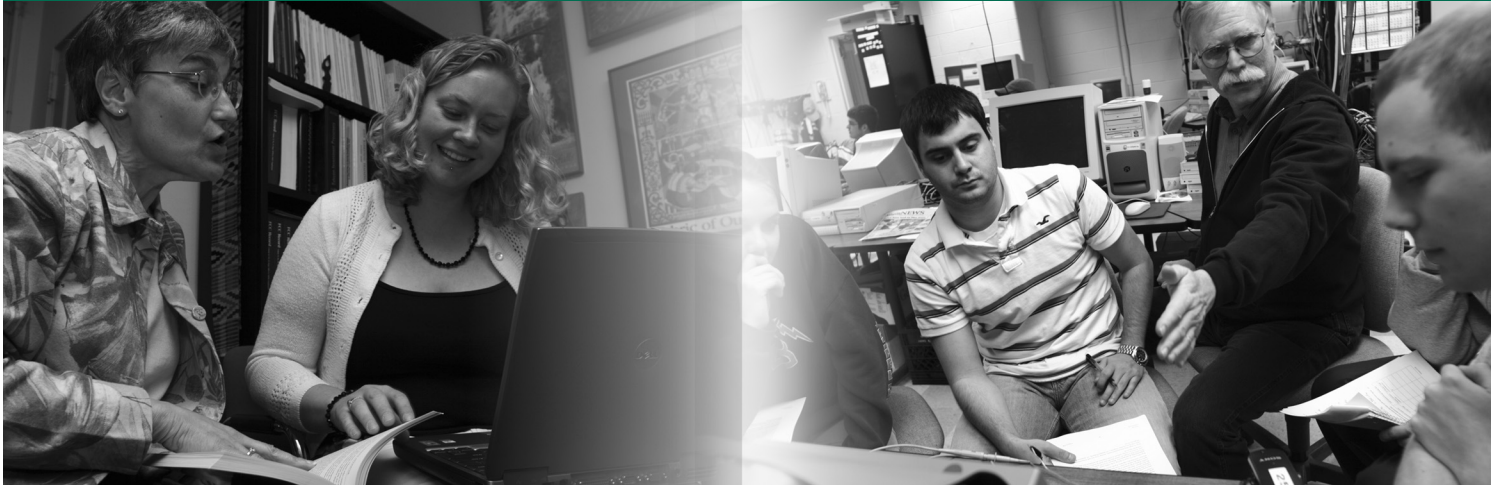




OHIO
UNIVERSITY

J. WARREN MCCLURE SCHOOL OF INFORMATION AND TELECOMMUNICATION SYSTEMS

Scripps College of Communication



OVERVIEW

The J. Warren McClure School of Information and Telecommunication Systems is one of only a few academic programs in the nation that concentrate on producing business savvy, technologically knowledgeable telecom professionals. McClure graduates harness the technology of networking to solve the problems of today's business enterprises.

The McClure School curriculum focuses on business applications for rapidly evolving technology. Our primary focus is on four sectors:

- How telecommunication systems technology works
- How this technology is applied to business operations
- Operating strategies and economic considerations within markets
- Social and government regulation of information network technology

In the last two decades of the 20th century, telecom technology changed rapidly during a time when telecom monopolies were being replaced by competitive markets. Companies of all sorts experienced a growing need for telecom expertise to cope with the resulting

challenges and opportunities. Responding to this need, Ohio University developed the baccalaureate Communication Systems Management program. This innovative program, one of the first in the United States, officially launched in 1981. Distinguished Ohio University graduate J. Warren McClure—a former newspaper publisher, Gannet executive, entrepreneur, and philanthropist—enthusiastically supported the program. The school was named in his honor in 1988, to acknowledge his foresight, his original contributions, and active encouragement. In 2003, the Master in Communication Technology and Policy program was created. In 2006, CSM was renamed Information and Telecommunication Systems to reflect its industry roots more accurately.

The ITS faculty remains in close contact with business and industry professionals who understand the importance of a university-based education. As a result, the curriculum is continuously updated to encompass new technologies, new applications, and new approaches to problems. ITS graduates acquire the skills needed to achieve strategic and tactical objectives in a corporate environment.

PROGRAMS OF STUDY

ITS students receive the Bachelor of Science in Communication degree, with information and telecommunication systems as their major field of study. The curriculum is quite flexible, echoing the wide range of opportunity in the field. All students take a core of technology and policy-oriented ITS classes, a broad suite of business classes, and a useful series of communication classes. Students choose among a list of elective classes that includes: Wireless Communication, Network Security, Encrypted Communication, Competition and Market Structure, Privacy in the Information Age, International Communication Networks, and more. Further, ITS students complete a block of five non-ITS courses, called the Area of Concentration, chosen to further their individual career goals.

CAREER OPPORTUNITIES

The lifeblood of a modern business is its network. This intersection of networking technology and business practices encompasses a wide variety of jobs, and McClure graduates can be found in many different roles. The McClure School blend of theoretical study and practical experience continues to prove attractive to employers throughout the United States. A large percentage of McClure School graduates are employed by Fortune 500 companies.

Most work for non-telecom companies that rely on extensive networks, such as insurance companies, banks, or retail companies. Some recent titles are:

- telecom operations specialist
- LAN engineer
- network administrator
- telecom analyst

Some McClure grads work for telecom equipment manufacturers or distributors, often in sales or sales support, with titles such as:

- major account manager
- sales engineer
- account executive
- corporate account manager

Telecom companies have frequent need of the skills of ITS graduates. These positions may involve technical work or sales.

These well known companies employ McClure ITS grads: Progressive Insurance, Fifth Third Bank, Abercrombie & Fitch, Verizon, Cincinnati Bell, Cisco Systems, NCR, Accenture, Kroger, AT&T, and more.

The McClure School's placement rate is among the highest in the Scripps College of Communication. Our graduates enjoy substantial beginning salaries.

SPECIAL FEATURES

From its beginning, the McClure School has recognized that keeping up with its ever-changing field would require special efforts. One source of guidance is the **McClure Advisory Board**, made up of successful telecom professionals from all corners of the field—voice and data; sales, management, and technology; service providers and service users; senior managers and relative newcomers. McClure students can participate in the **Telecommunication Systems Management Association**, the student organization run by and for ITS students. TSMA organizes field trips, brings speakers to campus, and provides students with the chance to build the person-to-person networks that are important in the industry. The school was one of the founding members of ITERA, the **International**

Telecommunications Education and Research Association, and McClure faculty regularly serve as officers in this forum for telecom and networking professionals, educators, and researchers. McClure faculty and students regularly participate in ITERA and other conferences. In particular, ITS faculty are very active in the **Association of Telecom Professionals**, an organization of working managers that aims to “promote effective design, operation, and management of telecommunications voice and data systems.” ITS faculty are active in the **Center for Excellence in Telecommunications and Space**, a joint effort of Ohio University and Morehouse College, Atlanta.

OUR FACULTY

The ITS faculty believes that **internship experience** is extremely valuable for telecom pros-in-the-making. To this end, the McClure School grants credit for qualifying internships and works to help students make contact with prospective employers. ITS internships are paid and frequently lead to offers of permanent employment.

Every ITS student spends time in the **networking lab**, where small groups of students gain hands-on experience with the technology used in industry. The lab contains multiple traditional telephone systems, IP routers and switches, and VoIP systems. Many students choose elective courses that extend their lab experiences beyond the required lab courses.

ITS classes are small, seldom exceeding 25 students. All instruction is by full-time faculty members or distinguished visiting professionals.

The faculty of the McClure School is as diverse as the school's curriculum. Faculty members have a wide range of backgrounds balanced between faculty whose expertise is primarily technical and those whose field of study is telecom policy and/or management.

- The technical faculty's expertise includes local and wide area network design and configuration, traditional telephony and its applications, and physical layer circuitry. Hans Kruse's work with

NASA on space communication protocols applies to very wide area networks. John Hoag models the behavior of telecom traffic and networks. Andy Snow's technical background is in network reliability; he's also written on telecom project management. Phil Campbell's background is in customer contact centers, especially automatic call distribution systems. Tony Mele is an expert on the circuitry of the telephone network.

- The policy faculty has wide experience with regulatory practices and their effects. Phyllis Bernt literally wrote the book on *Shaping American Telecommunications*, in addition to being an expert on gender and information technology. Herb Thompson worked on the staff of several states' public utilities commissions. Carol Ting studies the auction mechanisms by which cellular providers acquire rights to use portions of the radio spectrum. Lawrence Wood is interested in the relationship between telecom and rural economic development.
- Many ITS faculty members have résumés that include years of practical industry experience. Phyllis Bernt, Andy Snow, and Hans Kruse were high-level corporate managers. Phil Campbell managed the development of telecom software tools. John Hoag is a highly sought telecom consultant.

OUR ALUMNI

Despite the relative youth of the program, McClure ITS graduates have distinguished themselves in many phases of the telecom industry, within Ohio and across the nation. Some of the more significant positions held by McClure alumni are:

- telecommunications project manager, Progressive Insurance Mayfield Village, Ohio
- information security analyst, National City Corporation Cleveland, Ohio
- executive vice president, Verizon Avenue Herndon, Virginia
- director of technical marketing, Divitas Mountain View, California
- manager, global telecommunications, The McGraw-Hill Companies Blacklick, Ohio
- major accounts manager, Sprint Cleveland, Ohio
- data engineer, ALLTEL Hudson, Ohio
- vice president, JPMorganChase Columbus, Ohio
- product manager, Cincinnati Bell Cincinnati, Ohio
- senior manager, product management, Qwest Dublin, Ohio
- director-carrier sales, Global Internetworking Vienna, Virginia
- manager, network audit, Sprint Nextel Overland Park, Kansas
- manager, network engineering, Nationwide Insurance Columbus, Ohio
- telecom manager, The BF Goodrich Company Richfield, Ohio

OHIO UNIVERSITY

Founded in 1804, Ohio University is a pioneering institution of higher education and research. The University offers innovative learning opportunities that combine faculty expertise and state-of-the-art technologies in a welcoming, diverse, academic community.



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