

Kent State University

Center for Information Systems

Enrollment Committee Report
For the 2011-2012 school year

Background

The Mission for CIS is:

The Center for Information Systems (CIS) combines IS professionals, Kent State faculty, and current students. The primary purpose is to ensure relevance of Kent State's Information Systems curricula. Student success and participation are rewarded through scholarships, facilitation of internships, venues for public speaking, and interaction with corporate members.

Purpose

The Enrollment Committee executes activities to grow the number of students declaring a major or minor in CIS at Kent State University's College of Business.

Enrollment Committee Members

KSU : Cathy Bakes (Co-chair)
Yvette Burke (Spring 2012)
Amelia Corrigan
Rebecca Harmon
Nicole Kotlan (Left committee in Spring 2012)
Kristin Williams (Fall 2011)

Business IT Representatives: Jay Buser (Co-chair; Ernst & Young)
William Eline (Parker Hannifin)
Barb Frahlich (Progressive)
Mark Mace (Rheinchemie)
Erika Sheeler (Goodyear)

Students: Sean Kilbourn
Dan Otter (Fall 2011)

Current Status of prior year's goals

The Enrollment Committee's goals for the 2011 – 2012 Academic Year (AY) as outlined in the prior year's annual report were:

#	Goal description	Status
1	Confirm and plan the Spring 2012 3 rd Annual IT & IS Career Expo	Complete
2	Update the student presentation; clarify main campus schedule and approach for regional campuses and local high schools	Complete
3	Continued distribution of lanyards (replenishing as appropriate)	Complete
4	Continue integration with the Computer Science major and establish	In-process

	alignment with other College of Business majors (e.g. Accounting) to increase growth and leverage synergies across the school	
5	Continue to report on CIS major / CIS minor enrollment numbers	Complete
6	Drive growth in MISA membership and student participation in MISA	Complete
7	Re-issue student survey to Dec 2011 and May 2012 graduates	Partially complete
8	Long-term goal – Creation of “Why CIS” video communications (webisodes?). Produce using KSU students – class project?)	On-hold
9	Continued promotion of CIS major into other avenues (Kent Stater, TV2, 89.7 WKSU)	Ongoing

As noted above, the Enrollment Committee had a successful year that built off the foundation set in previous years (as evidenced by the continued growth of the major).

Summary Highlights from the 2011 – 2012 Academic Year:

- Enrollment sub-committee membership
 - Certain changes were made to the committee membership. The committee had eleven members going into AY 2011 – 2012 and ended with ten members at the close of the year, with some changes due to graduation and change of responsibilities for KSU members.
- The committee met six times during the Academic Year.
 - A subset of the group met several times to plan and deliver the IT / IS Career Expo
- **3rd IT & IS Career Expo** – The expo was planned and took place on March 1, 2012.
 - Coordinated by Rebecca Harmon, with assistance by other committee members and KSU students
 - 130+ students attended and had an opportunity to network with 28+ business representatives from 11 companies around NEO. The room was setup by functional IT area, which allowed students to get a glimpse at possibilities of careers in IT.
 - Feedback has been received from participants and suggestions for further improvement will be incorporated into next year’s committee planning
 - Venue has received positive feedback (Student Center ballroom)
 - Attendance was noticeably lower than 2011. Marketing may be able to be enhanced. Additionally, the Committee should challenge if existing format of Expo is most appropriate, considering that many students may have been to 1 or more Expos.
 - Theme could potentially be refreshed, as some of the materials are showing some wear and tear.
 - Closer collaboration with business community will be key in 2013, to better align to their needs and thereby increase their participation.
- **Student presentations** - Ryan Conlon led presentations to underclass students to provide awareness of the CIS program.
 - Students were engaged and asked good questions

- Planning for next year should challenge the approach for delivering these presentations. Given that students are declaring majors earlier, need to challenge ongoing effectiveness (i.e., how many students switch majors following presentations) and determine if this is the most effective way.
- **Marketing of lanyards** – Lanyards continue to be well received and were handed out at a number of events this year, including the Expo, Tech Week events and the IT's for Girls program.
- **Integration with other KSU departments** - The academic year saw continued integration with the School of Digital Sciences and the College of Arts and Sciences CS program, including joint sponsorship of the Expo. Additionally, connections were made with the Accounting department to leverage synergies with their program and student organizations, including a planning / introductory meeting in Fall 2011 with the new Accounting Information Systems instructor.
- **Monitoring of enrollment** - Statistics on the number and percentage of current CIS majors and minors were monitored in the fall and spring and were presented at the CIS meeting on March 9, 2012. Feedback was received that suggested performing deeper analysis of the statistics may be beneficial to identify any trends now that we have multi-year data. The program has shown strong, continued growth, as evidenced in the below tables.

Progression of CIS majors and minors from Fall 2009 to Spring 2012

Semester	# of majors	% increase	Semester	# of minors	% increase
Fall 2009	51		Fall 2009	16	
Spring 2010	64	25%	Spring 2010	21	31%
Fall 2010	110	72%	Fall 2010	24	14%
Spring 2011	119	8%	Spring 2011	36	50%
Fall 2011	184	55%	Fall 2011	39	8%
Spring 2012	182	(1%)	Spring 2012	42	8%

1 year change +63 +53% 2 year change +6 +16%

- **2012 student survey** – Survey was re-launched to measure success of marketing and communication efforts, to provide MISA with feedback and to take the pulse of currently declared major and minor students. 70 student responses provided varied and helpful feedback and the results were discussed at the March CIS meeting
- **Marketing** – Various marketing efforts took place during year (expo, lanyards, presentations).
- **MISA growth** – MISA leadership has done a great job of promoting the organization. MISA achieved record enrollment during the year. Sean has done an excellent job of coaching his officers. Evan Loftus will be the next President of MISA. MISA has begun jointly sponsoring certain activities with ACM (Computer Science equivalent of MISA).
- **Tech week** – Additionally, the committee was involved in marketing / coordinating certain activities for Tech Week. The KSU student event, which included the Eaton CIO speaking to students, attracted 44 attendees.

Looking forward to the 2012-2013 Academic Year and beyond

The current year goals include but are not limited to the following:

1. Re-confirm enrollment committee membership and consider the size of committee compared to other CIS committees.
2. Confirm primary marketing approach for the year (i.e., Expo or other forum) and plan and execute the event.
3. Update the student presentation; determine approach for delivering presentation, given the acceleration of students declaring majors and execute on delivery.
4. Continued distribution of lanyards (replenishing as appropriate).
5. Continue integration with the Computer Science major and the School of Digital Sciences and establish alignment with other College of Business majors (e.g. Accounting) to increase growth and leverage synergies across the school.
6. Continue to report on CIS major / CIS minor enrollment numbers. Use multi-year data to identify and investigate trends that may be beneficial for the CIS program.
7. Sustain growth in MISA membership and student participation in MISA through continued alignment with MISA leadership.
8. Re-issue student and recent graduate survey.

Long-term goals beyond 2012-2013 Academic Year:

1. Creation of "Why CIS" video communications (webisodes?). Produce using KSU students – class project?)
2. Continued promotion of CIS major into other avenues (Kent Stater, TV2, 89.7 WKSU)

Measuring Success

Our measures of success are also important. For each goal we decide upon, we will measure our success against that goal. This process should keep us focused toward making changes and understanding the effect on the program.

Our ultimate goal for the CIS Enrollment Committee is to increase the number of students enrolled in the CIS major and minor, and secondarily to support the ongoing Vision of CIS:

The Center for Information Systems (CIS) will play an active and significant role in reviewing and updating the KSU IS curricula. The ultimate goal is to produce confident, intelligent, and well prepared IS graduates who are highly sought by a broad range of hiring organizations.

Summary

The CIS Enrollment Committee successfully accomplished a majority of its goals in the 2011-2012 academic year. Additional goals have been set for the 2012-2013 school year, and we will measure ourselves against these goals. The Enrollment Committee will continue to work on long-term strategic goals throughout the coming year, in alignment with the vision and mission of CIS.