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Graduate School of Information Technology and Mathematical Sciences

"40 YEARS AS AN ACADEMIC- 8 YEARS AT THE HELM OF ITMS"



Award is presented to
Professor Sidney A. Morris
in the year of 2009 for his
dedication to staff, acute vision,
and outstanding service to the
Graduate School
of Information Technology
and Mathematical Sciences
of the University of Ballarat

DEPUTY VICE CHANCELLOR
UNIVERSITY OF BALLARAT



March 2010 will mark 40 years since I submitted my PhD thesis and joined the University of Adelaide as a Lecturer. It has been a remarkable journey. Six months later I was a postdoctoral fellow at the University of Florida and a mere 9 months later began a tenured Lectureship at the University of NSW. Within 5 years I had won a United Kingdom Science Research Council Senior Visiting Fellowship, promotion to Senior Lecturer, and appointment as a Reader at La Trobe University. A further 3 years and I was the Editor of the largest and most cited research journal of the Australian Mathematical Society and had an offer of a Professorship at the University of Auckland.

I have been employed at 7 Australian universities as Lecturer, Senior Lecturer, Reader, Professor, Head of School, Dean, Deputy Vice-Chancellor and served for periods as Acting Vice-Chancellor. I also worked in the US, UK and Israel. I have taught every undergraduate level and supervised PhD, Masters and Honours students. I have had the honour of being the Editor-in-Chief of the journal of the Australian Computer Society and the Founding Editor of a series of books published by Cambridge University Press. I have published well over 100 research papers in refereed international journals and 4 books. The most recent books were mammoth efforts co-authored with my research collaborator of 30 years, Karl Heinrich Hofmann. I have written an online book with translations in Persian, Spanish and Chinese with further translations in Russian and Arabic on the way. What is obvious from the above is that I have had a very rich and satisfying experience over these 40 years. It is my intention to leave on a high. Accordingly I plan to retire early in 2010.

One of my greatest pleasures has been seeing the growth and maturity of this School (now GSITMS) as recently evidenced by the appointments of the Alex Rubinov Professor and two Associate Professors. I have been at the helm for the last eight years, and the School's achievements over that period are fantastic. The research output has increased tenfold. The number of students has increased fourfold, and the quality of teaching is recognized by the graduates as being the best in the State of Victoria. The quality of moderation of off-campus teaching was recognized by the AUQA audit and by the ACS. And, most importantly, the camaraderie in this School remains very high. I am impressed by the quality and achievements of the School's academic and general staff and now wish the School every success in its future endeavours.

Professor Sid Morris, Head of Graduate School

GSITMS retreating to advance

The annual GSITMS retreat was held mid-year (instead of year's end) and came to grips with some of the big issues and projects that the School is presently facing. In the tradition of the School, between the 'serious business' of the retreat, a dinner parade was held where staff members came in their chosen "games" theme of fancy dress.



Creative, and sometimes hilarious costumed colleagues, strutted across the Novatel's dining room arrayed as dominoes, football hunks, dice, hockey one & two and the like. The purpose of this annual merriment between settling down to serious discussions about the School's future direction, is to help participants relax and unwind and to build on the camaraderie and positive morale that has served the School so well in the past. As has become traditional, members changed tables after each course enabling a natural mixing and mingling, so that newer members and visitors got to know longer standing staff. Costume awards were made for both the most impressive outfits and to encourage GSITMS' less venturesome colleagues.

Working sessions featured breakout groups discussing topics such as "Making the Graduate School a Success", "Improving Work/Life Balance", "Internationalizing the Curriculum" (Academic Staff) and "Working Smarter" (General Staff). Naturally, being an IT school, groups reported their considered findings on memory sticks (rejecting butcher's paper and felt pens).

Speakers included "Achievements" from Head of School, Professor **Sid Morris** (see front page editorial), "Catching Crooks and Phishing Phishers" by Assoc Professor **Paul Watters** who leads the Internet Commerce Security Laboratory (ICSL - see box) and an introduction to Professor **Frank Stagnitti** Pro Vice-Chancellor (Research) who, on his first day on the job, was able to articulate UB's research approach and themes and his desire to grow both the quantum and depth of UB research ensuring it is "...rigorous, relevant and reaching out" to UB's communities of interest (See profile on page 9).

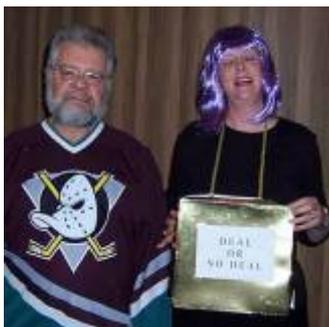
Keynote Address:



Assoc Professor **Paul Watters** indicated that, in 2009, the ICSL is pursuing four research priorities using mixed teams of academic researchers, Research Fellows and PhD students:

- **Profiling** - turning cybercrime event data into meaningful evidence, enabling a law enforcement response to online fraud;
- **Recovery processes** - understanding how customers recover their "identity", and working to make it easier;
- **Malware** - continuing applied research into advanced malware techniques, and systematic weaknesses in botnet-supported hosting platforms; and
- **Forensics** - automating away the time-consuming elements of forensic analysis of customer machines.

Assoc Professor Watters outlined the Community Engagement, the Strategic & Tactical Decisions and exciting opportunities for future expansion and exploitation by ICSL given the exploding fallout and illusive nature of this major community problem.



GSITMS International Office under new management

Greg Simmons has recently been appointed to the position of GSITMS Director International Programs for five years. The International Office, together with CIAO's international research reputation and the accolades for GSITMS teaching excellence are the School's hallmarks of excellence. Greg has taken up his new assignment with enthusiasm and energy visiting many partner sites and coming to grips with the changing International marketplace for tertiary education.

Greg's curriculum vita reveals a young professional with a penchant for questioning the status quo and looking for new and relevant solutions for emerging dilemmas.



"I love debate and I don't hold back in the academic context and I encourage my colleagues and partners to be similarly forthright".

Greg is about to complete his PhD from Curtin University of Technology, where his Doctoral research has been in the area of semantic web technology and open source software development. Greg previously gained his *Master of Science (by Research)* from the Victoria University of Technology (1994 – 1997) where he won a research scholarship in 1994. There, his research and subsequent thesis topic, was in the area of Experimental Design. Greg converted to part time study in June 1996 when he started full time employment with Monash University.

Greg's diverse professional experience since joining UB (and GSITMS) in 1997 includes:

- Curriculum Coordinator (2008 – 2009);
- Undergraduate Courses Coordinator (2006-2008); and
- Honours Coordinator (2005)

Greg has, in addition, produced an impressive list of patents and publications. The associated academic rigor of these indicates his awareness of, and his desire to find, solutions to 'real world' problems.

Greg's perception of the School as 'close' and his endorsement of its supportive culture and the healthy life-style that Ballarat generally has to offer are reasons for his family's (wife Peta and three offspring - Liam, Noah and Ruby) endorsement of the regional lifestyle.

Greg will be relying on his leadership style (which he describes as "...explores, debates, ruffles and then gets on with the job") as an important asset for his new assignment in the International Office. Greg admits however "...I'm learning a little needed diplomacy along the way" with our GSITMS' partners.

The critical importance of the International Office to the School's viability is underscored by Greg. He sees it sitting between partner providers, the central UB bureaucracy and staff who deliver courses "...not always an easy juggling act", he quips. Greg is seeking to understand the various strengths and business strategies of partners. He then intends to make sure that the International Office is aligned with their requirements. His focus will be on efficiency in providing professional support through curriculum development, process improvement, staff communication and quality control (moderation).

Whilst a strong foundation has been laid by Greg's predecessors, it will take vision, motivation and market savvy action to meet the challenges of the developing international education environment.

Skilling up the ICT sector through Scholarships



John Ridge AM has been working in the IT industry for more than 40 years in Australia and overseas, and he has played a leading role in encouraging IT companies to help address the chronic skills shortage in the sector.

In 1992, John became active in the 15,000 strong Australian Computer Society (ACS). It is for this work, especially in education, that he was appointed a Member of the Order of Australia. He has said recently (as reported in *It's an Honour - Australia Celebrating Australians*) that "...**traffic on the information superhighway will stall unless Australia steps up training in the IT sector**". As ACS President, John focused on the ACS Foundation, which was set up to raise funds in the private sector for university based scholarships and research related to IT. John was subsequently appointed executive director of the foundation, which has raised more than \$17.5M, awarded more than 1200 scholarships, and cultivated high achieving students.

*Women in IT***Thu Vuong: From an Honours degree to an ‘honorable’ posting**

“I graduated with Bachelor of Applied Sciences in Computing and Mathematics (Honours) in 2004 and Master of Mathematical Sciences in June 2006 after receiving a (then) School of ITMS Scholarship for Honours Study, then an ITMS Postgraduate Research scholarship. Before joining UB, I had a Bachelor of Science and Graduate Diploma in Education from the University of Melbourne.

“I returned to Vietnam in mid-July 2006 and two weeks later, started working for IBM as a System Services Representative at Global Technology Services. In June 2008, I was given the role of Key Account Leader, dedicated to a number of IBM key customers in the Northern regions of Vietnam.

“UB, and especially the GSITMS, will always hold a very special and sentimental place in my heart. In the multi-cultural environment of the School, I had the opportunity

to study, work and collaborate with many talented students who came from many parts of the globe. I was able to learn and understand more about many different cultures, languages and especially work habits. This GSITMS experience equipped me with adaptability and an ability to work well in any diverse environment.

“At UB, learning opportunities are everywhere. I was a Mathematics student, but my studying in GSITMS had never been enveloped with Mathematics only. I attended School seminars every week and really enjoyed the computing topics. I remember talking to computing students and spent hours listening and trying to understand what they were doing with great interest. In GSITMS, I learnt not only from the experts – our lectures and supervisor - but also from my fellow students.

“While studying at GSITMS, I came to contact with many extraordinary people. People who could amazingly balance between work and play; who have excellent career and also live life to the fullest. People who could inspire others with their work, their enthusiasm, and passion for research. Being with and working with excellent people every day inspired me to be one!

“On a more personal note, my wedding was on 26 September this year. We expect to start a family soon, and visit Australia for holidays sometime in the near future. Yes, Ballarat is a must see destination for both of us.”

Past and present colleagues of Thu trust that her family intentions will ‘blossom’ like her illustrious career to date.

Contact: **Vuong Thi Minh Thu (王明秋)**
thuvt@vn.ibm.com

Mentoring luncheon promotes IT passion

Three women studying in IT programs, **Samantha Avery**, **Kristi Davies** and **Lifang Zi**, accompanied by lecturer **Dr Charlynn Miller**, attended the 2009 VIC ICT for Women Mentoring Lunch at the Melbourne Exhibition Centre under the sponsorship of GSITMS. The three students lunched with women leaders who are part of the *Victorian ICT for Women Network*. This was a great opportunity for GSITMS students to meet and network with some of the most accomplished women in the ICT industry and gain insight into what is required to be successful in Information and Communications Technology. They usefully discussed the challenges and benefits of working in the ICT environment.



One student commented “... it was wonderful to communicate with other participants of different backgrounds, to listen to their ideas, and to learn from their experiences. The woman I sat next to had more than seventeen years of experience in IT. She said the most important thing for a person to do something well was *passion*.”

*CIAO Chat about this and that***Professor David Yang Gao
on the go**

Professor Gao visited GSITMS in August to meet GSITMS staff, give a seminar, and to be interviewed for the Alex Rubinov Professorship of Mathematics.

Professor Gao has since been appointed to this most prestigious Chair.

David is a distinguished scholar in mathematics, optimization in particular, as is evident from his webpage (<http://www.math.vt.edu/people/gao/>). He also maintains broad interests outside his discipline of mathematics.

Professor Gao is a graduate of Tsinghua University in Beijing, one of the finest universities in China and has held postdoctoral positions at Harvard, Yale, and MIT. He is currently employed at Virginia Tech. David's move to Ballarat is driven by the opportunity to work with excellent colleague researchers that he already knows. He has two children, a son at university, and a daughter who will attend a secondary school in Ballarat.

**Guillermo takes up malware
research**

GSITMS boasts staff and students from a wide international 'diaspora'. It is fortunate to include in this group a single representative of Cuba - **Guillermo Pineda-Villavicencio** who arrived at

UB in February 2005. Guillermo has recently completed his PhD thesis "*Improving Upper and Lower Bounds on the Order of Large Undirected Graphs under Degree Distance Constraints*" and will receive his Doctoral degree at UB's December 2009 Graduation Ceremony.

Guillermo has joined the research team at ICSL as a Research Fellow and is investigating network security, particularly with regard to identifying and combating malware. His enthusiastic approach to life and work helps him complement his team both professionally and socially. Guillermo lives in Ballarat, is a keen reader and basketball player, enjoys listening to guitar concerts, and perhaps is most famous for being a talented Latin-American salsa dancer.

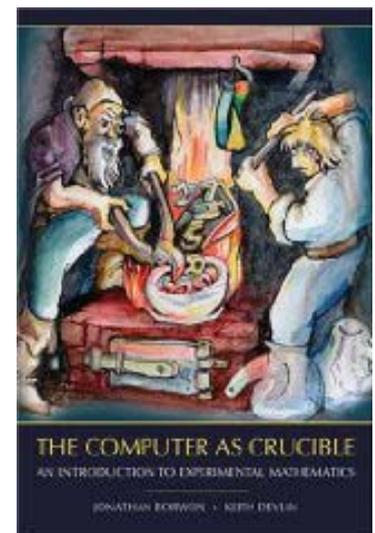
This should come in handy at future GSITMS Retreat dinner functions - Ed.

**Second Rubinov Memorial Lecture
Computer as Crucible: The End of Theory?**

Professor **Jon Borwein** will deliver the second, Rubinov Memorial Lecture on Monday 9 November (5.30PM for 6PM). Again the venue will be the Brewery Lecture Theatre, UB's SMB Campus, Lydiard Street South, Ballarat. Professor Borwein will describe - with accessible examples - how experimental mathematics works, what it has to offer, and what challenges it presents.

"Experimental mathematics is the use of the computer to run computations - sometimes no more than trial-and-error tests - to look at patterns, to identify particular numbers and sequences, to gather evidence in support of specific mathematical assertions, assertions that may themselves arise by computational means, including search."

The Computer as Crucible, Devlin & Borwein, 2008.



For further information concerning the lecture please contact **Elizabeth Matuschka** CIAO's Administrative Officer - Research, Phone: 03 5327 9949 or email: e.matuschka@ballarat.edu.au

Stuttering Made Plain

Grant tells his story

Can stammering actually help academic staff to lecture? **Grant Meredith** of GSITMS was voted by students the top lecturer at UB (14th in Australia), out of more than 6000 nominated candidates.

“Early this year I was surprised to learn that I had won the Unijobs lecturer of the year award

(www.lectureroftheyear.com.au). I lecture in multimedia subjects at GSITMS. At first I was slightly embarrassed at my UB placing against such highly esteemed and qualified colleagues. However, I realised then that I must have deserved it. Seeing that it was voted on by students, I must have made a true connection with them. But how was this achievement possible with my obvious stutter?

“I lecture and live with an overt and very visually marked stutter. The stutter is sometimes very severe, with harsh facial contortions. I normally lecture for up to two hours at a time and it is crucial that I get the material across in a coherent fashion. I block, freeze and struggle through the material most days and yet my students on the whole still succeed and I have never had a complaint made against me. On one occasion I stuttered very severely in front of an academic peer reviewer and I honestly thought it was the end of my career. To my amazement the review came back all positive and it was noted how my stutter has improved my teaching.

It seemed that I had become the lecturer that I am, in the style that I use, because of my stutter.

Candid Pics - Caulfield Careers Expo



“I have adapted my teaching to suit my stuttering not the other way around.”

“I do not enjoy stuttering and I am constantly working to improve my speech, but through lecturing it is working for me. The reasons which I have thought of or which the peer reviewer noted include:

- ✓ The jerkiness of my speech mixed with the sudden blocks and changes in tone/pitch **stop the lecture becoming monotonous** and help to maintain student interest;
- ✓ The sometimes very hard and long blocks I suffer on certain words/syllables **cause the student to focus on the material**;
- ✓ The students knowing the fact that I have a problem and yet I continue to address them seem to **display true and deep respect for me**, which of course I return to them;
- ✓ I always **tell the class about my stutter on the first lesson**, and the students do respect this openness. This leads in general to a very open learning environment;
- ✓ Because I know that sometimes the students may have trouble with some concepts that I describe, **I ensure that my presentation slides include notes** for further description; and
- ✓ I have an **open door policy** in which my students can approach me at any time, depending on other appointments, to answer questions or clarify points;

“I will always continue trying to improve my speech, but I feel good with the notion that in my career it is not a major issue to worry about. Although the method of delivery may be a little rusty at times, the distinct message is still getting through in an educated manner.

and at Vic ICT Mentoring Lunch



New 'Enlightened' Adelaide Partner for GSITMS



Back in 2003, when **Mona Dharma** started working for the UB, she would never have imagined that one day she would run her own institute in partnership with GSITMS. Working at various partner provider sites gave her the experience and the confidence to embark on her own. The *William Light Institute (WLI)* would not have been established however without the support and confidence of two key people – Professor **Sid Morris** and Mr **Greg Black** (Mona's business partner).

Mona and Greg named the Institute after Colonel William Light, who was the first surveyor general of the colony of South Australia. He was the visionary who laid out the City of Adelaide. WLI's new logo bears the native flower of South Australia – 'Sturt's Desert Pea'. South Australian icons were also deliberately adopted for WLI's logo and name. Even though Mona had lived in Melbourne for over two decades she now finds living in Adelaide so easy that she has been able to achieve a lot more in a relaxed manner.

Mona says: *"This then also becomes an ideal environment for students to achieve what they came here for. Adelaide as a destination for studies is being actively promoted by the State Government through an organization called Education Adelaide"*.

From their earliest discussions five years ago Greg & Mona wanted to create an environment for educational enrichment as well as social interaction, a 'community of learning' by providing an atmosphere that encourages interaction, discussion and fun. So they set about finding a suitable place and after months of seeing various properties they were fortunate to find a building owned by a team of South Australian Engineers and Architects. They were very excited to be a part of the vision to create this new educational institute. The owners had weekly meetings with Mona and the builder, to

ensure that all needs were being met during the fit-out stage. Mona's passion for colour is reflected throughout WLI facility.

WLI has an unshakable focus on student learning. It clearly aims to give students a holistic experience that would prepare them for the global challenges when they graduate. WLI does this by encouraging staff to make time for students, experimenting with engaging pedagogies and developing talent. Mona remains very involved with the staff to discuss ways to make their teaching more effective.

"The Institute's focus is on quality teaching. We want to fully explore collaborative learning techniques and the use of technologies in pedagogy. We have students with different learning requirements and believe that through technology we can get students to engage with their teachers, peers and a wider network of likeminded people. We aim to create an environment that students will thrive in."

WLI wants to be known as a quality educational institute in South Australia. WLI has ambitious plans to add more rigorous programs in order to attract a cohort of students with higher grades. This is in order to challenge their academics and students and create an 'intellectual community'. The Institute is further exploring the possibility of delivering postgraduate degrees by research.

Contact: **Mona Dharma**
Principal/Managing Director
UB @ The William Light Institute
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'Second Life' a 'Seductive' Island



A fascinating GSITMS Colloquium was recently given by Dr **Charlynn Miller** titled *"Hands-On Learning in Virtual Spaces - The Creation of a Second Life Learning Environment for the UB"*. An 'emerging' computer application was presented to the audience.

GSITMS has joined with the Schools of Nursing and Science and Engineering to explore the benefits of learning simulations using the virtual world Second Life (SL). A Higher Education Incentive Grant led by Dr **Charlynn Miller** and Mr **Grant Meredith** (GSITMS), Mr **Blake Peck** (Nursing) and Dr **Patrick Graz** (S&E), was awarded in 2009 to purchase a 'virtual island' and create learning content for students in several disciplines. These virtual simulations will then be assessed to determine if they are effective learning tools for students.

The UB 'Island' exists within SL, an online Virtual Environment owned and created by its users. The virtual, programmable nature of SL has enabled the researchers to create real life based simulations. The simulations that have been built so far through the work of research assistants **Luke Rogers**, **Joel**

Thewlis and **Matthew Kelly**, all GSITMS honours students, are:

- A virtual critical care environment with six simulations that enable student nurses to practice their skills;
- A virtual stuttering support laboratory with three simulations enabling those with speech problems to practice in a safe environment; and
- A social science experimentation platform that allows researchers to examine online social behaviour.

A number of buildings to support the schools involved have been 'created' including an Administration Building that provides a 'whole' experience to the students as well as visitors. On UB's Open Day, August 30, the public explored the Island, got information about the University, and tested out the existing simulations.

The benefits of simulation learning are well documented. This Island platform has the potential to provide UB with another flexible learning tool with which to enrich the learning experiences of UB students. Future work involves additional nursing simulations as well as enabling the Island for use in others ways, perhaps as a portal to UB for interested students around the world. It is anticipated that as interest in virtual learning grows within UB, the Island will be used for additional learning opportunities, including online lectures, university meetings, and additional simulations.

For more information, contact Dr **Charlynn Miller**, c.miller@ballarat.edu.au



Pro Vice-Chancellor (Research) Appointment Welcomed

Chancellor Emeritus Professor **Robert H T Smith** along with UB's senior management team has welcomed Professor **Francesco (Frank) Stagnitti's** key appointment. He brings with him substantial research credentials and has been attracted to UB to lead a growing research effort that can be characterised as *relevant, rigorous and reaching out* to communities and collaborators.



"I seek to promote collaboration with regional partners to showcase the UB's research capacity." Professor Frank Stagnitti

Professor Stagnitti, a renowned environmental scientist and mathematician, has commenced his role as Pro Vice-Chancellor (Research) at UB with enthusiasm and drive which has included personal contact with partners and potential partners, industry briefings and the production of publications that clearly indicate the 'depth and breadth' of current UB-based research.

Professor Stagnitti, previously of Deakin University, is an expert in environmental systems modeling, particularly in the fields of bioremediation, ecotoxicology, groundwater flow, end-of-pipe water reuse and risk assessment and climate change as it relates to global desertification and water resources.

His research broadly incorporates multi-disciplinary modeling approaches coupled with international perspectives to tackle globally relevant environmental pollution and land degradation problems. In collaboration with the Department of Environmental and Biological Engineering at Cornell University in New York, Wageningen Research University in the Netherlands and the Department of Bioresource Engineering at the University of Oregon Professor Stagnitti pioneered the use of the Multiple Segment Percolation System for monitoring pollution by pesticides and nutrients in Australia during the late nineties.

Professor Stagnitti's most recent ARC Linkage grant with the DPI involved the development of a computer-based, mathematical risk assessment model that comprehensively integrated for the first time worldwide data on risks associated with different irrigation scenarios for horticulture.

"I am very excited about joining the University and leading the further expansion of research at UB". This University has a distinctly unique mission in the tertiary Australian landscape and I look forward to advancing this mission by developing research plans that will benefit the University and the diverse communities it serves".

Professor Stagnitti has enjoyed considerable support from the Australian Research Council. Since 1997, he has successfully completed three ARC Discovery Projects, seven ARC Linkage/SPIRT grants, two ARC Linkage International/IREX grants, one ARC Special Research Initiatives grant, and one ARC LIEF grant. Professor Stagnitti was also the Executive Chair for the Second International Conference on EcoPollution in 2007.

Professor Stagnitti is a Fellow of the Australian Mathematics Society and Fellow of the Institute of Mathematics and its Applications (U.K.). He also is a Chartered Scientist and Chartered Mathematician registered in the U.K.

At the inaugural research breakfast briefing for 90 leaders of regional industry, professions and business, Prof Stagnitti was able to announce the four themes for future UB research together with their key leaders. They are: *Informatics and Applied Optimization* (Prof **John Yearwood** and Dr **Andrew Stranieri**), *Regional Futures* (Prof **Peter Gell** and Prof **Julian Lowe**); *Addressing Disadvantage and Inequality in Education and Health* (Prof **John Smyth** and Prof **Warren Payne**) and *Injury Prevention and Safety Promotion* (Prof **Caroline Finch** and Prof **Dennis Else**).

STOP PRESS: UB Scholarships for Higher Degrees Graduates should be aware that they can explore opportunities for a range of Research Higher Degrees at UB through the Research and Graduate Studies Office that Professor Stagnitti leads. Potential applicants are advised to initially phone 03 5327 9508 for advice. Relevant information from <http://www.ballarat.edu.au/ard/ubresearch/hdrs/index.shtml>

NewsFlashNewsFlashNewsFlash**Adil Bagirov Europt Fellow of 2009**

Congratulations are due to Dr **Adil Bagirov** on recently being confirmed as EUROPT Fellow of 2009. This is a clear recognition of Adil's research contributions and his standing in the optimization community. EUROPT is the Continuous Optimization Working Group of EURO of more than 750 scientists in 40 countries, focusing on optimization.

The group is part of a larger organization of Operational Research Scientists. The annual fellowship is a special honour. In 2006 it was given for the first time to **Alex Rubinov**. GSITMS pays tribute to Dr Bagirov's Optimization expertise and the international significance of his research work.

'fdlGrades' Simplifies Student Data

fdlGrades developed in 2009 by GSITMS lecturer **Frank de Luca** is a computer application that both clarifies and simplifies student data for the benefit of School administration and for the provision of effective and relevant student administration.

This program has many positive applications including the recording of assessment level information; assisting with the moderation of student results; identifying students who may require early intervention and the mapping out students' entire academic plan.

It also manages the creation to publication of course outlines, credit enquiries and an approved lecturer/tutor list. Further, fdlGrades develops a common exam timetable and produces ratification, audit, program and course reports. Finally it facilitates both the processing of results into UB's Student Information Management System and the generation of program handbooks and guides.

Please send us your story
Editor: T Eugene Kneebone
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The 'Pros and Cons' of Social Networking in a Business Context

The June Forum of the Victorian Branch of the Australian Computer Society was held in June 2009. There were 80 in attendance from all types of ICT organizations. The discussion was moderated by the Victorian Branch Chairman **Ian Wells**, with Panel members Dr **Charlynn Miller** (UB), **Corry Brouwer** (ANZ) and **David Talamelli** (Oracle).



The main points that came out of this session:

- Social Networking in a Business context is not understood by everyone, but it is here and now;
- It provides a great opportunity for business and social communities;
- The implications of these technologies with regard to usage and legalities are yet to play out and may not for many years;
- The purpose (business requirements) of what people are trying to communicate and to whom is paramount; and
- In the workplace, there should be policy in place regarding the use of social networking both in a business and private context. This then protects both the employer and employee.

Good, Better, Best...

As judged by the Good Universities Guide!