

AIS Chapter Report

Indiana University

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SUMMARY

AIS at Indiana University is focused on providing an extended learning experience to the wide array of topics taught in the Masters of Science in Information Systems (MSIS) and undergraduate Information Process Management (IPM) and Technology Management (TM) majors. The AIS chapter is composed by two organizations, the MSISA (MSIS Association), which is dedicated to serving the MSIS students, and the TMC (Technology Management Club), which concentrates on the undergraduate students. The MSISA concentrates their efforts on providing students with professional development and also chances to learn about and interact with companies. Moreover, the MSIS also hosts social events where students can network and relax outside of the classroom. The TMC focuses a large portion of their efforts on hosting company presentations and on educating members about IT trends and topics and it also hosts several social events during the year.

This year saw again a significant number of activities conducted under the umbrella of the AIS chapter. In addition, the chapter restructured its operations to better streamline the services for undergraduate and graduate students. The previous situation, with an independent president, presented issues with structuring a formal process for collaboration and communication between the two organizations. In the last 12 months we were successful in reorganizing our AIS leadership. The new board includes six members, three from each organization, with the presidents from each organization sharing the position of co-president of our AIS chapter. This last year served as a pilot program for the new structure, as reflected in the many events with significant participation from both undergraduate and graduate members.

In particular, we would like to emphasize the number of company visits organized by the MSISA and the TMC, collaborating as a single AIS entity. Both organizations also promoted a better environment among students with numerous social events and facilitated service for the local community through practical engagements where the skills of our students were displayed.

In the next sections we will describe in further detail the activities sponsored by AIS in professional development (including how we are able to disseminate information about careers in IS), community service and fundraising. We will also discuss the status of our membership and how we communicate with our current and prospective members. Finally, we will discuss our chapter operations.

PROFESSIONAL DEVELOPMENT

Our aim as a chapter is to provide an extension to the in class learning experience by providing members with the opportunity to engage with representatives from a variety of companies and consulting firms. This added interaction gives members additional insight into the tools and techniques that will help develop a solid foundation in starting their new career.

Additionally, by partnering with companies for many events, we are able to better disseminate information about careers in the field. In general, we have seen the enrollment

in the MSIS increase every year, for the last five year with the same trend also taking place in our undergraduate majors (IPM and TM). By informing our members and advertising inside the Kelley School about the many opportunities available in the field, we have been able to highlight the career potential for IS students.

The methods in which we provide this interaction are detailed below:

INTERVIEW PREPARATION/ FORMAL NETWORKING BEHAVIOR

A large portion of our recruiting process is conducted in the fall. In order to help ease the pressure that comes with preparing for case and behavioral interviews, our chapter held an event that focused on proper preparation and useful tips for handling both types of interviews. In addition to this, we held resume critiques on candidate nights. This year we worked with a recruiter to host a presentation that focused on highlighting the less known behaviors that can make or break candidate's chances at an interview. The events hosted are included below with the number of students in attendance:

September 4 - Callout/Resume Critique

September 15-30 – Practice rounds for case interviews: 30 graduate.

October 22 - Resume Review: 16 undergraduate

February 5 – Callout/Resume Critique

April 11 – Professionalism (hosted by KPMG): 10 graduate & 41 undergraduate

CASE COMPETITIONS

Throughout the year our program has a variety of case competitions that emphasize different IS topics. This year we hosted the 3+1 case competition pairing one graduate student with three undergraduate students. During the competition the graduate student served as a mentor to the undergraduate students. Since our graduate program educates students on how to analyze a case and develop a thorough recommendation, undergraduate students benefit greatly. Also this experience provides undergraduates interested in the MSIS program an opportunity to learn more about the MSIS program and insights on how cases are tackled in the program.

The second case that we helped run was the Accenture Case Competition. With professionals from Accenture, we helped run a case about a sports-related CRM system that attracted 30+ teams. Teams ranged from all freshmen to all graduate students with a team of seniors and graduate students from our organizations winning. While many of the teams were from the business school programs, there were also teams for our School of Informatics. By marketing the case to Informatics majors, we hope to grow our membership outside of the business school and develop our reputation across campus. The Accenture Case Competition provides our students with excellent feedback and experience, considering that the vast majority of judges in the competition are Accenture consultants.

The third case we helped coordinate was with AT&T Case Competition. This competition consisted of teams from Purdue University and Indiana University. The case asked for teams' recommendations on strategic plans AT&T could implement to compete in their various markets. Our operations and decision technology department hosted the competition, while our undergraduate club provided volunteers and helped to coordinate and judge the competition. Our Indiana student teams placed 1st and 3rd, in a final round judges by AT&T representatives.

SPEAKER/RECRUITING PRESENTATIONS

In order to provide an additional method of exposure to IS topics, we organized a series of speaking events featuring industry representatives. These events allowed members the opportunity to gain an understanding of these topics from a different perspective and it also provided a great opportunity to connect with companies of interest for interviewing purposes and building a professional network. In addition, we believe that such events creates a positive "buzz" about careers in IS not only for our students but for those who are exposed to the advertisement about the companies' presence in the Kelley School.

These presentations develop a mutually beneficial relationship between firms and our students by providing recruiters and professionals from the firm with informal access to highly motivated and engaged students. At these events companies present information about their firms and the positions they are hiring. Following the presentations, recruiters and professionals network informally with the students.

This year we worked closer to bridge recruiting events between graduate and undergraduate programs. In addition to joint events we developed new recruiting relationships with GM and IBM.

Here is a list of the many events that were held this year and their attendance numbers:

August 16 – Navigant Meet & Greet: 37 graduate

September 7 – Ernst & Young: 71 graduate & 28 undergraduate

September 11 – PwC: 85 graduate & 32 undergraduate

September 12 – KPMG: 53 graduate & 35 undergraduate

September 13 – Navigant Consulting: 15 graduate & 4 undergraduate

September 18 – Deloitte Consulting: 20 undergraduate

September 20 – Deloitte Consulting: 71 graduate

October 8 – Google: 28 undergraduate

January 24 – GM: 15 graduate & 21 undergraduate

January 28 - IBM: 10 graduate & 16 undergraduate

January 29 – Accenture: 20 undergraduate

March 30- Protiviti: 16 undergraduate

April 19 – GM Executive Talk: 5 graduate & 11 undergraduate

ETIQUETTE DEVELOPMENT

This year our graduate program hosted their first etiquette dinner. Thirty-five students were at the event. To organize the event we collected the value of the dinner from each participant and feedback was very positive.

This coming year we hope to continue this initiative with a new etiquette dinner for the graduate students, and possibly organize a dinner for the undergraduate students.

ROUNDTABLES AND OTHER EDUCATION EVENTS

On February 1st, our chapter helped promote a roundtable on health informatics. Topics for discussion revolved around IT trends in the healthcare industry. Our goal was to educate and make members aware of the issues in one of the fastest growing industries in IT. Panelists for the event included IT leadership from Optum Insight, Eli Lilly, and Memorial Hermann Houston Health System. There were 6 graduate students and 14 undergraduate students in attendance.

Feedback about the even was very positive. Panelists stayed longer after the end of their presentation so that our members could network with them, to further understand potential careers in health informatics.

In addition, several educational events were promoted for the undergraduate students this year focusing on specific technologies. We believe that it is part of our missing to provide opportunities to our members to extend the education they receive in the classroom and those events were led by a mix of faculty and guest speakers.

October 30 – Cloud Computing: Educational event with a turnout of 26 students

November 28 – Python Workshop: Educational event with a turnout of 12 students

February 13 –Jeopardy!: Educational event with a turnout of 22 students

February 19 – Build a Computer: Educational event with a turnout of 24 students

March 5 –HTML/CSS: Educational event with a turnout of 13 students

November 7 –2012 IT Trends: Educational event with a turnout of 14 students

COMMUNITY SERVICE

As a chapter we understand the need to give time and effort to a purpose that is larger than us. This year we had a several community service events in the undergraduate and graduate programs.

Our undergraduate program held two programs where volunteers worked with local organizations. During the fall semester students went to Monroe County Library where they volunteered their time teaching adults basic Microsoft Office skills. In the spring semester students volunteered at the Boys and Girls Club. There they taught kids how to take apart a computer and educated them about what each part does. After disassembling the computer they allowed the kids to rebuild it.

Our graduate program community service outreach focused on a large project for Indiana University Dance Marathon (IUDM). IUDM is an annual fundraiser which raises funds for the Riley Children's Hospital in Indianapolis, IN. Planning for this event involves many students committees and is a yearlong process. Up until now IUDM leadership has been using Excel sheets to track and record over \$2,000,000 worth of donations they receive annually. This year graduate students worked with IUDM to develop a SQL database to manage their records. Our members spent a total of 860 volunteer hours building the database.

FUNDRAISING

Our goal as an organization is to ensure that we have money for any event that we wish to host. In previous years, we have received money from our departments that have been able to support us since without AIS having to host events to raise money. Currently both organizations are financially stable.

The majority of our professional events are funded by the companies presenting. Typically, a company will spend \$300 on an event to cover the cost of refreshments for the students. Also, this year KPMG provided the funds for our undergraduate organizations club's t-shirts for the members.

Additional fund raising efforts were taken on by the organizations. The etiquette dinner required students to pay \$25 per seat. Also graduate students had the opportunity to purchase business cards to be printed for them.

Obtaining funds has not been a major concern right now because the funds have been available from the department and from the MSIS program. Next year we hope to increase fundraising efforts so our organizations can become less dependent on department funding. In preparation for that, we recently revamped the financial system we have used in the past to receive funds directly from members. The older system used in the past (for the etiquette dinner event, for example) became unsupported by the university and we use this opportunity to move to a new system that will facilitate fundraising in the future.

MEMBERSHIP

Currently, all of our chapter members are all graduate students in the Masters of Science in Information Systems Association (MSISA) program and the undergraduate students Technology Management Club (TMC). As a benefit of coming into the program and joining the club, all students automatically become members of our chapter. Within our membership pool there is a unique mix of cultural and experiential backgrounds.

MEMBERSHIP BREAKDOWN

Membership count consists of active members as defined by student attendance and involvement in the organization.

Total Member Count: 189

By Class

Undergraduate: 53

Graduate: 126

Graduate Membership Demographics

By Gender

Female: 38%

Male: 62%

By International Dimension

International: 48%

U.S. Citizen: 52%

We also believe that it is very important for our organization to create a robust network among our members. To promote this network we typically host a variety of social events during the year. We are particularly proud of hosting several events that support our diverse membership like a Diwali celebration, a Chinese New Year celebration, and a Bollywood movie night. Because of the difference in age between the two groups, we tend to enforce separate attendance for the social activities.

Graduate

August 12 – Welcome BBQ: Social event with a turnout of 42 students

September 15 – Tailgate: Social event with a turnout of 21 students

September 27 – Study Break Bowling: Social event with a turnout of 30 students

October 11 – Happy Hour: Social event with a turnout of 71 students

November 10 – Alumni Tailgate: Social event with a turnout of 37 students
November 12 – Diwali Celebration: Social event with a turnout of 91 students
December 7 – End of semester party: Social event with a turnout of 72 students
January 5 – Spring Semester Kick-Off: Social event with a turnout of 11 students
February 1 – Ice Skating: Social event with a turnout of 28 students
February 7 – Lunch Food Challenge: Social event with a turnout of 9 students
March 11 – Chinese New Year Celebration: Social event with a turnout of 57 students
March 28 – Happy Hour: Social event with a turnout of 65 students
March 19 – Welcome Back Bowling: Social event with a turnout of 17 students
March 29 – Bollywood Movie Night: Social event with a turnout of 9 students
April 26 – End of year party: Social event with a turnout of 71 students

Undergraduate

October 6 – Tailgate: Social event with a turnout of 10 students
October 17 – Bowling: Social event with a turnout of 15 students
March 26 – Elections: Organizational meeting event with a turnout of 40 students

MEMBERSHIP GOALS

The results from our past goals are as follows:

- Maintain our graduate membership numbers –
 - Accomplished through maintaining buy-in and commitment to AIS from MSISA
- Create more events that both undergrads and grads can attend together
 - Accomplished by combining the majority of professional recruitment events
- Increase awareness of AIS at the university
 - That was mostly not accomplished because of the organizational restructuring and the redefinitions of the roles of each organization.

Our membership goals for the upcoming school year are as follows:

- Maintain professional event collaboration with recruiters and between leadership across the undergraduate and graduate programs
- Develop a formal structure in how AIS meets and communicates
- Increase fundraising efforts so become less dependent on department funds
- Create a dedicated web site for the AIS chapter

COMMUNICATIONS

In order to encourage event attendance and awareness of other opportunities our chapter, we use a variety of communication methods. The choice of method(s) depends solely on the purpose and the message that needs to be communicated. Our chapter makes use of the following methods when communicating with faculty, staff and students:

- Email (distribution list)
- Website (TMC: <http://kelley.iu.edu/tmc/index.html> / MSISA: <http://www.indiana.edu/~msisa/msisa/>)
- Calendar Invites
- Facebook
- Twitter
- LinkedIn
- Word of mouth

CAREERS IN "IS"

Focusing on careers in information systems (IS) is a key component of our program. We take a two-prong approach offering both in class and out-of-class experiences. In the class we tie concepts to IS careers through application of the concepts or interacting with guest speakers from various industry sectors. Out-of-class experiences are obtained through professional speaker providing knowledge about several different opportunities after graduation. We believe that the visibility of our events has helped to recruit additional students to both our undergraduate majors, Information and Process Management (IPM) and Technology Management (TM).

This coming year we are looking to expand the number of high profile speakers we are bringing on campus, so we may better offer insights to how companies view and handle their information systems and processes. Also our organizations have traditionally focused more on consulting than industry. Next year we hope to bring in more companies from industry to provide a better perspective to students around all of the possibilities in information systems.

CHAPTER OPERATIONS

The chapter board consists of select leadership representatives from the MSISA and TMC student organizations.

STRUCTURE

The organization chart contains positions to reflect the mission of the organization, which is to develop its' members professionally. The table below summarizes board positions and responsibilities:

| Position | Responsibilities |
|--|---|
| Co-Presidency | Structure and facilitate communication between the two organizations. |
| VP of Undergraduate Professional Events | Collaborate with the VP graduate events. Develop relationship with recruiters and plan professional events. |
| VP of Graduate Professional Events | Collaborate with the VP undergraduate events. Develop relationship with recruiters and plan professional events. |
| VP of Marketing | Ensure students are informed of events |
| Secretary | Records meeting minutes and maintains chapter information repository. |

TRANSITION

The organization often experiences a high turnover due to the nature and short duration of the programs that it draws its members from. Thus, elections for graduating officer positions are held on a semester-by-semester basis. The elections take place near the end of each semester to ensure we have an appropriate time frame to send applications and recruit the best people for the position.

Transitions consist of a series of meetings between the incoming and former officers. The first meeting consists of the former officer document their exact role and

discussing it with the future officer. After that, the incoming officer essentially steps into the role with the guidance of the former officer, the president and vice president. The subsequent meetings consist of the four of them discussing what has gone well and areas where the incoming officer still needs to improve.

In the past, both TMC and MSISA operated somewhat independently, although great strides were made to foster collaboration between the organizations. This year, with the formalization of the new organizational structure, we will also be conducting regular board meetings involving all board members to further enhance the collaboration prospects and the services to our membership. We will build on the separate plans for each of the organizations which are orchestrated during the summer and in the beginning of the academic year so that when opportunities for collaboration are present, there will be a formal communication mechanism in place.

EXECUTION OF EVENTS AND OFFERINGS

Responsibility of event execution lies solely on the board member leading it. Since most of our events fall under professional development, there is a larger amount of pressure on the professional development directors. With this in mind, the professional development director has the ability to create committees to spread tasks among a larger population, which was done this year. Our professional development director has board members in both the MSISA and the TMC. We plan to use this method again next year.

BUDGET/FINANCIAL STATEMENT

Currently, there are no items to highlight from a budget perspective. We are in the process of developing a budget for next year and currently funding is provided as needed by our department and MSIS program for both the MSISA and TMC organizations. As mentioned before, one of the initiatives in the new mandate will be to increase fundraising operations.