

## Summary- EABC meeting on January 22, 2008

Attendance: 18

Gedas Adomavicius, IDSc  
Mick Atton, Thomson West  
Nomuun Batbold, Club MIS President- Fall 07  
Troy Cardinal, KPMG  
Matt Christensen, Phoenix Endeavors  
John Curtin, MISRC  
Kevin Daly, MISRC, Club MIS  
Alok Gupta, IDSc  
Peter Hansen, Club MIS President- Spring 08  
Doug Kampe, IBM  
Mike Kirst, General Mills  
Todd Loncorich, General Mills  
Mike McFarlane, Cargill  
Brent Murray, IBM  
Tim Olson, IDSc  
Yuqing (Ching) Ren, IDSc  
Bonnie Saxe, Target  
Mary Texer, Target

- Introductions
- Still looking for a speaker for IDSC 4490
- High school Students Team
  - We are going into our Alma Maters
  - We need a story about the MIS industry
    - Mention the salary of the industry, and career prospects
  - How are we going to package it
    - Target those wanting to lean towards business (step them down the road)
    - Show hard numbers, to strengthen our case
    - Call out the elephant (outsourcing) and mention its benefits
  - UMPTUMP Program (IT center for educational opportunities)
    - Have students take university classes in high school [Carlson Classes]
    - We need to get into the department of education for involvement
    - Who would be our champion?
    - This needs to be Carlson-wide as well
      - However, Carlson is not hurting for quality school-wide
      - We need to be specific in what we are asking Carlson for
  - Doug's Top 7 misunderstandings and opinions of MIS from students
    - To solve them, we need to Play on career flexibility
    - Our brand = "Teaching you to think" analytical skills

Conclusions we came to:

- 1) The High school focus team should continue their research
- 2) We want to target the undecided students
  - a. Ask the Dean to move up the Intro Class
- 3) Give feedback on Troy's findings
- 4) Research hiring and offer rates at Carlson compared to other schools. Also, mention the contributions of our organizations to the University

At our next meeting we will report our findings and statistics and move on from here.