

**USI SCHOOL OF BUSINESS
IT ALLIANCE MEETING
Minutes of April 12, 2005, 3 p.m.**

Members Present: Jim Derk, Amy Drake, Susan Everett, Derek Faughn, Phil Lieberman, Larry May, Mike Russ, Dave Yoak

Ex-officio Members Present: Marv Albin, Nancy Bizal, Gene Klippel

Faculty Present: Scott Anderson, Bruce Mabis, Jennifer Williams

Student and Recent Graduate Present: Joel Russell, Jason Smith

Guest Present: David Bower

Members Absent: Dick Arneson, Dan Bugher, Krista McDivitt, Mike Neeley, Jerry Peters, Dave Smith

Welcome and Self Introductions: Phil Lieberman, also a member of USI Board of Advisors, welcomed and thanked the group assembled.

Members, faculty, students, and guests introduced themselves.

Approval of Minutes: The minutes from the June 8, 2004 meeting were approved as distributed.

Nominating Committee Report: Lieberman welcomed the following new members who were nominated by the committee and **elected** by the membership via electronic vote prior to the meeting: Amy Drake, Integra Bank; Derek Faughn, Mead Johnson and Pacific IM; Krista McDivitt, Evansville Courier Co.; Mike Russ, EVSC; David Yoak, Red Spot Paint and Varnish Co., Inc.

Lieberman presented the Nominating Committee's report: Larry May for Chair 2005-2006 and Jim Derk for Chair-elect for 2005-2006. The slate was accepted by **acclimation**.

School of Business Update: Gene Klippel presented an overview of the School, discussed accreditation, mission, vision, learning goals, and reorganization. The presentation is in the meeting **packet**. He invited feedback on the learning goals and on the sub objectives.

Discussion followed: It was noted that the decline in enrollment in CIS/CS is a reflection of the decline in the industry and is similar to other schools' enrollment trends; the industry market, and thus enrollment, is expected to pick up but not at the high of the late 90's. The next hot field is accounting due to the consequences of Sarbanes Oxley. Other reasons USI's enrollment in this area may be down include the lack on internal marketing, staffing capabilities, and the dean's office chairing this area. An announcement about the new department chair can be by expected by July 2005.

IT Update: Marv Albin discussed the impact of outsourcing, off-shoring, and off-peopling. He then reported on the curriculum activities that members of the IT Alliance and faculty had worked on since the last meeting: they evaluated the importance of topics for graduates to know, ranked them, and mapped and evaluated them on a scale of 0 to 5 (5 being most) as to the depth of coverage in the course offerings. Results of that are in the meeting **packet**. Faculty met in January and indicated they felt good about the coverage, especially in the top rankings.

Albin invited feedback in regard to the curriculum. He stated there may be a marketing misperception on the part of prospective students and that perhaps some course name changes and some adjustments might be beneficial. He cited as examples these courses: 4th Generation Languages--course is really web development--and End-User Computing. He noted that programming is less important than before and wondered if it is a central core knowledge.

The Alliance concurred that managers do not code—coders code—and that analytical thinking and an understanding of business processes is valued, but somebody has to understand coding. The suggestion of a managerial track and a technical track was discussed.

Larry May recommended an **ad hoc curriculum committee** be formed and convened during the summer to revisit the curriculum to reconfigure, rename, and discuss how to market it. The following members **volunteered to serve: Dave Yoak, Jim Derk, Amy Drake, and Derek Faughn. Albin will take the initiative** whether it is virtual or face to face. A report will be given at the Fall meeting.

Albin expressed appreciation to student Joel Russell and recent graduate Jason Smith for attending.

Scholarships: David Bower, Associate Director, Planned Giving, USI Development, thanked the Alliance for their support of the School of Business. He stated that he loved to talk about private giving to the University and that USI could not do much of what it does without private giving: \$7.8 mil/year. He stated that scholarships help most with recruiting (prefer the criteria be 3.7 GPA so recruit the best), but it is important to do what the Alliance wants to do most. The desired minimum is a \$500/semester scholarship; \$10,000 will endow a scholarship (a 4.5% pay out) in perpetuity. USI has a \$32 mil endowment; \$800,000 in scholarships and other gifts. Eighty percent comes from deferred giving for all charities; \$36 mil in deferred gifts at USI. He concluded by stating “if you are willing to give, then others will follow.”

Next Steps: May stated that the Alliance is a resource to the school and said it needs to be challenged by the School: “here is how we need your help”. Klippel replied that the scholarship decision belongs to the Alliance and mentioned that the Accounting Circle has a scholarship on a cash basis and suggested that an Accounting Circle member be invited to report on how its scholarship is funded. He asked **the Alliance to give electronic feedback to him on Learning Goals 3 through 8—especially what is missing and how to condense—and** promised a summary at the Fall meeting.

The next IT Alliance meeting will be scheduled in mid September.

Adjournment: 4:45