

IU SCHOOL OF
INFORMATICS AND
COMPUTING



FOR ALL

The Indiana University **Bicentennial Campaign**

FOR ALL WHO DRIVE INNOVATION THAT IMPROVES THE WORLD.

Technology is changing—and changing the world—faster than ever before,

leading to some of our era's most defining opportunities: personalized health care, big data, and the profound implications of social networking systems, to name just a few. These opportunities affect every industry—from medicine and music to libraries and agriculture—and will shape our lives and the lives of our children for decades to come.



The Indiana University School of Informatics and Computing is meeting these opportunities head on. Through groundbreaking research, we are anticipating and addressing the needs of tomorrow. In our classrooms, we are preparing culturally sensitive, highly skilled information professionals to succeed in an evolving and flourishing field.

With your help, we can continue to outpace the challenges of our world. We can meet the technological needs of personalized health care, archive and analyze valuable data, and harness the power of technology to make our lives easier and more efficient. With your help, we can prepare the next generation of tech entrepreneurs and information professionals—women and men who will create jobs and products that will improve the quality of life for everyone.

With the launch of *For All: The Indiana University Bicentennial Campaign*, the School of Informatics and Computing (SoIC) is poised to play a crucial role in IU's next century—and beyond.

For all who believe in the power of information, for all the pioneers and pacesetters, the trailblazers and trendsetters, we invite you to join us in shaping the future of Indiana University, our state, our nation, and our world.



FOR ALL THE INDUSTRIES AND INSTITUTIONS OUR WORK WILL CHANGE FOR THE BETTER

There's a reason that U.S. economic projections place computing and information jobs at or near the top in demand and compensation: regardless of your chosen field, managing, analyzing, and archiving data has never been more important. The world needs more informatics, library science, intelligent systems engineering, and computer science majors—and it needs them badly.

For evidence, look no further than our more than 16,000 successful graduates:

- Our **COMPUTER SCIENCE** graduates are pushing the boundaries of modern computing in fields ranging from artificial intelligence that aids physicians and scientists, to providing cybersecurity for consumers, practitioners, and educators online.
- The top hiring companies for our **INFORMATICS** majors include GM, JPMorgan Chase, eBay, IBM, and Digital. Many other graduates launch their own tech start-ups that impact industries and institutions as diverse as their interests.
- After receiving a degree from the #8-ranked program in the nation (according to *US News & World Report*), our **INFORMATION AND LIBRARY SCIENCE** graduates have embarked on successful careers at leading academic libraries, the NCAA, Oracle, public libraries, government branches, the CIA, and Procter & Gamble, to name a few.
- Our **INTELLIGENT SYSTEMS ENGINEERING** students will graduate prepared to make the future happen.

To continue to prepare our students to meet the growing demand of the marketplace, we need to provide access to the latest technologies, the most up-to-date information, and the most relevant experiential learning opportunities.

[With your help, we can.](#)



**JOHAN
BOLLEN**

Associate Professor
of Informatics and Computing

.....
“Twitter Predictor”

FOR ALL THE IDEAS AND INNOVATIONS THAT WILL TRANSFORM THE WAY WE LIVE

In 2010, after analyzing millions of Tweets over the course of 10 months, Associate Professor of Informatics and Computing Johan Bollen made a profound discovery: the public mood as expressed on Twitter could be used to predict short-term changes in the Dow Jones Industrial Average with up to 87.6 percent accuracy.

Dubbed the “Twitter Predictor” by the media, Johan discussed the results of his research on a number of media outlets, including CNBC, Bloomberg Television, and Fox Business. Johan has continued to make advances in understanding how information propagates through social media—and how we can use this information to improve our lives for the better.

Of course, Johan’s story is only one example of how SoIC faculty are conducting impactful research. In fact, many of our researchers are grappling with questions most people haven’t even considered asking:

- How is the Internet of Things—physical objects (like cars) embedded with electronics, software, and connectivity—compromising our personal safety?
- How do ubiquitous cameras affect individual and societal perceptions about privacy?
- How can we create data analysis tools that empower individuals and society?

The answers to these questions will improve our understanding of the human condition, increase our ability to access important information, and protect our privacy. Our researchers are not only addressing the problems of today, they are anticipating and creating solutions for the problems of tomorrow.

[With a gift to SoIC, you can too.](#)

By giving to endowed professorships at SoIC, you can ensure that, in a very competitive job market, we continue to attract and retain the best, brightest, and most forward-looking faculty in the country.



FOR ALL THE STUDENTS WHO NEED SUPPORT

Growing up in West Philadelphia, Jean and Joyce Bevins routinely woke in the middle of the night to the sound of gunfire outside their window. It was an experience that shaped them, and helped inspire the twins' award-winning short film, *Systematic Living*, for which they received the Elfenworks Social Justice Award at the 2014 Campus MovieFest.

In *Systematic Living*, the protagonist awakes from a pleasant dream to the sound of gunfire. The film begs the question: How can children be expected to realize their dreams if circumstances prevent them from even sleeping through the night?

Like the film's protagonist, the Bevinses understood that education was the best way to achieve their dreams. During their undergraduate careers, the twins were awarded the SolC's Summer Research

Opportunities in Computing research program internship three times, during which they received a significant stipend to spend eight weeks exploring career paths within the technology field. Not only did the internship finance their first camera (which they used to shoot *Systematic Living*), it also opened their eyes to the myriad ways they could apply their creativity and passion in the tech sector.



Left: This still from the Bevins' film The Mill Creek Documentary showcases a mural in the Mill Creek neighborhood of Philadelphia, where the twins grew up.

THE BEVINSES EARNED THEIR MASTER OF INFORMATION SCIENCE DEGREES FROM SolC IN 2015, WHERE THEY WORKED ON A HANDFUL OF PROJECTS, INCLUDING:

- Developing a website for actor Richard Lawson (*Poltergeist*, *Wag the Dog*, *MacGyver*)
- Creating a storm-tracking app that enables rescue personnel to locate people in need of assistance
- Building an app that will make life easier for independent elderly caretakers who are caring for their loved ones
- Participating as Promoting Inclusivity in Technology Crew members at SolC, developing an online course for inclusivity and diversity training for their fellow students
- Finishing *When Karma Calls*, a 40-minute film they hope to premiere at Sundance

Jean and Joyce Bevins are just a few of the hundreds of SolC students who are flourishing as a result of philanthropic support. By supporting student scholarships at SolC, you can ensure that students like Jean and Joyce have the opportunity to leave their mark on the world.

FUNDING PRIORITIES

1

ENDOWED PROFESSORSHIPS

Our faculty members are burning the midnight oil to make the world a better place. With endowed funding, our professors can keep changing the world, one discovery and one student at a time.

2

STUDENT SCHOLARSHIPS

Financial support equips our students to excel, providing access to the latest technologies, the most up-to-date information, and the most relevant experiential learning opportunities.

3

DIVERSITY INITIATIVES

With funding for scholarships, travel grants to conferences like the Grace Hopper Celebration of Women in Computing, and support for learning opportunities like Serve IT, we can continue to foster a community of inclusion in our classrooms and on our campus that enables underrepresented students to thrive.

4

LUDDY HALL

Our newest building will be a gathering place where innovation is born and ideas are realized, where products are created, and trails are blazed—all to enhance the world-changing work that we do.

**F
L
P**

CONSIDER US CHAMPIONS OF INCLUSION.

As founding Pacesetters in the National Center for Women and Information Technology, we are committed to increasing the number of undergraduate women in our school within two years. We have increased six-fold in the last seven years.

Give to SoIC today and join us in advancing our efforts to support women and underrepresented talent in technology.



CAPRICE HAUSFELD

Fifty-six percent of women leave tech jobs within five years. Their departures have nothing to do with talent, and everything to do with climate. The School of Informatics and Computing is addressing this challenge head on.

From Serve IT (through which SoIC students, faculty, and staff provide nonprofit organizations with a wide range of technological services), to our participation in the Grace Hopper Celebration of Women in Computing conference, to the community of inclusion we foster in our classrooms, we give students of diverse ethnic, social, and economic backgrounds a place to grow and succeed.

Just ask Caprice Hausfeld (BS'15, computer science and telecommunications), winner of the 2012 eBay Inspire Scholarship, an award intended to increase meaningful engagement of women in technology. Caprice spent a summer interning with eBay at its headquarters in San Jose, an experience that solidified her decision to embark on a career in technology. "At eBay, I met strong women role models with grand ideas and the skills to accomplish them," Caprice says. "Suddenly, I realized that through computer science, my dream of changing the world was more attainable than I had ever thought."

RUSSELL CONARD

FOR ALL WHO BELIEVE THAT THE WORLD NEEDS MORE ENTREPRENEURS

Many schools claim to encourage entrepreneurship. We put our money where our mouth is.

Through the **BUILDING ENTREPRENEURS IN SOFTWARE AND TECHNOLOGY (BEST) COMPETITION**, the School of Informatics and Computing—in partnership with the IU Kelley School of Business—invests up to \$250,000 each year in ventures to help students or budding entrepreneurs launch their companies. Co-founded by Mary Delaney, president of Recruiting Software Solutions at CareerBuilder, Scott Dorsey, former CEO of ExactTarget and current managing partner at High Alpha, Matt Ferguson, CEO of CareerBuilder, and Bobby Schnabel, former dean of the School of Informatics and Computing, BEST is a serious investment in seriously good business ideas.

One of BEST's first winners, Russell Conard (BS'12, informatics), used his investments to launch Ornicept, a leader in natural resource data management that helps clients simplify collecting, sorting, and storing their fieldwork data. In four short years, Conard has grown the company to serve international clientele, and has secured an additional round of funding from high-profile investors. In the process, Conard was featured in *Forbes* magazine's "30 under 30."

But the BEST competition is just one example of the culture of entrepreneurship SoIC fosters on campus. From Cheng Wu (who has founded and sold four companies to industry giants like Cisco Systems and Ericsson), to Scott Jones (co-founder of ChaCha and Boston Technology, one of the first voice mail companies), to Anand Deshpande (co-founder, chairman, and managing director of Persistent Systems in India), our graduates are changing the world for the better through their ideas.

With a gift to SoIC, you can equip the next generation of entrepreneurs with the experiences and resources they need to realize their dreams and launch their companies.



FOR ALL THE HOOSIER JOBS WE WILL CREATE

SoIC graduates are driving economic development in Indiana and beyond.

In 2014, the average starting salary of our undergraduates is \$58,600; the average for our graduate students is \$82,300. More than one in three of our undergrads and one in five of our graduate students stay in Indiana after commencement, investing their money into their communities and local businesses.

They lead teams at Salesforce, Eli Lilly, and Roche. They manage and analyze information for Cummins and Interactive Intelligence. They launch start-ups. They are, as you read this, creating jobs for Hoosiers.



CASE IN POINT: Gary McGraw

MS'90, Computer Science, PhD'95, Computer Science and Cognitive Science

As the chief technology officer at Digital, Inc., the world's largest software security firm, Gary is an internationally renowned expert on software security, and a firm believer in the power of an SoIC education. In 2012 Gary was instrumental in bringing an office of Digital to Bloomington, where the company hired 60 software security employees.

When you invest in the IU School of Informatics and Computing, you're investing in Indiana's tech talent pipeline, and in turn, creating jobs for Hoosiers.



With your help, we can build
the future of the School of
Informatics and Computing.

Will you join us?



MEET THE MAN BEHIND LUDDY HALL

After a generous gift from Fred Luddy, the new SoIC building will be named Luddy Hall. Fred founded ServiceNow in 2004, served as its president and CEO until 2011, and is currently ServiceNow's chief product officer.

While Fred's support has been instrumental in launching construction on Luddy Hall, there remains a wide range of naming opportunities within the new building. Whether you'd like to support a classroom, lab, conference room, student collaborative workplace, or our flagship auditorium, you can make a five-year pledge at a variety of giving levels to help complete Luddy Hall.

FOR MORE INFORMATION ABOUT NAMING OPPORTUNITIES WITHIN LUDDY HALL,
contact Tom Bewley, assistant dean for development, at 812-856-0743 or tbewley@indiana.edu.

FOR ALL THOSE INTERESTED IN BUILDING THE FUTURE

Some buildings provide shelter—others transform and define the organizations that inhabit them. Luddy Hall will do the latter.

Luddy Hall will be a gathering place for students, faculty, staff, and tech entrepreneurs to connect with one another, nurture their start-ups, and build their prototypes. With open configurable spaces and smaller breakout and team areas, the building will resemble the most successful tech incubators—a little piece of Silicon Valley in Bloomington, Indiana.

Featuring glass walls, communal gathering spaces, smart classrooms, and state-of-the-art lecture halls, Luddy Hall will support and enhance the world-changing work that we do. It will be a hub of intellectual activity, an environment for collaboration, and a place where products are created, all areas of study are connected, and trails are blazed.



WE'RE BUILDING FOR OUR STUDENTS. ALL 2,000 OF THEM.

Over the last seven years, the School of Informatics and Computing undergraduate population has tripled, our graduate population has doubled, and our research funding has tripled. We're building so that our ever-expanding student body has a place that can accommodate their projects, their prototypes, and their grandest ideas.

FOR ALL WHO BELIEVE IN THE POWER OF TECHNOLOGY

As Indiana University's fastest-growing unit and the nation's largest school of its kind featuring computer science, informatics, information science, intelligent systems engineering, and library science, we find ourselves at a crucial point in our school's history to capitalize on our growth and momentum.

As educators, innovators, and entrepreneurs, this is an incredible opportunity for us to push boundaries and be driven by the continued pursuit of excellence as we chart the course of our future.

To create the future we envision—one of innovation, of shared learning, of opportunities for our students to change the world—we need partners.

For all who believe that access to technology and information enables everyone, everywhere, to flourish; for all who wish to support world-changing research; for all who wish to foster trailblazing education, and encourage diversity and entrepreneurial efforts—we invite you to support the Indiana University School of Informatics and Computing.

We've accomplished so much, but we're just getting started. Join us and see all that we can achieve together.



FULFILLING *the* PROMISE

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