# EABC Meeting

## Agenda

<table>
<thead>
<tr>
<th>Date:</th>
<th>February 13, 2017</th>
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<tbody>
<tr>
<td>Time:</td>
<td>7:30 – 9:00</td>
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<tr>
<td>Facilitator:</td>
<td>Mary Texer</td>
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<tr>
<td>Location:</td>
<td>Room 2-250 Hanson Hall Conference Room</td>
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### Attendees

- Gedas Adomavicius – UMN
- Ben Amel
- Tim Boos - Medtronic
- Jessica Bottensek – Target
- Chris Bretoi – 3M
- Alex Carlon - Deloitte
- Shawn Curley – UMN
- Rob Kehr - Securian
- Pat Keran – Optum
- Kevin Kuhn – UMN & Optum
- Todd Loncorich – General Mills
- Mike Mcfarlane – Cargill
- Brent Murray - IBM
- Tim Olson - UMN
- Ken Reily - UMN
- Matt Schmidt – RBC
- Zachary Silverman – Sogeti Consulting
- Kate Siegrist - Lurie LLP
- Mary Texer – BlueCross of MN
- TBD – Club MIS

### Agenda and Minutes

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Who</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Meeting Start</td>
<td>Call the meeting to order at 7:30</td>
<td>Mary Texer</td>
<td>Kickoff</td>
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<tr>
<td>Update</td>
<td>• Welcome</td>
<td>Mary Texer</td>
<td>Update</td>
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<tr>
<td>IDSC Department Updates</td>
<td>• Business Analytics Minor Update</td>
<td>Shawn</td>
<td>Update</td>
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<td></td>
<td>• Staffing Update</td>
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<td>• MIS 50 Year Celebration</td>
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<td>• Any ah ha’s or surprises</td>
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<tr>
<td>Brief Committee Updates</td>
<td>• Discussion of 2016-17 Committees</td>
<td>Committee Chairs</td>
<td>Update</td>
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<td>o CoMIS – Tim Boos</td>
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<td>o Corporate Engagement -- Mike Mcfarlane</td>
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<td>o Curriculum – Matt Schmidt</td>
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<td>Asks for next year</td>
<td>• ???</td>
<td>All</td>
<td>Consideration</td>
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<td>Adjourn</td>
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### From the August Planning Session

**Goals:**
- Help to further establish structure to communications and planning activities.
- Help to further promote the competition externally to the Twin Cities community and competing campuses as well as internally within Carlson.
- Provide guidance to students in helping them execute an internationally renowned, MIS conference and case competition!

**Tim Boos**

**Information**

**CoMIS**
- Tim Boos
- Alex Carlon
- Pat Keran
- Ken Reily
- Mary Texer

**Corporate Engagement**
- Mike Mcfarlane
- Ben Amel
- Kevin Kuhn
- Todd Loncorich
- Kate Siegrist

**Priorities for school year 16-17:**
- Create a value proposition/marketing material that can be used to engage with company executives. Information will include things like MISRC, classroom, business analytics, network of resources for companies, Executive education, consulting, etc.
- Create a structured Go – to – Market plan for IDSc that has a 3-3 approach
- Inventory faculty on what companies are engaged with IDSC and how
- Implement the GO-TO-Market plan with a few companies to learn and improve and install culture within IDSC on what is needed from them to be successful

**Mike Mcfarlane**
**EABC Meeting**

**Curriculum**
- Matt Schmidt
- Jessica Bottensek
- Chris Bretoi
- Rob Kehr
- Brent Murray
- Tim Olson
- Zach Silverman

**Goals:**
- Review current curriculum for opportunities for currency, depth/breadth, experiential learning, and special topics.
  - Course on agile - feedback and recommendation to continue that course (ambiguity component).
  - IT trends work from 2015 (e.g., vendor management)
  - Experiential learning from 2015.
  - Course title renames.
- Increase EABC engagement with faculty, academic advisement, and career services with an industry focused lens.
  - Build off of course mappings from 2015.
  - Review mappings on analytics minor.
  - Corporate guest speakers.
  - Periodic meetings w/ career services & faculty for feedback.
  - Ambiguity discussion.
- Review prior bench-marking of peer Universities to determine if refresh is needed.
- Support Corporate Engagement Committee for any curriculum related needs.

**Next Meeting:**
May 15, 2017
7:30 to 9:00
Hanson Hall 2-250

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<tr>
<th>Action Items from Previous Meetings</th>
<th>Assigned to</th>
<th>Target Completion Date</th>
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