ADVISORY BOARD MISSION AND VALUE PROPOSITION STATEMENT

The Information Systems (IS) Department is dedicated to developing and sustaining long-term relationships with members of the business community to ensure the ongoing relevance and vitality of our programs. The IS Department Advisory Board serves as a bridge between the business community and the Department, offering advice, collaboration and support to enhance the mission of the Department.

Mission and Objectives

The mission of the IS Department Advisory Board (ISAB) is to advise, assist and advocate for an effective partnership between the business community and the IS Department. This mission will be accomplished by:

a. Promoting the visibility of the department in the business community. ISAB members will serve as advocates for the programs, students, and faculty of the IS Department.

b. Providing guidance and advice to develop and continuously improve a relevant Information Systems curriculum.

c. Assisting in the identification and recruitment of the best and the brightest students to the IS Department.

d. Helping ensure that IS Department graduates have good professional opportunities available upon graduation.

e. Providing projects and service learning opportunities for graduate and undergraduate students.

f. Promoting and participating in the financial development efforts of the IS Department to help identify, improve and sustain funding sources.

g. Supporting ongoing faculty development. This includes enhancing the level and type of collaboration between IS Department faculty and the business community.

Value of Board Membership

The ISAB is a vital link between the business and academic communities. Advisory board members serve as visible, active participants within the higher education system. Board members enjoy a variety of benefits from service on the ISAB, including:

- Board Members have the opportunity to provide input on the curriculum and the future direction of Department programs.

- Board members have access to faculty research, helping share knowledge between the university and the business community.
University of Nevada, Reno
College of Business
Department of Information Systems

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- Board members have improved access to student interns, helping regional employers to meet the employment demands of a growing business community.

- Board membership provides the opportunity to maintain contacts with others interested in higher education and broaden the member’s network.

- Board membership will be actively promoted through information made available to local news agencies and through the department, college and university web sites.

- Board membership provides an opportunity to create a great learning and professional experience and provide impact within the community.

The following list describes several relevant topics for the Board:

**Curriculum:** assist in the identification of new courses, certificates, or other degree programs for the Department. Board members could share their subject matter expertise and help the Department develop and continuously refine an innovative, effective and relevant curriculum. Another area of emphasis would be the assessment of student learning outcomes. This also includes areas of course delivery, such as the expansion of web-based or online education, and/or international education opportunities.

**Visibility:** promote the programs, faculty, research and graduates of the Department. This includes helping define a strategy to raise recognition of the Department; delineating Department strengths that are of greatest value to the community; and recommending the best methods to enhance the visibility of the Department.

**Recruiting and Retention:** support the objective of the department, college and university to recruit and retain the best and brightest students to the Department. Members would assist with helping define an effective recruiting strategy; brainstorming methods to enhance retention; developing strategies aimed at the top students in the area; and serving as recruiters to targeted student populations. In addition to targeting the best and brightest students, the Department seeks to recruit a diverse student body that is representative of the population of our region.

**Fund-raising:** A key objective for the Department is to identify and establish ongoing funds to supplement state resources. This topic area focuses on such tasks as helping refine and enhance existing fund-raising strategies, identifying possible donors, and assisting college and department personnel in making contact with individuals in the business community.

**College-Community Collaboration:** identify opportunities for interactions between students, faculty and the business community. Help define and implement strategies for more effective collaboration, such as enhanced internships, consulting opportunities, research seminars, and/or conferences.