



Strategy Meeting

Friday, June 5, 2009

8:00 - 9:00	Arrival and Continental Breakfast	Cocanougher Center
9:00 - 9:15	Introductions and Meeting Format Discussion <i>Dr. George Fowler</i>	Room 185
9:15 - 9:45	CMIS Review <i>Dr. George Fowler</i>	Room 185
9:45 - 10:15	Welcome and Comments <i>Dr. Powell Robinson, Department Head</i>	Room 185
	<ul style="list-style-type: none"> • Department success and relationship to CMIS • <i>“Where do we want to be in 5 years?”</i> 	
10:15 - 10:30	Break	Outside Room 185
10:30 - 11:30	CMIS Mission, Vision and Value Proposition <i>Dr. Jon Jasperson</i>	Room 185
	<ul style="list-style-type: none"> • <i>“What is the value proposition for CMIS?”</i> <ul style="list-style-type: none"> ○ Industry benefit ○ Individual firm benefit • <i>“Where do we want to be in 5 years?”</i> • Value proposition breakout sessions to identify desired value adding activities (20-25 minutes) • Reconvene and report on group findings • Summarize and prioritize value proposition list 	(breakout rooms: 184, 185, 186, 187)
11:30 - 1:15	Lunch	Rudy’s BBQ – 540 Harvey Road
1:15 - 2:15	CMIS Strategies/Tactics for Delivering Value <i>Dr. Jon Jasperson</i>	Room 185
	<ul style="list-style-type: none"> • Assessment of current activities • Discuss alternatives to enhance targeted value proposition • Strategic 5-year plan 	
2:15 - 3:00	MIS Student Product: What is the Graduate of the Future? <i>Dr. Jon Jasperson</i>	Room 185
	<ul style="list-style-type: none"> • Competitive advantage for TAMU graduates • Knowledge base • Technical skill base • Managerial/leadership skill base • Communication • Undergraduate MIS versus MS-MIS 	
3:00 - 3:15	Wrap up <i>Dr. Jon Jasperson</i>	Room 185
	<ul style="list-style-type: none"> • Fall meeting dates: October 15 - 16 • Need case (Should we consider using Harvard Business case?) 	

- Dress is business *casual*