

## **V. PROFESSIONAL SERVICE**

### **A. Summary of Professional Service Activities and Service Load Information**

This section will be in two parts. Part one will include a summary of my professional service activities, with a two-fold focus; first on my role as Associate Director of HCI and second on the remaining areas of my service to the academic community and the university. Part two will give a standard list of my professional service activities and service load, which includes 60 Activities (42 Professional Services and 18 University Services).

#### **Part One: Summary of Professional Service**

##### **Overview**

Up to this point, I have spent considerable time discussing my administrative role as Associate Director of the Human-Computer Interaction (HCI) Graduate Program, both in my CV and in the teaching section above, but I should also address other matters as well.

My role as Associate Director has provided me a great opportunity to fulfill my potential as an educator and to bring together an array of my professional (industrial) and academic skills as an educator and manager. As outlined in my Candidate Statement, I have relentlessly strove to instill in my students the competencies they need to acquire the best jobs in the field of HCI, interaction design, usability engineering, and/or related fields that deal with the design and testing of interactive digital products. To accomplish this, many factors have been and continue to be considered. Furthermore, as sole full-time faculty member in the HCI program for the first three-and-one-half years of its existence, I bore the chief responsibility for the development of the curriculum and all course design. Of course, whenever possible, I turned to a number of my colleagues outside IUPUI who had expertise in HCI, as a sounding board. They were able to give me an assessment of my ideas for the theoretical framework of the program.

In my Candidate Statement, I outlined my past and current service and my vision and plan for the future of the HCI graduate program. This future includes a program that is more research-oriented, with a profound interest in providing our students with a new dimension of learning and knowledge through creative and scientific inquiry. Evidence of this transition has been outlined in my CV, Candidate Statement, and letters of support from the School of Medicine faculty.

Service is also an important factor of my professional development and identity as an academic scholar. My professional service is directly linked to my development as a teacher and researcher, as is clearly outlined in my CV and Candidate Statement. My role as a citizen of the university includes not only the activities I have accumulated or the positions I have attained, but a demonstration of collegiality at every level of my professional service in the society of scholars.

My leadership roles in professional organizations and conferences and at the university level are numerous. And because I am goal-driven, my activities have resulted in significant outcomes. For example, my responsibility as chair of numerous symposiums has facilitated the advancement of many of my colleagues through the dissemination of their work through publications to the academic community, in addition to my own work. Further, my involvement as a peer reviewer has provided a great service to the academic community. Regarding my role in many university

committees, my input has been highly valued with significant outcomes, e.g., the hiring of new faculty and development of new curricula. In sum, these service activities reflect and are deeply grounded in my teaching and research.

### **Statements by Students Related to the Impact of my Service on Their Success**

One of the greatest evidences of service, related to my role as administrator and developer of the HCI curriculum, is its impact on my students. Below, I have highlighted some quotes from letters from students that address these matters of how my service as impacted their lives.

“Without it (HCI program and faculty) I would not be where I am today, i.e., at my current role as a User Interface Designer for Thomson Electronics, an international electronics communications corporation. ...Dr. Faiola has done an excellent job, not only developing and leading classes, but structuring the (HCI) program’s curriculum overall, so that it offers both academic rigor and practical application. I now have a greater understanding of what I like to call the “science behind the art” of interface design.”

**Stuart Ough**

*User Interface Designer*

*Thomson Electronics, Indianapolis, IN*

“I have recently taken a position as a User Experience Specialist in the Mobile Device Division at BenQ Corp. in Taiwan. With the knowledge I have gained from the HCI program, my expertise will greatly support the design team in creating more usable mobile devices for their customers.”

**Ming-Liang Liu**

*User Experience Specialist*

*BenQ Corp. (Siemens) Taipei, Taiwan*

“The program has equipped me with the necessary knowledge and skills to be capable to present my ideas and perform in the professional world. And this would not have happen without Dr. Faiola support and guidance.”

**Chatree Campiranon**

*Usability Analyst*

*Pearson Education Corporation, Indianapolis, IN*

“The payoff of the HCI graduate program at IUPUI has been very gratifying. With only my thesis to complete, I obtained my first position in the HCI with IU as a Systems Interaction Designer for a revolutionary open source course management system called “Sakai” or “Oncourse CL”. I immediately put to use what I had learned in the HCI program about prototype testing, interface design, systems analysis, and user needs analysis.”

**Tim Altom**

*Sr. Business Usability Analyst*

*Perficient, Indianapolis Office*

“The (HCI) curriculum and faculty have prepared me with the abilities required of usability professionals in industry. ...A lot of credit to my academic and current professional success at RSA, goes to Dr. Faiola. ... I strongly recommend Dr. Faiola to the tenure committee that he could continue to be a strong support to future students in the HCI program.”

**Dipankar Roychowdhury**  
*User Experience Designer*  
*RSA Security, Bedford, MA U.S.A.*

“HCI is becoming a term that businesses are now becoming familiar with. Students graduating with Dr. Faiola’s courses are more qualified and better suited to enter the workplace with these skills. His approach is preparing these students for the reality of business needs and an in-depth knowledge of how to apply the usability of technologies. ...As a recent non-traditional informatics graduate (May 2005), my assessment of Dr. Faiola’s contributions to the informatics program is significant.”

**Lori Priller, SPHR**  
*Business Developer*  
*MBA Performance Consulting*

“I was fortunate to have Dr. Faiola for three of my undergraduate courses while in the New Media Program: New Media Usability (N485), Human Computer Interaction (I300), and Multimedia Project Development (N420). ...Dr. Faiola’s lifetime accomplishments and awards have been a true inspiration to me. Since graduation in May 2003, being in the workplace for 2 years, I have found that classes taken with Dr. Faiola have been the greatest benefit and evidence that his teaching has impacted my career goals. Also, Dr. Faiola always encouraged his students to be constantly learning, which has been an influence in my decision to currently seek a graduate degree in Education at The Ohio State University.”

**Barbara Ashley (Hartman)**  
*Graduate Student*  
*The Ohio State University*

## **Part Two: List of Professional Service Activities and Service Load**

### **Professional Service (Organizations and activities outside the university.)**

#### **Reviewer for Professional Journals**

- 2003—Present Behavior & Information Technology (Taylor & Francis Publishing)
- 2003—Present Journal of Management Information Systems (M.E. Sharpe Publishing)
- 2006—Present Interacting with Computers (Elsevier Publishing)

#### **Peer Reviewer for Professional Conferences**

- 2003 Human-Computer Interaction International Conference '03, Crete, Greece.
- 2003 Second Annual (SIGCHI) Pre-ICIS HCI/MIS Workshop, Association for Information Systems, Washington, D.C.
- 2004 Third Annual (SIGCHI) Pre-ICIS HCI/MIS Workshop, Association for Information Systems, Washington, D.C.
- 2004 HCI Symposium Information Visualization Conference '04, London, England.
- 2004 Humanizing Technology Colloquium, Tuscany, Italy. 2<sup>nd</sup> International Conference on

- New Directions in the Humanities '04.
- 2005 Human-Computer Interaction International Conference '05, Las Vegas, Nevada.
- 2005 Fourth Annual (SIGCHI) Pre-ICIS HCI/MIS Workshop, Association for Information Systems, Las Vegas.
- 2006 HCI Track of the 14th European Conference on Information Systems (ECIS), Göteborg, Sweden.
- 2006 HCI Symposium, IV05, Conference, London, England.

### **Conference Program Committee**

- 1998 Committee member, GATF/GAERF Teacher Conference, Chicago Technology and Graphic Arts Issues.
- 2001 Graphica'01, San Paulo, Brazil.
- 2003 Second Annual (SIGCHI) Pre-ICIS HCI/MIS Workshop '03, Association for Information Systems.
- 2004 8<sup>th</sup> Annual Conference on Information Visualization, London, England.
- 2004 Third Annual (SIGCHI) Pre-ICIS HCI/MIS Workshop '04, Association for Information Systems, Washington, D.C.
- 2005 Fourth Annual (SIGCHI) Pre-ICIS HCI/MIS Workshop '05, Association for Information Systems, Las Vegas.
- 2005 9<sup>th</sup> Annual Conference on Information Visualization, London, England.
- 2006 10<sup>th</sup> Annual Conference on Information Visualization, London, England.

### **Chair of Symposiums, Colloquiums, or Session (Administrator within Conference)**

- 2003 Human-Computer Interaction International Conference 2003, Crete, Greece, Session Title: HCI Education—New Challenges, Shifts, and Issues.
- 2004 Humanizing Technology Colloquium, Tuscany, Italy. 2<sup>nd</sup> International Conference on New Directions in the Humanities. Colloquium Title: Human-Computer Interaction, Communication, and Co-Existence: A Blueprint for Humanizing Technology.
- 2004 HCI Symposium, Information Visualization, Conference, London, England. Symposium Title: Visualization and Interaction: Making Information Usable.
- 2005 HCI Symposium, Co-Chair, IV05, Conference, London, England. Symposium Title: Visualization and Interaction Design.
- 2005 Human-Computer Interaction International Conference 2005, Las Vegas, Nevada. Session Title: The Human-Computer Interaction of Information Visualization: Current Research and Education in 2/3-Dimensional Domains.
- 2005 Human-Computer Interaction International Conference 2005, Las Vegas, Nevada. Session Title: Interaction Design Education and Research: Current and Future Trends.
- 2006 HCI Symposium, Co-Chair, IV06, Conference, London, England. Symposium Title: Visualization and Interaction Design.
- 2006 6<sup>th</sup> Biennial Conference on Cultural Attitudes Towards Technology and Communication, Tartu, Estonia. Session Title: Politics, Media, and Technologies.

### **Special Distinguished Speaker Committee Member**

2006 CHI, Committee for Development of Criteria for Candidates for the SIGCHI Distinguished Speakers List. (Mary Czerwinski, Chair)

### **Professional Workshops & Training Conferences**

(Attended for Curriculum Development Education)

1998 Graph Expo, Digital Printing Seminars and Workshop, Chicago. (10/1998)

1998 Research Foundation Seminar and Scholarly Writing Workshop, Purdue University. (4/1998)

1999 Focus on Learning Workshops, Purdue University. (3/1999)

1999 Graph Expo, Digital Printing Seminars and Workshop, Chicago. (10/1999)

1999 GAERF, Professional Workshop and Industrial Standards Evaluation, Chicago. (10/1999)

2000 Graph Expo, Digital Printing Seminars and Workshop, Chicago. (10/2000)

2000 Graphic Arts Educational Seminars, e-Commerce, Internet, Chicago. (10/2000)

2000 Alfa Design & Printing, Moscow Russia. (12/2000)

2000 Lersta Animation, St. Petersburg, Russia. (12/2000)

2000 Amos PrePress House, St. Petersburg, Russia. (12/2000)

2001 Patent Writing Workshop, Given by Maginot, Addison and Moore, Patent and trademark attorneys. (10/2001)

### **International Peer Review Committees**

2000—2001 International Committee for Graphic Communications, Dharka, India

2006—Present Peer Review Committee for the Fulbright Scholar Commission, Washington, DC. Appointment from the Council for International Exchange Scholars (CIES), in cooperation with the American Council of Learned Societies (ACLS), the Social Science Research Council (SSRC) and the National Academy of Sciences (NAS)

### **University Service (University Committees & Administrative Roles / Responsibilities)**

#### **University Committees**

2003—04 IUPUI Internal Grants Proposal Review Committee.

2004—05 Fulbright Representative, IUPUI Campus.

2005 University-Wide Technology Committee, IUPUI. (Briefly)

#### **School Committees**

1999—01 School of Technology, International Programs Committee, Purdue University.

2000—01 School of Food Sciences & Tech., Purdue University, Sci-Media Committee.

2001—02 School of Informatics, Curriculum Committee, Chair, New Media, IUPUI.

2001—02 School of Informatics, Faculty Search Committee, New Media, IUPUI.

2001—02 School of Informatics, Technology Committee, New Media, IUPUI.

2001—02 School of Informatics, Undergraduate Program Committee, IUPUI.

- 2002—03 School of Informatics, Curriculum Committee, IUPUI.
- 2002—03 School of Informatics, Faculty Search Committee, IUPUI.
- 2002—03 School of Informatics, Library Review Committee, IUPUI.
- 2002—03 School of Informatics, Informatics Online Development Committee, IUPUI.
- 2002—06 School of Informatics, Graduate Program Committee, IUPUI.
- 2003—04 School of Informatics, Faculty Search Committee, IUPUI.
- 2005 School of Informatics, Faculty Search Committee, IUPUI. (Separate Committee)

**Department Committees**

- 1998—01 Marketing & Communications Committee, Department of Computer Graphics, Purdue University.
- 1998—99 Faculty Search Committee, Department of Computer Graphics, Purdue University.

**B. Peer Evaluation of Quality as well as Quantity of Professional Service as Intellectual Work**

The section is dedicated to those external peer reviewers who will provide an unbiased assessment of my work.

### C. Evidence of Scholarly Publications, Presentations, or Other Means of Dissemination

I have given 12 Service Presentations from 1999 to 2005.

Faiola, A. (1/1999). Indiana Universities printing schools update, printers industry of Indiana, *Annual PII Education Forum*, Indianapolis, IN.

Faiola, A. (5/20/1999). New media graphics curricula: pedagogy and methodology. *House of Scientists*, St. Petersburg, Russia.

Faiola, A. (1/2000). Indiana Universities printing schools update, printers industry of Indiana, *Annual PII Education Forum*, Indianapolis, IN.

Faiola, A. (2/14/2001). Human computer interaction & multimedia usability testing: understanding the key components for building effective interfaces. *Purdue University, Human Factors & Ergonomics Society*, West Lafayette, IN.

Faiola, A. (3/14/2001). New media usability. TechConnect, Poster Session, *Indiana University Purdue University*, Indianapolis, IN.

Faiola, A. (5/10/2002). Curricula and cross-cultural issues in interactive media usability. *Mediamatic Design, Consulting Group*, Amsterdam, Netherlands.

Faiola, A. (5/28/2002). eBook market potential in Russia: trends, copyrights, and technologies. *Council on University Publishing in Russia, 10th Annual Conference*, Moscow, Russia.

Faiola, A. (6/6/2002). Web usability theory models for teaching and application. *House of Scientists*, St. Petersburg, Russia.

Faiola, A. (11/20/2003). Disciplinary overview of human-computer interaction, Bi-Annual Presentation to I502. *Indiana University – School of Informatics, IUPUI*. Presented each semester to beginning graduate students.

Faiola, A. (6/24-26.2003). Children's book typography: an overview of practice and empirical study. *Conference of the World Bank & Russian National Fund of Education and Training for Schoolbook Editors and Editorial Staff*, Moscow, Russia.

Faiola, A. (6/27/2003). eBook technologies in America and Russia. *Conference of the World Bank & Russian National Fund of Education and Training for Schoolbook Editors and Editorial Staff*, Moscow, Russia.

Faiola, A. (10/14/2005). Principles of Web design and usability: improving accessibility to law library online information. *Ohio Regional Association of Law Libraries (ORALL) and Chicago Area Law Librarians (CALL)*. Indiana University Purdue University Indianapolis, School of Law.

**D. Departmental Evaluation of Stature of Journals in Which Publications Appear**

I have never published any papers directly related to service.

**E. Evaluations by Chair of Quality and Quantity of Professional Service**

Dean Bailey will address this evaluation, taking into account my successful record as faculty and Associate Director of the HCI Graduate Program, as well as many other services performed for the School of Informatics and the scholarly community at large.