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. At the University of Washington Information School, we’re developing socially conscious information leaders with the expertise to make an immediate impact 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 Tier One 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 Early-Career (formerly “Full-Time”) MSIM program option complements a bachelor’s degree in any academic discipline by opening new doors for career possibilities. It’s offered in 2-year and 1-year formats. For working professionals with five years or more of post-baccalaureate experience, the Mid-Career option enables you to keep your current job while you pursue a master’s degree to advance your career or pursue a new one. You can complete the Mid-Career MSIM in as little as one year.

CHOOSE 1 OR 2 SPECIALIZATIONS

Tailor your degree to your interests through specializations: Business Intelligence, Data Science, Information Architecture, Information Consulting, Information Security, and User Experience. Students enrolled in a 1-year degree format are able to complete a single specialization, while those completing their degrees over two years can often select two. Specialization classes offered via a Mid-Career-friendly schedule (evenings and weekends) are Business Intelligence, Data Science, and Information Security. In whichever path you choose, your MSIM degree will put you in high demand when you graduate.

ON THE COVER:

Troy Hilton, Mid-Career student specializing in User Experience | Mansi Mehrotra, Early-Career student specializing in Data Science | Harry Hsieh, Early-Career student specializing in Data Science. All expected to graduate in 2020.
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 lead information projects to transform organizations.

Jing Dai, MSIM ’12
ETL developer, F5 Networks

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 draws on multiple fields, and is concerned with:

• The systems 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 how to leverage information to empower users at all levels. 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 industry. Their broad and diverse expertise allows them to keep their instruction and research closely aligned with the needs of public, private and nonprofit organizations.
# WHICH MASTER’S DEGREE IS RIGHT FOR YOU?

A comparison of the MSIM and related master’s programs at the UW:

<table>
<thead>
<tr>
<th></th>
<th><strong>MSIM</strong>: Master of Science in Information Management (Information School)</th>
<th><strong>MBA</strong>: Master of Business Administration (Foster School of Business)*</th>
<th><strong>MSDS</strong>: Master of Science in Data Science (Interdisciplinary, UW Graduate School)</th>
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<tbody>
<tr>
<td><strong>Focus</strong></td>
<td>Information and IT management, leadership, information management, ethics and policy, systems thinking and problem solving</td>
<td>Business management, leadership, strategic thinking and entrepreneurship</td>
<td>Interdisciplinary approach to manipulating large data sets, analyzing data, and communicating the results to stakeholders</td>
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<tr>
<td><strong>Curriculum</strong></td>
<td>3-4 core courses plus specializations in:</td>
<td>Core courses in accounting, economics, ethics, finance, marketing, operations management, strategy, and quantitative methods, electives focus on personal career objectives, full-time and Evening MBA students may complete a specialization or certificate (added credits may be required)</td>
<td>Core courses, partially sequenced, in topics such as: Statistics, Machine learning, Human-centered data science and visualization, Scalable data systems, Data management, Culminates in a two-quarter, group capstone project</td>
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<tr>
<td><strong>Common job titles</strong></td>
<td>Analyst: Business, Business Intelligence, Data, Security or Technology, Consultant: Advisory, Security or Technology, Data Scientist, Engineer/Developer: Artificial Intelligence, Business Intelligence, Data or Systems, Manager: Product, Program or Project, User Experience Designer/Researcher</td>
<td>Brand Manager, Business Analyst, Controller, Data Analyst, Entrepreneur, Finance Manager, Financial Analyst, Management Consultant, Marketing Manager, Marketing Researcher, Operations Manager, Venture Capitalist</td>
<td>Business Analyst, Data Analyst, Data Architect, Data Engineer, Data Scientist, Machine Learning Engineer, Marketing Analyst, Quantitative Analyst, Researcher, Systems Engineer, Statistician</td>
</tr>
<tr>
<td><strong>Option to work full-time while in school</strong></td>
<td>Early-Career: No, Mid-Career: Yes</td>
<td>Full-time: No, Evening or Hybrid: Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Approximate total tuition</strong> (based on 2019-20 costs to meet minimum requirements)</td>
<td>Early-Career: $55,445 (2-year), $34,120 (1-year), Mid-Career: $30,708</td>
<td>Full-time: $68,676 resident; $100,122 non-resident, Evening: $77,657, Hybrid MBA: $108,000</td>
<td>$47,520</td>
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*Note: Foster offers several MBA programs, only three of which are captured in this chart.
CURRICULUM

The iSchool’s MSIM curriculum is designed to give you a strong foundation in information management, with the flexibility to pursue a degree plan suited to your interests.

For their Capstone project, MSIM students (from left) Elizabeth Crooks, Lovely-Frances Domingo, Hemica Saxena and Yini Guan, all ’19, worked with a cybersecurity firm to help protect key infrastructure.

TAILOR YOUR STUDIES TO SUIT YOUR GOALS

All MSIM students take foundational core courses that cover key areas: strategic leadership, information management, information technology, ethics and policy, systems thinking, 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.

The MSIM program is highly self-directed and flexible, affording students the opportunity to enroll in elective courses as early as their first quarter. Regardless of which MSIM program you choose, you can customize your degree to your specific interests through elective coursework.

All MSIM students engage in real-world learning experiences in the classroom, supported by the iSchool’s strong relationships with strategic partners across industry as well as the public and nonprofit arenas. Many of these strategic partners serve as guest speakers, as well as offer internships and Capstone project ideas to MSIM students, enhancing your learning experience while broadening your professional network.

COURSE DELIVERY

Curriculum for the MSIM program is commonly delivered in a classroom setting. However, some classes are offered in an online setting and it is likely that you could take one or more courses taught online.

As of the 2019-20 academic year, the MSIM cannot be completed entirely online, but this modality could be offered in the future. Go to ischool.uw.edu/msim for updates.
WHICH MSIM IS RIGHT FOR YOU?

The Early-Career MSIM (formerly "Full-Time MSIM"), offered in 1- or 2-year formats, is well-suited for recent graduates from all backgrounds, for people changing careers, and for those with less than 5 years’ experience in the field. The Mid-Career MSIM is intended for working professionals with at least 5 years' experience, looking to change or advance their careers.

EARLY-CAREER, 2-YEAR PROGRAM

KEY FEATURES

- 65 credits over 6 quarters, with most classes during the day on weekdays.
- Option to complete up to 2 specializations.
- Opportunity to complete 1 or more internships or practica, including faculty-directed research.
- For international students: Up to 4 quarters of Curricular Practical Training available.*
- 2 years of iSchool resources, including the Career Services team and iCareers database.

THIS MSIM IS RIGHT FOR YOU IF ...

You are a recent college graduate or have less than five years' professional experience, or if you are looking for an opportunity to explore a wider range of topics and hands-on experiences.

EARLY-CAREER, 1-YEAR PROGRAM

KEY FEATURES

- 40 credits over 4 quarters, with most classes during the day on weekdays.
- Option to complete 1 specialization, or use electives to customize your learning.
- For international students: Up to 1 quarter of Curricular Practical Training available.*

THIS MSIM IS RIGHT FOR YOU IF ...

You have focused academic goals. This program is designed to maximize learning across only four quarters and is suitable for recent college graduates or early-career professionals.

MID-CAREER PROGRAM

KEY FEATURES

- 36 credits over 3-6 quarters, with classes in the evening and on Saturdays.
- Opportunity to earn your degree while working full-time.
- Option to complete 1 or more specializations. Additional specializations require added credits.

THIS MSIM IS RIGHT FOR YOU IF ...

You are a working professional with at least 5 years of related industry experience, and you’d like to work on your master’s degree on evenings and weekends.

* Curricular Practical Training (CPT) is temporary employment authorization for F-1 visa non-immigrant foreign students in the United States while enrolled in a college-level degree program. Eligibility is determined on an individual basis.

ALUMNI PROFILE: EMILY SMALLIGAN

Early-Career MSIM ’18
Senior Associate, PwC

I am part of a strategic tech consulting practice within the tech, media and telecom sector in Seattle. My responsibilities include program management, change management and strategy for our clients, leveraging data analytics and management on a large scale. I moved into a senior role after six months at PwC and am responsible for supporting/managing new team members. The field of information consulting is challenging, the technologies and client questions are constantly changing, and I get to either investigate or develop the solutions.

The iSchool is excellent at bringing today’s industry practices and expectations into the curriculum alongside the foundations of information management. I graduated understanding the principles of information management and feeling immediately ready to add value to my firm and client’s goals and initiatives in the tech sector.
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. Specializations offered on a Mid-Career-friendly schedule (evenings and weekends) are Data Science, Information Security 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.
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 security and 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.

• 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.
INTERNSHIP

Internships are highly recommended for Early-Career MSIM students. iSchool Career Services staff assist students in identifying an appropriate internship site. Career Services staff and program faculty support and coach students to facilitate a productive internship experience. Internships allow you to build professional experience and a professional network prior to graduation, often resulting in offers of permanent employment.

Many internships require students to return to school, so 1-year Early-Career and Mid-Career students may have limited choices for internship placements.

HANDS-ON APPROACH

The curriculum includes practica — required and optional applied learning experiences you can customize to meet your personal and professional goals. A practicum is required for Early-Career students and optional for Mid-Career students.

3 WAYS TO COMPLETE YOUR PRACTICUM

CAPSTONE PROJECT

Capstone projects distill the knowledge and skills acquired in academic courses and apply them to a real-world project. Working in groups, students identify and define a real-world problem in collaboration with a sponsor organization or researcher. Students then develop the approach and methods needed to address or research the problem, carry out the investigation, and present their findings at the Capstone event. Solutions are typically interactive, meaning the end product is something that can be implemented and used by the project sponsor.

Learn more and view previous Capstone projects at ischool.uw.edu/capstone.

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RESEARCH PROJECT

Many iSchool faculty members accept students as assistants on research projects. iSchool faculty are among the best in their field, helping people more effectively use information to discover, innovate, solve problems, have fun and make a better world through research.

MSIM students have opportunities to get involved in faculty research through assistantships or independent study.

Learn more about iSchool research at ischool.uw.edu/research.
PUTTING YOUR DEGREE TO WORK

Typical roles for graduates immediately following degree completion:

**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

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

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

**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

**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.

Students also have access to the University of Washington Career and Internship Center, which provides an array of services, workshops and employer events.

**ALUMNI PROFILE: SHEKHAR PARKHI**
Early-Career 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.
HALA ANNABI, ASSOCIATE PROFESSOR, MSIM PROGRAM CHAIR
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.

SEAN McGANN, PRINCIPAL LECTURER, 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. McGann 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 Western Reserve University, an MBA from Ohio University and a B.S. in Electronics Engineering from Bowling Green State University. McGann was previously a manager in Andersen’s Business Consulting Practice and CEO of PogoNet Internet Solutions Inc., and currently operates McGann Consulting, an independent systems strategy and leadership development company.

JACOB O. WOB BROCK, PROFESSOR
Jacob O. Wobbrock is a professor of human-computer interaction (HCI) focused on designing, building and evaluating new interactive technologies that improve people’s experiences with computers and information, especially for people with disabilities. He directs the ACE (Accessible Computing Experiences) Lab, composed of students from Information Science and Computer Science & Engineering. For his work on accessible computing, Wobbrock won the 2017 SIGCHI Social Impact Award and the 2019 SIGACCESS ASSETS Paper Impact Award. In 2019, he was inducted into the prestigious CHI Academy for his overall contributions to HCI.

JEVIN WEST, ASSOCIATE PROFESSOR
Jevin West’s areas of expertise are big data, network analytics, knowledge organization, intellectual property and information visualization. He co-founded Eigenfactor.org, a free website and research platform for mapping science and identifying influential papers, journals and scholars. Recently, West has focused much of his energy on education outreach, curriculum development and public engagement. He is the founding director of the Center for an Informed Public, which works to resist strategic misinformation, promote an informed society and strengthen democratic discourse.
EDMUND MANRIQUE, SENIOR LECTURER

Edmund Manrique brings nearly three decades of experience in professional services, software and academia to the iSchool. Manrique has helped hundreds of Global 1000 companies in various strategy and implementation roles, earning credibility and providing thought leadership across various functional areas and industries. Manrique brought strategic, business and technical expertise in operationalizing solutions and garnering regard on Gartner’s Magic Quadrant for Business Intelligence, and also earning awards from SAP for S/4HANA. He held senior executive roles at SAP, a major global consultancy, and a niche analytics firm. He was also one of the founders of the Master of Business Analytics program at Benedictine University.

ANNIE SEARLE, SENIOR LECTURER

Annie Searle teaches courses on risk, cybersecurity, information ethics and policy, and the foundations of information management. She is a lifetime member of the Institute of American Entrepreneurs, a member of the Hall of Fame for Women in Homeland Security and Emergency Management, and the author of *Advice from A Risk Detective* and *Risk Reconsidered*. 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, which has published five volumes of research notes in its Reflections on Risk series. In 2019, she was the recipient of the iSchool’s TEACH (Teaching Excellence and Creative Honors) award.

ALUMNI PROFILE: NICK HERNANDEZ

Mid-Career MSIM ’19  |  Associate, Forum Solutions

In my role at a management consulting firm, I support clients in developing and implementing creative solutions to complex problems. I love the people and systems puzzles that make up so much of each consulting project. I often play the role of consensus builder, diplomat, translator and advocate, balancing the needs of stakeholders while achieving results within time and resource constraints.

The iSchool provided me with a foundation in systems and design thinking that applies across industries and sectors. The MSIM program made me a better listener and observer, with the skills to identify the root of a problem and apply a solution, rather than simply addressing the symptoms. The iSchool also gave me invaluable insights into links between information policy, systems and culture, and how these shape organizations. As a result, I’m able to quickly evaluate issues and contribute to problem-solving nimbly at both the team and enterprise levels. This has already opened so many doors for me personally and professionally.
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 define diversity broadly, to include not only race but also class, sexual orientation, religion and many other dimensions of the diversity among us.

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

- American Indian/Native Alaskan/Indigenous
- Black/African American
- Asian/Pacific Islander American
- Latino/Hispanic
- LGBTQ
- A person with a disability
- A first-generation college or graduate school scholar in your family, or are from a low socioeconomic background
- A veteran of the U.S. Armed Forces
- Any other underrepresented minority in higher education
- Or if you are interested in diversity and inclusion

As a student, there are many ways to get involved with diversity in the iSchool and throughout the UW. We invite you to participate in our many diversity events, activities and programs, and to join a student group or serve on the iSchool Diversity Committee.

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.
**BASIC REQUIREMENTS**
- All MSIM applicants must have a bachelor’s degree or higher from an accredited institution.
- Applicants to the Mid-Career MSIM program must have at least five years of post-baccalaureate professional experience.

To be considered for admission, you must provide:
- Personal statement
- Statement of purpose
- A résumé or CV
- Three recommendation letters
- Transcripts
- Program selection: 1-year or 2-year (Early-Career program only)
- Top two choices for specializations (Early-Career program only)
- Either official GRE or GMAT scores (Early-Career program only and not required of UW Informatics graduates)
- 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**
Applications are accepted beginning in September; see our website for specific deadlines for both Early-Career and Mid-Career candidates. Students are admitted once per year, with classes beginning autumn quarter.

We encourage prospective students from diverse backgrounds and professional experiences to apply.

Learn more at our website: ischool.uw.edu/msim

**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 2019-20 academic year, the estimated cost was $853 per credit, with 65 credits required for the 2-year Early-Career program (total cost: $55,445). Fewer credits are required for the 1-year Early-Career program (40 credits: $34,120) and the Mid-Career program (36 credits: $30,708).

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**