IT ALLIANCE FALL 2010 MEETING MINUTES

Tuesday, September 28, 2010, 3:00 p.m.

USI Business and Engineering Center—Business Board Room—BE 3024

Members Present: Brian Beard, Terry Clements, Karen Fuchs, Kevin Kolley, Alan Letterman, Larry May, Mike Neeley, Martin Roth, David Smith

Members Absent: Chris Boeke, Jim Derk, Amy Drake, Susan Everett, Derek Faughn, Pat Fleck, Mike Frankenberger, Pat Heck, Bruce Lane, Rex Masterson, Krita McDivitt, Mark Neidig, David Yoak

Ex-officio Members Present: Nancy Bizal, Abbey Foroughi, Mohammed Khayum

Ex-officio Members Absent: Kerry Jackson

Faculty Present: Marv Albin (Professor Emeritus), Scott Anderson, Sharlett Gillard, Sandeep Goyal, Ernie Nolan, Seungjin Park, Kenny Shemroske, Jennifer Williams

Students Present: Wesley Cardin, Matthew Gish, Jeremiah Larnerd, Matthew Rider, Christopher Ross, Nicholas Snyder

Administrative Associate Present: Christy Nolan

WELCOME: Mike Neeley called the meeting to order.

MINUTES: The minutes were approved as distributed.

SELF INTRODUCTIONS: All present introduced themselves.

INTRODUCTION OF NEW FACULTY:
Sandeep Goyal completed his Ph.D. at the University of Arkansas. His main research interests are in examining the role of technological innovations, such as RFID technology, in supply-chain management. He also has research interests in information technology acceptance and intelligent decision support systems. He has experience working with major corporations such as Wal-Mart, Dillard's, JC Penny, and Bloomingdales. His research has been published in premier Information Systems journals such as *MIS Quarterly.*
Kenneth Shemroske spent 15 years at Chevron in Houston. His first three months with Chevron were spent in electrical engineering, which is where his start in computing began– PC support, desktop support, server administration, IT management, and webface development. He decided to pursue an MBA and subsequently decided to pursue his Ph.D. His dissertation is both experienced-based and personal-interest oriented–ethical use of IT and online file sharing. At the University of Houston, he was involved with student organization and had a good feel of the job market. He would like to get a good feel of this region's job market as well and would like to relay that on to USI students.

FACULTY EMERITUS' REMARKS: Marv Albin was the Department Chair when the IT Alliance was created. His goals for the IT Alliance were to establish a scholarship, to receive outside advice about the curriculum and courses, and to create a network for student jobs. All three goals have been achieved. He thanked all ITA members, past and present, and added that USI and, particularly, the CIS and CS faculty, appreciate the Alliance's input.

IT ALLIANCE CHAIR'S REMARKS: Mike Neeley reported the Executive Committee recommends the following bylaw change:

Article I, B,1 from

The Chair of the IT Alliance and the Chair-elect are to be nominated by the Executive Committee and elected for a **one-year** term by a majority of the voting members present at a duly called meeting of the Alliance. The Chair of the IT Alliance is also the Chair of the Executive Committee of the IT Alliance. The Chair will be an ex-officio member of the College of Business Board of Advisors.

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 The Chair of the IT Alliance and the Chair-elect are to be nominated by the Executive Committee and elected for a **two-year** term by a majority of the voting members present at a duly called meeting of the Alliance. The Chair of the IT Alliance is also the Chair of the Executive Committee of the IT Alliance. The Chair will be an ex-officio member of the College of Business Board of Advisors.

APPROVED

Committee Chairs' Reports
Alliance/Student Interactions Committee: Dave Smith and Ernie Nolan:
Mentoring: The Mentoring program is actively looking for participants. **Nolan** has posted flyers and has received applications. Applications are due by the October 8th. The committee will meet the week after to discuss the applicants. Currently, four companies are involved with the program. Mentees will be brought in one to two times a month to observe different IT-related jobs. **Smith** has gone to junior and senior classes as a guest speaker to inform students about the Mentoring program.

Project and Competition Support: **Nolan** is recruiting students for the Spring 2011 AITP trip to Orlando. So far, he has seven commitments. He indicated he is only taking thirteen students, and he would like to get the thirteen best. He has a good nucleus from the spring 2010 competition. **Jennifer Williams** indicated she is willing to help with the AITP Competition student papers.

CIS Senior Project: CIS Students, **Wesley Cardin, Jeremiah Larnerd, Matthew Rider, Christopher Ross, and Nicholas Snyder**, reported this semester's project is a website for Toys to Treasures, a local small business owned by Kathy Beaman. The idea of the website is to draw customers into the store. The website should display a small amount of inventory, should be fun to look at, should engage customers, should be easy for everyone to navigate, and should be a positive and customer service-oriented site which targets parents and grandparents. Currently Toys to Treasure distributes four newsletters per year through the mail, which is costly (estimated $4,000). The team would like to set up virtual copies and send the newsletters electronically through the website. The students indicated Beaman

would like the website to be integrated with social networking sites such as Facebook for customer reviews of and blogs about her merchandise. The website should be easily upgradable; the team's challenge is making the website easily manageable by Beaman after the project is over. **Abbey Foroughi** added that the first two weeks of the senior project class focuses on project management and that graphic art students have volunteered to help with the website.

CS Projects: **Scott Anderson** stated the CS Senior project involves two courses: the fall semester class is a software engineering project and is carried forward to the spring semester class for application. **Anderson** received a grant to develop an iPhone application for USI, and the project this year is to replicate the application for the Android environment. The students will be using Java which is the CS primary programming language. **Anderson** indicated he would be willing to consider taking on corporate projects.

Alliance/Faculty Interaction Committee: Brian Beard and Abbey Foroughi:
Professionals in the Classroom: **Beard** stated the committee's first objective is to have professionals in the classroom as guest speakers four to five times per semester. The topic would be "A Day in the Life of a _____." Examples are network administrator, systems analyst, programmer, web developer, etc. Beard said that these discussions could be held outside the classroom in order to attract a bigger audience.

Faculty in the Industrial Setting: The objective is to bring faculty into different companies to provide the opportunity to observe IT in action such as IT department meetings or project team meetings.

Program Vision & Curriculum Committee: Amy Drake, Jennifer Willaims, and Scott Anderson:
Jennifer Williams announced Wednesday, September 29, is the committee's first meeting. Surveys concerning IS 2010 curriculum model will be given to the Alliance members for their feedback. The model has a different look as it has a core set of courses as well as tracks. It is more flexible, and the tracks should allow more responsiveness to local needs.

Scholarship Committee: Terry Clements:
Terry Clements stated currently there are two company-sponsored scholarships - Atlas and Keller Schroeder. A new scholarship sponsored by Shoe Carnival will be awarded in Spring 2011. The IT Alliance Scholarship needs $12,000 to be endowed. The balance is currently $5,448.20, almost half way there. Contributions will be divided: 80 percent of the amount will go toward scholarships, and 20 percent will go toward AITP competition expenses. The $12,000 endowment would be met if the 22 ITA members donate $60 per year for the next five years. In September more than 500 appeal letters were sent to CIS/CS alumni requesting support for the IT Alliance Scholarship.

DEPARTMENT CHAIR'S REMARKS: Abbey Foroughi welcomed everyone and thanked the members for their help. He extended a special welcome to **Goyal** and **Shemroske** as great additions to the Department.

A comparison of Management & Information Science department enrollment in Fall 2007 to that in Fall 2010 indicates the following increases: 44% increase for CIS, 30% increase for CS, and 26% increase for MNGT, representing a 30 percent overall increase for the department.

NEXT STEPS: Mike Neeley is working on a date for the spring meeting. He would like the meeting to be held off campus at Atlas' Boardroom. He noted the committees are maturing, evolving, and getting better as times goes on.

DEAN'S REMARKS:
New Building: **Mohammed Khayum** stated that the design for the new building was based on two concepts – to inspire collaboration and to stimulate innovative thinking. The new building provides a good learning environment and has state of the art technology. A challenge that comes with the new building is maintaining a sense of community since the faculty is located on three different floors.

Innovation Seminar: On November 11, Frans Johansson, author of the Medicci Effect, will give a public address on innovation and conduct a facilitative session. His topic is "Diversity Drives Innovation" and richer ideas.

Business and Engineering Center Open House: Khayum encourages ITA members to attend and encourage friends, family, and community members to visit campus during the open house on October 10.

Health Informatics: We are exploring Health Informatics in conjunction with Nursing and Health Professions—maybe a certificate first, then more if a regional need is discovered.

Executive in Residence Ideation Challenges: The 2009 Executive in Residence Ira Boots, CEO of Berry Plastics, issued the challenge to our students to come up with an alternative to the square cardboard pizza box. Students rose to the challenge. Bob Keller, CEO of Escalade, saw the story in the newspaper and became interested in the process and will issue a challenge to students when he serves as the 2010 Executive in Residence. Students will be challenged to develop and produce an idea for a new sports competition.

Appreciation: Khayum thanked the IT Alliance and the students for attending the meeting.

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