MIS Advisory Board Spring 2016 Meeting

Hugh Watson:
- Introduction and overview of meeting

Doug Mohme:
  - o Introduction of Student Board members

Maric Boudreau
- Undergraduate rankings. UGA is the 8th best MIS Undergraduate in the nation as ranked by USA Today
- Best ranked major of all UGA majors
- Program has grown tremendously. No longer accepting students that are not selecting MIS as their first choice major
- Recognition of Dale Goodhue, who retired after 19 years of service in the department
- Recognition of Craig Piercy for superior teaching
- Recognition of Elena Karahanna, who was the winner of an inaugural award for her research
- Recognition of Rick Watson and Nicolas Berente for their research
- Dr. Hani Safadi joined the department in August

Doug Mohme
- 95% of students want to engage more with companies in new ways, such as additional internships and co-ops
- Possible program initiatives:
  - o Co-ops: take a semester off school and work full-time for a company. After a semester's worth of work, the student would return to school, and then return to the company following the semester of studies
  - o Spring and Fall internship opportunities
- Reservations with Co-Ops and Spring/Fall internships
  - o Graduation date requirements
  - o Logistics
  - o Living situations
- Company Benefits of Co-ops/internships
  - o Longer exposure
  - o Different working season exposure
  - o Develop early talent
  - o More internship opportunities
- Reservations of Additional Experience for Companies
  - o Staffing models
  - o Internship Budget

Discussion Regarding Additional Student Engagement
- Have the students speak up and offer additional working opportunities such as providing remote work from Athens→Extend an internship through the semester following a summer internship

- Students could pay fees to maintain their status as a student, have access to the gym, buses, sporting events, etc.
- Create a position for an academic advisor for students in the co-op
  - The advisor could check in periodically with the company and work along with them
  - Dr. Mark Huber expressed interest in such a role→ There is already a faculty sponsor to get course credit for summer internships
- Does location play a key role in work? Can they work remotely or do they have to be on-site?
  - Depends on the job/company
  - On the whole, companies seem to feel as if they could place the intern in a role that could be handled in an off-site capacity
  - For consulting, there would be complications if they were not able to be face-to-face with the team
- A potential work-around for the required classes for students to help cut down on the missed courses during the internships is to offer online courses for more courses
- A benefit to having students do internships is to have less students in courses, thus opening up more students that are able to be in the major
- A potential option is to expand an internship into a six-hour course, rather than the current three credit hours
- Overall, there seemed to be limited interest on the part of companies for a co-op program and having fall and spring internships. Most companies have well-established programs that work for them.

<div align="center">Hugh Watson</div>

- Current Events:
  - Fall:
    - Welcome Back Social (Athens)
    - Fall Board Meeting (Athens)
    - Top 10% Event (Athens)
  - Spring:
    - Spring Board Meeting (Atlanta)
- Is this a good model? (discussion)
  - Works well due to the ability to do so many events close together and being able to plan from a company perspective
  - The concentration of events makes it easier
  - General consensus is the fall events is the best model for recruiters
- Changes to the Spring Model
  - Hold a new event for students newly admitted to the MIS major. This would especially help companies with interviews for the summer leadership programs and remaining slots for internships
  - The social event could be celebratory regarding their enrollment into the Terry College of Business/MIS Major acceptance
- Would you take students who are not currently in the Terry College of Business, with above-average resumes, to start working in an internship/summer program?
- Write once and read many, maybe put company profiles on the MIS website

- Would there be any interest in an alumni event following the Spring Board Meeting? If so, what type of an event?
  - There needs to be an additional motivation for the Alumni to want and come to Atlanta or Athens to network with Undergraduate students
    - Panel Discussion
    - Braves Game
    - Distinguished Speaker
  - Hold the Board Meeting in Gwinnet to help minimize traffic
  - Minimize the gap between the board meeting and the event
- Proposed Addition of a Master's of Science in Business Analytics
  - The curriculum is very comprehensive on analytical techniques
  - There is too little attention given to the creation, preparation, and storage platforms for data. Numerous studies cite 70-80% of the time for analytics is spent on preparing the data (sometimes called data wrangling). This need is different from teaching how to design data models and write SQL, the primary topics of data base courses
  - There is a need for more material on the organizational aspects of analytics, including topics such as:
    - ✓ Analytics as a basis for competition
    - ✓ Analytics opportunities in different industries and functional areas
    - ✓ The requirements for being an analytics-based organization (creating a fact-based decision-making culture)
    - ✓ Organizing for analytics (e.g., decentralized/centralized, Analytics Center of Excellence)
    - ✓ Data/anlytics governance
  - For students who do not have a BBA, there should be a "mini MBA course." Companies expect students with a business degree to have a certain level of business knowledge
  - The end-of-program project is considered to be very important
  - There were also questions about whether the program would be available online and whether people could take individual courses, perhaps in a certificate program.
- Board Membership Criteria
  - Hugh feels those who actively participate in the Board should be rewarded for their efforts
  - Proposal to set requirements for holding membership status→Attend one Board-related event every two of years
  - There was strong support for this change and it will be implemented starting Fall 2016

Meeting minutes prepared by Zachary Seelye and Hugh Watson