

MIS Advisory Board Fall Board Meeting

October 16, 2013

Maggiano's– Buckhead

Meeting Minutes

- Introduction – Hugh Watson
 - Update on the MIS program
 - Challenges facing department
 - Strategic issues
- Update – Hugh Watson
 - 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
 - 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
 - Resources
 - Faculty resources are constrained and cannot be quickly adjusted (tenure)
 - 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