

# ITAM

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Central Washington University

## Information Technology and Administrative Management

Advisory Board Meeting Notes June 8, 2009

### Present:

ITAM faculty: David Rawlinson, Hideki Takei, Angela Unruh, Natalie Lupton, Mary Minor, Yvonne Alder, Chuck Wahle, Lori Braunstein, Christine Bernadas, Fen Wang, Bob Lupton, Laurie Stehle

### Advisory Board:

Aaron Scott, ConAgra/Lamb Weston	Max Banaker, Leviton Corp
Katelynn Platz, Parity Corp.	Julie Ittner, Renaissance Hotel
Jim Macaluso, Eddie Bauer	Curtis Lengfelder, PACCAR
Reed Layher, Nordstrom	Sandra Hicks, QBE The Americas

### Mission

Bob Lupton discussed the mission of this board to provide leadership, direction, and support with the constituencies the ITAM department serves. A sheet was distributed outlining the guiding roles, term of service, and meetings for the board.

### Overview of the ITAM Department and Programs

Bob explained how the department has evolved from being primarily Business Education / Marketing Education programs to the current Bachelor of Science (BS) program providing training for web/database management, network management, retail technology and management, and administrative management on the Ellensburg campus. He also discussed the Bachelor of Applied Science (BAS) degree, which has two specializations: Administrative Management and Information Technology. The BAS degree is available to students with any two-year technical degree at Des Moines, Lynnwood, or Everett CWU Center locations. New this next academic year, the BAS-ITAM/ADMG degree will be offered as a totally online program for students across the state.

### Trends in Industry

Sandra Hicks:

We see the need for application integration from database to web server – mapping from website to database.

Max Banaker:

In our industry, we need someone who can do cost analysis in order to decide to purchase hardware or software.

Aaron Scott:

The department provides a good base of knowledge for the students. We need "generalists". Continue upgrading the education as IT products are upgraded. Integrate Cisco routers and switches into Networking.

Katelynn Platz:

Being a generalist is important. Also knowing the specifics of network helped her. SQL knowledge is needed. Project Management helped her a lot in her position.

Julie Ittner:

Being an event coordinator, the soft skills learned in the ITAM department have been important.

Jim Macaluso:

The retail industry is dealing with recession in this economic climate. People we hire need to understand business needs and how to develop relationships with internal departments in the corporation. Vendor management and customer data management are two big areas of involvement.

Max Banaker:

In data centers, there is much emphasis in the design of the center. The cooling and heating design with energy conservation is important. Wireless technology and network security are important areas. The IT department is often asked to evaluate and make decisions on wiring.

Curtis Lengfelder:

System security, ITRM, and customer relationship management are important in their business. Business technology analysts or managers are new positions in the industry. They are the people that can talk with both computer support and management.

Sandra Hicks:

In her insurance industry, they want lots of information immediately. They need the information to be mobile, available to devices like Blackberry. It is important to be able to speak technologically and managerially. The capability of interactive meetings with distant offices is very important. They need to be able to communicate globally by video conference. Sharepoint is used. Their company prefers SQL Server. Having experience through an internship is important to graduates looking for work.

Reed Layher:

In the retail industry, the recession is the important topic. Managing inventory for profitability is paramount. Knowledge of the inventory system, salesmanship with internal customers, and effective communication techniques with internal customers are important qualities for applicants.

Lori Braunstein suggested that a speaker series once a quarter with Advisory board member participation would be valuable to the students. Perhaps a panel could discuss the qualities in applicants that employers want to hire.