

## EABC 4/9/09 Minutes

### Attendees:

Carl Adams, IDSc/MISRC

Mark Baltes, Securian Financial

Matt Christensen, Phoenix Endeavors

John Curtin

Joe Keys, CSOM Student

Kevin Daly, MISRC, Club MIS

Alok Gupta, IDSc

Vandy Johnson, Medtronic

Todd Loncorich, General Mills

Mike McFarlane, Cargill

Tim Olson, IDSc

Mary Texer

Steve Wu, Small World Solutions

### 1) Social networking

- a. Joe provided an update on progress being made
- b. Working with Alok on testing this summer and making this site operational
- c. Attached is Joe's notes
- d. **Action for EABC:** Get connected through Facebook
  - i. <http://www.facebook.com/home.php?ref=home#/group.php?sid=29cb462b2e800b951ef5f3de0ef83a3f&gid=80067303456&ref=search>

### 2) High School Outreach

- a. Todd from General Mills reported the following:

GMI joined the MN IT Workforce Collaborative, an organization focused on increasing the numbers and capabilities of IT professionals in MN. ITWFC has formed a HS outreach Demonstration Project, which is leveraging the program developed by GMI to visit high schools and provide a 50 min presentation on IT careers. We are working on updating the existing presentation for use immediately, and expanding the content for the 09/10 school year.

We expect to have a **distributable presentation ready by May 1.**

Companies expressing interest in participating:

- Cargill
- Medtronic
- NWA

- Target
- Regis
- Phoenix Endeavors
- STEM
- MN High Tech Association
- Other HS organizations across the metro

**Recent presentations:** March 09 to 40 girls at the MCTC

**High School Prioritization:** Have not addressed how to prioritize the plan for future HS presentations yet.

**St. Louis Park Partnership:** GMI and Target piloted a deeper involvement with a school of close proximity and a high percentage of college-bound students (160+), providing interactive workshops and demonstrations on how IT plays a critical role in business operations at a Fortune 500 company.

**Mentoring:** GMI is piloting a Facebook ementoring site to contact and mentor students who become interested in IT careers as a result of attending a HS outreach event.

### 3) **IDSc Master Degree Proposal**

- a. Alok shared the thinking around Master program
- b. EABC provided feedback on:
  - i. Include Process Design
  - ii. Draw clear distinction between MBA vs MS degree. Help students determine what is best for them and companies understand difference
- c. **Action for EABC :** Socialize the concept within your company, share with Alok what you agree/disagree with on proposal, send email to Alok sharing your support for him to use with Deans office

### 4) **Fall IDSc Recruiting Fair**

- a. Tim informed us IDSC would again conduct a recruiting fair to encourage students to enroll in IDSc courses and degree.
- b. Tim also shared that we are looking at the Case study team development and are interested in getting money and personal time from member companies

### 5) **Next Meeting: Tentatively scheduled for June 11**