BRIGHAM YOUNG UNIVERSITY

Association for Information Systems
2019 - 2020 Annual Report
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For nearly a decade, the BYU Chapter of the Association for Information Systems has operated on the ideas rooted in this mission statement. We established our 2019-2020 vision (see below) with efforts to provide both timely and effective resources to our club members that are pursuing careers in information systems.

2019-2020 VISION

1. Make AIS administration responsibilities as simple as possible
2. Improve the well-being of the IS students and AIS officers
3. Make the IS program attractive to prospective AIS students
4. Deliver the expected value of the IS program to its students and employers

Over the past few years, our club members have achieved a high success rate with employers, proudly reaching 99 percent placement in 2019. Hearing from graduates, however, we felt many entered the workforce with fewer technical skills than they hoped. Through bi-weekly “tech talk” activities, we invited experienced students and alumni to train AIS members on essential programming and database management skills. We also designed bi-weekly IS Academy workshops for freshman and sophomores looking to get a head start in their IS careers. From building a live site from scratch to playing icebreaker games with IS professors, both IS Academy and Tech Talks enabled more connections for upcoming generations of IS professionals. Our efforts to support our members led to incredibly positive feedback as well as an 84% increase in attendance at these events throughout the year.

We were honored this year to showcase our knowledge and build rapport with other universities through the AIS Student Competition. Our members competed in all categories and were awarded second place in both the Blockchain Hackathon and Software Innovation Challenge.

While building professional and technical skills are essential in IS, we in the BYU chapter also believe in the importance of service coming from our members. This past year, our club teamed up with our university’s Kids Who Code program to mentor and teach kids how to code. The experience was rewarding and fulfilling for many of our members. We hope to continue our partnership with this program in the future.

In light of the recent social distancing initiatives, our club came together to offer the support to our members and others during this uncertain time. Despite venue closures, we continued to offer virtual sessions of Tech Talks and IS Academy, including resume workshops with our alumni. We also hosted a virtual “March Madn-IS” competition that encouraged our members to have fun and to serve their community through IS-centered ways, like building online resume web pages for friends that recently lost their jobs.

We are grateful for this incredible year of change as well as opportunity and hope you will find more insights about our journey in this report.

Best regards,

Joslyn Bunderson & Ethan Guinn
BYU AIS Co-Presidents
Professional Development

Information systems-related careers require both a strong business acumen as well as a history of immersive technological experiences. With so much change happening in technology, we want our members equipped with the latest tools and knowledge to make them relevant but also meaningful contributors to the organizations they serve.

Using Tech Talks, our mentorship program, IS Academy, and chapter-hosted networking events, our club has given ample resources and connections that enable our members to provide unique and valuable skills to their organization and community before graduation.

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 opportunities 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. Tech Talks are bi-weekly forums taught by working professionals, companies, and students, all who use these technologies on a daily basis. As students interacted with these technologies, they gained valuable experience in developing their portfolio of skills outside the classroom. Tech Talks are designed to provide valuable direction for students looking to deepen their knowledge in a particular field in information systems.

Topics such as data analytics, web development, software development, freelancing, and other relevant skills offered students the opportunity to learn about and get experience with real-world skills in many different fields. This year, we focused on covering a variety of technologies and topics such as React, REST API principles, Node.js, containerization with Docker, and application deployment. For a complete list of this year’s Tech Talks, see page 9.

IS Academy

Many freshmen and sophomores have little experience in information systems. Students looking to major in IS want to know what skills are required in IS fields and are searching for opportunities to hone those skills. These students also want to know what type of community and culture they would be a part of and need someone to whom they can ask questions. IS Academy was created to assist in connecting these students with the resources and people they need.

Twice a month, IS Academy provides workshops in developing both soft and technical skills, providing many opportunities to learn from upperclassmen and professionals, ask questions, and get a taste of life as an IS student. Unlike Tech Talks, IS Academy is tailored to underclassmen seeking to gain an understanding of the vast opportunities that come from an IS career. This year, attendance averaged between 50-70 students. On different evenings throughout the year, IS Academy focused on teaching the basics of HTML, CSS, Bootstrap, and JavaScript. Students were shown
how to prepare for the IS program, and a handful of students showcased personal projects they’ve done to demonstrate what students will learn in IS. Through a resume workshop, students learned how to create a polished resume to prepare for internship opportunities. Other activities included networking with professionals from Pariveda and Microsoft, meeting IS professors at BYU, and asking a panel of students questions about information systems. For details on each IS Academy event, see page 10.

Mentorship

Most of the members in our AIS chapter are also members of the BYU Information Systems Program in the Marriott School of Business. Because of this, the AIS club is very dedicated to improving the experience of the students in the IS program through mentorship and service. We have strived as a chapter to instill in the IS students a sense of membership and inclusiveness in order to help them succeed. We have done this by establishing a structured mentorship program to help students with the fast transition into the program.

Our mentorship program is dedicated to helping students in their junior year to connect with students in their senior and graduate years of school. The program functions in three phases. First, we distribute a survey asking new AIS members about their interests. We also survey student mentors, students with at least a year of membership in AIS, about their internship experiences and professional interests. Second, we match new students to student mentors with similar interests and experiences. Our goal is to establish connections between students who are newer in the program to students that have more experience in the IS community. Lastly, we encourage each mentor to meet and stay in contact with the one or two mentees that they were assigned. These connections helped newer members with resume and career advice, industry insight, and general life guidance.

This year, we experimented with offering mentorship opportunities to the Pre-IS students. We reached out to the new junior students in the IS program and asked for volunteers to help students who wanted to apply to the program next year. This was an incredible success because we were able to connect freshmen, sophomores, and juniors based on their professional and career interests. This mentorship of younger students encouraged the participation in our AIS sponsored activities including IS Academy, Tech Talks, and information sessions.

Professional development is a top priority for our BYU chapter of AIS. Through the mentorship program, we were able to help freshmen and sophomores get involved in AIS activities. We also helped juniors transition into the IS program and connect them with students with similar goals and experiences. By giving upperclassmen the opportunity to act as a mentor, they were able to develop professional soft skills. Using the mentorship program has enabled all classes to develop both professional as well as technical intuition they will need after graduation.

Internship Insider

During the recruiting season of the school year, we hosted an AIS event called Internship Insider. This activity was an extension of our mentorship goals of providing meaningful professional connections between our students. We organized members with prior industry experience and labeled them by general job description. This helped other members to gain valuable insights about different industries, roles, and companies. By giving students the opportunity to meet several IS peers further along in their professional development, they were able to learn and explore different potential career paths as well as deepen their connections established in the mentorship program.
Zoom Study Groups

We will never forget 2020. Government and academic restrictions caused by the COVID-19 pandemic forced us to get creative with our activities and meetings since we could not meet in person. Our AIS chapter is dedicated to helping our students develop teamwork and collaboration skills. These soft skills are essential for successful professional careers and relationships. Because of the worldwide pandemic, we encouraged and facilitated the meeting of students in virtual environments. We met through the Zoom platform for AIS activities such as IS Academy, Tech Talks, and our closing social. We also used Zoom to facilitate personal study groups to help our students learn valuable professional skills including teamwork, communication, and adaptability.

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 the Marriott School. In addition, the BCC helps us coordinate with our university to approve and schedule our events.

Information Sessions

Our 14 AIS sponsors hosted information sessions exclusively for AIS club members. These information 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. Representatives from the sponsored companies answered students’ questions about their company, work life experiences, potential job opportunities, and shared other experiences pertinent to our club members. Many club members who landed jobs or internships with these sponsored companies accredit their success to the opportunities provided at these information sessions.

In addition to information sessions, AIS assisted in the organization of case competitions with both sponsoring organizations and with directors of the information systems program. These competitions presented our club members with real business quandaries and encouraged them to develop technical solutions using their technological abilities. Also, these events helped foster a sense of community among the members of the AIS community as they competed alongside each other in teams. Both the information sessions and the case competitions gave students opportunities to learn from current IS professionals and also helped students discern which career paths were most relevant to their interests.

WAIS

In the Winter semester of this year, WAIS partnered with BYU IS alumnae to host a WAIS Professionals Webinar series. This webinar series features women currently working in industry in differing roles at
various companies. The first webinar was held in February and plans for additional monthly webinars were in place. The February webinar featured professionals from ExxonMobil, BBSI, and Huron Consulting Group. The event gave women interested in or currently enrolled in the IS program a chance to meet women in industry, learn more about potential companies and career paths, and gain critical networking skills. Plans to continue the webinar series in the Fall are in place.

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, including organizing teams to raise money for university scholarships, offering small acts of service to the Provo community during the COVID-19 pandemic, and teaching kids in local schools basic coding principles.

Dodgeball Tournament

In conjunction with a university-wide service event called “Choose 2 Give,” our AIS students assembled several teams to participate in a dodgeball tournament which helped raise money for scholarships which are awarded to students with financial needs at our university.

Student and Faculty Service Focus

One of our most exciting events this year was our month-long “amazing race” style competition we called “March Madn-IS.” Among many activities meant for networking, fun, and learning, we had a variety of activities included which were intended to help students serve one another and their faculty members. While many of the activities were pre-defined and worth a certain amount of points in the competition, students were very creative in creating their own service activities which had a far-reaching impact. These activities included teams picking up litter on campus, offering to help classmates in studying for exams, and cleaning local apartments in the community.

With the downward economic impacts of the COVID-19 pandemic, many of these activities soon were tailored to turning the AIS members to helping our community. One activity we found most successful was inviting students to use their skills to offer constructing resume webpages for people who may have lost their jobs in the economic downturn. Such efforts allowed students to reach out and use their skills in information systems to help the greater community during a time of uncertainty.

Kids Who Code

This year, AIS officer Bryce Lund adopted a local elementary school in the area under our university’s Kids Who Code after school program. Through this program, AIS members volunteer an hour of their time each week to teach elementary school aged kids coding principles. Volunteers would instruct and guide elementary school students using Scratch on Code.org to explain basic programming principles. After completing all the content on these sites, AIS members then introduced the kids to basic web development with HTML and CSS. Elementary school students were placed in teams and assigned a teacher. The students were able to build friendships with each other, with their teacher, and collaboratively be introduced to programming and web development concepts. Kids Who Code also provided our club members fun and unique opportunities to inspire future generations of IS professionals.
Fiscal Responsibility

Our fiscal goals in the BYU chapter aim to give the most opportunities to our members to “find worthwhile employment, create meaningful connections, and develop a competitive skill set in information systems” (see mission statement on page 1). The following sections describe our business model designed to deliver the expected values stated in our mission.

Revenues

The main source of revenue for the BYU-AIS chapter came from corporate sponsorship. BYU-AIS classifies sponsors by three hierarchical levels: platinum, gold, and silver. Each level of sponsorship is accompanied with a certain level of benefits, including catered events such as information sessions, resume workshops, hackathons, general activities, and opening/closing socials. BYU-AIS received $24,750 in 2019-2020 from our sponsorship program. Membership dues accounted for $5,565 of club gross income this past year, which was provided by new members of the BYU-AIS chapter.

Expenses

BYU-AIS expenditures are centered around providing members professional development and leisure. A full list of events is provided in the [REFERENCE] section of this document. Events include information sessions, social events, professional development, and networking. BYU-AIS provided both officer and general membership apparel for no additional charge outside of required membership fees.

Fundraising

Corporate Sponsorship

This year 14 companies provided the majority of the funds that form our budget. Three sponsorship tiers exist in our sponsorship model: platinum, gold, and silver. Each tier builds on the other to provide increased access and opportunity for both companies and students.

<table>
<thead>
<tr>
<th>Sponsor Tier:</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catered Information Sessions</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
Students pay a one-time fee of $35 to join AIS. 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 socials and service projects.

**Contribution to Overall Goals**

While it can be difficult to measure the direct financial success of the events and activities put on by our chapter of AIS and our sponsors, we primarily 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 50% of these companies often become one of 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 are highly attended and lead to quality candidates building personal connections with the company. Our students and sponsors continue to give us feedback, which we consider and implement while planning and evaluating activities to be most effective and useful for both our students and sponsors.

**Membership**

**Membership by the Numbers**

Recruiting

In all our endeavors to recruit AIS members, word of mouth is often the most effective among our students. We were pleasantly surprised when over 50 students attended AIS events in the first month of the year, the majority of whom were freshmen, sophomores, and juniors not yet in the IS program. We accredit this spike in membership largely to our advertising efforts done in introductory IS classes. Current AIS members frequently present to students in classrooms and encourage them to attend AIS activities and events.
One of the main efforts that has retained the increase in AIS membership is IS Academy, a bi-weekly activity targeted at freshmen and sophomores. It’s not uncommon for students who are not AIS members to inquire about AIS at the activity and join shortly thereafter. Furthermore, with attendance around 30 students, IS Academy has created an AIS community for newly-joined members, fostering involvement and interaction with AIS officers.

Shortly after joining, new members are contacted with an email welcoming them to the club, explaining how they can become more involved, and informing them of upcoming events. They are invited to join the AIS Slack workspace, the main platform used to communicate upcoming events and activities with other AIS members and officers.

### Retention and Involvement

AIS at BYU primarily seeks to retain and involve its members through activities, swag, exclusive networking opportunities, and consistent communication channels.

### Activities

Activities are designed to build relationships, develop technical skills, increase awareness of IS-related careers, and cultivate fun memories for participants. For example, our club hosts opening and closing socials every semester at large venues such as trampoline warehouses and local adventure parks. Food is provided and registered members (including those who sign up at the event) receive a free t-shirt. Registered AIS members are permitted to bring one guest, which often is a spouse or a friend not in the IS program. Such collaborative and fun activities both unite the AIS members as well as invite potential members to join the club.

### Swag

In the past few years, AIS has produced exclusive stickers for its members to place on their laptops or water bottles (see the right photo for examples of the stickers). Each sticker represents a unique accomplishment related to a skill in information systems or to the IS program. These stickers have become very popular among AIS members and have turned into their own promotions as friends ask students about the meanings behind the stickers on their laptops and water bottles.

### Consistent Communication Channels

When activities or swag may not always be available, our social media and weekly newsletters have been able to keep our members informed and connected about upcoming activities or unique learning opportunities for AIS members. Instagram is our primary social media account that we update regularly. Our members are also particularly engaged in our Slack workspace. Here, current members and BYU IS alumni post news, questions, and answers about anything related to the IS profession or the BYU IS program. Especially in light of the recent social distancing initiatives, our workspace has served as a powerful source of connection between different generations of the IS program, continuing to connect over 1,000 of its members. As of May 2020, the average number of active users on the AIS Slack workspace was 375.
Exclusive Networking Opportunities
AIS also provides its members exclusive access to network with recruiters at companies looking to hire IS students. Most AIS members receive summer internships and job opportunities through information sessions and socials hosted by our club. See the Activities Breakdown below for more information about these events.

The average attendance at all of our events throughout this period was 42.

Activities Breakdown

Club Socials
Every semester, opening and closing socials are among our most highly attended events. These events take place at the beginning and end of each semester. Each social is based on 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 Name</th>
<th>Attendance</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Opening Social (EY)</td>
<td>175</td>
<td>Outdoor activities at an adventure park with hot dogs and chances to interact with BYU alumni working at EY.</td>
</tr>
<tr>
<td>Fall Closing Social (Domo)</td>
<td>74</td>
<td>Roaring ’20s event with dinner and murder mystery games. Also a chance to interact with BYU alumni from Domo.</td>
</tr>
<tr>
<td>Winter Opening Social (Pariveda)</td>
<td>152</td>
<td>Fun, unifying event with all AIS members and networking opportunities with Pariveda at a trampoline park.</td>
</tr>
<tr>
<td>Junior Core Social</td>
<td>75</td>
<td>Munch and mingle event held between classes that gave students new in the IS program a chance to interact with each other outside of the classroom.</td>
</tr>
<tr>
<td>Winter (Virtual) Closing Social</td>
<td>49</td>
<td>Members logged into a Zoom conference call and competed in a trivia game that included questions about IS professors and the program.</td>
</tr>
</tbody>
</table>

Tech Talks
Tech Talks are provided by sponsor companies, alumni, and current students to teach and expose students to technologies and skills outside of the classroom. For more information about Tech Talks, see page 2.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Attendance</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>React &amp; React Hooks</td>
<td>20</td>
<td>BYU alumni shared how React plays an important role in their work and how to start learning.</td>
</tr>
<tr>
<td>Web Scraping</td>
<td>15</td>
<td>BYU alumni teach how web scraping works.</td>
</tr>
<tr>
<td>Venture Capital in Tech</td>
<td>4</td>
<td>Tech venture capitalist and BYU alum shares his story and opportunities to pursue VC in tech.</td>
</tr>
<tr>
<td>Storytelling with Data</td>
<td>6</td>
<td>Sponsors came to demonstrate data analytics fundamentals with students.</td>
</tr>
</tbody>
</table>
Domo Data Analytics | 20 | Sponsors demonstrated data analytics in a real-world setting.

Build a Rest API & MongoDB | 25 | Part 1 of a four-part tutorial on building a fully functional pizza delivery website.

Build a React UI | 20 | Part 2 of a four-part tutorial on building a fully functional pizza delivery website.

Deploy on AWS | 17 | Part 3 of a four-part tutorial on building a fully functional pizza delivery website.

Connect with Stripe & Webhooks | 5 | Part 4 of a four-part tutorial on building a fully functional pizza delivery website.

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IS Academy

Workshops in IS Academy are designed to engage freshmen, sophomores, and juniors interested in IS but are not in the IS program. For more information about IS Academy, see page 2.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Attendance</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Night</td>
<td>17</td>
<td>Introduction to IS Academy's resources and itinerary for the year.</td>
</tr>
<tr>
<td>Pariveda Night</td>
<td>20</td>
<td>Networking event with Pariveda staff about IT consulting.</td>
</tr>
<tr>
<td>Microsoft Night</td>
<td>20</td>
<td>Networking event with BYU Alumni at Microsoft and get tips for applying for their internships.</td>
</tr>
<tr>
<td>Tech Skills Night</td>
<td>10</td>
<td>Learn basic skills in coding languages, data analytics, or cybersecurity practices.</td>
</tr>
<tr>
<td>Junior Core/MISM Panel</td>
<td>7</td>
<td>Invited perspective IS students to ask students in the program about what it takes to succeed as an IS major.</td>
</tr>
<tr>
<td>Christmas with Raspberry Pies</td>
<td>10</td>
<td>Celebrated the holidays by programming light shows with raspberry pies.</td>
</tr>
<tr>
<td>HTML/CSS</td>
<td>20</td>
<td>Basics of HTML/CSS.</td>
</tr>
<tr>
<td>Intro to the IS program</td>
<td>67</td>
<td>Q&amp;A with students and faculty about the IS program and the program's application requirements.</td>
</tr>
<tr>
<td>Cookies &amp; Milk</td>
<td>25</td>
<td>Q&amp;A with students and faculty about the IS program and the program's application requirements.</td>
</tr>
<tr>
<td>CSS &amp; Bootstrap</td>
<td>15</td>
<td>Trained students on how to make beautiful websites with CSS and Bootstrap.</td>
</tr>
<tr>
<td>Meet the Professors</td>
<td>52</td>
<td>Trivia games and networking opportunities with professors in the IS program.</td>
</tr>
<tr>
<td>JavaScript</td>
<td>25</td>
<td>Trained how to build a simple program using JavaScript.</td>
</tr>
<tr>
<td>Zoom Resume Workshop</td>
<td>15</td>
<td>Connected students with alumni to review resumes for specific job fields.</td>
</tr>
</tbody>
</table>
Information Sessions

Depending on the sponsorship level, sponsors may hold one to two information sessions during the school year (see pages 6-7 for sponsorship model). 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 Name</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moss Adams Information Session</td>
<td>19</td>
</tr>
<tr>
<td>KPMG Information Session</td>
<td>90</td>
</tr>
<tr>
<td>Pariveda Information Session</td>
<td>25</td>
</tr>
<tr>
<td>Anglepoint Information Session</td>
<td>89</td>
</tr>
<tr>
<td>ExxonMobil Information Session</td>
<td>93</td>
</tr>
<tr>
<td>The Church of Jesus Christ of Latter-day Saints Information Session</td>
<td>91</td>
</tr>
<tr>
<td>Sponsorship Night</td>
<td>98</td>
</tr>
<tr>
<td>Pariveda Information Session</td>
<td>83</td>
</tr>
<tr>
<td>Domo Information Session</td>
<td>24</td>
</tr>
<tr>
<td>Eide Bailly Information Session</td>
<td>42</td>
</tr>
<tr>
<td>Fast Enterprises Information Session</td>
<td>32</td>
</tr>
<tr>
<td>The Church of Jesus Christ of Latter-day Saints Information Session</td>
<td>49</td>
</tr>
<tr>
<td>Domo Hackathon</td>
<td>31</td>
</tr>
<tr>
<td>Anglepoint Bowling Activity</td>
<td>20</td>
</tr>
</tbody>
</table>

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. To accomplish this, WAIS typically holds at least two major events each semester, one professional and one casual, and has a consistent outreach effort.

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 the industry, while others were intended to inform women of options available to them in the tech field. The following outlines two events held primarily for the women in AIS.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Attendance</th>
<th>Description</th>
</tr>
</thead>
</table>

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Fall Opening Social  35  Social at The Chocolate in Orem.

Alumnae Webinar  14  Courtenay Maynes (BBSI), Emily Packard (ExxonMobil), Sarah Lemmon (Huron Consulting Group) spoke to a group of women about their experiences in industry.

Dinner for women interested in IS  28  Dinner and a panel for freshmen and sophomore women interested in the IS major.

Pre-IS questions and cookies  24  Cookies and a Q&A for freshmen and sophomore women interested in IS.

Recruiting

23% women in the Fall 2019 bachelor program (10% increase)
14% women in the Fall 2019 masters program (11% decrease)

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. This year we saw a huge increase in women accepted within the IS bachelors program. There was a drop in the number of women accepted into the masters program in 2019 due to the drop in females admitted to the 2018 bachelors program. Even though there was a drop for the masters program this 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, with potential to see greater representation in future classes.

Over the past year, we have continually increased our efforts to recruit freshman and sophomore women to apply to the program. This school year, WAIS hosted two events for freshman and sophomore women to raise awareness about the information system major and the opportunities it provides for women. The above chart shows these events and a description of the events. In addition to these specific events, WAIS has hosted booths on campus for the Major Exploration Event. Ultimately, our club’s targeted efforts increased average WAIS event attendance by 65% from last year by consistently raising awareness and increasing interest in IS as a major for women.

Inclusion

WAIS sought to increase inclusion through social events. WAIS’s social events focus on group activities. For the Fall 2019 social, women met at a local dessert house for cookies, cake, and conversation. Women were introduced to their peers, socialized, and made connections within the program. WAIS also facilitated a department event for women interested in pursuing a masters degree in information systems. Over lunch, current students and faculty in the program answered questions from undergraduate students. This year, we made a special, concerted effort to reach out to those considering applying to the program by emailing each individual female student in the IS prerequisite classes. Doing so brought in a lot of underclassmen, and we will continue this practice.

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 upcoming activities and opportunities. This year we updated the styling and layout of the newsletter to be more modern and improve readability (see image).

In line with strategies implemented in the past to foster a sense of community within AIS, in addition to highlighting student birthdays, we added a Student of the Month section to the newsletter. Nominations for the Student of the Month are received via an online submission form from all those in the BYU AIS community. Others may nominate students for outstanding service to the AIS community, unique application of their learning, or under an “other” category designed to not let any student worthy of recognition fall through the cracks. Since implementation, we have received 42 nominations. It is our understanding that these changes have resulted in a higher percentage of organization members taking a greater interest in the newsletter and utilizing it to stay informed on AIS events, opportunities, and accomplishments. We also include in our newsletters links to articles written by our officers that are posted on the school’s CareerLaunch website and available to all business school students.

**Slack**

Slack is a message application for teams that allows AIS members to effectively facilitate and maintain connections between current students and alumni. Upon joining AIS, each member is invited to join our Slack workspace 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 students 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.

*Portion of messages sent that are either public, private, or direct messages on the AIS Slack workspace. Direct messages were very popular among users before the end of the semester, suggesting many members use our workspace to collaborate or connect with other members directly throughout the school year.*
Chapter Website

The BYU AIS website helped facilitate a central hub 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 general information about club officers. We are currently updating the site and switching to a new server in order to provide low-latency to the site and greater access to AIS resources. Additionally, the companies that sponsored our local chapter have links to their career websites. We are currently promoting the website via our newsletter to encourage students to learn more about AIS and help them realize the benefits this club can provide them.

Social Media

Our Social Media channels are used to help communicate information about what is going on in our club and program. 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 the Information Systems department at our university, we seek to increase awareness of our club members, past and present, and their career success through Instagram (@byuais), Twitter (@byuais), and Facebook (Facebook.com/byuais). Instagram is among our most popular social media accounts, servicing over 450 followers (a 17% increase from last year). We attribute this success to our increased focus on promoting AIS and the benefits it provides through the life of the students that are currently members of AIS as well as actively following newly accepted members of the IS program.

Instagram Takeover

Every summer, we showcase students working from various companies in our Instagram Story Takeover series. Our main purpose of this activity is to highlight what students do and their process of achieving their career goals. Both potential and current Information Systems students have historically found this activity very insightful for them and how they decide on their career paths in IS. Specifically, these story series help the juniors in preparation for the recruiting season. This past summer, we had 15 students take over our club Instagram story for a day during their internship. On their Instagram stories, they shared how they landed their internship, what working for their company was like, what specific role they were fulfilling, what technology they were using, and other helpful tips.

The following companies were represented:
American Express
Microsoft
Adobe
Pariveda Solutions
Verizon
Restaurant365
Pluralsight
Deloitte
PwC
Moss Adams
Thumbtack
Lucid
DaVita
Xenopro
On average, each story had over 200 views during their story takeover. We had a variety of different fields represented, including security, project management, data analytics, risk & IT audit, consulting services, and software development. We feel this social media interaction was a success because students were engaged in asking questions and knew the right steps and technologies in preparation for a potential internship from the mentioned companies.

In light of the recent restrictions in internships due to COVID-19, our club hopes to use this coming summer’s Instagram Takeover Series to highlight how students have adapted their career goals to accommodate for the recent socioeconomic changes. We expect to specifically highlight students who work remotely as well as those who conduct freelance work during the summer. Our hope in these efforts is to keep AIS members unified and motivated to build important skills and connect with others who may support them during this uncertain time in the job market.

Officer Communication

To focus and enhance our communication among officers, officers use a separate Slack workspace to fulfill their needs. 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. Additionally, private channels between individual officers and the co-presidents helped keep our communication in one place and with a record. This helps us avoid losing information via email chains, glitchy group texts, and unnecessary Facebook groups. The use of Slack has made us more efficient, effective, and even helped make logistics an enjoyable process. Slack has proven itself to be a vital resource to keep conversations among the AIS officers centralized and organized.

Careers in IS

Below we discuss a couple primary mediums we used to promote the study of or practice or information systems and advancing the IS profession:

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 network with other students who had similar interests and learn new skills to help them expand their skill set. These Tech Talks were typically held twice a month and focused on both hard technological skill and softer business related skills.

IS Academy

As has been previously mentioned, IS Academy is a biweekly event aimed at helping students become familiar with information systems as a major and career. At IS Academy this past year, students had the opportunity to learn about existing IS careers and were exposed to what life is like in those careers.

During our Intro to IS night, we introduced the plethora of career paths students can take with a degree in IS, and many subsequent events honed in on skill development in those careers. Professionals and recruiters from Pariveda Solutions and Microsoft came on different nights to talk about life as IS professionals and to network with students. Towards the end of the year, we had a “Meet the Professors”
night which served as a great time for students to ask questions about the various IS roles the professors had before teaching.

Information Sessions

Our 16 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 full-time employees. Many students give credit to attending information sessions for landing them their internship or job.

The representatives from the companies that sponsored these information sessions were principally involved in answering students’ questions about their companies, their work life experiences, potential opportunities within their respective organizations, and shared other experiences pertinent to the attending students. In addition to information sessions, AIS assisted in the organization of case competitions with both sponsoring organizations and with directors of the information systems program. These competitions presented our club members with real business quandaries and encouraged them to develop technical solutions using their technological abilities. Both the information sessions and the case competitions gave students opportunities to learn from current IS professionals and also helped students discern which career paths were more relevant to them.

Data Analytics Competition

This Winter semester, AIS partnered with Domo to host a data analytics competition. Students competed in a 24 hour competition to clean, analyze, and create meaningful insights from a dataset. Domo supplied the analytics tools. Teams were then asked to present their work to a panel of Domo and Weave professionals. An exit survey on feedback from the event was administered and responses to the event were positive. Students enjoyed the engaging opportunity to apply skills learned in the classroom to real world scenarios in a fun environment. Future competitions with Domo have been discussed and will be organized in coming semesters.

Women in AIS Professional Events

WAIS works with local alumni to arrange speakers for professional development events. These successful women help to inspire current members of AIS and WAIS alike 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.

For the Winter semester of 2020 professional development event, WAIS hosted three former alumni from the BYU IS Bachelor and Master’s programs. They all work for various companies (ExxonMobil, Huron Consulting Group, BBSI) in various roles. They shared their backgrounds, chosen career paths, and experiences. Time was allotted for students to ask questions and get to know the alumni. Additional events hosting Q&A with professionals were planned for later in the Winter 2020 semester but were cancelled due to COVID-19.
Chapter Operations

Organizational Structure

Our AIS leadership model is a fairly flat structure: two co-presidents guide and delegate responsibilities for the majority of AIS activities and initiatives. The chapter leadership additionally includes 13 vice presidents, each of whom holds stewardship over different essential aspects of providing the intended value to our members. The vice presidents are selected through a rigorous application process then trained by the previous vice presidents. These officers understand their responsibilities and fulfill those duties independently with a large degree of autonomy. Outside of their individual responsibilities, each officer acts as a member of the officer council, offering suggestions and advice based on their own experiences.

High levels of collaboration and cooperation are required among the leadership to run our activities and events. A wide array of communication tools are used to sync up all officers including: Slack (a communication/messaging service), Google Drive, and Trello (a project and task management service). With larger or more elaborate activities, leadership often collaborates with the activities team (A-Team), which is discussed in more detail later in this section.

The co-presidents, club adviser, and the 13 vice presidents meet every week for one hour during the Fall and Winter semesters to discuss and make decisions about AIS activities and events. These weekly meetings also allow us to evaluate our success at activities by sharing feedback from participants and necessary metrics such as attendance. Every other week, this meeting is followed by another meeting in which the vice presidents of activities and A-Team members discuss and delegate logistical needs for upcoming events.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joslyn Bunderson</td>
<td>Co-President</td>
<td>Overall administration</td>
</tr>
<tr>
<td>Ethan Guinn</td>
<td>Co-President</td>
<td>Overall administration</td>
</tr>
<tr>
<td>Logan Sackley</td>
<td>VP of Finance</td>
<td>Budgets and fund disbursements</td>
</tr>
<tr>
<td>Cherileigh Leavitt</td>
<td>VP of Pre-Ma</td>
<td>Manages recruiting and IS Academy activities</td>
</tr>
<tr>
<td>Ben Jenks</td>
<td>VP of Public Relations</td>
<td>Newsletter author and designer</td>
</tr>
<tr>
<td>Josh Kartchner</td>
<td>VP of Logistics</td>
<td>Officer communication tools and event scheduling</td>
</tr>
<tr>
<td>Keara Hutchinson</td>
<td>Co-VP of Activities</td>
<td>Planning and execution of large club-wide socials</td>
</tr>
<tr>
<td>Jefferson Ostler</td>
<td>Co-VP of Activities</td>
<td>Planning and execution of large club-wide socials</td>
</tr>
<tr>
<td>Chris Young</td>
<td>VP of Sponsorship</td>
<td>New and existing sponsor coordination</td>
</tr>
<tr>
<td>Bryce Lund</td>
<td>VP of Technology</td>
<td>Coordinate Tech Talks and look for ways to introduce new technologies to students</td>
</tr>
<tr>
<td>Spencer Jensen</td>
<td>VP of Student Experience</td>
<td>Organize and facilitates the Mentorship program</td>
</tr>
<tr>
<td>Emma Lowe</td>
<td>WAIS President</td>
<td>Oversees WAIS in connection with AIS</td>
</tr>
<tr>
<td>Maggie Jensen</td>
<td>VP of Marketing</td>
<td>Manages club social media accounts and directs other social media activities</td>
</tr>
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</tr>
<tr>
<td>Anson Huang</td>
<td>Co-VP of Content</td>
<td>Creates content for social media regarding current students and alumni</td>
</tr>
<tr>
<td>Victoria Black</td>
<td>Co-VP of Content</td>
<td>Creates content for social media regarding current students and alumni</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 Pre-Ma**
The Vice-President of Pre-Management (Pre-Ma) handles all needs for students planning to apply to the information systems program in the near future. Pre-Management refers to the term used for BYU students who are generally planning to apply to the business school but have not applied yet. Responsibilities include facilitating bi-weekly IS Academy activities directly targeted to teach freshman and sophomore students new technologies as well as build their connections with others in the IS program.

**Vice-President of Public Relations**
The Vice-President of Public Relations collects, writes, and releases a weekly email newsletter with a list of upcoming AIS events, information sessions, internship opportunities, service opportunities, and other significant announcements.

**Vice-President of Marketing**
The Vice-President of Marketing manages the AIS social media accounts by advertising events beforehand and updating club members during events. This individual also manages 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 also plan new activities to engage students during the semester. They work with A-Team (Activities Team) to coordinate volunteer efforts and advertise IS related activities.

**Vice-President of Sponsorship**
The Vice-President of Sponsorship maintains relationships with sponsors and ensures the needs and wishes of sponsors are met. They also facilitate the onboarding process for new AIS sponsors.

**Vice-President of Logistics**
The Vice-President of Logistics ensures that communication with the Marriott School is there. They make sure all the rooms are available for information sessions and other events that AIS has. They order the
food for the event and ensure that enough students have food and that the event runs smoothly. They plan out the semester to book rooms for weekly meetings and handle any other logistics for AIS.

**Vice-President of Technology**
The Vice-President of Technology is in charge of running our Tech Talks throughout the school year. They contact alumni to come for Tech Talk presentations and plan projects for students to learn. They also help the VP of Pre-Ma 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. They are also responsible for service projects and ensuring that there is an avenue for students to serve the community.

**Vice-Presidents of Content**
The Vice-Presidents of Content create content used throughout the year that AIS uses to advertise or promote various activities throughout the year. Content includes fliers for activities as well as videos of both alumni and students.

**Women in AIS President**
The Women in AIS (WAIS) 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 Transitions and Training**
New officers are selected from a pool of applicants who apply in November. Once selected, these new officers begin their roles in January. Current officers can recommend individuals, but the decision is ultimately made by the co-presidents and the AIS adviser. Previous officers stay involved for the first few months after the transition to answer questions and offer guidance to new officers to ensure a smooth transition of responsibilities.

**Officer Evaluations**
During the first meeting with new officers, the co-presidents invite officers to establish SMART goals (Specific, Measurable, Achievable, Realistic, and Timely) that they hope to accomplish throughout the year in their respective roles. We hold a meeting the following week in which each officer shares these goals with the group. Sharing allows each member of leadership to feel a sense of accountability for their goals. Sharing also gives other officers the chance to give suggestions or find ways to assist their fellow officers in attaining those goals throughout the year.

Every semester and during the summer break, the co-presidents hold short, 30-minute one-on-one meetings with each of the 13 vice presidents. The object of these meetings is to evaluate officer performance in relation to their personal goals as well as provide a safe environment to receive feedback on how AIS leadership can improve. These meetings have offered excellent insights that have helped the co-presidents and other officers create a more transparent and collaborative culture among the club members.
Sponsorship
Sponsors are an essential part of the AIS experience at Brigham Young University. Sponsors provide a majority of the AIS budget, and provide students with valuable interactions with potential employers. Sponsor relationships provide a two-way beneficial relationship for AIS and sponsor companies. Students have unique access to network with potential employers, while company representatives get a taste of prospective employees and the skills they bring.

Each AIS officer is assigned as a liaison to a specific sponsor company. That officer is responsible for managing sponsor contact and overseeing sponsor activities. There are three sponsorship tiers, each providing a certain level of accessibility and events with AIS. These levels are silver, gold, and platinum. Each tier builds off the other to provide increased access and activities.

This year, AIS had 14 sponsors from various companies currently employing AIS alumni. These sponsors ranged from local to international companies.

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. Bi-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.

This year, we greatly expanded the role A-Team played in our club. The A-Team, under the direction of the Vice Presidents of Activities, took on a variety of technical projects to improve the AIS clubs functions. These projects included a check-in program to record attendance at meetings and improve data collection, planning and executing a month-long activity for club members, and a great deal of help with other activities throughout the year.