2015 Spring Board Meeting Minutes

HUGH WATSON

- The influence of students being on the Advisory Board are of great value to the board, and they go on to success in the business world, and later come back to serve on the Board
  - Introduction of Student Board Representatives and SMIS Representatives
- Introduction of Professors and Business Professionals
- Brief overview of the 2015 Spring Board Meeting Agenda
- Introduction of Ben Ayers, Dean of Terry College of Business

DEAN BEN AYERS

- Goal of Terry College of Business is to provide all students with the best possible education to all students, as well as the best opportunities for post-graduation
- Pride Points of UGA
  - Ranked #11 in public undergraduate schools, and #12 for Management Information Systems in all schools
  - The University of Georgia was reported as #8 at placing students in Wall Street
  - CPA pass rates are #4 in the country (87%)
  - 84% of Undergraduate Students were placed in jobs upon graduation
- Terry College of Business is opening six new buildings to expand their operations
  - In May, Terrell Hall will finish renovations
  - In Fall 2017, three more buildings will open expanding operations for Business programs such as MBUS and Management
- Outside of the classroom, students are immersed in endless opportunities provided by companies, alumni, and business leaders that provide students with networking opportunities and invaluable advice
- Questions:
  - Q: What is Terry College of Business doing currently to improve their student experiential learning in areas such as Co-Ops?
  - A: Currently the University of Georgia, not only Terry College of Business, is working heavily on creating a university-wide system of satisfying experiential learning programs. Currently, Terry College is working tremendously hard on involving and placing students in Internships and Research Programs.

  - Q: What is the impact of HOPE Scholarship and how are we benefitting from it?
  - A: The students have benefitted tremendously from the financial aid provided from HOPE Scholarship, and in response, Terry College of Business has provided a challenging level of education to best provide students with the highest quality of

education. One of the goals of Terry College of Business is to show that there are no limitations for students following graduation and that they can compete in the workforce.

MARIC BOUDREAU

- Welcome to new red-level members:
  - Jackrabbit Technologies
  - SunTrust
- Welcome to new faculty member, Dr. Tim Chester
- Ranked #12 in Overall MIS Programs
- The MIS Department's applicant pool is growing and becoming increasingly more selective as to who is allowed to enter the program
  - This semester, only 57% of students were admitted
- 88% of all MIS Students are placed within a job upon graduation
  - This is the highest overall from all Terry College departments
- Median Salary of MIS Students was $57,000 out of college
- Recently, State Farm gave UGA a gran for $40,000. This grant will allow us to create activities that benefit students, faculty, and the reputation of the UGA MIS Department.
- Recognitions:
  - A special thank you to all Advisory Board Members who helped reach a new high of $24,000 worth of scholarships for 2015
  - Student Jacob Shrewberry
    - Worked on the "Beacons Project"
    - Created a prototype app on Android to automate the process of taking class attendance, using Estimate Beacons; This technology will be tested within the department and possibly implemented university-wide
  - Dr. Craig Piercy: Recognized for Superior Teaching by Terry College
- Questions:
  - Q: What do you estimate the growth of the MIS Department will be in the next 5 years?
  - A: We want to keep classes at 40 or less students to keep the classes with exceptionally highly qualified students, and as to not overwhelm the professors with high numbers of students.
- Hugh/Maric: The UGA MIS Board has a lack of state funding and students are currently struggling financially. Search for solutions to this issue.

HUGH WATSON

- Recognition of Karim Jetha as Doctoral Student Teacher of the Year

CRAIG PIERCY

- UGA is implementing more online graduate studies than ever before, with some Graduate Students graduating this semester
- Two semester experiential learning program where the Graduate Students go out to implement their in-class knowledge, to work with Business Professionals

ABBY WEINSTEIN

- President of the Society for Management Information Systems (SMIS)
- Meeting attendance is growing, with many of the attendees coming from other areas of study that are interested in IT
- SMIS holds weekly company presentations, each of which promots students to learn from, as well as interact with, company representatives
- Additional SMIS Activities:
  - Recruiting Dinner in Fall
  - Alumni Functions
  - Interview Workshops
- Black Level Corporate Members are able to attend the Fall Recruitment Dinner for free, as well as register in advance for Company Presentations

ANDREA CASTRESANA

- President of Society for Women in Technology (SWT)
- SWT is focused around the mission of empowering and motivating women in the field of IT
- SWT holds monthly meetings throughout the Fall/Spring Semesters that are hosted by several major firms that hold workshops and mentoring events
- SMIS and SWT have collaborated to create Business Technology Workshops for MIS Students
- App Day is a new application-learning event provided by SWT for MIS students to expand on their app building knowledge and skills
- Thank you to State Farm for the financial support for SWT's functions

- **Jessie Staley**:
  - Introduction of Panelists
- **Lauren Pittenger:**
  - Works alongside people with a wide breadth of skills. Skillsets vary greatly for MIS graduates, which is why it is important to take strong note of the "soft skills."
  - The biggest key to success is being able to come into a company and be able to immediately adapt to the type of work that you will be doing. Often, you will be forced to work on your feet on a job that is outside your usual skillset.
  - People who are able to adapt in the field are the most attractive to superiors, and they recognize their wide skillset and being able to change according to the task at hand.
  - Q: Where should a graduate look to work in 2-3 years into their careers.
  - A: There will be more responsibility for Project Management based tasks that will be reported to higher level superiors. If this work is shown to be effective time after time, then you will find yourself leading small teams and continuing to climb the ladder
  - Q: What are some examples of the "soft skills" you spoke about?
  - A: Being able to understand and translate technical terminology to people who typically do not understand the language. Also, understanding when/when not to be formal in an email to certain people.
- **Chris Kwasny**
  - Setting trajectory in the workforce is all based about where you start. At NCR, everyone needs to work as an IT Analyst. Skills such as SQL and understanding databases are everything in a job like this. Also, you need very good verbal skills and to communicate.
  - It is very easy to make simple things complicated, and the easier a communication is, the more effective it is.
  - It is essential to be professional, not emotional. Always stay professional and don't let other people's workplace negativity affect your productivity
  - Try to take on mentors, and in turn, become a mentor in the process.
  - Q: When working in an unstructured environment and in a job with a loosely defined title, how do you take on the responsibilities and tasks?
  - A: Represent the company in the best possible manner. You need to help build strong connections, do good work, and bring visibility to the business and your work.

- **Bob Trotter**
  - What EY looks for in candidates?
    - What are we looking for?

- What would your career path be?
- Lastly, how are you strategically positioning yourself in your career path?
  o Career Path for Functional Workers:
- If someone comes in looking for a BA/QA Functional Role, or an Associate, they need to know what their responsibilities will be in 2-3 years down the road. They will be on a team for which they do not get to choose their assignment.
- After they demonstrate their worth in the team/group, they then take the step up the ladder in leading a small group.
- The next step above that in the career path would be to be a Project Manager. The title of Project Manager is very important and bears a lot of responsibility because it is "Client Facing".
- The next career path step is becoming a Chief Technology Officer.
- Lastly, after 25+ years of work, you're able to earn the title of CIO.
  o "Invest in Yourself"→Do not wait around for an organization to force you/pay you to learn a new skill or invest in training; rather, try to better yourself through intrinsic motivation. This is a key attribute that superiors identify in employees that show that they are above the standard worker.
  o Work on your own brand; this consists of communication skills, networking, reaching out to coworkers and superiors, etc.
  o Q: What is more important, teamwork or leadership?
  o A: They are both equally important in different ways. Initially, a worker needs to come in with strong teamwork skills. Throughout your career, leadership skills will be improved and these on the job skills will then be later applicable as you move up the corporate ladder.
- **Roger Dunkin**
  o "The Playbook": All students need a playbook that they should employ in their careers. From this playbook, they run plays.
- Example: GPS (Guiding Principles for Success)→Vision is to be the leading, global firm of IT. Our guiding principles are easy. Value, first and foremost, is on employees. Customers are our lifeblood.
  o Guiding Principles for Success are essential
  o Create a three-year resume that lays out your career path
- See if this career path aligns with the firm by which you are employed; If so, they will help you reach it through opportunities like Mentorship Programs
  o Have a philanthropic approach to yourself
- One-One-One Plan
  o Q: How do you show that you are ready to take the next step in your career path?
  o A: You must demonstrate your personal worth continually everyday on the job. Through your work, communications, prescience, etc. It is all about how you carry yourself, even

if you are not the smartest person in the room. It is all about putting yourself out there and demonstrating your skills.

- o Q: Give an example of a rookie-move/terrible example of "Soft Skills" on the job that we can be sure to avoid
- o A:

  (Lauren) After being asked to make copies by a superior, a new higher came in and refused to do this task because she was "too busy and didn't want to." Build on your learning skills of things you don't normally do, and don't be scared to make a mistake.

  (Bob) Email is an active form of communication in the business world, so do not take it as a one a day communication. Also, with email etiquette, be sure that your responses are timely and with good dictation/formality. ALWAYS be on time, as superiors take mental note of when employees are late

  (Chris) Even if you do not have prior knowledge of a certain activity, never refuse a request from a superior. Let them know that you are eager to learn, demonstrating your job worth and value
- o Q: Are there any other skills
- o A:

  (Roger) Never forget where you came from. Keep up with technology and continue to develop your upper level executive presence.

  (Bob) As your career continues to progress, the lines between Business and IT begin to blur increasingly, so keep up on your skills. Something you can do is watch TED Talks or web seminars to continue to be able to maintain a common vernacular with younger generations.

  (Chris) Be aware of the changing business climate. You may become too qualified for a given position, so be weary of falling into comfortable ways. Keep progressing in the ever-changing workplace dynamic to remain a valuable asset to the company.

JEREMIAH CLARK

- How can we create and sustain an information systems advisory board that provides maximized benefits between analysts, professionals, and students?
- Presentation of two models that we are researching
  - o Internal Advisory Board
    - Motivations for Joining Board
    - Expected Results from Board
    - Areas of Improvement
  - o External Advisory Board
    - Motivations for Creating Board
    - Current Practices
    - Desired Areas of Improvement
- Following a survey of our Advisory Board Members, data shows:

- o 56 % are CIOs, Partners, and/or Senior Managers
- o 22% are mid-level managers
- o 22% are Junior-Level Professionals
- o More study findings to follow

DOUG MOHME

- On the MIS Homepage, you will find the History of MIS at UGA Blog. Also, be sure to take advantage of the blog and contribute to it, doing so by adding your own personal experiences in the program here at UGA.
- Facebook and Twitter have become more utilized by offering students daily updates concerning Scholarships, Employers, and various other Campus Events.
- LinkedIn is a future prospect that we plan to utilize in the near future, to create a directory of University of Georgia MIS Students and Graduates
- Q: How are we spreading the word of Facebook and Twitter to the student body?
- A: We are spreading word to fellow students in our MIS classes, and with the more students who like it, the algorithm of more likes it has it recommends the page to fellow students.
- Q: Is Facebook still utilized by students?
- A: Definitely! We are using it for event planning, and less so for the social aspect. It helps as an informative source that students utilize to touch on the MIS Department activities.

HALEY FAULK

- Terry Student Consulting: An organization that is crafted to provide an environment where students who are interested in consulting are exposed to the soft skills that are utilized in consulting positions
- Students are put through two rounds of interviews, first a personality interview, then a case interview
- Terry Student Consulting goes out into the community and works with companies for 6-8 weeks to do competitive analysis and other activities
- Students develop skills in areas such as Business Process Management, Project Management, Market Research, and Communication skills in both a professional and non-professional environment

ANDREA CASTESANA

- MIS Mentorship Program, opening the floor for feedback
- Admittance into the program should be limited to Juniors and Seniors exclusively
- Nearly every Board Member supported the idea of serving as a mentor to these students
- Need to set rules/limits

- Economist Joseph Schumpeter's idea of Creative Destruction
- Creative Destruction: For something to progress, something must die for it to be replaced
- We are in the "Age of Technology"→What trends are we beginning to see
  - The replacement of certain retailers, sources of information, and other elements of society by technology alternatives
- Aspects of the Digital Age
  - The is an abundance of information, some value, some redundant
- New Course: Digital Innovation and Entrepreneurship
  - Advisory Board met and came up with ideas such as innovation, change management, problem identification, etc.
  - This course covers digital business models, emerging technology trends, financing new businesses, and design/creativity/innovation
- Industry Opportunities with MIS Department
  - Caselets and Course Partnerships
  - Internships: Undergrads & Analytics Grad Students
  - Projects: Terry Student Consulting and Courses (BPM, Data Management, etc.)

**HALEY FAULK, PETER LESTER, STEVE FOLLIN, SANDEEP GUPTA, AND CHRIS MANNING
IT TRENDS THAT SHOULD IMPACT THE CURRICULUM**

Chris Manning

- Is dealing with Information Security
- "Internet of Things"→Clients are constantly putting sensors into their items, such as vehicles, which are connecting to the internet. These sensors are able to track and control cars wirelessly or through Bluetooth.
- Cyber Security is an area that is critical to the future of information technology

Sandeep Gupta

- UGA should adjust the courses and academic load to the knowledge and skill-set that will need to be implemented in their career.

Steve Folin

- Thinks about things in two ways:
  - What is it you work on? How is that changing?
  - What skills do you need in this job? How are these skills changing?
- SMAC→The growing tools of the changing technologies being employed in information technologies today

- Increasingly, IT workers are looking more like businessmen as everyday goes on. Simply knowing how to write code won't help you progress your career past your initial job.
- IT workers are now "Service Integrators"
- Security and Controls are vital in the IT Field. Companies are less concerned with main frames crashing, and are now concerned with the privacy and security of their data
- Being a business person is essential. Knowing your technical perspective in areas such as Contract Law makes an IT worker more valuable in the ever-changing technological field

Peter Lester

- Internet Security and Internet of Things are two increasingly important areas in the technology field
  - As time progresses, these two areas are only going to become more increasingly prevalent
- Technology and Ownership of Cloud-Based Data is an area that companies need to focus on
- Management of networks of data is essential in the application of analytics of data trends and patterns to analyze a market and help ensure a firms success