MSIM
MASTER OF SCIENCE IN INFORMATION MANAGEMENT

Information School
UNIVERSITY OF WASHINGTON
UNLOCK YOUR BOUNDLESS POTENTIAL

In the Digital Age, success is measured in nanoseconds. Organizations of all types and sizes need people with the savvy to solve information challenges and the skills to manage sophisticated systems and networks. At the University of Washington Information School, we’re developing leaders for the information economy in the Puget Sound area, across the U.S. and around the world. With your Master of Science in Information Management degree, you’ll be prepared to lead any organization toward change, growth and innovation.

AN UNMATCHED EXPERIENCE

The expertise you gain and the connections you make at the iSchool will serve you for the rest of your career. The MSIM program maintains close ties to industry, ensuring the skills you learn are valuable and relevant. You’ll connect with corporate partners through our iAffiliates program, and you’ll forge a network of peers from around the globe. At your fingertips, you’ll have the resources of a top-flight research university in the leading-edge city of Seattle, Washington, one of the world’s booming technology hubs.

MID-CAREER OR JUST STARTING OUT

The Full-Time MSIM program option complements a bachelor’s degree in any academic discipline by opening new doors for career possibilities. For working professionals with five years or more of industry experience, the Mid-Career option enables you to keep your current job while you pursue a master’s degree to advance your career. Both options are designed to be completed in two years.

CHOOSE YOUR SPECIALIZATION

Tailor your degree to your interests by choosing a specialization. Mid-Career students can specialize in Data Science or Business Intelligence; Full-Time MSIM students can select one of those or four other specializations – User Experience, Information Architecture, Information Consulting, or Information Security. In whichever path you choose, your MSIM degree will put you in high demand when you graduate.

ON THE COVER:

Andy Herman ’17 FT, ISACA President, AIMS Vice President | Amanda Cummings ’17 FT, AIMS President
Freddy Mora ’16 FT, Seattle City LGBT Commission Member
PREPARING INFORMATION LEADERS

In the iSchool’s MSIM program, you’ll develop the skills to make information work. You’ll learn how to organize and analyze information, recognize and solve information problems, transform large datasets into useful insights, and leverage data to predict the future.

THE CASE FOR INFORMATION MANAGEMENT

The ability to leverage information assets is crucial in the modern business world. Organizations that can’t make the most of their information underperform and often fail.

Information management is an emerging field that is concerned with:

- The infrastructure used to collect, manage, preserve, store and deliver information.
- The guiding principles that allow information to be available to the right people at the right time.
- The view that all information, both digital and physical, is an asset that requires proper management.
- The organizational and social contexts in which information exists.

Organizations need people who have a deep understanding of the users of information and the goals served by information management. There’s strong demand for managers who can use information both as a competitive tool and as a means to create positive organizational and societal change.

THE MSIM APPROACH

The MSIM program features a highly interdisciplinary approach to the study of information management, with the aim of developing strong practitioners in the field. Students learn to use information to set organizational strategy and improve productivity, and to help individuals make better use and sense of the information they encounter in their everyday lives.

Faculty in the MSIM program come from both academia and the private sector. Their broad and diverse expertise allows them to keep their instruction and research closely aligned with the needs of businesses and nonprofit organizations.
TYPICAL ROLES FOR GRADUATES IMMEDIATELY FOLLOWING DEGREE COMPLETION INCLUDE:

ANALYSTS & CONSULTANTS
• Senior Data Analyst
• Business Intelligence Analyst
• IT Advisory Risk Consultant
• Senior Information Consultant
• Metadata Analyst
• Senior System Analyst
• Senior Technical Consultant
• Professional Services Consultant

MANAGERS
• Manager of Data Science/Analytics
• Project Manager
• Program Manager
• Manager of Information Security & Risk Management
• IT Service Manager
• Manager of Business Systems

INFORMATION TECHNOLOGY SPECIALISTS
• UX Designer
• Information Architect
• Interaction Designer
• Taxonomist
• Web Computing Specialist
• Enterprise Data Warehouse Developer
• Cybersecurity Analyst/Architect

STRATEGIC OVERSIGHT
The longer-term career trajectory of many of our graduates is toward Strategic Oversight roles such as:
• Chief Technology Officer
• Chief Information Officer
• Director, Strategic Execution
• Director, Strategic Technology Initiatives

ALUMNI PROFILE: SHEKHAR PARKHI
Full-Time MSIM ’15 | Sales Engineer, PayPal, Inc.

Having a technical undergrad degree, I chose to pursue my MSIM graduate program at the UW iSchool because I wanted to learn and explore more of the people side of technology. The MSIM program was a perfect blend of information, technology, people and design. Throughout the program, I was able to continuously build upon and hone my business communication, leadership and analytic skills to contextualize information and exploit it at the right time, right place and for the right purpose. As a Sales Engineer at PayPal, I’m able to directly apply my takeaways from the MSIM program. I work directly with PayPal’s customers and merchants to design and deliver the most optimum payment solution, after having carefully considered their requirements and business needs. My MSIM courses trained me for this – developing a user-first mindset and always designing with the target audience in mind. More than anything, the program taught me life skills.
All MSIM students take four foundational core courses that cover key areas: leadership, information management, professionalism, information technology, ethics and policy, and problem solving. These foundational courses set the framework of what makes the MSIM graduate stand out in the job market from other candidates with similar skills.

In addition, you can shape your studies with electives that fit your personal or professional goals. You can choose to specialize in a preapproved subject area, or you can select an array of courses of interest to you. These courses build management, analytical and foundational technical skills as well as develop depth in focused areas of specialization. See Page 8 for details.

While all MSIM students study the same foundational material, your degree requirements vary depending upon which program option you choose.

Curriculum for the MSIM program is traditionally delivered in a classroom setting. However, some classes are offered in an online setting and it is likely that you will take one or more courses taught online.
FULL-TIME OPTION

If you’ve recently completed your bachelor’s degree or are in the early stages of your career, the Full-Time MSIM program gives you the expertise you’ll need to succeed. MSIM core classes are typically offered during the traditional Monday through Friday schedule, while most course electives are offered evenings or online. An internship is highly recommended for completion of this degree program, providing both in-depth knowledge and practical experience in an area that interests you.

The Full-Time MSIM option requires a minimum of 65 quarter credits, and is designed to be completed in two years. Enrollment in the Full-Time MSIM program is open to domestic and international applicants, and you do not need prior experience in the information field in order to apply.

During your first quarters, you will complete your required core courses in addition to taking one or two elective classes. With these elective classes, you can focus on one (or more) of the six preapproved specializations.

Capstone – the final degree project for Full-Time MSIM students – is the culmination of your iSchool experience. Learn more on Page 10.

MID-CAREER OPTION

Working professionals with five or more years of full-time, related industry experience should consider the MSIM Mid-Career option. This course of study enables you to continue working in your current job while you pursue your master’s degree. The MSIM Mid-Career option recognizes your experience in the field by waiving some elective credits required of full-time, entry-level students. Mid-Career core courses are offered in the evenings or occasional Saturdays, and numerous elective courses are offered in the evenings or online to enable working professionals the flexibility to take needed classes. The Mid-Career MSIM requires a minimum of 47 quarter credits to graduate and is designed to be completed in two years.

Your core requirements are spread over your first three quarters, and you supplement your core requirements by completing elective courses. The course schedule is designed to allow Mid-Career students to complete the specializations in Business Intelligence and Data Science. If you have flexibility in your schedule to take other electives, you can complete one of the other four preapproved specializations.

Mid-Career students are not required to complete Capstone projects. However, if you are interested in Capstone, you may participate in the final two quarters of your degree program.
SPECIALIZATIONS

The iSchool has identified six areas of specialization that are in high demand among employers. You may select one of the specializations or combine electives to create a customized trajectory. Each specialization requires completion of three elective courses. Specialization tracks offered in a Mid-Career-friendly schedule (evenings and weekends) are Data Science and Business Intelligence.*

INFORMATION CONSULTING

Your studies will center on the knowledge and skills required to support organizations of all sizes and sectors in developing and managing strategic and operational information-related initiatives.

INFORMATION ARCHITECTURE

Focusing on the analysis and design of information structures for organizations and systems, you will gain skills in assessing existing information structures and creating new systems to effectively structure information.

USER EXPERIENCE

Courses consider design, creation and evaluation of interactive information systems. You will be able to design, prototype and formally evaluate interactive information interfaces, systems and experiences from a user-centered perspective.

DATA SCIENCE

Students study the computational and quantitative analysis of large datasets to create information. Students completing this track will be able to use methods, tools and frameworks for analyzing and deriving insight from large-scale, heterogeneous data.

*More may be added. See iSchool.uw.edu/msim for updates.
BUSINESS INTELLIGENCE

Building analytical, managerial and baseline technical skills will help you learn to manage the process of transforming data into information. This specialization has a managerial/strategic focus, but also incorporates modern analytics and data warehousing toolsets to provide a foundational exposure to key technologies.

INFORMATION SECURITY

With a strong foundation in information/cybersecurity, focusing on the management and protection of information, students who complete this track will be able to effectively promote the quality, security and appropriate use of information assets.

STUDENT GROUPS

Becoming a part of a community and building your professional network are important aspects of our graduate experience. As an iSchool student, you’ll have the opportunity to engage in social and professional activities through several active student groups including:

• AIMS, the Association of Information Management Students, is the official student organization for MSIM students at the University of Washington Information School and serves as the student voice to the iSchool Administration.

• ASIS&T, the American Society for Information Science & Technology, provides support to information science professionals. The UW iSchool has an active student chapter that hosts events and speakers.

• ISACA, Information Systems, Audit and Control Association, is the iSchool’s student chapter of the professional organization focusing on Information assurance and security.

• iQueeries supports lesbian, gay, bisexual, transgender, asexual and queer students and supportive allies.

• iEquality provides a safe space for students of all identities to engage in dialogue and action to erase inequality. It organizes events, open to all students, that focus on putting people on an equal footing at the iSchool and in the information field.
CAPSTONE

Capstone – the final degree project for Full-Time MSIM students and an option for Mid-Career students – is the culmination of your iSchool experience. You’ll synthesize the knowledge and skills you’ve acquired to tackle a real-world information problem. Working in teams, students identify and investigate the problem, decide how to address it, and present their findings in both oral and written forms.

RECENT CAPSTONE PROJECTS

Yogesh Sharma, Jyotsna Saxena, Suryaprakash Vijayaraghavan, Divya Kothari (independent researcher)

The Indian Judicial System has an unfavorable public image, made worse by its poor online presence. Out of more than 75 judicial websites, more than 90 percent are outdated, poorly designed, and lack a consistent structure. This Capstone team redesigned the sites by changing the underlying information architecture, redefining content strategy and employing an empathic design pattern.

SOUL OF SEATTLE, 2016
Matthew Jackson, Domonique Meeks, Freddy Mora

Seattle is undergoing a state of great change, both in its demographics and economic prosperity. Soul of Seattle was a documentary film project that studied and investigated how underrepresented entrepreneurs of color within Seattle’s Central District area are responding to these changes, both economically and culturally. The project documented themes of history, culture, entrepreneurship, and technology through the lenses of personal stories and experiences.

BONTOMETRY 2015
Krista Davis, Malavika Ravi, Liang Huang, Ziqiang Shen

Colliers International, a commercial real estate company, faced problems with sharing information. Data silos prevented it from capitalizing on opportunities that could be made simply by connecting the dots across databases. Bontology (business onotology) is software that allows Realtors to view sophisticated data analytics and provides them with a powerful internal search engine. Bontology provides Realtors actionable items that will help drive profit and identify gaps in current business practices.

FOR MORE EXAMPLES OF CAPSTONE PROJECTS, VISIT ISCHOOL.UW.EDU/CAPSTONE
PUTTING YOUR DEGREE TO WORK

At the iSchool, you’ll apply what you learn and prepare to jump immediately into a career in information management. The curriculum includes required and optional for-credit learning experiences you can customize to meet your personal and professional goals:

- **Internships** are highly recommended for Full-Time MSIM students. iSchool faculty and staff assist students in identifying an appropriate internship site and ensure the placement provides an optimal experience for both the student and site supervisor. Internships also allow you to build professional experience and a professional network prior to graduation, often resulting in offers for permanent employment.

- **Research** is one of the benefits of attending a tier one research university. You’ll have an opportunity to engage in emerging research that helps people more effectively utilize information to discover, innovate and solve problems to make a better world. You can work collaboratively with your peers, faculty and iSchool partners on research projects and share your results through published works, conference presentations and other events.

- **Study Abroad** programs are designed to allow you to better understand information challenges from an international perspective. The iSchool partners with UW’s Study Abroad Office to offer optional Exploration Seminars — short-term study abroad programs (3-4 weeks) led by UW faculty that usually occur during the gap period between summer quarter and autumn quarter. iSchool students have studied in the Netherlands, Denmark, South Korea, Ghana, Beijing, and Tahiti.

CAREER ADVISING

The iSchool's Career Services advisors provide targeted programming to assist you in identifying and achieving your career goals. Through personal advising, workshops and events, you can seek guidance to enhance your job search strategies, make connections with iSchool partners or alumni, and link to other UW resources. The iSchool hosts an annual Career Fair to connect you with employers for career opportunities, job openings, internship and fieldwork placements, and research.

WHERE THEY WORK

*A sampling of top employers of recent MSIM graduates*

- Accenture
- Amazon
- Adobe
- Bank of America
- BlackRock, Inc.
- The Boeing Company
- Cisco
- Concur Technologies
- Costco
- Deloitte & Touche LLP
- eBay
- Expedia, Inc
- Expeditors International
- Google
- Microsoft
- PricewaterhouseCoopers
- T-Mobile
- Tyemill, LLC
- University of Washington
- Vertafore, Inc
OUR FACULTY

SEAN MCGANN, SENIOR LECTURER, MSIM PROGRAM CHAIR, iAFFILIATES DIRECTOR

Sean T. McGann is the Faculty Lead for iSchool Capstone and teaches courses in business intelligence, systems analysis and design and leadership development. Sean has received teaching and service awards such as MIS Professor of the Year and the IACIS Ben Bauman Award. He earned a Ph.D. in Information Systems from Case, an MBA from Ohio University and a B.S. in Electronics Engineering from Bowling Green State University. Sean was previously a manager in Andersen's Business Consulting Practice, CEO of PogoNet Internet Solutions Inc., and currently operates McGann Consulting, an independent systems strategy and leadership development consulting company.

HALA ANNABI, ASSOCIATE PROFESSOR

Hala Annabi’s research on creating and maintaining learning organizations includes investigating the effective design and deployment of diversity and inclusion strategies in the IT workplace, and the design and support of asynchronous learning networks, distributed work, open source software groups, and virtual communities of practice. She currently investigates diversity and inclusion interventions aimed at retaining and advancing women in IT, as well as recruitment and inclusion strategies to improve the experiences of IT workers on the autism spectrum.

JACOB WOBBROCK, ASSOCIATE PROFESSOR

Jacob O. Wobbrock is part of a community of creative and driven iSchool faculty who are deeply impacting the field of human-computer interaction (HCI). He primarily works on designing, building and evaluating new interactive techniques and technologies, often for mobile devices, surface computers or people with disabilities. In addition to winning three Best Paper Awards at the premier conference in HCI, he has been awarded a National Science Foundation CAREER award — the NSF’s prestigious honor in support of early career-development activities of teacher-scholars. He is the co-founder of AnswerDash, the first startup to be spun out of the iSchool.

JEVIN WEST, ASSISTANT PROFESSOR

Jevin West’s areas of expertise are big data, network analytics, knowledge organization, intellectual property and information visualization. He runs several research projects, including Eigenfactor.org — a free website that ranks and maps the scientific literature using millions of scholarly papers and the tens of millions of citations among those papers. His research has been featured in the top academic papers and conferences, including the journals Science, Nature and the Proceedings of the National Academy of Sciences.
MIKE DOANE, LECTURER
After spending nearly 20 years in the consulting business and many years teaching in the information architecture/taxonomy field, Mike brings a blend of professional expertise and innovative classroom experience to the iSchool. Mike’s focus is on how information is structured and presented to users, with attention to working as a business professional in information management. He teaches courses on IA, taxonomy/ontology, knowledge management and information management. Mike also still works as a professional consultant with clients around the world.

ANNIE SEARLE, LECTURER
Annie Searle teaches courses on risk; on ethics, policy and law with respect to information management; and on the foundations of information management. She is a lifetime member of the Institute of American Entrepreneurs, and an inaugural member of the Hall of Fame for Women in Homeland Security and Emergency Management. She writes quarterly for the London-based magazine, The Risk Universe; and is the author of “Advice from A Risk Detective.” She has a broad background in banking, technology and the arts. As principal of Annie Searle & Associates LLC, she leads its Institute for Risk and Innovation to provide thought leadership and drive policy changes around privacy, security, and critical infrastructure protection.

ALUMNI PROFILE: CAROLYN TWEEDY
Mid-Career MSIM ’14  |  Senior User Experience Designer, EffectiveUI
Before joining the MSIM program, my formal education had been in mathematics and business intelligence. I enjoy data, and I am most intrigued by data that describes the human experience. I wanted my work to have a greater impact on shaping these experiences, and found the iSchool’s curriculum to be a great blend of user experience (UX) design, business strategy, and information science. I am now a Senior UX Designer at a digital product company. I consult with organizations to set strategic direction for their technology solutions, and lead projects from conception through detailed research, design, development, testing, and release. I participate at the macro level in project planning and scoping, and at the micro level, performing qualitative and quantitative research and designing data-driven, user-centered products and experiences. Each of these skills was honed throughout my time at the iSchool, and I feel that my MSIM education has prepared me to make a great impact in the information industry.
EVERYONE IS WELCOME

At the iSchool, we celebrate inclusion and connectedness as essential components of academic excellence. Students’ educational, intellectual and social engagements are far richer and more meaningful when connecting with people with different points of view and life experiences. We have a strong focus on race and ethnicity, yet we define diversity broadly, to include class, sexual orientation, religion and many other dimensions of the diversity among us.

The iSchool Office of Diversity is here to help if you are ...

- American Indian/Native Alaskan/Indigenous
- Black/African American
- Asian/Pacific Islander American
- Latino/Hispanic
- LGBTQ
- A first-generation college or graduate school scholar in your family, or are from a low socio-economic background.
- A veteran of the U.S. Armed Forces
- Or any other underrepresented minority in higher education

As a student, there are many ways to get involved with diversity in the iSchool and throughout the UW. You can join a student group, serve on the iSchool Diversity Committee, or become an iDiversity Ambassador and help make the iSchool a welcoming place for people of all kinds.

INTERNATIONAL CLASSROOM

Students in the MSIM program come from all parts of the world and through a shared learning experience develop an appreciation for the information profession as it is applied across cultures and in all types of organizations.

In the iSchool’s international classroom, you will:

- Build professional networks that could lead to careers outside of your native country.
- Gain exposure to a variety of ways to creatively address information challenges.
- Develop cultural understandings that will help you be more effective in any organization.
HOW TO APPLY

BASIC REQUIREMENTS
• All MSIM applicants must have a bachelor’s degree or higher from an accredited institution.
• Applicants to the Mid-Career MSIM program option must have a minimum five years of professional experience with information technology or management.

To be considered for admission, prospective students must provide:
• A CV or résumé
• Personal statement of educational and professional goals
• Three recommendation letters
• Transcripts
• Either official GRE or GMAT scores
• Non-native English speakers are required to show proficiency with the English language. The most common way of fulfilling this requirement is to submit official TOEFL scores.

All application materials are submitted online through MyGrad, the application system managed by the UW Graduate School.

APPLICATION PERIOD
Full-Time program: Applications are accepted beginning in September; the deadline is Jan. 15. Students are admitted once per year, with classes beginning fall quarter.

Mid-Career program: Applications are accepted beginning Sept. 1, with a priority deadline of May 1; we will continue accepting applications on a space-available basis until Aug. 15. Offers of admission are made on a rolling basis, with applicants generally receiving decisions within about four weeks.

Note: Information is subject to change. Please visit ischool.uw.edu/MSIM for the most current admissions information or contact an admissions advisor at iask@uw.edu.

ATTEND AN INFORMATION SESSION
The iSchool hosts information sessions about the MSIM program. Topics include program curriculum and requirements, career options open to graduates, application procedures, and course descriptions. Information sessions are held both online and in person. See the events page at ischool.uw.edu/events.

WHAT DOES IT COST?
UW iSchool tuition rates are competitive with those at other universities. For the 2016-17 academic year, the estimated cost was $765 per credit, with 65 credits required for the Full-Time program (total cost: $49,725) and 47 for the Mid-Career program (total cost: $35,955). There is no difference in tuition costs for in-state and out-of-state applicants.

We always encourage applicants to plan on financing their entire education. However, there is assistance available to help you reduce the cost:
• Financial aid: All domestic students are strongly encouraged to apply for financial aid.
• iSchool scholarships: Everyone who applies by the deadline is automatically considered for an iSchool merit-based scholarship. Each year, a number of scholarships are awarded, with each covering up to a year of tuition; some are renewable for a second year. We also award scholarships to continuing students, so there will be opportunities to receive funding after you have started the program.
• Graduate assistantships and student employment: The iSchool hires a limited number of students for graduate assistantships that provide partial tuition reimbursement. You may also apply for hourly positions within the iSchool and in other UW departments.
• Go-MAP grants: The UW Graduate School offers grants through the Graduate Opportunities and Minority Achievement Program. Learn more at grad.uw.edu/diversity/go-map.

START YOUR MYGRAD APPLICATION AT GRAD.UW.EDU