



College of Letters & Science  
UNIVERSITY OF WISCONSIN-MADISON

# Jottings

& DIGRESSIONS

INFORMATION SCHOOL

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University Communications



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Robert Steffler

Information School Director  
Kristin Eschenfelder

## From the Director's Chair

Happy Fall to all of our alumni and friends! The faculty, staff, and students are excited to begin the new academic year with our new school name, the Information School at the University of Wisconsin–Madison or the “iSchool.” As a regular reader of Jottings, you know that we have been working on this change as part of a larger strategic planning process for the past two years. On July 1, 2017, the name change became official! I would like to thank everyone from the faculty, staff, students, and the community who participated

in the strategic planning and name change process. I appreciate the support shown by the Wisconsin Library Association, the UW–Madison General Library System, the Madison Public Library system, the Midwest archives community, and our distinguished alumni. It is strong partnerships that make the iSchool great and I am thankful for the partnerships the iSchool has in the library and archives community.

Thank you all for your ongoing engagement and support.

## From the Dean's Desk

Here at UW–Madison, the leaves are turning and the view from Bascom Hill is as beautiful as ever. But under the tranquility is a current of unrest. Issues of race, inclusivity, and free speech have caused (and will likely continue to cause) divisiveness on our campus, just as they have on many other campuses around the country. There is a tension in the air, the likes of which has not been felt here since the Vietnam War era.

In this climate, what we do in Letters & Science is more important than ever. We are fiercely committed to an institution where every student has the opportunity to reach their full potential, and where the campus environment and the knowledge discovered here become guiding lights for Wisconsin, the nation, and the world.

As the Chancellor has emphasized, only in an environment safe and free from harassment can our primary mission of teaching, learning, research, and service take place.

For many students who arrive on campus, UW–Madison is the most diverse place they've seen. Others have never seen a less diverse place. But the education we provide in Letters & Science teaches people to confront



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problems from many perspectives, to imagine alternatives, to put themselves in others' shoes. Together, we create a welcoming place to learn.

We are grateful for the unwavering support and advocacy our alumni and friends offer on behalf of our faculty, our research endeavors, and our great students.

As Letters & Science alumni we hope you draw daily, not only on the knowledge you gained, but on the values you absorbed here. We are counting on you in an uncertain world. Thank you for all you do to support the College of Letters & Science at UW–Madison.

**On, Wisconsin!**

Dean John Karl Scholz

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of the Information School  
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## Mad UX Certificate

Heather Johnson (MA'14) is enrolled in the iSchool's new Mad UX (User Experience) Capstone Certificate Program. User experience has become a buzzword in the library and information fields and, after researching the details of the certificate, Heather realized how much the content would benefit her as a librarian at the River Falls (WI) Public Library. "I am a part of a team of librarians who is always looking at innovative ways to improve services based upon the experiences of our users and we also want to improve our online presence to become more intuitive, useful, and fun."

The iSchool is partnering with the Department of Computer Sciences to offer the Mad UX Certificate, which was also a draw for

Heather. "I think this combination of program expertise in one certificate will provide me with diverse course experiences and equip me with the tools necessary to begin to structure services and spaces that are more accessible and consumable for the users."

With her largely self-taught technology skills, Heather was uncertain if she had the necessary experience to be successful in the program. However, the certificate accommodates both computing professionals who are looking to get a deeper understanding, as

well as people new to UX seeking introductory skills. The one-year time commitment and scholarships she received will help Heather balance work, a full family life, and the certificate successfully.



Heather Johnson and her family showing their Badger pride

### Fast Facts

- 10 graduate credits
- 100% online—no travel to campus required
- 1 year (fall, spring, summer)
- Alumni scholarships are available



**MadUX**  
UNIVERSITY OF WISCONSIN-MADISON

### In the certificate, participants:

- learn theories, techniques, and tools of digital design
- practice assessing user satisfaction with digital media
- practice different prototyping techniques
- collect and analyze data about users, user needs, and user environments
- work to improve the usability, accessibility, and pleasure with which people interact with digital spaces over periods of time

**Interested in Mad UX? Contact**

**Jenny Greiber, [userexperience@ischool.wisc.edu](mailto:userexperience@ischool.wisc.edu)**



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**SEND NEWS  
FOR JOTTINGS:**

[alumni@ischool.wisc.edu](mailto:alumni@ischool.wisc.edu)  
[ischool.wisc.edu](http://ischool.wisc.edu)



## Ethel M. Brann Scholarship

Nong Thao, recipient of the Ethel M. Brann Scholarship, is a first-year student interested in public librarianship. Nong participated in ISIP (Information Specialist Internship Program) as a UW–Madison undergraduate, which is a two-year paid internship exposing participants to library/information work and careers. Through ISIP, Nong had the freedom to explore her professional interests and meet people on different career paths. The ISIP modules, which introduce participants to collection management, information technology, public services, technical services, and special libraries, exposed her to not only



Nong Thao

professionals, but iSchool students, too. Her positive conversations with students contributed to her decision to apply to the iSchool. Whether in a public library or elsewhere, Nong hopes to learn how her role as a librarian can be impactful to the community.

## Georgia E. Handt Graduate Scholarship

Alex Lehmann, recipient of the Georgia E. Handt Graduate Scholarship, is a first-year master’s student. Throughout his career, Alex has worked with the public and has always enjoyed the personal interactions that come with it. When seeking to advance his education, it was a natural progression to look for ways to stay involved with the public while fostering a lifelong connection with literature. Having grown up in Madison, Alex is excited to attend the iSchool. He sees himself enjoying academic librarianship



Alex Lehmann

or museum work; however, he is open to whatever comes along. “Sometimes the best experiences are the ones you’re not looking for.”

**PLEASE CONSIDER  
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[go.wisc.edu/ischoolgiving](http://go.wisc.edu/ischoolgiving)

### THANK YOU TO OUR SCHOLARSHIP DONORS!

We have awarded over **\$100,000** to incoming students this fall. Our donors are crucial in helping us recruit the best and brightest students. Thank you for your support and generosity!

## New Directions

On July 1, 2017, the name of the School of Library and Information Studies changed to a new name: the University of Wisconsin–Madison Information School. The new name echoes the School’s original 1906 name: “Wisconsin Library School.” This change was one output of a larger future visioning project to develop a broad information curriculum at the bachelor’s, master’s, and PhD levels while remaining a top program for graduate preparation in librarianship and archives.

**We are pleased to report progress on obtaining this vision.**

**MA Curriculum:** We’ve rearranged our MA curriculum to support five intertwining concentrations:

- Librarianship
- Archives in a Digital Age
- Organization of Digital Information
- Data/Information Management and Analytics (DIA)
- User Experience and Information Technology

We have developed popular new coursework such as Systems Analysis/Project Management, Information Visualization, Services to Diverse Populations, and Introductory Coding (Code & Power).

### Capstone in User Experience

**Design:** We rolled out our highly successful graduate capstone certificate in User Experience Design, “Mad UX,” in Fall 2017. This all-online program provides UX education to busy working professionals across the country.

**Capstone in Data Analytics:** We are developing a second capstone certificate in Data Analytics for Decision Making in collaboration with communications and statistics units at UW–Madison. We hope this program will start in Fall 2018. Stay tuned!

**Undergraduates:** If you have children or friends who are attending UW–Madison undergraduate programs, tell them to take iSchool classes through a minor in “Digital

Studies.” We teach hundreds of undergraduates per year through Digital Studies minor courses, including our policy course, “The Information Society;” our digital divides course “Information Divides & Differences;” our information literacy course, “Information Literacies in Online Spaces;” our book history course “The History and Future of Books;” and our introduction to information technologies class “Introduction to Digital Information.” Shared graduate/undergraduate courses in information architecture, introduction to computer coding, and social media are also very popular.



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Center for the  
HISTORY of  
PRINT &  
DIGITAL  
CULTURE

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## The Center for the History of Print and Digital Culture

The CHPDC hosted the BH + DH: Book History and Digital Humanities conference in September. Scholars convened to explore how digital humanities grows out of book history, how “bh” and “dh” continue to be mutually informative and generative, and how they also contradict each other. 2017 marks the Center’s 25th Anniversary.

To make a gift to the Center visit: <http://go.wisc.edu/2p7000>





The 2017 graduating class on the Memorial Union Terrace. May 14 was a beautiful day to celebrate our new graduates!



Rachel Behnke

**Rachel Behnke (MA'16)** is a Library Technician at the Library of Congress National Audiovisual Conservation Center in Culpeper, Virginia. *“Having a degree from the iSchool has been extremely beneficial to me and was a huge factor in landing my dream job. I am surrounded by extraordinary people and get to do what I love every day. To pay it forward, I can only pass on what I learned in the process: Be open to every opportunity. Be honest with yourself about what you want and go after it. Create your own road map. Jump!”*

iSchool Librarian **Anjali Bhasin**, Professor **Ethelene Whitmire**, and Instructor/Librarian **Bronwen Masemann** on “cardigan day” as part of welcome week at the library.



## Class News and Notes

Based at Columbia University, **Sam Abrams (MA'17)** is the web resources collection librarian for Ivy Plus Libraries.

**Courtney Becks (MA'17)** is the African American Studies librarian and an assistant professor at the University of Illinois Urbana-Champaign.

**Tammy L. Mays (PhD'17)** was selected as one of the University of Wisconsin-Milwaukee School of Information Studies 50 Distinguished Alumni.

**Samantha Jackson (MA'16)** is the new young adult librarian at the Algoma (WI) Public Library.

**Andrea Dictor (MA'14)** was promoted to the youth services coordinator of the Sarasota County (FL) Library System.

**Laura Schmiedicke (MA'14)** is the new adult services coordinator at Monroe (WI) Public Library.

**Eric Willey (MA'12)** is the special collections and formats cataloger at Illinois State University. He is the current editor of the MAC Newsletter,

and recently received a University Research Grant to examine using Wikipedia to assign demographic group terms.

**John Kromer (MA'10)** was recognized as a Rising Star at the Special Library Association's Annual Conference in June.

**Robin Rice (MA'91)** University of Edinburgh, co-authored a book with John Southall of Oxford University, published in December 2016 by Facet Publishing, London: *The Data Librarian's Handbook*. The book has been positively reviewed by *Library Journal* and others, and is considered by Facet to be its bestseller for 2017.

**Roberta D. Allen (MA'87)** was appointed to the Danville, IL, Historic Preservation Commission in March 2017. After 29 years as Director of Reference and Archives at Danville Public Library, she retired on Sep. 15, 2017.

**Allan Kohl (MA'74)** received the Distinguished Service Award from the Visual Resources Association (VRA) at the organization's 34th annual conference.

## 2017 BBE Inductees

Rob Blixt  
 Johanna Boyle  
 Alison Caffrey  
 Katie Dennis-Gunnerson  
 Meri Rose Ekberg  
 Eric Ely  
 Morgaine Gilchrist-Scott  
 Michelle Hagenbaugh  
 Catherine Hannula  
 Stephanie Hendren  
 Mark Jochem  
 Allison Langham  
 Kelly Leahy  
 Kathleen Norris  
 Naomi Peuse  
 Sarah Poppie  
 Chloe Prosser  
 Shalini Ramachandran  
 Andria Rice  
 Brenda Shelton  
 Kelsey Sorensen  
 Jamie White  
 Rachel Williams (Ph.D.)

## iSchool Alumni Board

Ellen Jacks (Chair)  
 Katie Fox  
 Emil Hoelter  
 Laura Schmidli  
 Kaitlin Svabek (Secretary)

## 2017 Award Recipients

**Dianne McAfee Hopkins  
 Diversity Award**  
 Abigail Cahill

**Lawrence Jacobsen Innovations in  
 Library Science Scholarship Award**  
 Amandajeon Freking Nolte

**Penelope and Stephen Klein  
 Scholarship Award**  
 Hannah Mundt

**Jack Clarke Scholarship**  
 Katie Dennis-Gunnerson

**The Beatrix Award of  
 Stephen and Penelope Klein**  
 Emily Huang

**Valmai Fenster Award for Outstanding  
 Promise for Exceptional Scholarly  
 Contribution to the Profession**  
 Meri Rose Ekberg

**Outstanding Student Scholar**  
 Allison Langham

**Distinguished Alumna**  
 Susan M. Allen, Ph.D.



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## In Memoriam

**Vickie L. Triplett (MA'67)**  
 passed away on June 24,  
 2017.



Courtney Becks (MA'17), Associate Professor Rebekah Willett, and PhD student Mei Zhang



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## WE HAVE A NEW WEB SITE!


[ischool.wisc.edu](http://ischool.wisc.edu)


Visit the site to learn how alumni can become involved with the school. There are Jottings archives, lists of events, a link to our jobs blog, and more.

### Other ways to stay in touch

 UW-Madison Information School

 @UWMadiSchool

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