University of Minnesota Morris Digital Well

8-31-2017

Mayfield '09 Named Latterell Visiting Alumnus

Jenna Ray
University of Minnesota - Morris

Follow this and additional works at: https://digitalcommons.morris.umn.edu/urel_news

Mayfield '09 Named Latterell Visiting Alumnus

Vice President of New Technologies for Turnitin Elijah Mayfield '09 will return to campus to talk about "Helping kids care about writing" on September 14.

The University of Minnesota, Morris is pleased to welcome Elijah Mayfield '09, vice president of new technologies for Turnitin, as the 2017 Latterell Visiting Alumnus. Mayfield will deliver the 2017 Latterell Visiting Alumni Lecture on Thursday, September 14, at 7 p.m. in the Science Auditorium.

In "Helping kids care about writing: Machine learning that puts users first," Mayfield will talk about how he led a team of researchers, designers, and software engineers to build Turnitin Revision Assistant, a product that helps students write better, receive more feedback, and take ownership of their own writing processes. This work is at the intersection of state-of-the-art machine learning research and best practices in modern user-centered design.

Mayfield (BA with Honors, University of Minnesota, Morris 2009; MS, Carnegie Mellon University 2011) is vice president of new technologies for Turnitin, supporting writing for 40 million students in more than 150 countries. He leads all aspects of the company's research into machine learning, artificial intelligence, and natural language processing. Mayfield joined Turnitin in 2014 when they acquired his startup, LightSide Labs, which focused on automated feedback for student writing. LightSide was based on his research at Carnegie Mellon University, where he published more than 25 peer-reviewed publications in language technologies, learning sciences, and human-computer interaction. His work has been highlighted as an Editor's Choice in *Science*; he has received a 2011 Siebel Scholarship and a 2013 IBM PhD Fellowship, and he was named to *Forbes* 30 under 30 in Education in 2017.

Privately funded with gifts from alumni, faculty, staff, and Latterell friends and family, the Joseph J. Latterell Memorial Visiting Alumnus Program provides annual grants to disciplines within the Division of Science and Mathematics to invite alumni to campus to serve as resource persons for students and faculty.

View this story electronically.