

Fall 2006 MIS Advisory Board meeting October 10th 2006

Speakers & Topics:

Paul Krasilnick: Student Representatives of the MIS Advisory Board

Dave Chatterjee: Atlanta SIM Chapter / EMBA

Rick Watson: Marketing the MIS major at UGA

Rick Watson: Global Textbook Project

Marie Claude Boudreau: Georgia Case Studies

Craig Piercy: MIT Projects

Elena Karahanna: Are CIOs relevant?

Paul Krasilnick

Initiating the Student Representative Arm of the MIS Advisory Board

ò Mission

The Student Representative of the MIS Advisory Board is dedicated to the continual improvement of the MIS department for the benefit of MIS students' educational experience as well as creating greater career opportunities for MIS students by better matching the MIS curriculum with industry need.

ò What the Advisory Board student representatives have done:

- Organize board meetings
- MIS-AB Website
- Inaugural MIS Mixer (80 – 90 people in attendance)

ò Future Plans

- MIS Department Promotional Video
- Gather Feedback From Students to Benefit Faculty
- Increase MIS Student Involvement within Department
- Evaluate Needs and Wants From Faculty, Students, and Corporation

Dave Chatterjee

ò **SIM (Society for Information Management) Chapter**

- o <http://www.simatlanta.org>

ò SIM International

- o <http://www.simnet.org>

ò **Executive MBA Program**

- o Eighteen month program beginning in September
- o Distance Learning, 50% face-to-face
- o Typed Module (*graph provided*)
- o Curriculum Reviewed
- o Specifications for ideal candidate and class profile reviewed

Open Questions

- How much does the executive MBA cost?
 - o Approximately \$55,000
 - On-Campus Course is the least expensive of the various MBA programs.

Rick Watson

Marketing the MIS Major

- ò High demand and low supply of MIS majors
- ò MIS translates needs into actions
- ò MIS tagline: “Enhancing organizational performance through information systems”
- ò Open Questions
 - o Why do CEOs need MIS?
 - o Why do Entrepreneurs need MIS?
- ò Marketing Actions
 - o Current Students
 - Mixer, Town hall meeting, Improved advising, Viral marketing
 - o Recruiters Assistance
 - Creating awareness of MIS major
 - Assistance with marketing from corporate members
 - o High School Students
 - Letters to high school counselors
 - o UGA Advisors of Undecided Students
 - o Alumni
 - o General UGA Students
- ò Offer alternatives to the standard MIS major
 - o offer a minor
 - o offer as a double major
 - o offer a leadership program

- o offer certificates for applications or technologies
 - o should the department combine with another department (management, marketing)?
 - o should the department rename?
- ð Glamorize the MIS major
- o show how MIS focuses on solving business problems
 - o “MIS UGA grads are not nerds” – create messages that remove the cubicle stigma
 - o improve the MIS website to encourage students to find out more about the MIS program
 - o understand the dynamics of selecting a major: students first think of what they want in a career, then select a major to accomplish this
- ð Target audiences
- o bumper stickers, t-shirts, bus signs
 - o target messages to parents
 - o sponsor competition for high school students
- ð Outreach
- o personal statement from alumni
 - o leverage past performance of MIS graduates
 - o panel of CIOs to speak about MIS and the wonderful opportunities (use SIM)
 - o business people to speak in a public forum

Global Textbook Project

Board members interested in sponsoring a book, lending expertise to a book, or facilitating adoption of books in target countries, please contact Dr. Richard Watson rickwatson@mac.com

Marie Claude Boudreau

Georgia Case Studies

- Looking to write up stories based on Georgia companies
- Goal is to produce case studies and make free to AIS
- Seeking out involvement from companies

Board members that are interested in reading a case study or participating as a site for a case study, please contact Dr. Marie-Claude Boudreau
mcboudre@terry.uga.edu

Craig Piercy

Master of Internet Technology Program

- ð 27 total students
- ð Summary of what program does
- ð Review of some current projects
- ð Objectives
 - Recruiting, raising program profile
 - Potential move, tap participants
- ð Two (2) year program
- ð Contact Craig Piercy or Anna Elder for potential fits for corporate hires
- ð Question: What students are most desirable?
- ð Answer: Depends on what company is looking for

Elena Karahanna

Are CIOs relevant?

- ò Objective: DO CIO's add value to a firm?
- ò Results: Firms with effective CIO's outperform both the (1) industry average and (2) peer firms
- ò Temporal Value: Effective CIO's need about two years to impact a firms financial records
- ò CIO's need to demonstrate Demand and Supply Side Leadership
- ò Temporal Effects
 - o Dramatically increases profitability
 - o Does not affect firm growth
- ò CIOs have had turbulent relationships with top management
- ò Useful to start with operational improvements to gain social capital and credibility
- ò Move into larger strategic initiatives next
- ò CIO's have on average shorter tenures than other executives

Board members interested in reading this study can contact Dr. Karahanna ekarah@terry.uga.edu