



ISMA: Information Systems Management Association

A Student Chapter of AIS

Annual Report
May 2014

In the sections below you will find a detailed analysis of the success and progress of ISMA.

A. Summary

ISMA is a school of engineering organization at UCSC that focuses primarily on professional development, networking, organizing workshops, company tours and most recently establishing an IT training program.

This year, ISMA has focused on networking with other AIS student chapters, via the student conference hosted in Arizona this past March, as well as with other student chapters in the local area that are heavily focused on IT/IS/MIS/ISM/TIM. Expanding our peer network has been just as vital to our growth and success as networking with Silicon Valley professionals.

One of the new endeavors that ISMA has been pursuing this year is initiating an IT training program for members who are interested in learning a new programming language or application. We have put together a catalogue listing various different languages and tools that every IS/IT major should know, and then at the beginning of every quarter we take a poll to see which one has the most interest. Taking this information the officers then put together training seminars for interested members. The inspiration for this idea came from an individual that we met at the AIS conference in Arizona.

Professional development is just one side of ISMA we also emphasize personal development. Hosting casual socials, bonding over community service events and fundraising together are just a few of the ways we get our members to connect on a more personal level with not only officers but with each other as well.

B. Professional Development

Throughout the year, ISMA has participated in a 2 company tours. The first of these was a tour of Plantronics' main headquarters in Santa Cruz, CA where 15 members were present. The second of these was a tour of Juniper Networks in Sunnyvale, CA, where 15 members were in attendance. At both of these, our members were exposed to some of the inner workings of the companies and how they operate. They also had the opportunity to speak with members of management to gain insight on how to secure internship and job opportunities at each of the respective companies, receiving valuable advice on what they can do to expand their network and skillset and tailor it towards their desired career path.

Beyond the company tours, ISMA also hosted several workshops, some of which were presented by alumni. The first of these was a personal branding workshop that taught members how to create the perfect elevator speech and to market themselves efficiently and effectively. We then had an alumni come in and speak on his experience establishing his own startup company, which was later followed up by our own workshop to get members brainstorming issues that allowed them to become actively engaged in the process of what it takes to actually create a startup. Both events provided valuable hand-

on experience for our members, many of which who are interested in starting their own businesses. Additionally, we had a resume-writing workshop given by two of our alumni who well established in the tech/IT industry. Our members benefited from this by receiving first-hand experience and advice from someone who has gone through the motions of not only trying to get hired, but also being the ones who *do* the hiring. They were able to give insight on what is it that they look for when reviewing a candidate's resume, and spent time helping our members improve their own.

ISMA was also able to partake in a focus group for Plantronics, where our members were taken to the headquarters and participated in discussions around various products and their packaging/advertising. This allowed our members to gain a little understanding as to what companies go through for market research.

C. Community Service

ISMA loves to get our chapter to participate in-group community service outings. Since UC Santa Cruz is located right off the coast of California, we have participated in multiple beach cleanups with the local organization, Save Our Shores. Save Our Shores hosts monthly beach cleanups that are held at various beach spots within Santa Cruz County and we try to participate in at least one of these each academic quarter. ISMA has found that participating in these beach cleanups not only allows us to show our gratitude towards our beautiful home, but it is also fun and rewarding.

D. Fundraising

As a student organization that does not charge membership dues or require any other form of payment from its members, ISMA gains most of its money through fundraisers. Through bi-weekly fundraisers where we sell food items like samosas and pizza, we are able to raise the \$500/year needed for AIS dues, the \$100/year needed for our newly implemented website, and a little extra to put on social events and mixers. \$500/year is a lot of money to pay for a small organization like ours and it has definitely required the organization to put on a lot more fundraisers than before we joined AIS.

Not charging membership dues has required ISMA to spend a lot of time organizing fundraising events, which is why we are considering initiating dues starting next academic year. The monetary amount that we would require from our members would not be excessive in nature, starting at around \$10 per quarter for active members.

E. Membership

The TIM or ISM program at UCSC is fairly new, and ISMA as a proper TIM club has only been around for a few years. During the beginning of the year our membership was around 10

members, but as the year progressed our numbers rose to around 25 people, averaging around 18-20 at every event and meeting.

ISMA is a very unique type of club in the sense that our membership mix does not just consist of IS/IT majors, but actually attracts a variety of individuals. We have people from all engineering majors as well as a few from outside engineering as well.

Our recruitment strategies revolve around classroom announcements at the beginning of every quarter, as well as club awareness at School of Engineering events. This year, as all previous years, we did not charge our members a membership fee. People have been coming out to ISMA events, participating, and helping to organize events simply because they want to. We are considering instilling dues for the next academic year simply to remove some of the burden of off fundraising.

Total Number of members: 25

Number of meetings held and average attendance at each: 8 per quarter, around 24 meetings in the whole year. Average attendance ranges from between 15-20.

Events and Activities in the year:

Plantronics Company Tour: tour of the headquarters emphasis on R&D, 15 in attendance.

Juniper Company Tour: tour of the headquarters, emphasis on Proof of Concept Lab, 15 in attendance.

Resume Workshop: hosted by alumni, workshop. 20 in attendance.

Personal Branding Workshop: hands on workshop, 20 in attendance.

Business Design Brainstorming Session: problem and solution idea generation workshop, 20 in attendance.

Beach Clean Up: community service event, 15 in attendance.

F. Communications

As far as communication goes, I believe ISMA has done an adequate job interacting and connecting with out members through various channels. The main one I would point out is social media. The social presence of our Facebook page has nearly doubled in the past year, and we have seen an influx of engagement from our members through our Facebook group. It is through these channels that we advertise various events and activities, not only to our members but also to the entire UC Santa Cruz student body.

We have also dedicated time to creating a new and improved website, and with it we have already begun to see an increase in member submissions.

Our goal is to continue to improve our social presence, not only with Facebook, but also through Twitter and Tumblr, both of which we hope to use to provide relevant and useful information on professional development and career goals.

G. Careers in "IS"

ISMA has implemented and presented many programs and workshops for our chapter to increase their professional/technical skills and preparation for a future career in IS. We have offered various resume workshops, elevator-speech practices, and start-up discussions hosted by our very own alumni. ISMA is attentive to what members of our chapter are interested in pursuing and learning. This academic quarter, some of our members have even begun teaching lessons on a chapter selected programming language!

ISMA also schedules multiple company tour visits in order to provide our members with company knowledge and networking opportunities. This past year we have organized company tours at Juniper Networks, Plantronics, and Cisco Systems. We like to acknowledge that at least one of our members has gained an internship from one of the companies we have toured for each of the past 4 years!

H. Chapter Operations

ISMA has four main officer positions: President, Vice President, Secretary and Treasurer. All others are part of three committees: Professional Development, Public Relations and Event Planning. Each of these committees is headed by an officer, and allows each officer to dedicate their time into helping a certain group of members develop skills appropriate for the committee that they are a part of.

Each officer holds their positions for the entire year, this allows each of the officers to fully implement and develop their goals and visions for the club. Before we have elections, there is a shadowing period in which members that are interested in running for a position meet with the current officers to learn more about their positions. After elections, to train the newly elected officers, we have retreat. Retreat is the training program put on by the previous leadership for the new leadership in which the previous officers discuss their roles and explain the details of their job.

Even though each officer has a key delegate task that they are in charge for, because ISMA is comparatively small, all officers play an integral part in each and every major facet of the chapter operations.

I. Additional Budget and Financial Statements

| 3/1 – 5/6 | Expense | Revenue |
|------------------------|----------------|----------------|
| AIS Fees | \$990.00 | |
| Website | \$100.00 | |
| Banner | \$100.00 | |
| Fundraising | \$663.74 | \$1,975.37 |
| Socials | \$243.00 | |
| Other (i.e. donations) | | \$180.00 |

| Beginning Quarter Balance | |
|----------------------------------|----------|
| Spring 2013 | \$616.00 |
| Fall 2013 | \$364.40 |
| Winter 2014 | \$474.75 |
| Spring 2014 | \$190.30 |