences often lead to job offers from the host company.

**The Honors Program**
The Renée Crown University Honors Program is an enhanced educational experience for students who seek an intense intellectual challenge and who are prepared to invest the extra effort required to meet that challenge. The program requires an excellent command of language and a commitment to global awareness, civic engagement, collaborative work, and academic breadth and depth. Undergraduates from all University schools and colleges are eligible to participate. For more information, visit honors.syr.edu.

**Study Abroad**
In today’s ever-shrinking world, international study is more than a luxury. As you live and study abroad, you’ll broaden your perspective, learn to challenge assumptions, and begin to develop a worldview beyond your own cultural experience. As an iSchool student, you can take part in any of the University’s study abroad opportunities. Travel to London or Spain, for example, where you can take courses in information management and technology and in the liberal arts, taught by Syracuse University professors.

Nearly 45 percent of Syracuse University students study abroad at some point in their college career, and Syracuse University’s highly respected international study program, SU Abroad, offers semester, summer, short-term, and yearlong options. For more information, visit suabroad.syr.edu.
Student Organizations
Many iSchool students join extracurricular organizations that focus on information management, such as:

ACM, the Association for Computing Machinery student group, provides high-achieving students with quality, career-minded experiences during their time at Syracuse University.

BLISTS, the Black and Latino Information Studies Support group, which offers academic and social support to all students without regard to race or nationality.

WIT (Women in Information Technology), a group of women who celebrate and support the female presence in the information management field.

BeIT, the iSchool’s own student programming board, committed to enhancing the undergraduate experience with social, service, and educational events throughout the year.

At the Library
The Syracuse University Library provides comprehensive on-site and online resources, as well as research support services. Take advantage of wireless access and laptops for loan, choose from a variety of comfortable study spaces, and refuel with beverages and snacks at Pages Café in Bird Library. Bird Library, the largest library on campus, houses a Learning Commons and is open 24 hours a day, Monday through Thursday during the academic year. There is a separate Science and Technology Library and branch libraries for earth science and mathematics. The library’s diverse collections include more than 3.8 million printed volumes, more than 16,000 online and print journals, and an extensive collection of maps, images, music scores, sound recordings, videos, microforms, rare books, and manuscripts. Library workstations, including Macs and PCs, are equipped with standard campus software applications. Also available are specialized software for multimedia production, adaptive technologies for disabled users, a digital imaging center, and a geographic and statistical information lab.

Syracuse University Career Services
The University’s Career Services, working in partnership with the iSchool’s Employer Relations team, prepares you for the job search through workshops and critiques on resume writing, interviewing techniques, and job search strategies, as well as individual counseling. The staff will help you identify your goals and aspirations as well as your strengths and weaknesses. Career Services also offers a job opportunities list and the chance to interview with visiting recruiters. In the center’s resource library, you’ll find information on corporations and government agencies and an extensive section on graduate schools.
Career Planning: Success from Preparation

To assist students in realizing their employment potential, the Employer Relations team at the iSchool offers a wide array of services, programs, and one-on-one advising.

iSchool’s Total Placement: 91%

The Employer Relations team works in collaboration with the University’s Career Services office to offer students extensive support in seeking internships and full-time employment.

Internships
The team assists students in learning about, applying, interviewing for, and earning academic credit for internships. iSchool students find the right internships—nearly 40 percent obtain their first professional position from a previous internship.

Full-time Positions
In addition to the 2013 placement rate of 91 percent, iSchool graduates employed full time in positions have the highest average starting salary across the University.

AVERAGE YEARLY STARTING SALARY: $63,337

iCareer Fair
Held each semester, this event targets iSchool students seeking both internships and full-time employment and takes place in Hinds Hall.

iSchool Career Development Series
This comprehensive series presents more than 25 offerings in such areas as preparing for your job search, conducting your job search, resume and cover letter writing, interviewing skills and preparation, and communicating with employers.

Employer Visits to the iSchool
The Employer Relations team hosts a number of employers each year who run seminars, host office hours, and serve on career-related panels. Companies that come to campus include Deloitte, Corning Inc., Accenture, Ernst & Young, the CIA, IBM, ESPN Stats and Informatics, and GE.

Guest Lectures
Industry experts from JPMorgan Chase, Symantec, Cisco, Microsoft, BNY Mellon, and other top technology companies come to campus annually to engage with students.

Mentor @ SU
This program, hosted by Syracuse University Career Services, links current students with alumni volunteers to explore career opportunities, job shadow, and build connections to other working professionals in their areas of interest.
Outcomes

Entrepreneur:
“I fell in love with entrepreneurship at the iSchool. I remember taking the course What’s the Big Idea and thinking, ‘Wait, I can start my own business?’ A light bulb turned on when I recognized that I was being provided with all the tools necessary to start SafeSip Technologies. Participating in the Syracuse Student Sandbox—an incubator program for startups—and receiving funding from the iSchool really helped to get my business off the ground. The iSchool is filled with individuals who are willing to help you get things done. The people here are all about action, which is essential in entrepreneurship.”

— Colby Morgan ‘10

Entertainment:
“I have been an entertainment and media nut as long as I can remember. Throughout my time at the iSchool, I was able to select electives and build entertainment coursework into my studies. My favorite was Web Design, which helped me build my skills in project management from a media-oriented viewpoint. When it came time for job hunting, if it weren’t for the network I had built with older students through the iSchool, I never would have found out about the opportunity at NBC Universal. Here, I blend my passion for entertainment and the media’s need for information management.”

— Matthew Bellezza ‘09

Sports Media:
“At Major League Baseball Advanced Media I work with our technical and content teams to craft and define what MLB.com, the club sites, and its various products look like from a design, features, and structural perspective. Besides preparing you for most anything, an iSchool degree really puts you at the forefront of digital media. What drives media today is proliferated access to information and being able to sort, curate, and present that information in the most meaningful way possible. It’s entirely possible to be anything from a content producer, to an information architect, to a general manager. I am reminded almost daily of the ways in which my days at Syracuse have led me to where I am now.”

— Josh Frost ‘08

ischool.syr.edu
Alumni Profiles

iSchool alumni often advise students entering the profession about job searching strategies, and they frequently provide internship opportunities for current students. They are also a great source of information about the school’s programs and can speak about their experiences at Syracuse University.

For more information, visit ischool.syr.edu/alumni/.

Will Kievit ’09, IT Project Manager, GE Capital
“At the iSchool I learned two languages: business and technology. The practical knowledge that the iSchool taught me allows me to be a valuable asset to the business and not just someone who codes programs. In my career at GE Capital, I work with business leaders to design and implement technology projects to solve strategic business problems. The iSchool helped me build a technical expertise and the engaged alumni community continues to be a source for keeping up to date even after graduation.”

Julie Deutsch ’13, Business Technology Analyst, Deloitte Consulting
“My passion for technology, problem solving and team-oriented projects became a full-time job when I started at Deloitte Consulting. Through social, academic, and service events at the iSchool, I was able to explore my passions and develop the skills that led to my current position. My iSchool experiences provided me with exactly what I needed to find two internships and a job. The iSchool grows leaders, entrepreneurs, problem solvers, and team players who are the exact people I work with every day at Deloitte. I can’t imagine where I would be without the network I grew, the support I had, and the experiences I participated in while at the iSchool.”

Chris Becker ’13, Office Support Engineer at Warby Parker
“The iSchool was ideal because it prepared me well for my position here at Warby Parker. The courses covered a broad range of topics and allowed me to learn a great deal about a number of different areas. Being familiar with multiple technologies has been very helpful in my day-to-day work. The New York startup scene has been amazing, there is a lot of synergy in the tech community here, and it’s a very open environment for problem solving and knowledge sharing.”
At Syracuse University, you’ll enjoy the best of two worlds. It’s large enough to offer a wide array of academic programs, student organizations, and performing arts groups, and a Division I athletics program. But it’s also small enough to ensure that you’ll easily feel at home within the intimate community of your home college. Syracuse University students come from all 50 states and more than 130 countries, and they choose from among more than 200 majors and 100 minors offered in Syracuse University’s undergraduate schools and colleges. Regardless of your major or your home college, you’ll build lasting relationships with like-minded peers and mentoring faculty members.

On Main Campus, you’ll find a mix of classic and contemporary academic buildings and a sweeping Quad where you can enjoy lunch, toss a Frisbee, or just stretch out on the grass for a little idle skygazing. Residential housing is provided either on Main Campus or on South Campus, the latter of which is located about a mile away and served by a free shuttle. There are also living and learning communities to promote connections with your classmates around common interests.

Most of Syracuse University’s 21 residence halls are equipped with lounge space, laundry rooms, and recreation space. Many also have a computer lab, café, or exercise area. Wireless capabilities are available in most locations across campus. At mealtime, you can choose from five residential dining centers, two student centers with dining services, numerous cafés, and two campus groceries.

Outside of class, you can choose from more than 300 student organizations, including performing arts groups; sports teams; and student-run print, radio, and broadcast media, to name a few. Work out, swim, or join a pickup basketball game at one of the recreation facilities; take in a concert or lecture at Hendricks Chapel; or get involved in any number of service opportunities through the Mary Ann Shaw Center for Public and Community Service. Opportunities for involvement extend into the community as well, with the University-city Connective Corridor initiative linking the campus with downtown galleries, museums, theaters, music venues, and cultural festivals.
The mini-metropolis of Syracuse, New York, fuses distinctive neighborhoods, year-round festivals, parks, professional sports, destination shopping, and a thriving art, music, and social scene. View American impressionism at the Everson Museum of Art. Hike the trails at Green Lakes State Park. Browse the shops in historic Armory Square.

You’ll soon find that the University campus and city community are deeply intertwined. You can take classes downtown at Syracuse University’s modern Nancy Cantor Warehouse building which houses community art spaces and a creative problem-solving lab. You may also want to join faculty, staff, and other students as they work with the city on planning the Connective Corridor, a three-mile urban design project that links the University with the city’s cultural attractions.

Beyond the city, you’ll likely be tempted to take road trips, too. Just down the road are the Finger Lakes. Venture north to ski, hike, or gaze at the Adirondack Mountains. Explore the area’s landscape, and you’ll soon discover the city and region’s distinctive character and robust spirit. Join other Central New Yorkers in capturing the energy of each of the four seasons: brilliant color displays in fall, snowy ski trails in winter, flower-filled parks in spring, and balmy beaches in summer.

Come see for yourself. We invite you and your family to visit Syracuse University to experience the campus and community, and meet with faculty, staff, and students. The Office of Admissions is open Monday through Friday and selected Saturdays in the fall and spring. Call 315-443-3611 in advance to schedule a visit.
iSchool Everywhere

facebook.com/su.ischool
ischool.syr.edu/linkedin
@iSchoolSU
youtube.com/SyracuseiSchool

Information Space
infospace.ischool.syr.edu
Meet Syracuse University: On Campus and Around the World

Syracuse University is an equal-opportunity, affirmative-action institution. We do not discriminate on the basis of race, creed, color, sex, gender, national origin, religion, marital status, age, disability, sexual orientation, gender identity or expression, or status as a disabled veteran or a veteran of the Vietnam era or to any extent discrimination is prohibited by law. This nondiscrimination policy covers admissions, employment, and access to and treatment in University programs, services, and activities.

The Office of Disability Services coordinates services and accommodations for students with documented disabilities. For more information, contact 315-443-4498; TTY 315-443-1371; or visit our web page: disabilityservices.syr.edu.

Questions about any of the University’s equal-opportunity policies, including compliance with Title VI, Title VII, and Title IX, or any concern about harassment, discrimination or sexual misconduct may be directed to Cynthia Maxwell Curtin, Executive Director, Equal Opportunity and Resolution Services, Skytop Office Building, Syracuse NY 13244-5300; telephone 315-443-0211.

PHOTOGRAPHY: J.D. Ross, Susan Kahn, Shutterstock, Syracuse University Photo and Imaging, Syracuse Business Services

Check out your options and register for a visit.
Click “Visit Us” at admissions.syr.edu.
Why Syracuse University?

- **Real-world preparation.** Test what you learn through valuable internships, community/corporate partnerships, and close collaboration with faculty and professional experts.

- **Belong to a vibrant community.** Syracuse University is an active, residential campus within the City of Syracuse in beautiful upstate New York. There’s always something to do on campus, in the city, and in the rolling hills beyond.

- **Experience the best of two worlds.** Syracuse University combines the warm personality of a small college with the resources of a large research university (superior facilities, world-class speakers, 300+ student organizations, top faculty and professionals).

- **Syracuse alumni bleed orange!** Graduates belong to a global network of enthusiastic alumni, many of whom mentor students in achieving success at the University and beyond.