

DAKOTA STATE UNIVERSITY

COLLEGE OF BUSINESS & INFORMATION SYSTEMS

2022 | A YEAR IN REVIEW



COLLEGE OF BUSINESS &
INFORMATION SYSTEMS

ANNUAL
NEWSLETTER



YEAR IN REVIEW

Volume 1 | Issue 1

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DAKOTA STATE
UNIVERSITY

GREETINGS FROM THE COLLEGE OF BIS

A Message from the Dean

The College of BIS is a vital part of Dakota State, contributing to the university's mission with technology-strong programs and innovative curricula.

New programs like Artificial Intelligence in Organizations are helping prepare our students to be on the cutting edge as they enter the workforce. Artificial Intelligence in Organizations will create graduates that will contribute to the ways that companies can embed AI into business processes to achieve meaningful value from their investments.

And courses like the upcoming blockchain class will teach students what the capabilities of blockchain technology are and how they can take advantage of it in the business industry.

Our dynamic business programs have also recently added program options in digital accounting, finance technology, and ethics in technology.

Data analytics remains an essential aspect of many of our majors, like Computer Information Systems and Health Informatics and Information Systems. Students in these fields are prepared to analyze data in a variety of ways for the betterment of their industries.

Outside the classroom, our fantastic faculty advise various student organizations such as Delta Mu Delta (DMD) Business Honor Society, advised by Dr. Deb Tech and Dr. Yenling Chang, the Collegiate Entrepreneurs Organization (CEO), advised by Dr. Michael Roach, and the Association for Information Systems (AIS) student chapter, advised by Dr. David Zeng and Andrew Behrens. DSU's Future Business Leaders of America (FBLA) collegiate chapter, advised by Dr. Dan Talley and Dr. Yenling Chang, received the SD Board of Regents award for Academic Excellence. Additionally, Dr. Chang received the Outstanding Local Chapter Advisor award at the FBLA National Conference in Chicago during the summer of 2022.

Throughout the year, these students compete in and assist with various competitions, such as the annual business plan competition for high school and college students, a financial investment competition for area high school students, and a new and upcoming data analytics competition.

We are excited to share the news of our past year with you and look forward to another year of excellence in the College of Business & Information Systems at DSU.



GO TROJANS!

Dr. Dorine Bennett

Dr. Dorine Bennett
Dean of the College of Business & Information Systems

Student News

DSU PBL Club finds success at nationals

In June 2022, four Dakota State University students competed at the Phi-Beta Lambda (PBL) National Leadership Conference (NLC) in Chicago.

PBL is affiliated with the Future Business Leaders of America-Phi Beta Lambda career and business student organization.

The students and advisors returned from the trip with several awards. Lucy Fods earned eighth place in marketing concepts, and Jacia Christiansen, '22 earned sixth place in management concepts and first place in accounting for professionals. Christiansen also received the Who's Who award. The award is given to one member who has made outstanding contributions to the club at the local, state, and national levels.

"This award means so much to me, especially receiving it in my fifth and final year of being a member," Christiansen said.

Success for DSU's PBL Club didn't end with the student awards; Dr. Yenling Chang was presented with the Outstanding Local Chapter Advisor award. This honors local advisors who have made outstanding contributions to the association at the local, state, and national levels.

"As a younger and newer advisor to the club, I am humbled before the experienced veteran advisors who have serviced the club for more than a decade," Chang said. With only five years in this position, "I was thrilled to be recognized as Outstanding Local Chapter Advisor."



Student Awards

- » Caleb Nielsen, '21 was honored as a Lowry Scholar.
 - That honor goes to a senior with a GPA of at least 3.5 who has demonstrated significant scholarly involvement and achievement in the major beyond the standards for a 3.5 GPA.
- » College student leaders
 - Mary Simmons, '21
 - Madelin Smith
- » Campus student leader award
 - Madelin Smith



Dr. Yenling Chang and Lucy Fods run the PBL Club booth during Trojan Fest.

Graduate Research Initiative grants for 2022-2023

- » Kalee Crandall, Ph.D. in Information Systems (PhDIS), with Dr. Cherie Noteboom, Advisor. “Influencing Student’s Career Choices: Parent’s Perceptions of Information Systems.”
- » Benjamin Hou, PhDIS, with Dr. Omar El-Gayar, Advisor. “Designing Knowledge Management Information System Architecture to Support Knowledge Intensive Aerial Surveying Projects.”
- » Badr Harfoush, PhDIS, with Dr. Omar El-Gayar, Advisor. “A Qualitative Analysis of the Critical Success Factors Associated with Business Intelligence Systems Implementation and Delivery.”
- » Ali Shaheen, PhDIS, with Dr. Omar El-Gayar, Advisor. “Deep learning in Agriculture at edge: An Exploration of Ensemble Models, Compression, and Hyper Parameter Tuning.”

Graduate Research Initiative grants for 2021-2022

- » “Mining Personality Traits of k-Influential Users in a Social Movement (#meetoo) on Twitter” (Bigyan Khanal, ‘18, PhDIS; Advisor Dr. Jun Liu).
- » “Understanding the Upper Echelons Communication Styles and its Impact on Organizational Performance: Mining Psycholinguistic Characteristics from Social Media” (Giridhar Reddy Bojja, ‘17, ‘22, PhDIS; Advisor Dr. Jun Liu).
- » “Understanding the Upper Echelons Communication Styles and its Impact on Organizational Performance: Mining Psycholinguistic Characteristics from Social Media” (Giridhar Reddy Bojja, ‘17, ‘22, PhDIS; Advisor Dr. Jun Liu).
- » “Towards a Performance-Explainability with Fairness Framework for Benchmarking ML Models” (Shuvro Chakrobartty Ph.D.IS; Advisor Drs. Omar El Gayar).
- » “Public Outlook Towards Pandemic Vaccination: Development of a Framework” (Kruttika Sutrave, ‘16, PhDIS; Advisor Dr. Jun Liu).



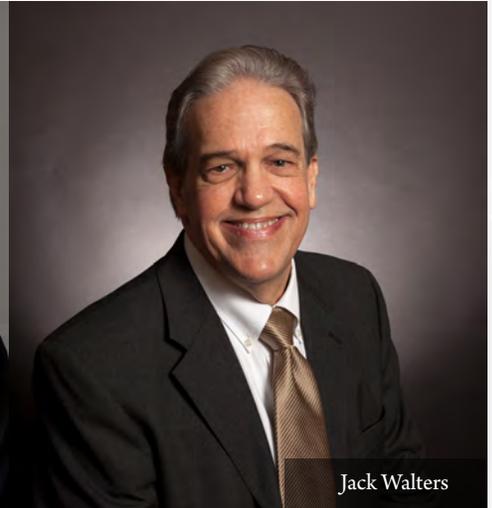
Faculty News

- » CAHIIM — Dr. Renae Spohn, '84 spoke at the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM) Online Fall Festival 2022 Summit on Higher Education in September. She shared her experience utilizing escape rooms for Health Information Management students for assessment, soft skills reinforcement, and recruitment.
- » 2022 SDSU Data Science Symposium — Dr. David Zeng of DSU's College of BIS served as the Chair of Tools for the Data Science session, as well as being an invited speaker.
- » SAIS — College of BIS faculty and students participated in the Southern Association for Information Systems (SAIS) 2022 Conference. DSU faculty member, Andy Behrens, '15, '18 presented a research paper that was co-authored by Dr. Cherie Noteboom, Dr. David Zeng, and Kaylee Crandall. The paper, titled "People, Process, and Technology in Clinical Decision Support Systems: A Meta-Analysis," earned the Best in Track award in the Health Information Systems track.
- » HIMAC — Dr. Renae Spohn, '84 was named as a member of the Health Information Management Accreditation Council. The national council evaluates HIM programs at the associate, baccalaureate, and master's degree levels and offers recommendations on accreditation to the CAHIIM Board of Directors.
- » VIPE — Renae Spohn, '84, Julie Wulf Plimpton, '92, '14 and Patti Brooks, '86, '08, '14, '15 and several students attended the Virtual Interprofessional Education (VIPE) event facilitated by Yale University. This unique virtual opportunity allowed students to participate with individuals from other programs across the world in a specially designed interactive, collaborative case studies designed to help students understand in real life scenarios people from different professions need to work together to manage complex problems.
- » Midwest Entrepreneurship Conference --Faculty advisor Dr. Michael Roach, and members of DSU's Collegiate Entrepreneurs Organization (CEO), attended the Midwest Entrepreneurship Conference in Omaha, Nebr. in April 2022.
- » Scrubs Camp — DSU hosted a Scrubs Camp in April 2022 with 32 accepted students in grades 9-12. The camp featured different speakers from Madison EMT, Madison Regional Health Hospital DSU HIM faculty, Lake Area Dental Careers, and DSU Exercise Science faculty.
- » [JA-in-a-Day](#) — The College of BIS developed a JA-in-a-Day experience for area middle school students to learn more about entrepreneurship, work readiness, and financial literacy through a program offered by Junior Achievement USA. There were 79 accepted 8th graders from Chester Area, Colman-Egan, Oldham-Ramona, and Rutland schools. Faculty and staff taught and facilitated the student teams in their work, and those people included Wendy Simmerman, Yen-Ling Chang, Michael Roach, Kelli Koepsell, Rose O'Brien, Patti Brooks, '86, '08, '14, '15 and Christine Souter.
- » [BIS faculty on Cyberology](#) — DSU's podcast, [Cyberology](#), airs monthly throughout the year. Here are a few recent episodes.
 - Dr. Jack Walters was the guest for an episode of Cyberology titled Artificial Intelligence – The societal and economic impacts.
 - Dr. Renae Spohn, '84 was on an episode of Cyberology titled Healthcare Information Technology, which discussed the digitization of health information.
 - Dr. Omar El-Gayar spoke on an episode of Cyberology titled Digital Transformation, explaining about growth in computing power, network connectivity, and how advances in algorithms have made it easier for companies, organizations, and individuals to leverage technology to improve processes and improve lives.

DSU students during a class.



Awards & Recognitions



Outstanding Alumni – Service to Alma Mater – Amy Crissinger '92

DSU Athletics Hall of Famer Amy Crissinger was a three-sport athlete at DSU, while she earned her business administration degree with a marketing specialization. She joined the staff at DSU shortly after she graduated in 1992, as an admissions counselor. By 1999 she was the Director of Admissions, and in 2011 she added the title of Associate Vice President for Enrollment Management. In 2021, she was named Vice President for Student Affairs and Enrollment Management, and in 2022 she celebrated 30 years of employment at DSU.

In her role as Vice President for Student Affairs and Enrollment Management, she is responsible for the recruitment and enrollment of undergraduates at DSU. She collaborates with academic and student affairs departments, as well as teams from marketing, athletics, and the DSU Foundation, to develop enrollment plans and implement a wide range of university strategic initiatives.

She and the Admissions team partner with online education, international programs, graduate programs, and Information Technology Systems to implement recruitment and enrollment software platforms and databases.

Outstanding Alumni – Professional Achievement – Tammy Miller '78, '87

Tammy Miller earned two degrees from Dakota State University, Office Management in 1978 and Business Administration in 1987. Throughout her career, she's been making an impact in the world of healthcare.

Tammy worked on the Madison Community Hospital Administration staff from 1978-1994. She then spent two years as CEO of the Dell Rapids Hospital, before joining Madison Regional Health System (MRHS) as CEO in 1996. In her decades-long career at the Madison hospitals, her service has been unparalleled, and with her leadership, MRHS continues to provide quality care and is recognized for its excellent service. She oversaw the hospital's move to a new 110,000-square-foot facility in October of 2015. For several years, MRHS has been named to the National Rural Health Association's list of Top 20 Critical Access Hospitals.

Dr. Jack Walters wins DeWayne Mork Award for Excellence in Service

This award is sponsored by DeLon Mork in honor of his father, DeWayne Mork. DeWayne was a Madison businessman, philanthropist, and community leader. Dr. Walters served as chair of the Equity, Diversity, and Inclusion Committee and Institutional Review Board and served as a member of the University Honors Committee and Graduate Council along with other committees throughout his time at DSU. He is active in his committee service, and he strongly encourages others to become involved.

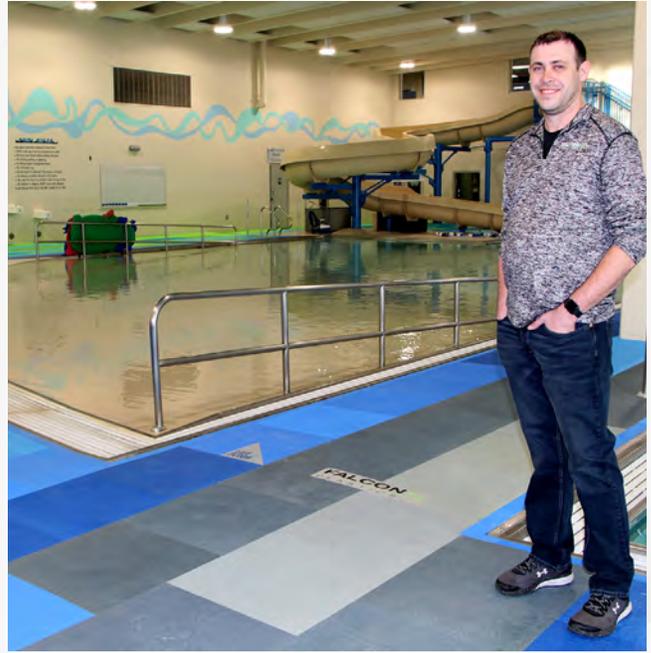


Alumni & Philanthropy



Student, athlete, and entrepreneur

Tyra Payne was not only a full-time student and a DSU athlete. While in school, she also started a new business, Adorned Acrylics. In an article with SiouxFalls.Business, she shared how studying as a DSU business marketing major has helped her as she continues to develop her business.



Community Center project

Alumnus Randy Morehouse's, '05 skills and resources benefitted the Madison Community Center. He is a 2005 graduate with a Bachelor of Business Administration degree and is now the Director of Operations at Falcon Plastics, overseeing the company's four manufacturing facilities. He was instrumental in a recent project to install LifeFloor tiles in the aquatics area of the Madison Community Center.



Business up-and-comer

Dakota State alumna Susie Ryks, '05 Vice President of Community Development for the Helpline Center, was named a SiouxFalls.Business Up-and-Comer. She was a business graduate with double majors in management and marketing (2001-2004) and completed an internship in marketing at Sanford Health in 2004.



Department & Program Updates

The College of Business uses classes, research projects, and events to provide students with the best education possible in their chosen field. Here are a few examples of the innovative learning opportunities available to our students.

AI business possibilities

Class projects help students open their eyes to artificial, or augmented, intelligence (AI) business possibilities. AI, and analytics as a whole, provides opportunities for businesses to operate more strategically by allowing them to utilize the massive amount of data they are storing, which is the big data aspect of business intelligence. DSU is working to teach students to learn, implement and evaluate models on data in the College of BIS computer information systems and artificial intelligence in organization majors.

CAHIT

Avera Health partnered with DSU to create educational flyers, videos, and social media content about various cybersecurity threats. This was an ideal project for the Madison Cyber Lab CAHIT, said director Dr. Patti Brooks. CAHIT is the Center for Advancement of Health Information Technology, which focuses on research, service, and industry/professional development in regard to health information. Initially, the Avera project was intended to create health care security awareness education materials for external customers, but it expanded to include materials for vendors and staff.

MBA program

In the MBA program of study, students can tailor to their needs with emphasis in information systems, data analytics, health information management or the sports leadership option. All specializations take 10 core courses to build business skills that would be expected of someone running a company or part of a larger enterprise. No matter where students plan to apply their MBA outcomes, the DSU program contributes to the development of soft skills such as communication, teamwork and leadership to help them be successful.



PBL Investment Game Challenge

The Investment Game Challenge is an event PBL hosts throughout the school year to encourage members and students to learn about the stock market. Each participant starts with \$100,000 of virtual money to invest in the stock market. They reward bi-weekly prizes at each member meeting throughout the school year. At the end of the game, major prizes are awarded in three categories: highest Sharpe ratio, most trades, and biggest losses.

Digital transformation

Dr. Omar El-Gayar explained digital transformation and how technology is changing the way things are done. He highlighted programs available through the College of BIS related to artificial intelligence in organizations, computer information systems, project management and analytics.

Preparing students to work with disruptive technologies

Dr. Deb Tech teaches disruptive technologies in her marketing technology course. Throughout the class, students examine the Internet of Things, artificial intelligence, blockchain technology, and augmented and virtual reality. Studying these topics helps prepare students to look at upcoming trends and prepare business and marketing plans that adapt to these new technologies, Tech said.



2022 DSU Entrepreneurs Day

The second annual Entrepreneurs Day was on March 25, 2022. The event included three guest speakers (Jarod Keene, '19, '21 Kory VanSykle, Mike Vetter '08), business plan pitch competitions, and a student business expo. There were several participants in both the high school and the collegiate competitions. With sponsorship from the Lake Area Improvement Corporation (LAIC) and First Bank & Trust, prizes of \$1000, \$500, and \$250 were awarded in each division. First place winner in the high school division was Olivia Grinager and her group from Rapid City Christian; the collegiate first place winner was Kaleb Roth from the South Dakota School of Mines and Technology.

Passport to Adulthood

Dr. Michael Roach shared a presentation on how to start a business as part of the summer program Passport to Adulthood, featuring virtual and in-person career workshops for attendees ages 14-24.

DSU to offer new blockchain class this spring

Dakota State University is offering a new course this semester that will look at blockchain from technology, finance, and marketing/management perspectives. "Students from a business perspective need to know what the capabilities are of this technology and how they can take advantage of it," Dr. Deb Tech said. She, Dr. Yenling Chang, and Bailey Belisario, '20, '21 will teach the course to provide different perspectives and focus.

Supply chain graduate certificate now available at Dakota State

Over the past few years, supply chain disruption frequently has been in the news, largely impacted by the COVID-19 pandemic. Seeing an industry need, Dakota State University has added a supply chain management graduate certificate. "Unfortunately, with the pandemic, supply chain disruption has created an urgent need to respond to changing circumstances," said Dr. Daniel Talley, Professor and MBA Graduate Program Coordinator.

DSU Gardening Club plants a giving garden

The College of BIS's Program Assistant II, Shannon Vostad, and faculty member, Dr. Wendy Simmermon, worked with DSU's Cooking and Garden Club to secure a community garden lot in the Madison Community Garden program. The club planted and harvested potatoes, which they donated this fall.

DSU adds Digital Accounting programs

The College of BIS now offers a certificate, minor, and associate degree in digital accounting, which is accounting that takes place through an electronic format. The new programs at Dakota State will prepare students to complete accounting practices through software systems such as QuickBooks Online. Becoming proficient in and understanding basic accounting will help students personally as well as professionally.

"It gives people options and makes sure they know what the consequences of their choices are," said Instructor Wendy Simmermon. "It educates people in better decision-making."

Majors/Programs

Bachelor

[Artificial Intelligence in Organizations \(BS\)](#)
[Business \(BBA\)](#)
 [Business: Accounting \(BBA\)](#)
 [Business: Business Technology \(BBA\)](#)
 [Business: Finance \(BBA\)](#)
 [Business: Management \(BBA\)](#)
 [Business: Marketing \(BBA\)](#)
[Business Education \(BSE\)](#)
[Computer Education \(BSE\)](#)
[Computer Information Systems \(BS\)](#)
 [CIS: Application Development](#)
 [CIS: Business Analytics](#)
 [CIS: Project Management](#)
[Health Informatics and Information Management \(BS\)](#)
[Professional Accountancy \(BS\)](#)

Associate

[Business Analytics \(AS\)](#)
[Business Management \(AS\)](#)
[Digital Accounting \(AS\)](#)
[Health Informatics and Information Management \(AS\)](#)
[Project Management \(AS\)](#)
[Web Development \(AS\)](#)

Certificates

[Data Analytics Certificate](#)
[Digital Accounting Certificate](#)
[Ethics in Technology Certificate](#)
[Health Care Coding Certificate](#)
[Health Information Specialist Certificate](#)
[Information Technology Management Certificate](#)
[Project Management Certificate](#)
[Technology Database Management Systems Certificate](#)
[Web Application Development Certificate](#)

Doctoral

[Doctor of Philosophy in Information Systems \(PhDIS\)](#)

Master

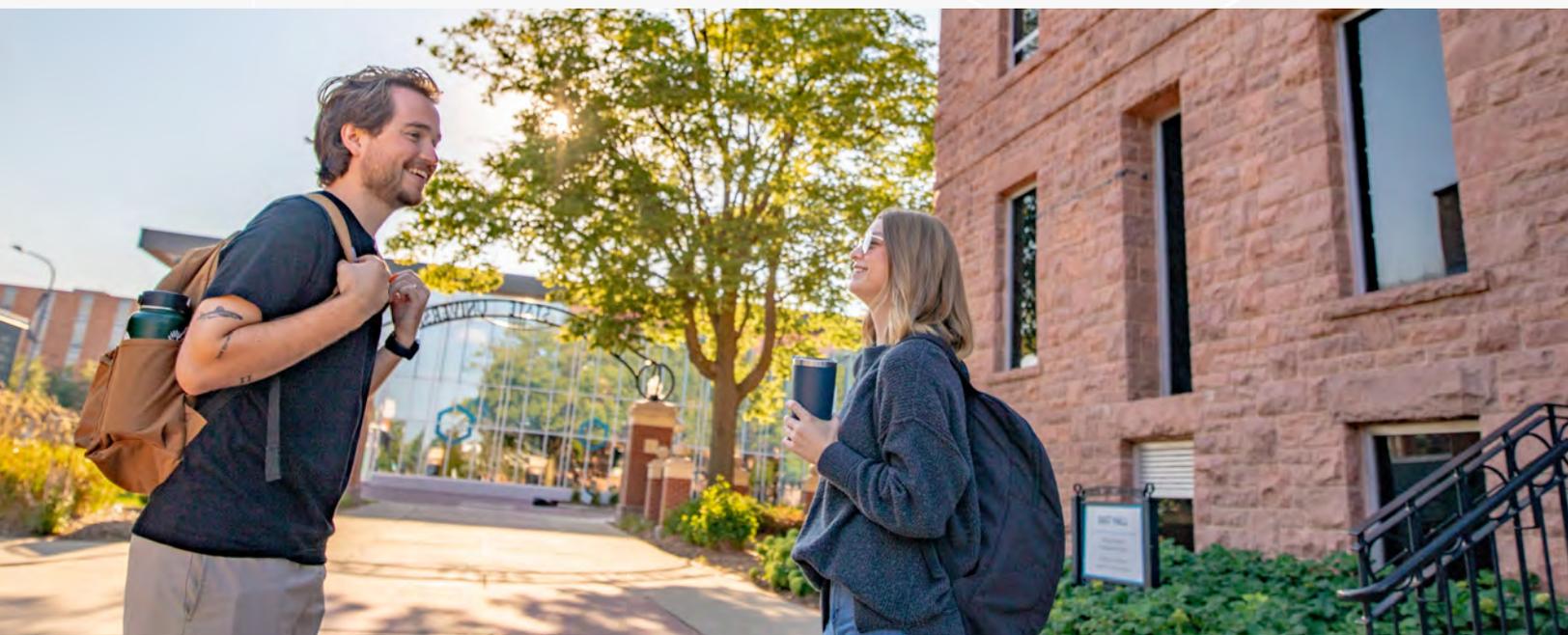
[Master of Business Administration \(MBA\)](#)
[Master of Science in Analytics \(MSA\)](#)
[Master of Science in Health Informatics and Information Management \(MSHIIM\)](#)
[Master of Science in Information Systems \(MSIS\)](#)

Graduate Certificates

[Business Analytics Graduate Certificate](#)
[Health Care Data Analytics Graduate Certificate](#)
[Information Technology Graduate Certificate](#)
[Supply Chain Management Certificate](#)

Minors

[Business Administration Minor](#)
[Business Education Minor](#)
[Computer Education Minor](#)
[Computer Information Systems Minor](#)
[Digital Accounting Minor](#)
[Entrepreneurial Studies Minor](#)
[Finance Technology Minor](#)
[Health Information Management Minor](#)
[International Business Minor](#)
[Marketing Minor](#)
[Marketing Education Minor](#)
[Project Management Minor](#)
[Web Development Minor](#)



By the Numbers

457

total enrollment



40

SD counties

26

countries

41

states

100

student athletes
in 15 sports

AVERAGE
ACT SCORE

20.36

PLACEMENT RATE

98%

undergraduate students

100%

graduate students

20/3

faculty/adjuncts

4
Staff

5 + 12 GAs
student employees



Ongoing
research programs
(MadLabs, COE, etc)

Accreditation Information

Dakota State University is accredited by the Higher Learning Commission (HLC).

Accreditation Council for Business Schools and Programs (ACBSP)

DSU's undergraduate and graduate business programs are accredited by ACBSP. The ACBSP is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The mission of the ACBSP is to establish, promote and recognize educational standards that contribute to the continuous improvement of business education and, through the process of accreditation, to recognize business schools and programs that adhere to these standards.

Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM)



DSU's Health Information Management programs are accredited by CAHIIM. CAHIIM is an independent accrediting organization whose mission is to serve the public interest by establishing and enforcing quality Accreditation Standards for Health Informatics and Health Information Management (HIM) educational programs.

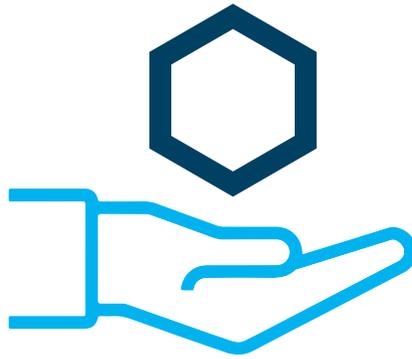
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