

EABC Meeting Outline/Speaking Points

Operational Strategy-

1. Explain the current position in the project (HIGH LEVEL)

a. We decided to break the project into 2 phases. Description of Phase I, the Beta, Phase II

b. Phase I

i. 85% complete.

1. Complete website editing was added this weekend so I am able not to go into the site and update as needed.

2. I need to add the content.

3. Kamran (web developer) will add the pictures and build the blog next.

ii. Set to be completed by May 18th, 2009

b. Beta Test- Ask for Help with the Board- Mid May-June

i. Assign roles to EABC members (student, faculty member, alumnus, corporate sponsor) and evaluate the site.

ii. Is everything functional? Can we convey the message better?

iii. **Ask for their help and say you will send a link to evaluate when ready?**

c. Phase II June- August

i. Add database to allow for communication between our various constituents. This will allow for students, faculty members, alumni, or corporate sponsors to create a user account on the site so that they are able to communicate with other users.

ii. Allowing for different entities to link and share information

d. Site Updates once completed

i. IDSc Scholarship

ii. The winner of this scholarship will have the responsibility of upkeep for the site.

iii. Alok has graciously funded the Scholarship to keep this project Alive

2. Marketing strategy-

The operational plan has been focus, their feedback on Beta will determine final marketing plans. Tell them the goal is to get advisors on board first, then start the 'street marketing' tactics after that

- a. Push the groundwork that will support the site
 - i. Major description page in the Undergrad and Business Career Centers (BCC)
 - ii. Create MIS information cards to be handed out in the Undergrad and BCC
 - b. Meet with the Advisors in the Undergrad and BCC to unveil the site and educate them on the MIS website and major
 - i. Answer questions such as “What will students receive out of an MIS major”
 - c. Push the idea to current MIS students.
 - i. If this is going to be viral, it needs to start with them
 - 1. Advertise on the desktops of the computers in the MIS Lab
4. Explain Web Hosting
- a. External because of the open blog...
 - i. University liability