Leaders in Information Technology

Michigan State University

2013 - 2014 Annual Report

Leaders in
Information Technology

AIS Student Chapter – Michigan State University

Annual Report

After being founded in April 2013, our organization, Leaders in Information Technology, strived to build student relationships, provide networking opportunities, and raise awareness about our IT specialization program on campus. We are the first IT organization at Michigan State University. Due to the fact that MSU does not offer an MIS degree we found that collaboration among different colleges helped us to reach more students actively involved in the IT specialization. Our major accomplishments this year includes the variety of companies and activities we have been able to provide to our members within our first year. We truly lived up to our mission, *"To improve the knowledge of information technology for future IT professionals"* and are looking forward to continue growing both personally and professional as an organization in the coming year.

This year we have had a variety of professional events including company speakers, workshops, and off-campus trips. We had a total of 10 company presentation events and asked each company to speak on what information technology they are currently working on as a business (i.e cloud computing, mobile development, web development, accounting advisory). In addition, most companies pitch out their recruiting opportunities and we encourage networking at the end of each meeting. We also provide the companies with the password to our online resume book featured on our website. The companies we have had present this year include: General Electric, Microsoft, IBM, Ford, General Motors, Kohls Corporate, Sparrow Health Systems, TechSmith, Ernst & Young and KPMG. Since our members have a variety of different majors, with the IT specialization, we provided as much company diversity as possible. From engineering to web design, the topics these companies presented on helped to encourage growth and learning amongst our members.

Outside of enriching company presentations, we reached out to a faculty member to host a "Web Development Workshop". This event was a great success as students were encouraged to bring their laptops for hands-on learning in the web development space. Also, we did a Spring Professional Trip to Quicken Loans where we were able to tour their facilities and learn more about how Detroit is growing as an IT hub.

In addition we became actively involved in partnering with MSU Career Services to help host an IT Meet & Mingle after our annual fall career fair. This event provided students and employers, specifically recruiting for IT opportunities, the chance to network on a smaller scale. Instead of being one of the hundreds of students these employers see during the career fair, our members had the opportunity to connect on a more personal level with a variety of IT recruiters who attended the career fair earlier that day.

Our President was an intern at a non-profit organization called "Destination Lansing" which is a groundbreaking initiative at MSU focused on building bridges between diverse interfaith student groups through meaningful service that engages Lansing students. This partnership led our chapter to volunteer at the Boys & Girls club in Lansing. We had a wonderful time doing various activities with the kids including coloring and dodge ball. As our organization grows we are looking to expand our community

service platform by reaching out to different locations around Lansing that may need Information Technology work.

Through a connection with MSU Engineer Career Services we were able to sell our resume book for $500 to be included in a larger university resume book that was then sold to companies at the fall career fair. This opportunity helped to jump-start our funds. We are looking into additional fundraising opportunities for next year including restaurant sponsorship, bake sales, and a car wash. We also developed a corporate sponsorship platform that we hope to expand on. We were sponsored by Kellogg to attend the AIS Conference in March and are continuing to pitch-out to companies who may be interested in sponsoring us in the future.

This past school year as a newly active chapter on campus, our membership total amounted to twenty-nine members. In order to recruit these members we were part of on campus events such as the "IT Meet & Mingle" and "Sparticipation" and during which we promoted our organization providing students with information about our chapter. In addition to participating in these events, members of our executive board took on the responsibility of presenting information about our chapter to their classes in order to expand our membership base. Next year we plan on creating a mentorship program in which the executive board members mentor first and second year students who may be interested in attaining positions in the future.

This year our chapter utilized [Facebook](#) and Twitter to attract and keep members up-to-date with our events and activities. Frequently, our Publicity chair posted about job opportunities and events that our chapter held on both Facebook and Twitter. In addition to utilizing social media, we also developed our chapter's website (www.msuleadersinit.com) as an informative platform that provides our current members and prospective members with information regarding chapter events, job opportunities, short bios about our executive board and more. Also, we advertised our chapter events on campus televisions in order to attract a variety of students to our organization. As result of the various strategies we have used to broaden our membership, we have members from the College of Communication Sciences, the College of Engineering, as well as the College of Business. Overall our communication skills, as well as, the advertising tactics that our chapter utilized this past year aided us in increasing our membership and engagement throughout all three different colleges.

As a chapter, we work closely with faculty to promote the [Information Technology Specialization](#) provided at Michigan State University through the use of brochures, flyers, and our website. Also faculty, as well as our executive board members, attends Freshmen & Sophomore Seminars, in order to inform underclassmen about the Information Technology Specialization and increase interest in the specialization. In the future, we intend to visit local high schools in hopes of increasing interest in and knowledge of careers in information technology.

As a start-up organization, in our first year we were able to build a strong foundation for years to come. We created bylaws, outlined our Executive Board positions and responsibilities, and organized our chapter activities according to this. Additionally, our Vice President facilitated a mid-year evaluation survey where we were able to grade each other anonymously. By meeting with each member one-on-

one to discuss their results we were able to encourage both individual leadership growth and overall organization growth. Our President attended meetings that were held by the President's Council, regarding leadership development and collaborative discussions with other on campus Presidents on best organizational practices.

As a very young organization rendering under our first year, our costs were very simplified. Visiting companies such as KPMG, Sparrow, TechSmith, and many more covered many of our expenses for our meetings. These expenses included food, drinks, and utensils. Budgeting our finances for the first year tied within fundraising and sponsorship for meetings and trips, such as the AIS Conference. Our costs primarily involved producing and designing t-shirts for our members which cost $300 for both semesters. Building the interest and retaining members by giving them a sense of belonging and representation through designed logos of our club name, *Leaders in Information Technology.* As we grow and expand within the next few years, we anticipate the budget and financials to increase as our club does the same. As for now, we believe within our first year that our financials both on the revenues and costs were well budgeted. We stayed within our realm of expenditures and are more than grateful for the $3,000 sponsorship from Kellogg who was willing to help us succeed in our time of need. Our main source of revenue was from membership dues. We charged $30 for the year or $20 for the semester per member. We profited $934.52 in our first year.

Title	Revenue	Expenses
Kellogg Sponsorship for AIS Conference	$3,000	-
Attended AIS Conference	-	$3,000
Resume book fundraising	$500	-
Membership Dues	$814	-
Fall t-shirts	-	$100
Spring T-shirts	-	$200
Printed banner	-	$79.48
TOTAL	$4,314	$3,379.48
TOTAL PROFIT: $934.52		

Summarization of key metrics:

TOTAL MEMBERS: 29

FRESHMEN: 1/29

SOPHOMORE: 3/29

JUNIOR: 9/29

SENIOR: 16/29

11 General Membership Meetings

ATTENDANCE:
9/10/13 Kohls – 18
9/18/13 General Electric – 22
10/1/13 Microsoft – 25
10/9/13 Dow Chemical – 15
10/23/13 Ford – 15
11/20/13 IBM – 18
1/15/14 Sparrow – 19
1/29/14 Web Workshop – 18
3/19/14 Techsmith – 15
3/26/14 KPMG – 17
4/2/14 Ernst & Young – 14

Quicken Loans Office Visit: Our members were offered the opportunity to visit Quickens Loans in Detroit where they got a tour of the office, a presentation on the company, and a look into the growing IT market in Detroit.

ATTENDANCE: 8

Boy and Girls Club Volunteering: Our members travelled to the boys and girls club to play games with the kids for a couple hours.

ATTENDANCE: 6

Bowling Event: Executive Board held a social event open to all members to come out and bowl for a couple of hours to help build relationships with the members.

ATTENDANCE: 5

IT Meet & Mingle: Our eBoard partnered with MSU Career Services to help host an IT Meet & Mingle that provided students and employers the chance to network on a smaller scale. Instead of being one of the hundreds of students these employers see during the career fair, our members had the opportunity to connect on a more personal level with a variety of IT recruiters who attended the career fair earlier that day.

ATTENDANCE: 25

Annual Report Verification Form

College/University/Department:

Michigan State University

✓ Please check her if you want to enter your chapter in the AIS student chapter awards competition

___ Please check here if you do NOT want to enter the award competition.

Chapter President and Faculty Advisor Verification

I verify that this is an official collegiate chapter of the Association for Information Systems (AIS) and that members are members of the local student organization that is affiliated with AIS. I have read this annual report and verify that it accurately depicts the chapter's activities including both its successes and failures, during the academic year.

Printed name of President: Christine Cornellier

Signature of President: Christine Cornellier

Date: 5/9/14

Printed name of Advisor: Harrison McKnight

Signature of Advisor: D. H. McKnight

Date: 5/9/14