

Social Networking and Other New Technologies on the University Campus

Dr Lev Gonick, Vice-President for Information Technology Services, Case Western Reserve University University



Biography:

Today, Lev Gonick is Vice President for Information Technology Services and Chief Information Officer at Case Western Reserve University in Cleveland, Ohio. Case is one of the nation's leading independent research universities. Case's technology infrastructure and reputation for innovation and cutting-edge applications is recognized across the country and around the world. This turn around effort since 2001 has been recognized by peers and has led to numerous presentations and consultations on IT Governance, new forms of IT leadership (open-source leadership) and strategic technology investing addressing community priorities. Case has been ranked number #1 in the nation among private, independent universities for wireless technology deployments. Today, all data, voice and video services at Case run over its IP network. Gonick is chair of the CIO Executive Council's higher education committee. He is also President of the Board of OneCleveland, the award-winning metropolitan-wide project to create a connected community through high speed wired and wireless network connectivity addressing community priorities in Northeast Ohio. Gonick also serves as President of the Board of the New Media Consortium based in Austin Texas. In 2006 Gonick has been recognized by ComputerWorld as a Premier100 IT leader and by CIO magazine's CIO100 group. He also sits on the Board of the National Lambda Rail (NLR), the nation's next generation advanced networking research effort. Previously, Lev Gonick served as Chief Information Technology Officer for Cal State Monterey Bay (CSUMB). CSUMB is the Cal State's "Bullets to Books to Bytes" campus built on former Fort Ord as the Cal State's first 21st century campus. From 1996 through 1999 Gonick was University Dean for Instructional Technology and Academic Computing at Cal State Polytechnic University in Pomona.

Gonick's national reputation includes a series of major duties and responsibilities related to technology integration in education. Among his board services and consultations:

- New Media Consortium, President of the Board
- Museum of Contemporary Art - Cleveland, Board Member
- Northeast Ohio Software Association, Board Member
- Adobe Higher Education Advisory Committee
- Dell Platinum Council Member
- Bellefaire Jewish Children's Bureau, Board Member
- Ohio-Israel Chamber of Commerce Technology Chair
- Internet Streaming Media Association Content Management Advisory Group
- Internet 2, InCommon Executive Committee
- National Lambda Rail, Board Member
- Consultations to more than 40 Universities and Colleges across the U.S. & Canada

Gonick's international efforts in education and technology are extensive and date back to 1985. He has consulted and lectured at 9 universities in Australia, 5 universities in Japan, 4 in South

Africa, and spoken to audiences in England, Sweden, Germany, Israel, India, Cote d'Ivoire, Zimbabwe, Kenya, Cuba, Mexico, and Botswana and across the United States and Canada. Sixteen years ago Gonick supported the development of HealthNet and Mango, one of Southern Africa's first internet nodes in facilitating connectivity between healthcare professionals and NGOs in the field in Southern Africa. He has been involved in designing and implementing Digital Learning Network project in West African countries and another Multimedia Learning Network initiative called Seeds of Peace in Israel, Egypt, Jordan and Palestine.

Lev received his PhD in International Political Economy from York University in Ontario Canada.

He is married to Barbara Weltman-Gonick. They have two children and live in Beachwood, Ohio.

Abstract:

Undoubtedly the most pervasive aspect of all the hype around web 2.0, the focus on social networking is driven from outside our institutions. Interest in social networking is especially high among students, and they already use these tools extensively for personal reasons. Because of students' tremendous interest, colleges and universities are increasingly going to be seeking ways to employ similar strategies. Although there are not yet many institutional examples of social networking, there are easily dozens of examples that are familiar to students and used by them on a daily basis; institutional uses will emerge very quickly because these approaches clearly appeal to students.

Social networking is all about making connections between individuals. Conversations that take place in social networking contexts are inherently social, and most likely related to social activities and interests. These topics foster deep connections between people when they are shared and discussed: forming such connections is the heart of social networking. As danah boyd has noted, online spaces like Myspace and Facebook give students a safe place to gather, in much the same way that young people of previous generations hung out at the burger joint, the roller rink, or the mall. Social networking is second nature to students already and the impetus for us to use it is coming from them. For them, it is ubiquitous now; our challenge is to apply it to education.

This workshop will be afford participants the opportunity to be exposed to a range of social networking tools and other related technologies. The thrust of the workshop will be a dialog around the relevance for teaching, learning, and creative expression. In addition to examples, the outcomes of this workshop will focus in on how social networking on campus will help shape the emerging eco-system that blends "learn, work and play." Participants are encouraged to bring examples with them along with questions as to the pedagogical use (or critique) of these tools in framing an engaged, learner-centered curriculum.