The University of Montana – Missoula
School of Business Administration

AIS Student Chapter

**Annual Report of
Activities and Membership
2011 – 2012**

Table of Contents

Summary

The University of Montana AIS Student Chapter, Montana Information Systems Association (MISA), began the 2011 – 2012 year with high expectations of reaching current and future goals. Specifically, the main objectives were to strengthen chapter operations, create a more interactive group environment through member participation, and to provide quality educational events to MISA members. As this was a year of transition, many organizational changes were implemented, including the shift of MISA officers' term from an academic (May-April) to a calendar year (January-December). This change was necessary in achieving our goal of improving chapter operations and allowing future officers to fully adjust into their new roles.

Some of the accomplishments of the year included bringing in great local and national speakers, who presented contemporary topics related to Management Information Systems (MIS). There were many quality speakers from different industries that made these presentations a success. Furthermore, the implementation of social media to communicate with and solicit feedback from members was utilized more heavily, allowing for interactive communication between speakers and members. MISA's biggest success this year involved organizing the 5th Annual Technology Opportunity Night, which brought record numbers of students and employers together for networking and possible internship/job opportunities.

MISA members appreciated the variety of events that were presented to them throughout the year. MISA has continued to impress students, professors, and professionals in its success at bridging the gap between students and employers, while simultaneously maintaining and strengthening quality relationships with the business community.

Professional Development

One of MISA's main objectives involves providing professional development opportunities to its members. MISA provides a broad range of activities/events, including professional speakers from local, national, and global firms. MISA also organizes company tours and skills/technology workshops. For instance, MISA toured Washington Corporation's data center, which provided members further insight on a business' database systems and their structure. One main event that that is sponsored by MISA every spring semester is Technology Opportunity Night. This event will be described in more detail in the "Careers in IS" section of this report. Through all of these events MISA wants to bring awareness that in the real-world MIS skills do matter, while

providing students the opportunity to network with employers and become comfortable in professional settings.

Guest Speakers:

KPMG

KPMG is an international audit, tax, and advisory firm. It sends representatives, generally business school graduates, to recruit at the School of Business at the University of Montana (UM). While on campus, these representatives prepare a presentation for MISA. This year during the fall semester, KPMG sent representatives from the New York, Los Angeles, and San Francisco offices. They prepared a presentation titled "IT Impact on Financial Reporting and Control," which was well attended by roughly 60 students. This presentation was valuable for MISA members because it provided information on the challenges being faced by large firms and their ability to overcome them. Along with the presentation, the representatives were able to give insight and advice on applying and interviewing for internships and full-time jobs. A few MISA members who took this advice to heart were offered internships and full-time employment opportunities this year.

PricewaterhouseCoopers

Like KPMG, PricewaterhouseCoopers (PwC) is an international firm that focuses on audit and assurance, tax, and advisory services. It also sends representatives who recruit at UM. This fall a representative from the Portland, OR office visited and presented "Cloud Computing" to MISA members and general business students. The presentation was of great interest to students, as attendance swelled to over 130 students. It was important for MISA members to gain more knowledge about cloud computing because it is transitioning into a new business model. In the spring semester, MISA organized a Skype video conference with a PwC employee in the Seattle, WA office. Students were provided with information about preparing for and conducting an interview. Tips about the application process were also given. Approximately 12 MISA members attended this event. This presentation was helpful to members who are looking at starting a consulting career in top international firms. Knowing how to prepare and conduct an interview gives MISA members a step ahead of the competition for full-time positions.

Fast Enterprises

Fast Enterprises (Fast) is a medium-sized company, which provides software and IT consulting to government tax and revenue agencies. This year, Fast Enterprises sent representatives during the fall and spring semesters. In the fall semester they presented the topic "A Day in the

4

Life," which gave students insight on the typical daily experiences of Fast employees. Roughly 50 students attended this presentation. In the spring semester, three other UM alumni presented "How to Adjust and Succeed in Your New Career." This presentation was attended by a small crowd of 10 MISA members. The relatively small audiences provided a highly interactive session with the Fast representatives. The representatives were surprised and amazed at the quality questions that students asked in this small group. Most of these students were invited to dinner and were given an opportunity to interview with the company for full-time and internship positions. The presentations that were given by the representatives provided value to students in knowing what to expect on a daily basis and also offered insight on how to be successful.

GCS Research/TerraEchos

Dr. Alex Philp is the President and CEO of GCS Research, a company that focuses on GIS solutions, research and development, strategic consulting, and providing clients with advanced geospatial technology. Dr. Philip presented "Geographic Information Systems" to MISA members in the fall semester. Dr. Philp is also the founder, CEO, and CTO of TerraEchos, a company that focuses on cyber-physical security, advanced computing concepts, systems integration, and geospatial information technology. During the spring semester he presented a talk on "Big Data," which involves Streams Computing and Real Time Analytical Processing (RTAP). TerraEchos, Inc. won the 2012 IBM Beacon Award for Outstanding Information Management Innovation. MISA members gained valuable information from these presentations. GIS has great technology that is being utilized today by many companies. Also, today is the age of "Big Data" and analytics. Knowing massive amounts of real time data allows companies to gain competitive advantage in today's market. Students were amazed that such a great local company existed in Missoula, Montana. Attendance for both presentations was roughly 12 – 15 MISA members and faculty. Dr. Philp also gave the students contact information for internship opportunities.

St. Patrick's Hospital

Mark Simon, CIO of St. Patrick's Hospital in Missoula, Montana gave a great presentation to MISA members on "Health Care in the 21st Century." The presentation covered a lot of information on the implementation of new health information systems and the IT structure behind these systems. This presentation was attended by about 15 students/faculty who were very impressed with the rise of IS/IT jobs in health care and what the future will hold in this industry. This topic was very important for MISA members due to an increase in new health care technology/systems and the fact that there are many opportunities available in this field.

5

Company Tours:

Washington Business Services

During the spring semester MISA members had the opportunity to tour the Washington Business Services Data Center and to network with the Vice President, Chris Warden and his IT team. Washington Business Services is a company that offer services exclusively to the Washington Companies, which provide marine transportation and service, rail transportation, construction and mining, heavy equipment distribution, and aviation technology and service. The Washington Business Services dinner/tour is a popular "RSVP Only" event that is coordinated during the spring semester in order to give students the opportunity to see how databases are used in big corporations. It is important for members to understand how these data centers work especially if they will be managing data centers in their future. Attendance for the tour consisted of 11 members.

Workshops:

Workshops are a great way for MISA members to learn new and current technology. These workshops are often provided by professors and students who have technical knowledge and skills. MISA provided quality workshops that included Android Applications and VoIP technology.

Android Applications

During the fall semester, Michael Cassens, a computer science professor presented a workshop to MISA members on the effects of mobile technology on the business world. He also gave a demonstration on how to build an application on the Android operating system. 10 – 12 students attended this workshop. It was important for students to see and understand how mobile applications work due to the growth and potential in mobile technology. MISA members that attended were satisfied by the workshop and also motivated to possibly build their own applications in the future.

VoIP

Michael Cassens also presented a Voice over Internet Protocol (VoIP) workshop, where he set up a phone system and demonstrated how VoIP is used in big companies. Students had the chance to see how this system was set up and also learned how it worked. Attendance for this workshop included roughly 10 students.

Community Service

Community service is an important part of MISA's tradition. MISA's primary community service activities involve volunteering to provide tutoring sessions for MIS classes. MISA was able to organize several tutoring sessions for MIS 270, the introductory management information systems course required for all business students. This course requires students to use video editing software to create an interesting and innovative video project. A second project involves building a functional website using the Google Sites infrastructure. MISA also offers multiple tutoring help sessions for MIS 371, an upper-division visual basic programming course. Many students who take the programming course do not have previous experience in programming. As such, students often struggle to grasp the concepts. Across the tutoring sessions, which are run by MISA members, are known to help students to understand the difficult concepts and materials. Students who show up to these sessions gain a better understanding of the technologies and concepts involved. In addition, the tutoring sessions allow students to more intimately understand how information system technologies can be applied to solve business problems.

Along with the benefits that students receive from these tutoring help sessions, they also receive great insight and advice from upper-division students majoring in MIS. For MISA members, tutoring provides a great opportunity to explain technical skills to people who have a limited technical knowledge, a valuable skill especially when entering the workforce. Finally, with all of these tutoring help sessions MISA is able to increase student and faculty awareness of the organization and its mission.

Fundraising

This year MISA raised funds through two primary methods. The first method involved MISA's kickoff meeting at the beginning of the fall semester. MISA was able to raise funds through the collection of membership fees. Roughly 100 business students attended, of which 45 percent signed up and paid either $10.00 (for one semester) or $15.00 (for the entire year). In the spring, 39 students signed up for semester membership which brought in an additional $390.00. The second method involved lobbying the Associated Students of the University of Montana (ASUM). ASUM is the student government of the University of Montana. MISA was able to lobby $170.00 for travel funds and nearly $100.00 for chapter operations.

Membership

This year, MISA's membership goal was to increase membership and get more students involved. The fall semester began with 47 paying members, a small increase due to the MISA kickoff meeting, which included pizza and soda beverages. Although there was a small increase in members, many of the members graduated after the fall semester. Also, the fall semester represented a transition of MISA officers. This was the first time new officers were elected for the subsequent calendar year. As a result, MISA membership declined to 34 paying members. Of these members, 15 students made up the core of the group. MISA's future goal is to attract more freshmen and sophomores to increase the involvement of younger students. This will be beneficial in the long-term due to better understanding of MISA values and for new officer transition.

Metrics and Demographics

Total Membership Breakdown

	2010-2011	2011-2012	Increased By
Freshmen	2	0	**-2**
Sophomores	9	1	**-8**
Juniors	17	15	**-2**
Seniors	19	18	**-1**
Total	**47**	**34**	**-13**

Communications

Communication is very important in providing members and students information on current and upcoming events. Many things need to be considered and evaluated especially timing and location. Being able to communicate effectively allows MISA to increase attendance at meetings and events. Communication for most events began two weeks prior in order to increase attendance.

E-mail
E-mail was a great way to communicate to members about upcoming events, updates and provide relevant information about other events going on in the business school. These emails were sent out bi-weekly by the secretary of MISA. Nonetheless, other modes of

communication are equally important. Students receive several e-mails every day, meaning that it is easy for students to miss e-mail communications.

Meetings

MISA Meetings are held at least once a month to keep members abreast of changes in scheduling, tutoring sessions, events, and various opportunities available to MISA members. Members are encouraged to be active, as well as participate in events offered by other student organizations in the business school and across campus.

Flyers

Before events occur, MISA posts flyers throughout the business school. Properly locating the flyers is an important consideration, especially when most MISA students frequent the computer labs located on the second floor of the business school.

QR Codes

Quick Response (QR) codes are displayed on flyers, allowing students with smart phones to scan and obtain detailed information about upcoming events. The QR codes allow students to know the time, place, and the speaker who would be presenting. QR codes are also used to attract students to the MISA Facebook page, where they can like the page. This allows for more visibility of MISA online and provides members a way to socialize and receive updates of current and upcoming events.

TV Screen Slides

PowerPoint slides are displayed on the TV monitors in the main lobby in the business school. These slides advertise presentations sponsored by MISA. The monitors provide a key location because students often loiter in the lobby, waiting for other classes to finish. During these waiting periods, students pay attention to the monitors, viewing upcoming MISA and business school events.

Google Calendar

The MISA president implemented a calendar in Google to store and monitor MISA events. By making the calendar public, anyone can access and view MISA's calendar of events. This was very efficient and simple way for members to go and look at upcoming events. Also, if members added the Google calendar, they were able to receive daily alerts for MIS events.

Social Media

Social media constitutes main source of communication by the MISA president. Facebook was constantly used to update MISA's followers on events, tutoring sessions, and workshops. Photos from different events are also posted onto the MISA page to provide members with memories of the events. Information posted on Facebook is automatically transferred by an RSS feed to Twitter. A tremendously useful tool on the MISA Facebook page is the insights. The MISA president can see page analytics, which helped in determining how to keep people engaged on the Facebook page.

Careers in "IS"

MISA's mission-critical goals involve promoting the MIS major and providing career opportunities for MIS students. MISA accomplishes these objectives in a variety of ways including the kickoff meetings at the beginning of the semester, class announcements, information tables, and through an annual event called Technology Opportunity Night.

Kickoff Meetings

MISA organizes kickoff meetings at the beginning of each semester. At these meetings students can discover information about MISA and its benefits to members. Pizza and soft drinks are provided at this meeting to enhance student attendance, which approximates 100 students.

Class Announcements

To increase student attendance, officers visit MIS classes to make announcements. These announcements increase awareness of the events sponsored by MISA. Announcements not only reach students, but also inform professors of the value and purpose that MISA offers to MIS majors and the business school as a whole.

Information Tables

In the fall semester, MISA set up information tables in the business school. Students can ask questions and receive answers about MISA's operations, enabling MISA to gain visibility in the business school. Through this visibility, MISA members attract many students interested in MISA and in the MIS major. Often times after talking with MISA members and realizing the opportunities available to them, students change their majors to pursue an exciting and rewarding career in MIS.

Technology Opportunity Night

During the spring semester, MISA sponsored the 5th Annual Technology Opportunity Night (TON). TON is an evening RSVP event with small sandwiches and light refreshments provided by MISA. During TON, students network with employers to find full-time and internship opportunities. TON starts with the MISA president providing an introduction. Afterward, each employer provides a five (5) minute presentation about their company and current employment opportunities. After introductions, students are encouraged to walk around and network with the employers in a relaxed environment. The spring TON was a great success, with a record number of employers (10) and students (40) participating. The employers were very impressed with the students. The students also enjoyed the whole networking experience. TON also resulted in a few students being offered internships and full-time employment positions.

Chapter Operations

The 2011-12 academic year was not a traditional year for MISA, primarily due to a change in the officer election cycle. While switching from an academic to a calendar year cycle will provide long-term advantages, short-term challenges need to be overcome. For instance, the new president is in the process of writing up a transition guide for future incoming presidents. This guide, called the "President's Guide to Success," is designed to help smooth the transition when new officers are elected at the end of the fall semester. In this guide, incoming presidents will obtain detailed job descriptions for the president, vice president, treasurer, and secretary's officer positions in MISA. This will allow the president to minimize the learning curve, allowing the new officers more flexibility to concentrate on their core responsibilities.

Currently, the traditional MISA leadership style forces the president to do most of the work. With the new guide, all of the officers will have set guidelines, allowing for more collaboration and input from other officers, as well as MISA members. Although MISA has kept records in the past, MISA can do a better job of recording information in an easier and more readable format. The MISA secretary will type out all of the notes in an organized display and send them to the president. These notes will be stored in a designated folder for the annual report. This will help the next president to use the information and prepare the report. The MISA president has also been working on setting up a scholarship for future officers. With this scholarship, officers will be able to focus more on their duties and coordinate quality events. Also, having this scholarship will allow them to pay for future trips to AIS Conferences.

Budget/Financial Statement

The University of Montana
Transaction Listing - Actual Amounts
FY12

Fund: 334493   MISA   MST630
Orgn: 342510   ASUM Operations
Prog: OI05   Student Srvcs-F&A Othr Institu Actv

Acct	Account Title	Period	Transaction Amount	Doc #	Seq	Actv	RUCL	Transaction Description	Amount Dr	Cr
50105	Activity Fee Allocation	01	7/12/2011	J0260732	17		JE2	FY12 ASUM ALLOCATION	0.00	95.44
Net								**$95.44**	**0.00**	**95.44**
50109	Other Income	03	9/16/2011	F0105976	526	CHMA		dues - MISA	0.00	145.00
03			9/21/2011	F0106043	723	CHMA		dues - MISA	0.00	15.00
03			9/28/2011	F0106110	506	CHMA		dues - MISA	0.00	40.00
04			10/5/2011	F0106187	730	CHMA		dues - MISA	0.00	40.00
04			10/12/2011	F0106302	441	CHMA		dues - MISA	0.00	30.00
05			11/3/2011	F0106547	283	CHMA		Nick G. dues - MISA	0.00	15.00
06			12/13/2011	F0107063	716	CHMA		membership dues - MISA	0.00	75.00
10			4/25/2012	F0108965	507	CHMA		dues - MISA	0.00	30.00
Net								**$390.00**	**0.00**	**390.00**
62280	Program Expense	03	9/15/2011	F0105967	555	CHMA		meeting and program	2.59	0.00
Net								**$2.59**	**2.59**	**0.00**
62405	In State Other	05	11/4/2011	FW003905	75	JFS1		186768 Martin/Bozema 10/07/11	52.96	0.00
Net								**$52.96**	**52.96**	**0.00**
62817	Meetings & Conference	03	9/15/2011	F0105967	556	CHMA		meeting and program	53.75	0.00
09			3/15/2012	F0108415	477	CHMA		meeting expense	142.55	0.00
Net								**$196.30**	**196.30**	**0.00**

Totals for   **OI05**   **Student Srvcs-F&A Othr Institu Actv**   **251.85**   **485.44**

Acct	Account Title	Period	Transaction n	Doc #	Seq	Actv	RUCL	Transaction Description	Amount Dr	Amount Cr
			Totals for Org: 342510			**ASUM Operations**			**251.85**	**485.44**

Fund: 334493   MISA - MT Info Systems   Index   MST630   MISA - MT Info Systems
Orgn: 342510   ASUM Operations
Prog: OI05   Student Srvcs-F&A Othr Institu Actv

Account Type Levels / Accounts	Budget	Actual Amount	Encumbrances	Available Balance
50 Revenue				
5F Other Sources				
50105 Activity Fee Allocation	95.00	95.44	0.00	-0.44
50109 Other Income	0.00	390.00	0.00	-390.00
Total Other Sources:	**95.00**	**485.44**	**0.00**	**-390.44**
Total Revenue:	**95.00**	**485.44**	**0.00**	**-390.44**
70 Operating and Capital				
72 Supplies				
62214 Printing Supplies	50.00	0.00	0.00	50.00
62225 Books & Reference Materials	31.00	0.00	0.00	31.00
62280 Program Expense	0.00	2.59	0.00	-2.59
62290 Office Supplies	14.00	0.00	0.00	14.00
Total Supplies:	**95.00**	**2.59**	**0.00**	**92.41**
74 Travel				
62405 In State Other	0.00	52.96	0.00	-52.96
Total Travel:	**0.00**	**52.96**	**0.00**	**-52.96**
78 Other Expenses				
62817 Meetings & Conference Costs	0.00	196.30	0.00	-196.30
Total Other Expenses:	**0.00**	**196.30**	**0.00**	**-196.30**
Total Operating and Capital:	**95.00**	**251.85**	**0.00**	**-156.85**
FOP: 334493 342510 OI05 Revenue	**95.00**	**485.44**	**0.00**	**-390.44**
Expenditure	**95.00**	**251.85**	**0.00**	**-156.85**
Fund 334493 Total: Revenue	**95.00**	**485.44**	**0.00**	**-390.44**
Expenditures	**95.00**	**251.85**	**0.00**	**-156.85**

Fund Balance: Control Accts, Fund Add, Ded, Bal   725.65
Net Assets: Assets -   725.65

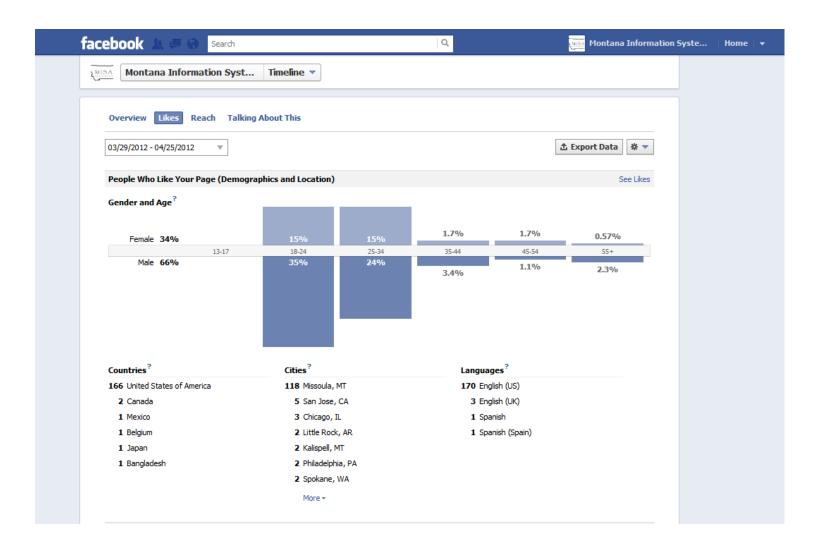| Account Type Levels / Accounts	Budget	Actual Amount	Encumbrances	Available Balance
Grand Revenue	**95.00**	**485.44**	**0.00**	**-390.44**
Expenditure	**95.00**	**251.85**	**0.00**	**-156.85**

Example of MISA Page Analytics

Example of a TV Slide

MISA Presents:

FAST Enterprises

"How to Adjust (and Succeed) In Your New Career."

Wednesday, February 29th 5:30-7:00pm GBB 119

Example of a MISA Flyer

Technology Opportunity Night

Looking for a job, internship, or just to network?

The Montana Information Systems Association (MISA) invites you to:

The 5th Annual Technology Opportunity Night on Thursday, March 1st, from 5:30 – 7:00 pm

The night will start with short presentations by each company, followed by a social event where students and employers can meet with one another. It's a relaxed, low pressure environment (with free cookies and refreshments) where you can network and get your name and résumé out to successful business leaders.

Even if you aren't looking for job or internship right now, you will be in the future. Now is the perfect time to network with others and market yourself when they come back in the future!

You MUST RSVP by Noon on February 24th

Email by replying to SoBA at:
SoBACentral@business.umt.edu

Example of a MISA Flyer

Example of MISA Flyer

MONTANA INFORMATION
SYSTEMS ASSOCIATION

MISA Meeting
Tuesday March 20th
5:30pm-6:30pm
GBB 119

We will be having a video conference with
UM Alum Joe Santucci from
PricewaterhouseCoopers who will be
presenting a topic in MIS.

For more information, contact Yuri
Difort at misa@business.umt.edu

Scan with RedLaser

MISA
Montana Information Systems Association