Peanuts Animation & Video: From Ctrl F to Relational Database
Ellen A. Dennis

This project enacts and demonstrates the principles of sound design for a relational database. A dataset that was moderately sized in scope and very much in need of relational organization was chosen as the candidate dataset. A working database based upon the dataset was planned using efficient design and structuring principles, then implemented in Microsoft Access 2010.

The original dataset can found in html format at http://fivecentsplease.org/tv/peanuts-tv.html/. It is a comprehensive webpage documenting every animated cartoon, film, and documentary featuring the famous "Peanuts" by Charles M. Schulz. Information represented in the database includes episode specifications; characteristics of physical and digital releases (e.g. DVDs) both historic and current; awards and honors; and the studios, distributors, television networks, and creative talents involved.

Key to the design process was the initial design of the data's relations, represented in an Enhanced Entity-Relationship (EER) diagram. From this, the database design was normalized to Third Normal Form in order to maximize efficiency in both the design process and, especially, the application of the database. The database was implemented as a group of interrelated tables, with enforced referential integrity from foreign keys to their primary key sources. Finally, it was populated with test data, and test queries were run in Structured Query Language (SQL) to demonstrate the functionality of the database. While the original "Peanuts" dataset primarily serves web enthusiasts, a no-nonsense database approach may lend the dataset functionality for retailers, researchers, educators, and more. This same database design process could be applied to any number of real-life products, services, or other datasets of similar scope.

**Keywords:** relational database; entity-relationship (ER) diagrams; normalization; media--video; Structured Query Language (SQL); database design

**Project for course:** 490DB (Introduction to Databases)

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Social Media for Alumni Relations in iSchools: From Current Practice to Strategic Use
Hilary Meyer

The social media environment is transitioning from a world of individuals to an area suitable for organizations to present a public face. As a result, public relations...
employees at colleges and universities must learn to navigate this new environment in order to stay relevant. Yet, many organizations have created social media sites only to find that they are a drain on human and financial resources with unknown benefit. This poster demonstrates how effectively iSchools have utilized social media tools in their interactions with alumni. We investigate current practices through interviews and website examinations, review literature on the topic, and present key findings from our research. We are motivated by the following questions: How are iSchools using social media tools for alumni relations? Are they effectively leveraging social media to enhance alumni relations, or are they simply getting on board? How can the effectiveness of their efforts be measured? And are these efforts aligned with their strategic goals? Our findings provide useful insight for other organizations interested to gauge their own effective use of social media.

Keywords: social media, web 2.0, online marketing, communication strategy, alumni relations
Project for course: 590STL (Strategic Information Management)

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A Digital Asset Management 2.0 Solution
Cynthia Mathews

Within a variety of businesses, accuracy and ease of finding in-house images and accompanying information is crucial. A digital asset management (DAM) system can ensure that speed in retrieval of in-house images saves staff time and the company money. Accurate metadata ensures that image use is legal from a copyright perspective and accurately described. It should also offer features commonly associated with online applications and web 2.0 online availability and user input.

This project proposes taking a company’s current digital asset management system and moving it toward DAM 2.0. To do this, the image data flows within a medium-sized publishing company are analyzed using data flow and entity-relationship diagrams, and the present and future needs for a digital asset management system are highlighted. ResourceSpace open source software is recommended as a solution for the publishing company because of several key features: access is online, allowing for remote staff to use system; system allows user input, improving tag quality and speed of entering new images; and development of this open source solution is an investment for the company. To help visualize how the proposed system will look, a user account was created on the software’s demo site. The project provides screen shots to illustrate the screens that the users would see in the proposed system.

Keywords: digital asset management, images, photographs
Project for course: 453 (Systems Analysis and Management)

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Building Databases: A case study of Facilities & Services at UIUC
Matthew Smith

This project focuses on the need for a database to organize and store large amounts of information pertaining to the construction and maintenance of buildings. Every time a structure is built or maintained there are numerous documents that must be accessioned, disseminated, and retained for the life of the building. This information comes from different groups such as engineers, architects, and sub-contractors and in various forms such as Word documents, AutoCAD files, and physical drawings and manuals. Because of the importance of this information in maintaining these buildings record managers must have a system in place to record various statistics such as when the information was submitted, who worked on a certain project, and whether or not a firm was paid.

The database created addresses the needs of Facilities & Services on the UIUC campus. It allows record managers to maintain a system that can be used to not only store information, but also enable managers to quickly find information using SQL. In addition this database can be used in many different environments where people must keep information on construction projects, such as local and state governments, hospital complexes, architectural firms, and various agencies in the federal government.

Keywords: Engineering; Architecture; Records Management; AutoCAD; SQL
Course project for: 490DB (Introduction to Databases)