Executive Summary

Over the past year, MISA has grown exponentially as an organization. Beginning the year with 20 members and a poor reputation, MISA now has a strong 105, and growing, member base. Under new leadership and guidance, the Eller MIS Association has become much more transparent are reliable. Additionally as an organization, MISA has worked extensively with the MIS Department to establish a relationship that would create mutual benefits for both parties.

The following report summarizes the progress that MISA has made this year in becoming a more functional club for students interested in learning about MIS. Club membership has quadrupled this year. MISA has introduced a new point system for active members, initiated skill-building projects, and invited employers to conduct MISA exclusive informational sessions. Although a lot has been accomplished this semester, MISA can still achieve more. After setting a solid foundation for the organization this year, it is with the upmost confidence that I believe MISA will finally be able to adequately represent the #1 MIS program in the country.

Kyle LeMontang
President & CEO
Eller MIS Association
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I. MEETING INFORMATION
A. Meetings held per month: 2-3
B. Day and time of meetings: Every other Monday, at 5:00 PM

II. MEMBER INFORMATION
A. Number of Executive Board members: 5
B. Number of total members: 104
C. Number of new members this year: 79
D. Average attendance (% of members) at required meetings: 45%
E. Average attendance (% members) that attend events outside of meetings: 34%

III. ORGANIZATION STATUS
A. Is your organization a national organization? No

IV. MISA MISSION
- The Management Information Systems Association (MISA) was founded over 10 years ago to be the professional club associated with the MIS Department at the Eller College of Management. We provide students in the MIS department, as well as Pre-Business students that have shown an interest in MIS, opportunities to come together and interact as members of a community of future IT professionals. To this end, we provide our members various events and services that help them to develop professionally, technically, and socially in support of Eller College's mission.
- Our mission is to empower our members by building close ties with companies hiring MIS majors for both jobs and internships, enhance members' technical skills, and provide MISA members networking opportunities in an active and socially involved student organization.

V. NATIONAL & INTERNATIONAL INVOLVEMENT
A. Does MISA travel to national competitions, conferences, and/or programs? No

VI. INTERNAL IMPROVEMENTS
A. Accomplished Improvements:
Over the past year, the MISA executive board has made numerous improvements that have not only benefited the organizations’ current members, but will help to make the organization collectively better going forward. This year the eBoard enacted the following changes:

- **Point System:** As of the beginning of the second semester, MISA now uses a point system in order to further encourage and reward member involvement within the organization. The program works by rewarding members, who attend MISA/MIS Department sanctioned events, with a point or more (depending on the event) for attending/participating. At the end of the semester, MISA members who do not participate in 25% of the events held will be placed on “warning” (2 “warning” semesters in a row will result in the termination of said members club membership for a semester). Members who participate in 75% or more of events will be rewarded by the MIS department.
- **Weekly Emails:** After every meeting is held, an email is distributed to the clubs listserv. These emails contain meeting recaps, as well as general club administrative updates that help to keep members up to date.
A. Accomplished Improvements Continued ...

- **Committees:** This year, committees were established within the organization as a way to provide members more of a hands on, real life MIS experience. As local Tucson organizations began to approach MISA, asking for technological assistance (website redesign, SEO work), committees were established for each project. Under each project, a general body member would be appointed “Project Manager” and would spearhead the committee under the leadership of an executive board member. Through these various projects, MISA members have gotten the opportunity to work with real world nonprofits, solving real world problems.

- **eBoard Meeting Sit Ins:** As a way of further engaging members who have expressed interest in being a part of the MISA executive board in the future, certain members were invited to sit in on various MISA executive board meetings throughout the course of the year. These opportunities allowed these general body members the opportunity to delve deeper into what goes on behind the scenes. Members also got the opportunity to become acclimated with how the organization is run.

- **Closer MIS Department Relations:** This year, MISA has worked closely with the MIS department as a way of promoting directly to our target audience and for sponsorship. This year, the MIS department has been advertising MISA meetings and events at the beginning of classes. Additionally, the MIS department has sponsored the purchase of MISA club t-shirts and various other events.

B. Future Improvements:
Although MISA has greatly improved this year, there are still many areas that need to be improved upon. A club is always changing and therefore policies and how the club operates also need to reflect these changes. Going forward, we need to continue improving in the following areas:

- **Greater Eller Integration:** Next year MISA should move to be considered more of a club that can offer something to a wide range of majors, not just MIS. What I mean by this is that I want other majors to understand how MIS applies to their studies and hold events according to those interests. This will allow MISA to grow as an organization and serve the Eller community in greater numbers.

- **Better Role Definition:** MISA eboard officers need to start defining their roles better. It is necessary that all messages and responsibilities are handled by the appropriate party and not micromanaged. The eboard needs to improve on understanding who is in charge of what activities and keep those roles consistent.
VII. PUBLIC RELATIONS

A. Professional Relationships:
Throughout the year, MISA has been fortunate enough to establish new relationships with numerous employers and companies. These new relations included both local Tucson employers and out of state employers. A summary of these new employers can be seen below:

<table>
<thead>
<tr>
<th>Name</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shirley Karnos</td>
<td>Recruiter Ernst &amp; Young</td>
</tr>
<tr>
<td>Wayne Beaubien</td>
<td>CEO eDestin Access</td>
</tr>
<tr>
<td>Sara Grayson</td>
<td>IT Consultant, Protiviti</td>
</tr>
<tr>
<td>Tom Eiff</td>
<td>Board President of Marshall's Home for Men</td>
</tr>
<tr>
<td>Emily Kobusch</td>
<td>Recruiter TEK Systems</td>
</tr>
<tr>
<td>Josh Shaloo</td>
<td>CEO Javelina Solutions</td>
</tr>
<tr>
<td>Stacey Kretzman</td>
<td>Talent Manager Enterprise Holdings</td>
</tr>
</tbody>
</table>

B. Internal Club Communication:
MISA has demonstrated strong communication within the organization, between members, faculty, and other students by providing various communication channels for members to utilize and take advantage of:

- **Weekly “Minutes”:** After every meeting, “minutes” are distributed through the MISA listserv. These emails serve as a reference for people that were unable to attend the meeting. Additionally, these emails provide members with important new recruitment information, future MISA dates and event information, as well as general administrative information.

- **UofA MISA Facebook Page:** MISA provides members with two different Facebook groups in which they can be a part of:
  - The first group is a public MISA company page that is used to distribute club event information, as well as recruitment and available job postings. This page is visible and can be accessed by anyone interested in MISA.
  - The second page is a private page that is only available to paid MISA members. This page allows MISA members to interact with each other in an exclusive and private environment. Essentially it is an MIS forum for MISA members.

- **Faculty Involvement:** MISA is fortunate to have such a supportive department, with so many faculty members that wish to promote MISA. To this extent, MISA benefits from having various MIS faculty make routine announcements about upcoming MISA events and general club information. This unique relationship that MISA shares with the MIS department allows our club to stay visible to not just MISA members, but to the MIS community as a whole.

C. External Club Communication:

- This year, MISA made an extremely conscious effort to become a much more transparent and functional club; a sense of direction that had been missing from the organization in previous semesters. In order to increase awareness about the organization, we pursued a lead by example approach; a MISA representative was present at all MIS sponsored events, in conjunction with the majority of Eller events.
C. External Club Communication Continued...

- By constantly discussing MISA with people, campaigning for the organization, and communicating with the Eller community, the organization was able to more than quadruple membership in under a year. By combining a passionate recruitment process, exciting events, and member involvement, MISA was able to get back on track and successfully become an integral part of the Eller community.
- Moving forward into next year, MISA will be teaming up with other Eller organizations, such as ASA and Students Consulting for Non-Profit Organizations, to help them establish more advanced technological solutions and implementations.
- Furthermore, MISA members and MIS students get numerous opportunities a semester to interact in a nonchalant setting at one the MISA Happy Hour events on University Blvd.

D. Club Advisor Involvement:
Dr. Neumann is highly involved in helping MISA behind the scenes. Acting as a lesion between the organization and the MIS department, Dr. Neumann has helped MISA schedule rooms, find speakers, organize events, and campaign for sponsorships for the club. Furthermore, Dr. Neumann attends 90% of executive board meetings and is available to meet whenever a concern arises. As a club advisor, Dr. Neumann has been MISAs biggest supporter and advocate over the past year.

IX. PROFESSIONAL DEVELOPMENT

Over the course of the year, MISA has offered members ways to not only apply and expand their MIS knowledge, but their business knowledge in general. Through a multitude of technology seminars, MIS speaker series events, organizational networking events, and other functions, MISA members delve deep into the MIS business world:

- **MISA Consulting**: This year, MISA offered members the opportunity to be a part of various committees that are working for real business, to solve real problems. These committees have given MISA members the opportunity to work hands on with various projects such as website development, SEO work, and general technological inquirers. Additionally, MISA members have had the opportunity to interview and work with top IT professionals and executive CIOs.
- **Guest Speakers**: Throughout the semester, numbers guest speakers came to speak at meetings. These speaker series ranged from general industry information, to job information, to personal stories of success. It is MISA's philosophy that the more exposure members get, and the more "brains that they get to pick," the more educated members will be about what the technological business world is really like.
- **MIS Overview**: Every semester when class registration begins, Dr. Neumann gives a unique presentation to MISA members. Members get the privilege of hearing about the different course and elective options that are available to take and ultimately learn why you would want to take certain classes, while gaining a truly unique perspective on course offerings.
- **Exam Reviews**: To help pre-business students, MISA offers free review session on MIS 111 course material during the Fall and Spring semesters. Review sessions are held prior to each exam and are a great resource for students to utilize in conjunction with their own studying.
- **MISA Workshops**: Something new added this semester to the organization was the concept of workshops. Essentially, throughout the year members would get polled on what areas of IT they would like to learn more about. The eboard would then analyze these results and put together a workshop for members to attend on that specific topic. Workshop topics have ranged from JAVA coding classes to basic Excel tutorials.
IX. GRADUATING SENIORS

This information has not yet been verified for the Spring 2014 graduating class.

X. RECORD KEEPING & TECHNOLOGY

A. Documentation:

This year, MISA has made a much more conscious effort to fully document and record club “history” as it occurs throughout the semester. By progressively documenting club history, it allows MISA to accurately plan and cater towards members:

- Currently, MISA makes use of a cloud based, database management system, called PODIO. PODIO allows MISA to accurately maintain a repository of members, financial information, corporate contacts, event calendars, listserv management, and other metadata. All executive board members have access to PODIO from a desktop computer and on a mobile device, which makes maintaining accurate information simple.
- Additionally all MISA eboard members have access to a shared DropBox folder which contains automatically synced copies of meeting minutes, club documents, photos, and other important club forms.

B. Website Maintenance:

All of MISA's online platforms are updated on a weekly basis to accurately reflect upcoming club events and administrative information. Keeping all forms of communication synced together, we are able to reduce data redundancy, while at the same time being extremely inelastic to club changes:

- Website: The clubs official website, www.UofAMISA.org, is updated on a weekly basis to reflect new events and opportunities for MISA members. Furthermore, the website is updated each year to reflect the appropriate eboard personnel contact information.
- Listserv: The MISA listserv is updated after every new member fills out a membership form. By progressively updating our listserv, we are able to accurately keep track of the MISA member base.
- PODIO: PODIO is updated automatically as it is linked directly to the club website.
- Facebook: The official MISA Facebook page is updated on a weekly basis to reflect meetings and member opportunities.

XI. INVOLVEMENT

A. Eller College Improvements:

- “What Is MIS?” Video: Working in conjunction with the MIS department, MISA has been acting diligently throughout the year to put together a promotional video for MISA and the Eller MIS department. This video, which was shot, produced, and edited by MISA members, highlights what exactly MIS is, but through the perspective of top IT professionals and CIOs. Through numerous interviews and meetings, MISA was able to put together a video that truly highlights the endless possibilities that the Eller MIS experience can offer a student. (Participation: 45%)
- MISA Event Coordination: Over the course of the year, MISA has actively helped the MIS department streamline their various events and career fairs. At these events, MISA representatives were always present to assist with setup, check-in, routine tasks, and cleanup. Although it may not have been a MISA established event, MISA acts as a subset of the MIS department and therefore is consistently looking to accommodate the department in anyway that it can. (Participation: 35%)
XI. INVOLVEMENT CONTINUED…

B. Tucson Community Improvements

- **Eller College Make a Difference Day:** As part of the annual Eller College Make a Difference Day, MISA volunteered as group and helped to cleanup local schools. During our philanthropy, MISA was able to successfully clean the exterior of two schools; repainted streets, cleaned playgrounds of any garbage, and manicured foliage. Through our service, members were able to make a real difference in the Tucson community by helping out fellow students. (Participation: 15%)

C. Eller/UofA Event Participation

<table>
<thead>
<tr>
<th>Event</th>
<th>Member Participation (Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Arizona Club Showcase</td>
<td>5%</td>
</tr>
<tr>
<td>MIS Department Career Showcase</td>
<td>5%</td>
</tr>
<tr>
<td>Eller College Make A Difference Day</td>
<td>15%</td>
</tr>
</tbody>
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XII. FESO COMMENTS

A. **FESO Positives:** This year FESO was great about have constant and continuous communication with the organizations. Presidents were always reminded about important events or deadlines multiple times and someone was always available to answer questions if need be. I felt that FESO was much more transparent and engaged this year than in past years.

B. **Club Relationships:** To strengthen relationships between organizations, I think there should be President only meetings outside of the monthly FESO forums. These exclusive meetings for Presidents would allow clubs to talk amongst themselves and ultimately provide the opportunity for organizations to realize where they can benefit from each other. By understanding the needs of other clubs, relations could be established that are built around mutual objectives and goals, and ultimately leading to meaningful, working partnerships among organizations.

C. **Clubs and Eller Relationship:** It is important for Eller to understand that these clubs are just essentially an extension of the college itself, and vice versa. With this in mind, it is essential that Eller continues to work with organizations to make them feel as though they are an integral part of the community, and that the decisions that the clubs make have a wider effect than just on a single organization.

D. **Undergraduate Office Services:** As mentioned by many other organizations throughout the year, the only complaint regards room scheduling. If there was some pay for the Undergraduate office to act as a liaison or intermediary between Room and Course Scheduling and the Eller Clubs, organizations may find the whole process less frustrating. While there is no perfect solution to this problem, some steps must be taken to change the current process.
A. MISA T-Shirt: MISA will finally be getting an official club T-Shirt! Shirts will be arriving Friday, March 29th, but the final proof can be viewed below:
B. Calendar of Events:

First Semester Events:

- General Body Meeting- 8/30 @5
- Protiviti Networking Event- 9/5 @5
- Social/Happy Hour- 9/20 @5
- General Body Meeting- 10/4 @5
- Virtual Social Event- 10/11 @5
- Course Offerings w/ Neumann- 10/18 @5
- General Body Meeting- 11/1 @5
- General Body Meeting- 11/15 @5
- Semester End Happy Hour- 11/29 @5

Second Semester Events:

- General Body Meeting w/ eDestin Access- 1/28 @5
- General Body Meeting w/ Marshals Home For Men- 2/11 @5
- Video Committee Meeting- 2/14 @5
- Website Committee #1 Meeting- 2/18 @5
- Website Committee #2 Meeting- 2/21 @5
- General Body Meeting w/ Ernst & Young- 2/25 @5
- Video Committee Meeting- 3/4 @5
- Website Committee #1/2- 3/6 @5
- Social/Happy Hour- 3/7 @5