

## Schools Take Web 2.0 to Next Level

Now that the mystery and uncertainty surrounding social media are subsiding, many schools are moving these tools away from the periphery and more to the center of their marketing and educational efforts.

A new course in the liberal arts program at the University of North Carolina Greensboro may serve as an example of more things to come. The online graduate course, called “Emerging Global Powers,” focuses on the growing global influence of countries such as China, India, and Argentina. Its Web site incorporates faculty and student blogs; video “crossfire” dialogues between professors; interactive case studies; RSS feeds from the BBC, *The New York Times*, and other outlets; and an ongoing Wikipedia page where the results of course collaboration will be refined and published.

The public is also invited to contribute to its blogs and Wikipedia page.

Indiana University’s Kelley School of Business in Bloomington has been experimenting with blogs, Facebook groups, and Twitter feeds. Recently, the school decided to go one step further, creating a Web page called “Kelley 360” at [info.kelley.iu.edu](http://info.kelley.iu.edu).

The school’s old media page included only press releases; Kelley 360 adds to the mix blog entries, videos, podcasts, and slideshows. That information remains stored on the site, so that people can share it with their social and professional networks.

Integration of these tools is becoming more commonplace as

organizations do more to bring social media into their outreach strategies, says Anne Massey, Dean’s Research Professor at Kelley.

“All social media does is enable connections within a community interested in some context,” says Massey. “Strategy is the hard part as businesses seek to leverage this.”

Twitter is betting that more people will join Massey in viewing its offering as a valuable business tool. The company is currently beta testing a feature called “Contributors.”

Designed specifically for organizations, Contributors allows a business to manage multiple contributors to its account—that is, if a tweet comes from @Business but is written by @Employee, the tweet would include @Employee in the byline.

The goal is to let “users know more about the real people behind the organizations,” according to a Twitter press release.

The University of Chicago Booth School of Business in Illinois also recently started a program that combines the Web, Facebook, Twitter, LinkedIn, and YouTube. The program targets prospective part-time MBA students.

Called the Booth Life, at [www.theboothlife.com](http://www.theboothlife.com), the program features students’ assessments of the school’s evening and weekend MBA programs. While the Booth Life includes professionally produced student profiles, it also encourages students to upload their own videos. A freestanding video kiosk on campus enables current students to record and upload their videos; the school also makes available tiny FLIP cameras for students who want to create videos at home or at other locations.

The school will continue to utilize traditional print methods and information sessions to promote its programs. Even so, it’s clear that the influence of online media will only continue to grow, says Chris Iannuccilli, executive director of marketing at Chicago Booth.

“The world is changing, and we are committed to keeping current,” says Iannuccilli. “As the Internet and social media evolve, so will our outreach efforts.”



**Kelley 360, the new home for the Kelley School of Business’ communications efforts, incorporates blogs and video, as well as traditional text-based press releases.**

## New Lab Supports Info Security

The W.P. Carey School of Business at Arizona State University in Tempe has created the Privacy by Design Research Lab (PbD RL), which will be housed in the school's Center for Advancing Business through Infor-



mation Technology. Faculty members in the new research group will work with industry leaders to conduct research, create guidelines, and hold events to help businesses protect consumers' personal data and improve techniques for data protection.

"Privacy assurance must ideally become an organization's default mode of operation," says Marilyn Prosch, associate professor and one of the founders of the PbD RL.

One of the research group's first areas of interest will be social networking, because Facebook and other sites are becoming the keepers of exponentially increasing amounts of users' personal data. That reality is opening up unknown territory, according to PbD RL researchers, because no one knows how long that information will remain online or who will share it with whom.

The formation of the PbD RL was inspired by Ann Cavoukian, the Information and Privacy Commissioner of Ontario, Canada, and

the creator of the Privacy by Design concept.

"The future of privacy cannot be assured solely by compliance with regulatory frameworks," she says. The objectives of Privacy by Design, she adds, are twofold: To help individuals gain control over their personal data and to help businesses gain a sustainable competitive advantage.

## Mind Your i's and Apps

This semester, the University of California, Irvine Extension, the continuing education arm of UC Irvine, began offering "Mobile Development for Apple iPhone and iTouch." The five-week course targets students seeking the practical skills to develop their own applications.

The course provides a general introduction to mobile programming; compares strategies from Apple, BlackBerry, and Microsoft; discusses code development; and explores the integration of features such as touchscreen, geopositioning, sound, and Web access.

Each class starts with a lecture and concludes with a lab, where students design their own applications. IBM manager Ralf Brockhaus is the course's creator and instructor.

"Market insiders predict that companies will make a significant investment in the creation of new smartphone programs," says Dave Dimas, director of UC Irvine Extension's engineering, sciences, and information technology programs. The "Mobile Development" course, he adds, is designed to enable students to create the "next big Apple app."



## NEWSBYTES

### TECH CENTER OPENS

Last fall, JPMorgan Chase and Syracuse University in New York opened the JPMorgan Chase Technology Center, an on-campus facility where students and faculty will work with bank employees to participate in educational experiences and internships, conduct research, and run the bank's global technology operations. Providing workspaces for 125 workers, the technology center is a "paperless" office with minimal paper storage. Center projects involve cybersecurity, risk analysis, and application development for JPMorgan Chase and its lines of business.

### INNOVATIONS IN INDIA

The Centre for India & Global Business (CIGB) at Cambridge University's Judge Business School in the United Kingdom has launched a beta version of innovations.net. The site provides information about the cost-effective, sustainable innovations developed in India, featuring innovations in five categories: business, society, science and technology, arts and culture, and energy and environment.

### TAKING TECH TO MARKET

Johns Hopkins University's Carey Business School in Baltimore, Maryland, has started Innovate!, a technology commercialization program funded by a National Science Foundation grant to Johns Hopkins University and the University of Maryland in College Park. In the 12-month program, entrepreneurs lead 15 business professionals and 15 post-docs through an evaluation of the commercial viability of a technology. 