



Management Information Systems

Event: MIS Advisory Board Spring Meeting
Date: 11 April 2007
Location: Sanford Hall, Room 314

Description:

The 2007 Spring MIS Advisory Board Meeting was held April 11th, 2007 from 1-5:00 in Sanford Hall, Room 314. Over 50 Board members, faculty, students, and guests attended the meeting. This annual meeting allows corporate and individual board members to provide input on the strengths and weaknesses of the MIS program and to learn about and comment on MIS department related activities at UGA.

The meeting began with a welcome from interim dean Dr. Rob Hoyt. Dr. Hoyt has been the interim dean since January and has done an excellent job of maintaining continuity in the Terry College. His goal has been to help students bridge the gap between college and industry while maintaining the school's reputation as one of the top business schools in the country. Dr. Hoyt stated that this is Terry's 8th year listed as a top 20 public university for BBA students. The MIS department is currently ranked as the 16th best in the country among all public and private universities. An active search is underway for a permanent dean. Candidates are currently being brought to campus and it is hoped that a permanent dean will be in place for the fall.

Dr. Hoyt also spoke about an exciting expansion of programs for the Terry College. The part time MBA program will soon be available to students in the Buckhead Center in Atlanta.

Interim MIS department head Dr. Richard Watson gave an update on the MIS department. Rick spoke on his "Four Step Program" to market and strengthen the MIS department. Those four steps include growth, response to demand, the need for internationalization/globalization, and leadership.

Rick's growth step involves increasing the number of undergraduate MIS majors and a strong marketing effort has supported this effort. Flyers and bus posters are just two of the tools that the department is using to help increase awareness and interest in the MIS program. The results can already be seen in a doubling of enrollment since fall of 2006. PricewaterhouseCoopers and Protiviti have provided financial support for the marketing efforts.

The second step is to respond to the high demand for students by professional services/consulting firms. One response already taking place is the development of an integrated (1) professional services and (2) project management course, which is currently being piloted by Mr. Greg Dawson, a third year PhD student and a former consulting firm partner. There was also a discussion of having firms sponsor doctoral students with a consulting background who would teach the course in the future and conduct research related to consulting. The firms would also take an active role in teaching the course.

The third and fourth steps are the need to respond to the growing need for globalization of IT and leadership skills. In response to this need, Rick is taking a team



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of students to work with Chinese students at the Neusoft Institute for Information in Dalian, China. Rick concluded his presentation by discussing some of the leading-edge research conducted at UGA in MIS, including research on topics such as open source software and agility. Rick also discussed three ways board members can get involved, through signing up for alumni and recruiter listservs, serving as guest lecturers, and as always, donations.

The next presenter was the director of the Master of Internet Technology program, Dr. Craig Piercy, who spoke about the goals and challenges for the program. Craig said that the goal of the program is to produce students with technical, managerial, and business skills, with the particular expertise to be involved in the development of web-based applications. The challenges for the program, however, include finding the right mix of technology versus management skills and recruiting the right students for the program. Contact Craig if your company has people who are good candidates for the program, would like to hire graduates of the program, or would like to sponsor a MIT software development project.

Next, Bryan Miller, Society for Management Information Systems president, discussed the activities of our student MIS organization. Companies that want to recruit Georgia's MIS students should work with Bryan and SMIS.

Drs. Dale Goodhue and Craig Piercy led a discussion on whether programming should continue to be required in the MIS major. While some schools, such as Georgia State, have elected to remove programming as a core course from the MIS curriculum, our Board feels that object oriented programming, no matter the language, should be required. A survey was passed out to gather information about how Board members feel about specific aspects of the MIS major.

Returning from a short break, Ms. Martina Griener, a fourth year doctoral student, presented a portion of her dissertation research. She is investigating how software procurement decisions are made. Martina is still interested in having additional people and companies participate in her research. Contact Martina if you are interested in participating in her research project.

Dr. Maric Boudreau spoke about the case studies the MIS department has written on Georgia-based companies. If you have any good ideas for additional case studies, contact Maric.

Dr. Hugh Watson then introduced Mr. Tim Seigler, who is the Coordinator for the student representatives on the MIS Advisory Board. Tim introduced each of the student representatives and asked them to describe the projects they have been working on throughout the year.

Kim Detwiler described the mentoring program for incoming students. Next to present was Paul Krasilnick, who worked on several projects during the school year, including the Lake Herrick "Back to School" event, a career fair guide, and the appreciation banquet held for faculty, staff, and students at the end of the year. Adam Jones then spoke on a promotional video currently in the works. The next student representative to present was Garrett Poole, who has been tasked with keeping the MIS Advisory Board website up to date. Two other student representatives, Viji Kannan and



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Ali Lakhani, were in attendance and thanked for their contributions. Tim, Kim, Garrett, Viji, and Paul are graduating this year and but will continue to serve on the Board.

Following the student presentations, Dr. Rick Watson discussed the Global Textbook Project. The GTP allows for students around the world to have access to textbooks online. The goal is to make textbooks available in parts of the world where students don't have the money to buy traditional textbooks. The GTP project has received considerable recognition in the media and grant money but is still seeking corporate sponsorship for the books that are under development.

The final presenters were Dr. Mark Huber and Mr. Greg Dawson, speaking on the Professional Services/Consulting course initiative. The current project management course, taught by Dr. Huber, emphasizes the project life cycle along with other topics that provide students with the knowledge and skills to sit for the Project Management Institute's (PMI) certification test. Greg is teaching the IS Resource Management class this semester and asked how many of the students were planning to work for a consulting firm. He learned that 24 of his 29 students had already accepted or were looking for a position with a professional services firm. Realizing that many of the concepts in the project management and IS resource management classes overlapped, Greg and Mark decided to combine them into one class. Greg had previously been involved in teaching a consulting oriented course at James Madison University. This new course initiative has been very successful and will be repeated in Fall 2007. If you would like to be involved in the teaching of this class, please contact Greg, Mark, or Rick.

The meeting was adjourned to the State of Georgia Botanical Gardens for dinner, bringing to a close the Board meeting.

Over 90 Board members, faculty, staff, students, and guests attended the MIS Recognition Banquet at the Botanical Gardens. Mr. Rob Bearden, COO of OpenSpan, gave a dinner talk on the current and future state of open source software, an area that he has been in the forefront. Mr. Bryan Miller, SMIS president, gave the SMIS teaching award to Mr. Greg Dawson. Drs. Maric Boudreau and Hugh Watson gave scholarship and leadership awards to 27 outstanding students in either the undergraduate MIS, MBA with an MIS specialization, or Master of Internet Technology programs. The following individuals, organizations, and companies provided scholarships: Atlanta SIM Chapter (2), Center for Information Systems Leadership (1), Cerner (1), CGI (2), Chick-fil-A (1), Deloitte Consulting (1), Deloitte & Touche (1), Ernst & Young (3), E*Trade Financial (1), Jeff Bell (1), KPMG (4), PricewaterhouseCoopers (4), Siemens Energy & Automation (1), and Teradata (4).

Dr. Rick Watson closed the banquet by wishing the soon-to-be graduates well and encouraging them to be involved in the MIS program in the future.

The next Board meeting will be in the fall at the Buckhead Center in Atlanta.

I'd like to thank the students on the MIS Advisory Board for their work this year, including the preparation of these meeting minutes.



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Hugh J. Watson
Coordinator, MIS Advisory Board