

DISC ANNUAL REPORT

Arizona State University



DEPARTMENT OF INFORMATION SYSTEMS CLUB

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Summary

As the AIS student chapters continue to grow into dynamic, outstanding organizations, AIS at Arizona State University considers itself to be on the bleeding edge of professional development and social collaboration. In the next few sections there will be a review of the events and programs that the Department of Information Systems Club (DISC) has worked on over the past year.

DISC has gained more support from primary stakeholders including staff, faculty, recruiters, and lastly our peers within the W.P. Carey School of Business. There is now an organizational network to show that we are the number one area to recruit from when looking for information systems professionals in the state of Arizona. The Business School Council (BSC) here at ASU, has even put DISC in the running for multiple awards in the past year which will be discussed later in this document.

This year DISC has put on more than just our weekly meetings which include an hour of instructional teaching and about an hour of professional recruiting and networking. There have been more than 100 events ranging from the topic of professional development to technical development as well as social networking. DISC has a group meeting every Thursday at 6:00pm as the information systems courses usually work with this scheduled time as well as recruiters are usually able to come speak to our organization around 7:00pm. DISC has helped every single member in communicating with these recruiters every week to establish a professional network as members get closer to graduation. DISC also has a community instruction program at the Tempe Public Library that meets twice a week to teach those in the community about technology. This offers members a chance to receive the community service hours required to be called an active member. Lastly we have had many social events that involve members actively hanging out in a team building environment. For example, we have gone rock-climbing which built trust between members. DISC has also gone bowling and had weekly volleyball practice that allowed many members getting to know one another on a more personal level.

Overall DISC has had an amazing year. It has offered our members all kinds of activities and programs to get involved with here at ASU. DISC has increased our presence in the W.P. Carey School of Business as the premier organization to network with recruiters. An organization prides itself on the product or service it provides tied to the demand for said product or service. When it comes to the demand for our service there has been an extreme surplus and as a result consistently only quality professionals and quality jobs are a part of the wonderful benefits that DISC provided this year.



DEPARTMENT OF INFORMATION SYSTEMS CLUB

Professional Development

DISC has done an excellent job when it comes to providing professional development opportunities for our members. Our goal is to provide an environment for every member actively looking to network with IT professionals to successfully gain employment in a professional manner.

Below are the ways that DISC and the Department Advisory Board have created these opportunities:

Weekly Meetings

As discussed above, DISC meets every Thursday night for around 2 hours in which we engage in one hour of instruction, general announcements, social interaction, company presentations, and lastly recruiter and member discussion.

Instruction

DISC represents a variety of technically skilled members along with business professionalism skills. This section of time was built into every meeting to provide every member a focused and developed skill-set to use outside of DISC and eventually in their careers. Some of the topics covered were:

- Professionalism – DISC and the Business World
- Career Fair Survival
- Case Competitions
- Frameworks and Case Studies
- Business Intelligence
- Data Warehousing
- SDLC Process
- PHP and MySQL Training
- CSS3 and HTML5
- Windows Phone Development
- Cyber Security 101
- Getting Careers, Not Jobs
- Marketing Mobile Apps
- Basic Zombie Survival

Social Announcements

This section of each meeting was essential to all members to inform them of upcoming events, times, and locations. This time also allowed for general member interaction with food (usually pizza) provided by the presenting company. Members were able to communicate between each other on which events they would be attending and offering help to new members. This time allowed for the more active members to offer basic tips and tricks on how to participate more in events or how to get more involved in the many different events that DISC creates.

Company Presentations

This section of each meeting is built specifically for companies to come speak about three things, they are: How do they use IT, What it is like to work in IT at their company, and how members can get jobs in IT at their company. All of this information allowed members to build a knowledge base of the different opportunities available to them as

an IS major in DISC. Our goal this year was to offer a variety of different partner firms to come in. They were:

- Protiviti
- Deloitte
- American Express
- ExxonMobil
- KPMG
- GE Healthcare
- Intel
- MicroAge
- MDI Group
- Google
- DriveTime
- AVNET
- Edward Jones
- Huron Consulting
- Enable Staffing
- Deloitte Technical
- GEICO
- Cognizant
- Ernst & Young
- US Airways

Recruiter & Member Discussion

Lastly this section of every meeting was built to allow members who were interested in speaking with the company representatives (usually recruiters) to network. This part was optional, but highly encouraged regardless of what year in school a member was. Building relationships with our partner firms and our members ensures success in the future years of DISC's professional development.

Career Fairpocalypse

Career Fairpocalypse was the first annual survival seminar hosted by DISC along with sponsorship by the W.P. Carey's Business Career Center (BCC) about surviving and thriving in career fairs. This event was open to all W.P. Carey students to have maximum impact on the student body and also promoted DISC as a premier student organization. This seminar was divided in two blocks:

1. A presentation by the BCC on "Relationship Fair", communication, resumes, building your network, and dress attire.
2. A peer-to-peer reverse career fair: half of the group acted as recruiters, and the other half acted as job seekers. 30 minutes the groups switched allowing participants to act and solidify what they had learned during the presentations in a less stressful environment.

Members practiced approaching recruiters, elevator pitches, and setting up for future / follow-up. They also received feedback on how they did from local recruiters that were invited to participate. Pizza and beverages and snacks were served between block 1 and block 2.

Site Tours

This was one of the most beneficial types of events to members. The members were able to get a small glimpse of what it's actually like inside the walls of a business. What types of people work here? What software or hardware do you currently use? These types of questions allowed members to interact with the business professionals in a more casual environment. This year we visited:

- Fender Musical Instruments
- Salt River Project (SRP)
- Boeing, Apache Helicopter HQ
- Edward Jones
- American Express, Desert Ridge Division
- ASU Skysong, techPalooza

Competitions

If there is something that business majors get motivated by it is complicated challenges. DISC used this knowledge to go out of its way to participate in as many competitions this year as possible. These types of events motivated members to build team skills, and form organizational cohesion. DISC prides itself in creating the "best of the best" in terms of members, competitions help members test the skills in a stressful action-packed environment. This year DISC participated in:

BizOlympics

This fun competition is an annual collaboration among the W.P. Carey School of Business student organizations. Each organization sent a team, and they competed in stock trading, case studies, "biz quizzes", as well as physical matches in kickball and obstacle courses.

IBM Master the Mainframe

This contest was a very low level technical competition that provided members hands-on experience working with mainframe development. Gaining more knowledge with IBM's mainframe interface, members proceeded to get to all three of the stages this year offering prizes like t-shirts and gift card rewards.

AVNET Tech Games

This event is a very fun event which promotes members to work in small teams to complete small challenges that range from highly technical to very professional went very successfully this year for DISC. We had member participate in these challenges:

- Build the Fastest Computer:
3 members, 1 team
- Accenture Green Data Center:
8 members, 2 teams
- Solar Scrimmage Contest:
3 members, 1 team
- High Tech Home Makeover:



1 member, 1 team

- Android App Showdown:

5 members, 3 teams

- Patch Panel Madness:
3 members, 1 team

Microsoft Big App on Campus

This event, being highly technical required the members with the most knowledge on building Windows Phone 7 applications. We utilized the Microsoft Expressions Blend and Visual Studios 10 software with the Windows Phone SDK to build an application to potential win the competition. The application we created, named WaitLess, was a simple food menu builder that helped waiters take orders in less time. This event helped members use their skills to create a application using the SDLC process.

Other Events & Partnerships

CIS Career Mixer

The Computer Information Systems department also hosted a CIS Career Mixer, which gave companies and members the chance to network with each other, and submit resumes for internship and job opportunities. This year's event was outstanding with more than 30 companies present. Members and company representatives alike engaged in dynamic conversations, and DISC officers and CIS faculty assisted newer students by making introductions, suggesting companies to speak with, and generally "showing them the ropes" of effective networking.

DISC & WIT Etiquette Dinner

Our closing event of the year was a partnership with DISC and its new sister club Women in Information Technology (WIT).The members were instructed to pretend they were having a dinner interview with a professional from a company they are very interested in joining. We were then taught course by course the proper etiquette for the dinner interview. We were very happy to announce our member awards and our president gave a final goodbye welcoming the new executive board!

SIM

As part of an ongoing collaboration with the Arizona chapter of the Society for Information Management (SIM), DISC sent 1 officer to each of the monthly meetings. An organization for professional development for top IS executives (almost exclusively CIOs), SIM gives our leadership team a glimpse into a day in the life of those in the "top jobs". Their keynote speakers and dinner table conversations give insights on the industry that few other places can. This also helps our leadership team see first-hand what networking can do for their careers!

Community Service

DISC prides itself in the massive amount of community service it does every year, this year we were very proud to see most members going above and beyond in terms of the service they did with our community! We are involved with the communities around us as we provide free computer classes, fundraiser runs, and food donations through Freerice.com.

CIP

The Community Instruction Program is DISC's most proud community service opportunity. Our collaboration with the Tempe Public Library has offered us a venue to teach those in the community about technology. Members teach free computer classes to library patrons on a range of different topics, they are:

- Basic Computer usage
- Introduction to the Internet
- Setting Up an Email Account
- Online Job Searching
- Introduction to Microsoft PowerPoint
- Introduction to Microsoft Word
- Introduction to Microsoft Excel
- Online Social Media (Facebook)
- Online Shopping
- Google Innovation 101

We have maintained this program over the past two years as well as over the summer, when most members are not even in school anymore! We are proud to have put in over 200 hours of community service with this program.

Color Run

This is an annual event used to raise money for the proceeds went to Banner Health's Cardon Children's Medical Center. For this event all contestants dress in all white clothing and run around a 5k route around Tempe the scenic Tempe Town Lake. As they pass each 1k marker, colorful chalk powders are thrown at them. Near the end of the event all contestants participate in color extravagance where everyone throws color into the air. We had 6 DISC members participate and thus raised \$240.

Susan B Komen Breast Cancer Walk

Someone dies of breast cancer every 69 seconds; DISC wanted to make that number much larger by donating \$35 for each walker in this great project. This event was eye opening for most members as it showed them how strong these survivors are! We all got to walk and talk with women and men for 5k around downtown Phoenix. All money raised goes to the Phoenix Susan B Komen foundation for research on breast cancer.



Pat Tillman Run

Pat's Run is the signature fundraising event for the Pat Tillman Foundation. Held annually in April at Arizona State University's Sun Devil Stadium, the event attracts more than 35,000 participants, volunteers and spectators from across the country. Together they Run, Walk and Honor Pat's legacy while raising important funds to support the programs created to pay tribute to his commitment to leadership and service. DISC had over 15 participated run in this 4.2 mile run.

Freerice.com

DISC wanted to join the cause of stopping world hunger! Our philanthropic events should reach a broader audience as well as educate our members. Freerice.com allows users to answer questions to increase their vocabulary or another aspect, and donates 10 grains of rice to the World Food Program at the same time for every correct answer! Our main goal was to reach 1,000,000 grains of rice in one year, we were very happy to reach and exceed our goal in only one semester with 1,134,890 grains donated!

Robots for Kids

DISC had a great time building robots and talking about technology with 5th-7th graders. The members first started out with talking about cool technologies and the importance of going to college. Then the kids broke out into small groups to build robots. The whole point of this service was to get kids excited about technology so they can possibly major in CIS and to promote education of technology to the youth in our community.

Phoenix Day of Service

Every year around Christmas, the W. P. Carey School of Business collects donations for toys for the orphaned children in the greater metropolitan Phoenix area, purchases these toys, wraps them, and brings them to the children. This year, DISC members contributed \$100 dollars to the fund and sent three volunteers to help wrap the presents for the children.

Fundraising

DISC is always developing new ways to create fund for itself. This year our funds came from:

- Member Dues(\$30)
- ASU's University Student Government
- AIS Awards
- Corporate Sponsorships

DISC Corporate Sponsors Scale

Gold \$1,000 and above

- Invitation to Career Fairapocalypse
- Priority Scheduling for Company Presentation
- Company Hosted Special Event
- All Silver & Bronze Benefits

Silver \$500 < \$1,000

- Recruiting Feedback/Survey
- Company Logo on Sponsorship T-Shirt
- Company Logo on DISC Recruitment Flyers
- All Bronze Benefits

Bronze \$100 < \$500

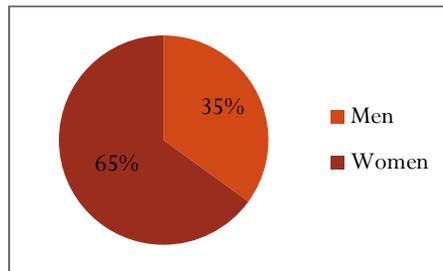
- Resume Book & Access to LinkedIn Group
- Arrange Dinner Logistics for meetings
- Company Logo on the Website www.asudisc.org

Membership

This past year, DISC has focused on bringing more value to the members by consistently providing industry and academic speakers, increasing community service opportunities, and maintaining the number of social events for our members.

Membership Stats

DISC has maintained its large member-base this year with 77 active members in the Fall and 66 in the Spring. We attribute this decline in membership to the winter graduation of our seniors and members accepting job offers. We therefore consider it a success that our members are getting jobs, but we do want to see them participate more in social activities in the future.



DISC has spent a lot of time promoting CIS and as a result at a university with 51% women we really wanted to persuade more of them to join the CIS major and participate in DISC. DISC is happy to report that 35% of its membership is now women!

Strategy

DISC has had such great success thanks to 2 key functions it takes part with in terms of member relations. The first is its wonderful marketing, and second its numerous social events.

Marketing

- Passport to ASU: Only freshman are allowed to attend this “student organization expo” that takes place in the rec center on campus. The DISC table featured a thick crowd of interested students for the duration of the event.
- CIS Info Session: This event is sponsored by the Department of Information Systems, and is one of their primary freshmen recruiting venues. DISC leaders gave informational/inspirational speeches to a crowd of several hundred about their experience in the CIS program and what students can accomplish with the resources they have available.
- Extra Credit Partnership: The CIS program’s survey course, CIS 105, has long been an excellent source of new freshman members with over 2500 students enrolled every

semester. The professor gives a small amount of extra credit to those students who become active members of DISC. Other CIS courses offer this credit as well!

- **Involvement Week:** Each semester, the Business School Council at ASU sponsors a several-day event called Involvement Week. Similar to Passport, I-Week gives each student organization the chance to setup a table and recruit members. DISC takes advantage of this opportunity to reach students at all levels. Traditionally, the majority of our new member sign-ups were from this event.
- **Class Presentations:** As part of our intensive look at how we can improve recruitment and retention, class presentations were identified as great resources. Each DISC officer and active member is encouraged to give brief endorsements and ads for DISC in any CIS (or related) class period. By increasing the frequency and scope of our class presentations this year, DISC was able to be in students' minds.
- **T-Shirts:** Building pride in the DISC brand is key to fostering followership, and the club t-shirts are one way we accomplish that. Each semester, paid members receive a new shirt. This year's design – a clean maroon shirt with only the DISC logo on the front and the year we were established 1999 – was seen being proudly worn by members all across campus. The spring shirt this year was professional polo shirts we decided to go with a nice black polo with our logo on the left breast.

Social Events

One of DISC's main goals this year was to be more social and create relationships between the members. There were so many events this year that offered opportunities for members to come hangout in a casual environment and create great memories and friendships.

- Macayos Mexican Grill (Fall Opening Social)
- Weekly Volleyball Practice
- Movie Night, Star Wars: A New Hope
- AMF Bowling (Fall Closing Social)
- Macayos Mexican Grill (Spring Opening Social)
- DISC Dodge Ball Game
- Rock Climbing @ PHX Rock Gym
- Volleyball against CIS Faculty & BBQ (Spring Closing Social)

Communication

Website

To Members

As always, DISC keeps its members updated through the asudisc.org website. On the front page, the calendar of events is readily accessible, as is a list of recent job postings. Members can sign in to access links to polls for the t-shirt contest and officer elections. Contact with the officers is made possible by our Executive Board page, which provides a picture, brief bio, position, and e-mail of each officer on the board.

To Companies

Companies interested in posting a job on our website can click on the Job Posting Request link and fill out the provided form. This data is then emailed to our Vice President of IT, who makes a Job Posting on our website.

If a company wishes to present at one of our meetings, they may contact the President or preferably the V.P. of Corporate Relations via e-mail to schedule an available meeting.

There is also a Recruitment Advice blog for companies as to how to present or otherwise interact with our members, who are the cream of the crop. This advice is meant to help companies put their best foot forward so that our members will become and stay interested in working for the presenter. This adds to the overall member experience.

Social Media

Google+

Within the officers of DISC, we often communicate details through Google+ as a non-intrusive medium to let officers know that help is needed with a small errand or what the meeting agenda will be (and allows officers to add to that agenda). Instead of long e-mail chains that would be informative but do not require action from every officer, using Google+ allows us to keep everyone in the loop while tagging the specific officers the post is relevant to.

Facebook

Communication with members about events they should attend or articles they should read is conducted mainly via Facebook, as the events RSVP feature allows us to estimate attendance should a company ask us how many students to expect. It also allows us to message reminders to our members, which is especially important at the beginning of the semester.



Email Listserv

This year the ASU provided Email Listserv became unreliable, and we have therefore relied heavily on Facebook and our club website. Fortunately, however, we do also work closely with the Department of Information Systems, and they have a distribution list for all CIS majors, so we often have Emily send out e-mails to our members this way.

Budget/ Financial Statement

Fundraising Sources

DISCs membership dues remained at \$30 per member per semester for the academic year 2012. In addition to membership dues as a mean of funding DISC, DISC also applied for appropriations from the Undergraduate Student Government and was awarded a total of \$1,850 for the entire year. DISC also built a foundation to begin generating corporate sponsorships by building a three-tiered sponsorship system.

Financial Performance

Semester 1

DISC began the year on 8/17/2011 with \$1,288.08 and generated \$1,985.06 over the first semester, which brought DISCs total funds to \$3,213.14. The costs for the semester totaled \$2,137.23, which left DISC with an end of semester balance of \$1,075.88.

Semester 2

For the spring semester, DISC started off with \$1,075.88 and generated \$2,622.97 over the course of the semester, which brought DISCs total funds to \$3,698. The costs for the spring semester totaled \$1664.74, which left DISC with an ending balance of \$2,034.14.

Financially, DISC was able to achieve its balanced scorecard objective of maintaining a retained earnings of 5%. Furthermore, DISCs end of year balance was \$746.06 higher than what it began the year with, an increase of funds by 70%. DISC was able to host more events than it has in the past without raising membership dues and ending the year with a higher balance than it started off with. Such performance highlights the abilities of the organization and the direction that DISC is headed in.

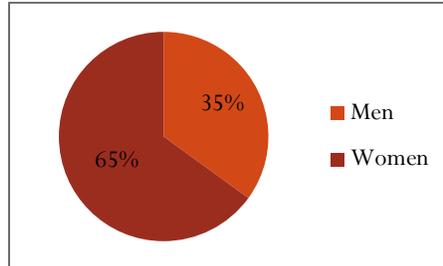
Financial Internal Controls

In addition to great financial performance, DISC also implemented a new process to include internal controls. The system promotes proper segregation of duties by delegating the approval, recording, and custodial functions to different officers. Additionally, the system resides in Salesforce.com and allows for documents to be attached to fund requests, which effectively creates an audit trail. By enacting the new process and system, DISC has effectively reduced the risk of fraud from occurring.

Metrics and Demographics

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