Table of Contents

Summary.................................................................................................................................2
   Chapter Mission.....................................................................................................................2
   Goals....................................................................................................................................2
   Accomplishments..................................................................................................................2
Women in AIS..........................................................................................................................3
   Recruiting............................................................................................................................3
   Events...................................................................................................................................3
Fundraising................................................................................................................................4
   Corporate Sponsorship..........................................................................................................4
   Value Analysis......................................................................................................................4
Community Service..................................................................................................................5
   Service Hackathon................................................................................................................5
   Christmas Tree.....................................................................................................................5
   Outreach to Local Schools....................................................................................................5
Careers in IS.............................................................................................................................6
   Tech Talks............................................................................................................................6
   Information Sessions...........................................................................................................6
   Alumni Presentations...........................................................................................................6
Campus Awareness..................................................................................................................7
   PreMa Major Exploration.....................................................................................................7
   Women in Business Major Shopping....................................................................................7
   IS Information Sessions.......................................................................................................7
Professional Development........................................................................................................8
   Tech Talks............................................................................................................................8
   Mentorship..........................................................................................................................8
   Internship Insider................................................................................................................9
   Conferences & Competitions..............................................................................................9
Membership.............................................................................................................................11
   Tracking & Retaining Members..........................................................................................11
   WAIS Recruiting Efforts.....................................................................................................12
Communication.......................................................................................................................12
   Newsletter............................................................................................................................12
   Social Media.......................................................................................................................13
   Instagram Takeover............................................................................................................13
Metrics & Demographics........................................................................................................14
Chapter Operations..................................................................................................................15
   Officer Structure & Best Practices.....................................................................................16
   Activities Team (A-Team) Organization..............................................................................17
List of Events & Attendance......................................................................................................17
   2017-2018 List of Events & Activities...............................................................................18
Budget & Finances....................................................................................................................20
   Revenues & Expenses.........................................................................................................20
   Income Statement...............................................................................................................21
Summary

The BYU chapter of the Association for Information Systems both continued its history of excellence and introduced changes during the 2017-2018 school year. This report outlines the major aspects of the BYU chapter during the past year.

Chapter Mission
As a chapter, we revised our mission to make each event purpose-centered. Our mission is to…

Serve our members by helping them find gainful employment, create meaningful connections, develop competitive skill sets, and promote information systems.

In everything we do, we focus on this purpose. We are happy to report that as a result of this focus, more students are attending activities, more sponsors our backing our club, and more women have signed up for membership in our chapter.

Goals
Our goals over the last year have been centered around our purpose. 99 percent of BYU Information Systems students are placed in full-time jobs within six months of graduation. Our club members stay in touch through club events with alumni guests and our chapter’s Slack channel. Of 120+ graduating students, 50 percent have landed jobs with our 15 chapter sponsors. Following a rich tradition, the current leadership of BYU-AIS has kept with customs of the past and hosted many activities such as Semester-Beginning/Ending Socials for our members, information sessions, and technical training nights. This year, attendance at information sessions has increased by 47 percent.

This year has also marked a new direction for BYU-AIS as the current leadership has organized several large service opportunities. Following the BYU motto: “Enter to Learn. Go Forth to Serve.” BYU-AIS has made a commitment to helping our members achieve the vision of BYU.

Accomplishments
This year our students have made a statement through accomplishments both on and off campus. Our students placed first place in the AIS Blockchain Hackathon challenge, first place in the AIS Software Innovation Challenge, and second place in the AIS analytics challenge. Our students also placed third at the Co-MIS IT competitions at the University of Minnesota. On campus, our students placed all across the gamut in a campus-wide app development competition, featuring virtual reality, machine learning, and time management apps.

Thank you,

Lauren Faber & Remington Steele
BYU AIS Co-Presidents
Women in AIS

The BYU Chapter of AIS recognizes the gender disparity within the field of technology and actively works to close that gap. Our efforts are formalized in a sub-organization called the Women’s Association for Information Systems (WAIS). WAIS takes a three-prong approach to this issue. First, find interested female underclassmen through targeted recruiting efforts; second, host events that highlight successful women in tech; and third, create an inclusive environment within the program.

Recruiting

Over the past year we have increased our efforts to recruit freshman and sophomore women to apply to the program. WAIS has hosted booths on campus for the Major Exploration Event, Women’s Clubs Showcase and has partnered with the Women in Tech (WiT) club on campus to gain further exposure. WiT was originally founded as part of an AIS member’s Master's capstone project. WiT works closely with the Utah Women in Tech Council to plan and promote events which encourage women to explore tech majors. The Women in Tech Council also helps to provide professional speakers from a wide variety of local tech companies. WAIS’s connection to these organizations has helped to increase interest in IS as a major. This year’s incoming class saw an 8 percent increase in women representation over previous years.

Events

WAIS generally hosts a minimum of two major events each semester. One event focused on professional development and the other to facilitate internal networking among students through fun activities.

For the Winter 2018 professional development event WAIS hosted a panel of women at various stages in their careers. Questions for the panel were gathered ahead of time and helped to focus the discussion on the specific needs of attendees. As with all of our events anyone in AIS was welcome to attend and we received positive feedback from both men and women who attended. WAIS’s social events focus on group activities. For the Fall 2017 social activity members attended a local escape room together. All activities are open to freshmen and sophomore women interested in the program. We plan to make both activities recurring events for WAIS and increase attendance in the next year.

Along with events, WAIS will be holding informal lunches every few weeks. The lunches will allow the women in the program to meet women who are at different points of the program. The intent of the lunches is to create a greater community of women within the program and facilitate networking between class years.

Inclusion

WAIS seeks to better understand its members through semester surveys. This helps us to tailor events and speakers to member’s current needs. WAIS also works closely with IS Department Chair, Dr. Bonnie Anderson to address any issues that may arise within the program and understand the climate of the industry beyond the university. This feedback system has led to better training for professors and AIS officers. We hope to see continued improvement in the coming school year.
Fundraising

Corporate Sponsorship

This year 15 local, national, and international companies (at right) sponsored the BYU chapter of AIS. These sponsorships provided the majority of the funds that formed our budget. Sponsorships are divided into three levels: platinum, gold, and silver. The levels build on each other, and each additional level provided greater value for the sponsoring company. Silver sponsors are provided a liaison and a catered information session. Gold level sponsors received an additional activity and a Tech Talk. And each platinum sponsor hosted one of the four AIS socials, held at the beginning and end of each semester.

The sponsorship model benefited both the students in AIS and the sponsoring companies. Students gained unique access to companies interested in their talents. Company representatives met students in one-on-one opportunities. The success of the sponsorship model from this past year is clear, as most companies are planning to renew their sponsorships because dozens of students received full-time or internship offers from the sponsoring companies.

Membership Dues

Students pay a one time fee of $35 to join AIS and this fee covers membership for the entire time they are at BYU. Over 98% of the students in the Information Systems major have paid the fee and are active members of AIS. The funds received are used for events unrelated to a specific sponsor company, such as service projects.

Value Analysis

While it can be difficult to measure the direct financial success the events and activities put on by our chapter of AIS and our sponsors, we try to measure that success in the successful placement of our students and the satisfaction of our sponsors. Our students have a job placement rate of 99% over the past three years, and many of those are to our sponsors. Our sponsors are renewing their commitment to us year after year. This is directly related to the qualified candidates they receive as a result of working with our organization. Information sessions, socials, and other events they sponsor lead to quality candidates building personal connections with the company.

We evaluate each of the activities we put on as an organization under careful scrutiny to ensure that it provides adequate value to our students and sponsors based on the time we put into planning it and the money that invested in its execution. In the past year we have rethought and restructured some of the more routine activities we had been putting on as an organization in order to get more value out of them. We reduced the frequency of certain previously weekly activities so that we could put a more focused effort into making each one more useful for our students and that the value added more greatly outweighed the cost to put on. Thus far, we have seen much higher attendance and more positive feedback from our students on the things they have learned and the experience they have gained. We will continue this iterative process of evaluation and continue to ensure our attention and resources are applied to the areas of greatest worth.
Community Service

One of the goals of BYU is to develop students who “enter to learn, and go forth to serve.” In supporting that goal, our chapter of AIS provided multiple service opportunities throughout the year.

- We organized a service hackathon
- We programmed a Christmas tree to raise money for Primary Children’s Hospital
- Students began an outreach program to local schools

Service Hackathon

This is a new idea that we came up this year that we hope to be able to make into an annual event. This event is similar to a 24-hour hackathon in that students coded for 24 hours straight. The difference is that we did it for service. Nearly 60 students participated and created apps for two different non-profit groups. We created solutions for a local company from the Provo/Orem (CHOICE Humanitarian) and also for Givv Consulting, which runs various humanitarian campaigns around the world. Several apps were made to support these two organizations. Of all of the apps created, two winners were presented. The apps were then donated to these organizations, who gratefully accepted them.

Christmas Tree

This year, the BYU AIS chapter participated in Intermountain Healthcare’s Festival of Trees. This local service project helped raise money for Primary Children’s Hospital in Salt Lake City. In this event, people from across the state of Utah bring beautifully decorated Christmas trees which are then auctioned to companies and individuals. All proceeds go to the hospital. With a team consisting of Juniors and Masters students, BYU donated a tree programmed with colorful lights that changed in sync with music. The tree sold for over $1,700.

Not only did this provide a good opportunity for service, but also it provided an opportunity for upper and lower classmen to interact with, learn from, and get to know each other. It was an especially good opportunity for the upperclassmen to teach the juniors new skills, such as working with a Raspberry Pi, working in a Linux environment, and programming in Python.

Outreach to Local Schools

A group of students decided to reach out to a local high school and teach young high school students how to code. This involved helping a high school teacher by assisting the students during a programming class, held twice a week. It also included teaching a class where troubled students came to learn about programming twice a week.
Careers in IS

Tech Talks
Tech Talks are held in order to expand and broaden the skills of students in the program. Although not exclusive to AIS members or Information Systems students, they are primarily targeted towards future careers and skills in the technology field. At these forums, students had the opportunity to not only network with professionals currently working in the technology field, but they also get a specific skill that can be carried with them.

These Tech Talks were typically held twice a month and focused on both hard technological skill and softer business related skills.

Information Sessions
Our 15 AIS sponsors hosted information sessions exclusively for AIS club members. These info sessions gave students the opportunity to learn about the sponsor company, network with recruiters, and explore potential career opportunities. The majority of sponsors that held information sessions on campus were actively seeking summer interns and employees. Many students give credit to attending information sessions for landing them their internship or job.

Sponsoring companies that visited campus are often open to answering students questions about “the real world outside of school” and counseled with students on pursuing goals and experiences. This gave students an opportunity to learn from current IS professionals in the workplace and gave them ideas about which potential career opportunities to pursue.

Alumni Presentations
Successful students who placed in companies inside and outside of the AIS-sponsored companies participated in smaller information sessions. Although the IS Alumni do not bring always bring their entire recruiting teams to BYU, they still are a valuable resource for current students. Some of the companies who presented this previous year are Apple, Pariveda Solutions, Google, Microsoft, and PwC among other companies.

Women in AIS
WAIS works with local alumni to arrange speakers for professional development events. These successful women help to inspire current members of AIS and provide a connection to great companies. WAIS also works with the Utah Women in Tech Council to give members access to a network of professional women in a variety of technical positions in Utah.
Campus Awareness

PreMa Major Exploration

PreMa, or the Pre-Management Association, organized a recruiting event for freshmen and sophomores to learn about the majors available within the Marriott School of Business. AIS hosted a table for prospective students to learn about Information Systems as a major and as a career. Hundreds of students attended the event and spoke with the AIS representatives. This event - in conjunction with other efforts by AIS, the IS department, and IS majors - has led to an increase of applicants to the IS program this year.

Women in Business Major Shopping

The Women in Business club hosted an event this semester that allowed women interested in business majors an opportunity to learn more about all the majors available. After an address from a speaker, the women at the event went around to the booths for the majors they were interested in, speaking to club presidents and influential students within the individual programs. The WAIS president and Dr. Bonnie Anderson (Director of IS at BYU) spoke with many different students interested in the IS program.

WAIS also worked closely with other clubs on campus including the Women in Tech club to plan and advertise events. These partnerships have helped AIS gain exposure across other colleges and have helped underclassmen learn more about IS as a major option.

IS Information Sessions

To help gain awareness of the Information Systems major and career paths in the Information Systems field, AIS organized Information Sessions targeted towards future students. Freshmen and sophomores attended these information systems sessions to learn more about the opportunities IS provides as well as how to prepare themselves for success in the major.

Notably, our most recent IS information session was a business casual dinner. It began with current students presenting on how to be successful in the major and ended with two keynote speakers who discussed the many opportunities for IS students and helped provide career vision for prospective students. Over 100 students attended this event, a 49 percent increase from last year.

Professional Development Forums

The AIS presidency participated in a monthly forum with the presidencies of the other 15 major clubs in the Marriott School of Business. Hosted by the Marriott School Deans and Student Council, the forum enabled us to share our experiences with other clubs and learn from what they do for their members. Actively participating in the forum led to the development of the IS Academy (a weekly learning opportunity for IS freshmen/sophomores), members of AIS being highlighted to the top 200 BYU donors, and general improvement of clubs in the Marriott School.
Professional Development

We continually strive to enable the professional development of our members. We have multiple events and programs to aid this development. This year, we hosted TechTalks, hour long events designed to teach members about new technologies or train on developing a professional attribute. Our mentorship program connects incoming Juniors with more experienced seniors. We also hosted a sponsorship night for our sponsoring companies to connect one-on-one with students. We work with the Business Career Center to coordinate all professional development events. We also have realized the importance of feedback to help cater the development to our students to their needs.

Tech Talks

The world of Information Systems is continually changing and improving with new technologies. As students of Information Systems, it is more important than ever to stay on top of these new technologies and to find experiences to learn about and use them. Students who expand their technological and professional capabilities with these new skills outside of the classroom are significantly more likely to be successful in their future endeavors.

This year, Tech Talks provided students opportunities to learn about and gain experience with these technologies. These forums are taught by working professionals or companies who use the technologies on a daily basis. As students interacted with these professionals, they not only gained experience, but they also had a chance to expand their professional network. In addition, these professionals were able to get a feel for the current skill level of the students.

Topics such as web development, freelancing, application deployment, etc. offered students the opportunity to learn about and get experience with real-world skills in many different fields. This year we focused on learning about the latest technologies such as AWS, and blockchain. For a complete list of Tech Talks that occurred last year, see the List of Events section.

Mentorship

One great benefit of BYU AIS is the relationship with the BYU Information Systems in the Marriott School of Business. Because most of our members are in both the AIS club and the IS program, there is a strong culture of mentorship. We have a strong desire to instill a sense of comradery among the members of our club, as well as the members of the Information Systems program at BYU. One way that we have found success in building this camaraderie is by utilizing a structured mentorship program.

In the past, we have attempted a few different organizations of assigning mentors to mentees. The mentees always consist of students in the IS Junior Core completing their Junior year of school, with the mentors being Seniors and Master’s level students in the IS Program. In my time as VP of Student Experience, we have done random assignment and 1 mentor to a group of 4 students. These had some success in form of connections made, help with projects, and even some internships landed but did not really catch what we were hoping to.

This year we are excited to try something new in hopes of truly accomplishing our goal. The goal of the mentorship program is to connect more experienced and developed students with younger and less veteran students. We accomplish this through the following three items: Internship Insider, sponsor relationships, and industry-specific mentors.
Internship Insider

Early in the year, we hosted an event called Internship Insider. This activity organized members with prior internship experience by role, industry, location, and company. It helped members discover what opportunities a career in IS has to offer them. Each member was able to walk away with information about various internship paths and a new friend to follow up with questions later. By giving the underclassmen the opportunity to meet several individuals further along in their professional development, they were able to learn a little bit about several potential career paths.

Chapter Sponsors

Our sponsor companies were a huge part of our mentoring effort. Each company had several alumni visit BYU during the semester, typically to host information sessions and to build relationships with the students. Attendees included both AIS members and potential IS applicants. These alumni provided a great deal of information to interested students. Many of the alumni provide their contact details to students and maintain contact after the info sessions.

Industry-specific Mentors

After the past few years we have collected feedback from as many students as we can about two things: their experience as a mentee/mentor, and what they hope to gain from a mentorship relationship. One common theme that we received was the desire for mentors that were specific to a job role, industry, or company. While they have a mentor that is willing to help, that mentor simply may not have experience in the desired field. As such, that is exactly what we plan to do.

Instead of directly assigning mentors to mentees and forcing an unnatural relationship. We are building a system by which students can access mentors that better fit their needs. For example, if someone is interested in project management, we will provide connections to those who have experience in project management. This will allow for a more efficient program that focuses on connecting students to those who can actually provide more information and potentially help them make further connections. We believe this will be the best structure for students to learn the most they can about potential positions, industries, and companies.

BYU Marriott Business Career Center

The Business Career Center (BCC) in the Marriott School of Business is an important resource for our students’ professional development. As members of our chapter, students have the opportunity to participate in resume reviews and mock interviews at the BCC. We emphasize these resources to the sophomores and juniors in our club as a way to develop professionally and prepare for internships and full-time offers. We work closely with the BCC to align our club goals with the goals of Marriott School. In addition, the BCC helps us coordinate with our university to approve and schedule our events.
Conferences & Competitions

Co-MIS IT Competition

A team of three women from BYU Marriott’s information systems program entered the invite-only CoMIS IT Competition held at the University of Minnesota in Minneapolis. Of the twenty teams competing—five of which rank in the top twenty IS programs in the country—BYU Marriott’s team took third place overall and first place among U.S. schools. The team excelled as the first group of BYU Marriott students to ever compete in CoMIS.

AIS SCLC

This year, BYU participated in the annual student leadership conference held in Dallas. The teams competed in a Computation Case Study, Software Innovation, and Blockchain Hackathon. The teams ended up placing 1st in Blockchain Hackathon, 1st in Software Innovation, and 2nd in Computation Case Study. Our leadership also participated in a Q&A panel at the conference.

Sponsorship Night

The sponsors of the BYU AIS chapter provide valuable resources - time, experience, and money - to the members of AIS, and we strive to make their sponsorship valuable for both them and the members of AIS. To facilitate interaction between sponsors and students, we hosted a sponsorship night for our sponsoring companies. Held the evening before the general STEM fair, the sponsorship night gave our 14 sponsors an opportunity to meet students at a one-on-one level. Each sponsor hosted a table and students walked from table to table, meeting recruiters from the companies. The event provided students an opportunity to learn about potential internship/career opportunities with some of the most popular destinations for our members outside of the campus-wide STEM fair, which took place the following day.

Student Feedback

Getting feedback from our students is important to making sure we are holding meaningful and beneficial activities for them. This year we have made that feedback a priority. Our VP of Student Experience surveys students after events and activities to get feedback. The officer also has sent surveys before events to see what topics and things would be of most interest to the students. By doing this we have increased student attendance, and the value added at each event.
Membership

Tracking & Retaining Members

The BYU chapter heavily recruits juniors entering the IS program at the beginning of the Fall semester each year. Of the 124 students admitted into the program this year, over half had already joined AIS before the school year began. Approximately 25 percent more joined within the first week with another 16 percent joining within the next few weeks. And, as students recognized the value that AIS holds for them, another 6 percent registered throughout the Fall semester. This year, AIS grew by 180 members. In addition to visiting freshman/sophomore level IS classes to introduce AIS, club officers also continued a weekly class called IS Academy, in which juniors and seniors teach IS technologies to potential IS students.

Consistent with the mission of AIS, the BYU AIS chapter promotes the study, application, and advancement of information systems through career enhancement and professional networking. BYU’s chapter promoted career enhancement this year through IS Academy, which filled the campus IS lab every week with attendance between 30 and 40 underclass students. These classes introduced nearly 40 students to AIS while teaching skills to prepare these students for summer internships.

Additionally, freshmen and sophomores were able to network with professors and professionals, such as IS alumni working at Adobe and Anglepoint. This information session targeted high-performing freshmen and sophomores currently studying program prerequisite courses. During this year, BYU’s chapter grew 74 percent with the addition of 180 new members, while dismissing 119 students to graduation.

Retention

AIS at BYU provided quality activities for its members. These activities focused on building relationships with professional recruiters, learning technical skills, and having fun. At every activity, we provided refreshments. During the fall recruiting weeks, we delivered a three-course meal over three consecutive information sessions. At larger events, such as the Opening and Closing Socials, AIS encourages members to attend by providing a full meal and conducting contests with tech prizes valued up to $100 each.

Members of AIS at BYU received free t-shirts and subsidized computer bags. Events, promotions, and general news were communicated through a weekly newsletter emailed to the members. We also had a social media presence that kept members informed of upcoming events. We continued to maintain a Slack channel for the IS program to improve communication between students. This is aligned with our goal, as officers, to increase networking within the program. These efforts are further outlined in the Communication section of this report.

AIS provided its members exclusive access to recruiters and information sessions, which helped members get internships and prepare for successful careers. Healthy relationships with successful companies allowed members a unique opportunity to learn about potential careers and get a jumpstart before graduation.
WAIS Recruiting Efforts

22% women in the fall 2017 junior core (8% increase)
10% women in the fall 2017 MISM class (1% drop)

Women in AIS is dedicated to attracting more women to the Information Systems program. Historically, women have been outnumbered by men in AIS by a huge margin. However, the number of women in AIS has increased year over year. Our efforts to help women see the value of a degree in information systems have been headed by our internal organization the Women’s Association for Information Systems or WAIS. You can read more about these efforts in the Women in AIS section of this report.

Communications

One of the most challenging things for any club is keeping their members informed. We strive to have all of our members updated on opportunities, events, and the latest happenings with AIS.

Newsletter

Each member of the BYU AIS chapter received a weekly email informing them of the upcoming activities and opportunities. This year we focused on increasing the number of members who read each newsletter and on making the newsletter straight to the point and enjoyable to read. On the side of each newsletter, a summary of items was listed so people could quickly navigate through the newsletter. We added a calendar to the top of the newsletter in order for readers to quickly see the events taking place on each day of the week. Participation at events and information sessions increased as more people were able to easily navigate the newsletter.

CareerLaunch

Our university has a website, CareerLaunch, geared towards helping students get jobs and internships. It also helps underclassmen decide on a major. In previous years, the website has not been a focus of AIS. After consulting with other officers, we decided to make this a priority. These articles help new students better understand the field of Information Systems. Our club assigns topics at the start of the semester to an officer and plans out the schedule to publish a new professional development article every week. Each club in our business school is required to post to CareerLaunch. CareerLaunch asked AIS to train other clubs on how we run our article system since our process has been so effective.

Slack

Slack is the main form of team communication and communication done within AIS. Slack is a message application for teams that allowed us to effectively assist in communications between current students and alumni. Upon joining AIS, each member is invited to our Slack team where they have access to channels (groups) regarding everything ranging from specific classes and curriculum, jobs and internships, to general chatter about happenings in the technology world. We have seen that Slack brings a sense of connection to our club members that would not otherwise be feasible with such large numbers of people. It is a great way for student to interact and communicate. We are able to communicate announcements quickly, students are able to find other students and alumni to collaborate on side projects, and we are able to build a sense of community. Slack has been a great asset to our club operations.
Chapter Website

The BYU AIS website helped to facilitate a common place for finding information. The website, found at ais.byu.edu, was primarily created to provide a place for members to learn about information about the club such as current events, upcoming activities, and to find general information about club officers. Additionally, the companies who sponsored our local chapter have links to their career websites. We are currently working on promoting the website more for students to be able to learn more about AIS and help them realize the benefits it provides. It will become the central hub for AIS students, current sponsors, and interested sponsors for the future.

Social Media

Our Social Media channels are used to help communicate information about what is going on in our club and program. As has been communicated above regarding CareerLaunch, social media has given us another outlet to help increase viewership of the content generated by our members regarding how to find jobs, how to increase skills, and much more. Working with our Information Systems Department, we are trying to increase awareness of our club members, past and present, and their career success. Different accounts include Instagram (@byuais), Twitter (@byuais), and Facebook (Facebook.com/byuais). There has been more growth in our Instagram page as compared to our other pages. We have taken the year to focus on promoting AIS and the benefits it provides through the life of the students that are currently members of AIS. The Instagram page currently has 249 followers.

Instagram Takeover

Last summer we decided we wanted to better prepare juniors in our program to be ready for the fall recruiting season. To assist them in this we created a series of Instagram takeover stories. We got 11 students to take over our club Instagram story for a day during their internship. On the story they would post how they got their internship, what working for their company was like, what specific job they were working, and other helpful tips.

The following companies were represented:
ExxonMobil
Qualtrics
Koch Industries
Walmart
DOMO
The Church of Jesus Christ of Latter-day Saints
EY
Adobe
Jarvis
Pariveda Solutions
Eide Bailly

As shown above and to the right, students shared Instagram Live stories about their day-to-day work experience. We had a variety of different fields including security, project management, data analytics, and software development. Over 100 students were viewing the stories. We feel this takeover was a success as students were able to ask questions and know who to get connected with to get an internship for certain companies the following year.
Officer Communication

To focus and enhance our communication among officers, Slack has fulfilled the needs of the officers. By creating dedicated channels - such as those regarding our weekly newsletter, our scheduling needs, general officer announcements, and our information sessions - we have been able to manage all of our responsibilities in a fun, but organized manner. Also, private channels between individual officers and the co-presidents help to keep our communication in one place and with a record. This helps to avoid losing information via email chains, glitchy group texts, and unnecessary facebook groups. The use of Slack has made us more efficient, effective, and helped make even logistics an enjoyable process. It has been an intrinsic part to keep our conversations centralized and organized.

Metrics & Demographics

Metrics

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<th>Newsletter Readersh</th>
<th>34%</th>
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<td>Followers</td>
<td>Total Members</td>
<td>New Members 2017-2018</td>
<td>Membership Decrease</td>
<td>Corporate Sponsors</td>
</tr>
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Accolades

- AIS Blockchain Competition - 1st Place
- AIS Software Innovation Challenge - 1st Place
- AIS Analytics Competition - 2nd Place
- Co-MIS - 3rd Place
- BYU Marriott School Club of the Year

Demographics

BYU AIS has followed a rich tradition of maintaining high rates of membership among the Information Systems program. This year, we achieved a 98% membership rate among Information Systems majors, and increased the number of members from other majors and those not yet admitted into the IS program. Below is a breakdown of AIS membership by school class level. We noticed a significant increase in participation among sophomores this year due to our increased efforts to market AIS to underclassmen.
Chapter Operations

Officer Structure and Best Practices

Our AIS leadership model is a fairly flat structure. Two Co-Presidents guide and delegate responsibilities for the majority of AIS activities. The Vice-Presidents know their individual responsibilities and fulfill those duties independently with a large degree of autonomy. Outside of their individual responsibilities, each officer acts a member of the officer council, offering suggestions and advice based on their own experiences. High levels of collaboration and cooperation are required to run our activities and events. A wide array of communication tools are used to sync up all officers, but the majority of communication is done via Slack (a communication/messaging service), Google Drive, and Trello (a project and task management service).

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Responsibility</th>
</tr>
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<tbody>
<tr>
<td>Lauren Faber</td>
<td>Co-President</td>
<td>Overall Administration</td>
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<tr>
<td>Remington Steele</td>
<td>Co-President</td>
<td>Overall Administration</td>
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<td>Benjamin Nelson</td>
<td>VP of Finance</td>
<td>Budgets &amp; disbursement of funds</td>
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<td>Peter Garrow</td>
<td>VP of PREMA</td>
<td>Over all students pre-management and running IS Academy</td>
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<td>Nicole Tucker</td>
<td>VP of Public Relations</td>
<td>Newsletter author and Instagram Takeover</td>
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<td>Zach Eddington</td>
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</tr>
<tr>
<td>Kyle Finneman</td>
<td>VP of Marketing</td>
<td>Social Media involvement and other marketing materials</td>
</tr>
<tr>
<td>Haley Dunlop</td>
<td>VP of Activities</td>
<td>Planning and execution of large club-wide socials</td>
</tr>
<tr>
<td>David Steed</td>
<td>VP of Activities</td>
<td>Planning and execution of large club-wide socials</td>
</tr>
<tr>
<td>Alex Pratt</td>
<td>VP of Recruiter Relations</td>
<td>New and existing sponsors coordination</td>
</tr>
<tr>
<td>Stephen Godderidge</td>
<td>VP of Knowledge Management</td>
<td>Coordinate Tech Talks and assist with IS Academy</td>
</tr>
<tr>
<td>Bryce Trueman</td>
<td>VP of Mentorship</td>
<td>Organize and facilitates the Mentorship program</td>
</tr>
<tr>
<td>Shayla Gale</td>
<td>WAIS President</td>
<td>Oversees WAIS in connection with AIS</td>
</tr>
<tr>
<td>Nathan Marrs</td>
<td>VP of Service</td>
<td>Identifies and organizes service opportunities for club members</td>
</tr>
</tbody>
</table>
Individual Officer Responsibilities

Co-Presidents
Co-Presidents communicate with Marriott School of Business leadership and act as project managers for AIS activities.

Vice-President of Finance
The Vice-President of Finance ensures resources are being used wisely, maintains the budget, and works with the IS department to audit purchases.

Vice-President of PREMA
The Vice-President of PREMA handles all needs for students not yet in the information systems program. This includes running our bi-weekly IS Academy directly targeted to teach freshman and sophomore students technologies.

Vice-President of Public Relations
The Vice-President of Public Relations writes and releases a weekly email newsletter with a list of upcoming AIS events, information sessions, internship opportunities, service opportunities, and other significant announcements. They also run the instagram take-over series in the summer.

Vice-President of Marketing
The Vice-President of Marketing manages AIS’ social media accounts, advertising events beforehand and updating club members during events, and running the club website.

Vice-President of Activities
The Vice-Presidents of Activities plan and organize the AIS opening and closing social events every semester. They work with A-Team (Activities Team) to coordinate volunteer efforts and advertise IS related activities.

Vice-President of Recruiter Relations
The Vice-President of Recruiter Relations maintains relationships with sponsors and ensures the needs and wishes of sponsors are met. They also work with potential sponsors in the process of becoming an AIS sponsor.

Vice-President of Knowledge Management
The Vice-President of Knowledge Management is in charge of running our Tech Talks throughout the school year. They also help the VP of PREMA with IS Academy.

Vice-President of Student Experience
The Vice-President of Student Experience is responsible for improving the mentorship experience of newer members of IS, and matching mentors with mentees. They also get feedback through surveys on events held and the current needs of students so we can cater to the needs of those in our club.

Vice-President of Service
The Vice-President of Service is focused on increasing the opportunities members in AIS have for giving back to the community. Their role includes identifying areas in the community where students could serve and coordinating efforts of volunteers willing to serve.
Women in AIS President
The Women in AIS President is responsible for organizing all activities for women in the IS program, increasing networking opportunities for women in business, and growing the current number of women in the program.

Officer Transition Strategies
New officers are selected from a pool of applicants who apply in November for leadership positions which begin in January. All current officers have input into who should be selected for future leadership. Applicants preferences are taken into account when they are placed into their positions, along with their likelihood of succeeding in the position. After future AIS officers are selected and confirmed, current and future officers meet together to discuss responsibilities and to give advice on how to succeed. Past officers often stay involved to make sure there is a smooth transition of responsibilities. The Co-Presidents facilitate this transition.

Activities Team (A-Team) Organization
To supplement efforts from the AIS officers, AIS has an Activities Team (A-Team) which is composed of AIS members interested in being involved with the club. Weekly meetings are held to keep volunteers informed of ongoing activities and upcoming events. In addition, A-Team is also extensively used for brainstorming purposes. This encompasses specific insight into how AIS can improve its club events and be of the greatest benefit to club members. In 2017, an average of twenty A-Team members assisted with semester activities.

List of Events & Attendance

2017-2018 List of Events & Activities

Club Socials
Opening and Closing Socials are our largest events. They take place at the beginning and end of each semester. Each social is based around at least one primary activity and provides opportunities for students to network with representatives and recruiters from the sponsor companies in a casual and fun environment.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attend</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Opening Social - EY</td>
<td>92</td>
<td>Rock climbing, canoes, zipline, and BBQ. Presentations by representatives from EY.</td>
</tr>
<tr>
<td>Fall Closing Social - PwC</td>
<td>60</td>
<td>End of semester party in the Information systems lab. Included great networking opportunities with PwC.</td>
</tr>
<tr>
<td>Winter Opening Social - Pariveda</td>
<td>145</td>
<td>X-treme airsports, complete with foam pit, ninja warrior course, and trampoline dodgeball with Pariveda Solutions</td>
</tr>
<tr>
<td>Winter Closing Social - Exxon Mobil</td>
<td>150</td>
<td>Ice Skating Activity with dinner provided. Students were able to connect with each other and participate in a SQL challenge competition.</td>
</tr>
</tbody>
</table>
Tech Talks
Tech Talks are provided by sponsor companies and current students to teach and expose students to technologies and skills outside of the classroom. For more information about Tech Talks, see Professional Development and Careers in IS of this report.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attend.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIS Value Added Forum - Topic</td>
<td>#</td>
<td>Short description</td>
</tr>
<tr>
<td>Javascript ES6</td>
<td>30</td>
<td>Basics of Javascript ES6 encouraging students to learn Javascript.</td>
</tr>
<tr>
<td>Freelance Workshop</td>
<td>30</td>
<td>How to get started with Freelancing. Tips and tricks of the trade.</td>
</tr>
<tr>
<td>Large Documents and Powerpoint</td>
<td>30</td>
<td>How to create and design large documents. Basics of how to design and give persuasive presentations.</td>
</tr>
<tr>
<td>Project Management and Development Operations</td>
<td>35</td>
<td>Two part forum given by Exxon employees about proper project management and implementing DevOps into your workflow</td>
</tr>
<tr>
<td>UI/UX</td>
<td>5</td>
<td>Basic User Interface design principles and how to apply them to personal and company websites.</td>
</tr>
<tr>
<td>Enterprise Application Deployment</td>
<td>20</td>
<td>How to deploy a simple web application using Amazon Elastic Beanstalk, EC2, and RDS</td>
</tr>
</tbody>
</table>

WAIS Events
Several events were held exclusively for women in AIS in order to build a strong support system in the program. Several of these events addressed challenges specific to women in industry, while others were intended to inform women of options available to them in the tech field. A few of the events were held jointly with other business clubs, including Women in Business and Women in Technology.

WAIS is currently working towards having three events per semester aimed specifically at women in the program: an opening social, event, and a closing social. For the closing social in Winter 2017, Women in AIS attended a space simulation and the event was a great success for those who attended. All activities are open to freshmen and sophomore women interested in the program.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attend.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAIS Opening Social</td>
<td>12</td>
<td>Heidi from ExxonMobil spoke about balancing career and family</td>
</tr>
<tr>
<td>WAIS Closing Social - Why IS?</td>
<td>20</td>
<td>Presentation and dinner for underclassmen interested in IS. Upperclassmen and professors in IS attended for networking opportunities.</td>
</tr>
<tr>
<td>WAIS Closing Social - Christie McAuliffe Space Education Center</td>
<td>14</td>
<td>Women interested in and in the IS program attended an activity that promoted team building and leadership in a space simulation environment.</td>
</tr>
</tbody>
</table>
**Information Sessions**

Depending on Sponsorship level, Sponsors may hold 1-2 information sessions during the school year. These events are held in a formal environment and allow for employers to present information about company culture, internships, and job opportunities available.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attend.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anglepoint Fall Information Session</td>
<td>36</td>
</tr>
<tr>
<td>Deloitte Fall Information Session</td>
<td>*</td>
</tr>
<tr>
<td>Eide Bailly Fall Information Session</td>
<td>72</td>
</tr>
<tr>
<td>ExxonMobil Fall Information Session</td>
<td>80</td>
</tr>
<tr>
<td>EY Fall Information Session</td>
<td>20</td>
</tr>
<tr>
<td>Fast Enterprise Fall Information Session</td>
<td>48</td>
</tr>
<tr>
<td>Goldman Sachs Fall Information Session</td>
<td>34</td>
</tr>
<tr>
<td>Microsoft Fall Information Session</td>
<td>84</td>
</tr>
<tr>
<td>ICS Fall Information Session</td>
<td>74</td>
</tr>
<tr>
<td>KPMG Fall Information Session</td>
<td>33</td>
</tr>
<tr>
<td>Pariveda Fall Information Session</td>
<td>33</td>
</tr>
<tr>
<td>PepsiCo Fall Information Session</td>
<td>91</td>
</tr>
<tr>
<td>PwC Fall Information Session</td>
<td>27</td>
</tr>
<tr>
<td>Qualtrics Fall Information Session</td>
<td>39</td>
</tr>
<tr>
<td>Anglepoint Winter Information Session</td>
<td>10</td>
</tr>
<tr>
<td>Deloitte Winter Information Session</td>
<td>78</td>
</tr>
<tr>
<td>Exxon Mobil Winter Information Session</td>
<td>47</td>
</tr>
<tr>
<td>EY Winter Information Session</td>
<td>27</td>
</tr>
<tr>
<td>Goldman Sachs Winter Information Session</td>
<td>16</td>
</tr>
<tr>
<td>ICS Winter Information Session</td>
<td>45</td>
</tr>
<tr>
<td>Instructure Winter Information Session</td>
<td>18</td>
</tr>
<tr>
<td>Qualtrics Winter Information Session</td>
<td>45</td>
</tr>
</tbody>
</table>
Other Events

Other events include activities that AIS planned and participated in that are generally smaller than an Opening and Closing Social. For those activities that are linked with a sponsor, the sponsoring company usually sends representatives to network with students at these activity. Often students are permitted to bring a guest to these events.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attend.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Student</td>
<td>123</td>
<td>Orientation Presentation, and Mentorship.</td>
</tr>
<tr>
<td>Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship Night</td>
<td>47</td>
<td>A private career fair for AIS Sponsor Companies, and members.</td>
</tr>
<tr>
<td>KPMG Corn Maze</td>
<td>32</td>
<td>Hosted at a local corn maze. Networking opportunity for students, and professionals.</td>
</tr>
<tr>
<td>KPMG Lunch &amp; Learn</td>
<td>25</td>
<td>Sponsor Information Session.</td>
</tr>
<tr>
<td>IS Info Session</td>
<td>120</td>
<td>Info Session about the IS program for interested students.</td>
</tr>
<tr>
<td>(Winter)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Attendance is unknown because event was sponsored in conjunction with other organization.

Financial Statement

Revenues

For the BYU-AIS chapter our primary revenue source was from corporate sponsorship. BYU-AIS offers three levels of sponsorship: platinum, gold, and silver--each with its own level of benefits, including catered information sessions and activities. In 2017-2018, BYU-AIS received $20,250 through the tiered sponsorship program. Membership dues accounted for $5,400 of the total club income this past year.

Expenses

BYU-AIS expenditures centered around the value provided to members through food and events. A full list of events is provided in the List of Events & Attendance section of this document. Events include information sessions, socials, and other networking/professional events. Additionally, BYU-AIS provided both officer and general membership shirts to officers and members for no additional charge besides the required membership dues. About 5% of the expenses was to furnish the tree that BYU-AIS contributed to the Utah Festival of Trees for the second time in the club’s history.
# BYU AIS Income Statement - 2017-2018

## REVENUES

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Sponsorship</td>
<td>$20,250.00</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$5,400.00</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$82.14</td>
</tr>
<tr>
<td><strong>GROSS REVENUE</strong></td>
<td><strong>$25,732.14</strong></td>
</tr>
</tbody>
</table>

## EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Food/Drinks</td>
<td>$(9,370.88)</td>
</tr>
<tr>
<td>Events (Venue/Entertainment)</td>
<td>$(3,504.75)</td>
</tr>
<tr>
<td>Shirts</td>
<td>$(3,424.46)</td>
</tr>
<tr>
<td>Prizes</td>
<td>$(841.01)</td>
</tr>
<tr>
<td>AIS Membership Fee</td>
<td>$(495.00)</td>
</tr>
<tr>
<td>Misc (Fees, Supplies, etc.)</td>
<td>$(836.74)</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$(18,472.84)</strong></td>
</tr>
</tbody>
</table>

## NET INCOME

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET INCOME</strong></td>
<td><strong>$7,259.30</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEGINNING BALANCE</td>
<td>$13,482.15</td>
</tr>
<tr>
<td>ENDING BALANCE</td>
<td>$20,741.45</td>
</tr>
</tbody>
</table>