Meeting Minutes

• Introduction – Hugh Watson
  o Update on the MIS program
  o Challenges facing department
  o Strategic issues

• Update – Hugh Watson
  o Rankings
    ▪ Now ranked number 8 MIS program in the country
    ▪ 97% placement within 3 months of graduation
    ▪ Median starting salary of $56,490
      • Average $3,800 signing bonus
    ▪ Compared to Terry averages, MIS program is ahead in major metrics
  o Increased Demand
    ▪ Faculty are continuing high research productivity
    ▪ Enrollment in the major is up
    ▪ More students are applying to be in the MIS major
      • We’re having to turn students away because demand is so high
      • 300 students are currently in the major
    ▪ September of 2010 was the low-point of our major acceptance
    ▪ Fall 2013 had 149 apply but only 85 accepted
      • Can only be accepted if MIS was a student’s first choice
      • We’re trying to have two classes of 45 students that can move through the major together
    ▪ Difficult to expand enrollment as faculty numbers are somewhat fixed
    ▪ The MIS degree is now a 4 semester program—previously was 3 semester
    ▪ The Board Members feel that it would be better to have a larger program that could move more students through the major
    ▪ Professional development requirement helps to ensure that all of our students grow professionally

• Challenges facing the department – Rick Watson
  o Resources
    ▪ Faculty resources are constrained and cannot be quickly adjusted (tenure)
  o MIT program
    ▪ Time to change the MIT program to better fit the needs of students today
    ▪ The MIT program used to be on campus, but Provost didn’t support it and it was moved off-campus
Possible name change to create a new brand “Masters of Digital Transformation”

Courses taught: data mgmt., intro to internet programming, business process mgmt., & project mgmt.

Could be 1 year full time or 2 years part time

As program is redesigned, program could focus on transformational activities instead of internet oriented activities

“There is value in a 2-year program as staff look to take night classes and grow personally”

1 year program could be offered on the UGA campus

“Could be focused on IT architecture and delivery of IT services”; “brokers instead of owners”

“emphasis on going mobile”

“emerging technologies; mobile or cloud”

Board agrees that the program should be focused on innovation and transformation

“Masters in Digital Enterprise”; focus on creating well-rounded students that could operate well in that digital enterprise environment

“I’d concentrate on agile development”

“Java is an offshore commodity”

“It will be difficult to teach web development in a year” “teach the larger concepts”

We can create a list of 12 courses and the board can pick 8 to be taught

Online program could appeal to students that graduated with less practical degrees

- The students could stay in Athens

“What is the expectation that enrolling students will have?”

- Many MIT students come in at the entry level as they are in career shift

Board would prefer a business degree background but an MIT student would also be acceptable

- Immersion would be important to create the skillset for the MIT student
- Smart cases could expose students to diverse business problems
  - A capstone class would be case based

- The doctoral program and energy informatics – Rick Watson

- It’s been difficult to recruit high-quality doctoral students to the program because of low doctoral stipends

- Many students look only at the doctoral pay rather than the faculty

- Program will start a MOOC (massive open online course) on energy informatics
  - 3 weeks on conceptual topics
  - 3 weeks on analytics
  - Case competition
Center for Energy Informatics Research, Education, and Practice will be introduced (CEIREP)

Executive doctoral program in energy informatics
- Class size of 12 people
- Students come to Athens or Atlanta twice a year
- Rest would be electronic
- GridPoint has monetized energy informatics; could be brought in for MOOC or case studies
- Energy and information will be vitally important in the future
- Intent is to get back to being recognized as being a leader in energy informatics
- Tom Newnan is an expert on energy conservation
- “Leverage the MOOCs to get penetration and then use that to gauge interest in the doctoral program”
- Stipend levels are set by UGA graduate school and restrictions are set
  - Can’t pay above a certain level
- “What about offering two executive doctoral programs?”
- “if the thesis was right, and if the research was cobranded, firms could be interested in contributing to the stipends”
  - In exchange for funding help for doctoral student, the student could do a cobranded project with a firm
  - Doctoral students could intern over the summer to receive additional money
  - Guaranteed internship could make the program more competitive

Social Media Platform – Hugh Watson
- Social media will soon be growing among our MIS students
  - recruiters will be able to tweet to students through the MIS twitter
  - build a deeper relationship before students interview
- LinkedIn should be expanded as professionals don’t use twitter
  - Should be used for relationship building between firms, students, and department
- Awareness of the MIS department needs to be increased outside of Georgia
  - Social media would be the way to do that
  - “Take the wraps off of UGA MIS”

MIS Career Fair – Hugh Watson
- “So many students are getting hired; what is the need?”
- PWC doesn’t send reps to the general career fair anymore
- Mixed reactions to MIS career fair
  - Some for
  - Some against (want to see all 85 students at the fair, not the bottom 40)
- Educate the students on the recruiting cycles
  - Some firms recruit so early that they miss some good student