Corporate Meeting 10/07/2019

- **Speed Networking** with corporate recruiters, similar to speed dating

Supply Chain Data Analytics Course- Daniel Wilson, Jan Zantinga
- Research showed a need for analyzing data in supply chain
- Course description
  - Practical experience to allow students to hit the ground running with a full time position
  - How to analyze and evaluate large data sets
- Started with a proof of concept with one student, Daniel Wilson.
- Topics and student feedback
  - Overview and hands on of ERP systems.
  - SQL database queries
  - Design of data heavy presentations
  - Tableau
  - Sonar software
    - Provided for by FreightWaves
  - Modeling, programming and optimization in Excel
    - Coming out of the class, students will be familiar with VLOOKUP tables, pivot tables and other advanced Microsoft skills
- Overview of Excel functionality more in depth than typical supply chain classes
- How to create a story based on what the data is telling you
- Class itself is very technical and hands-on. Almost like a lab.
- The data analysis not only affirms hunches but also allows us to find new problems
- Question setups
  - Data is given to students
  - Professor guides students in a direction
  - Students themselves will present each part of the data and find problem statements through their own analysis
- Will be ready starting January 2020

Diversity and Inclusion- Ebony Howell (Director of Organizational Dev at Huber)

- Evolution of D&I (diversity and inclusion) from the 60s to today has been massive
  - Evolved by seeing how D&I gives an advantage to organizations
- Diversity - a collection of different backgrounds or experiences. **Broader perspective**
- Inclusion is what happens when diversity is full leveraged for business success.
- Diversity without inclusion is not enough
- Diversity should not be ignored
  - Hold ourselves to a standard and start there
  - Principles must be set
  - Understand your own personal standards
- Model to fix personal bias
  - **P**ay attention
  - **A**cknowledge assumptions
  - **U**nderstand your perspective
  - **S**eek different perspectives
  - **E**xamines options and decisions
- Stroop Test
  - Example used: different colored text of color words
  - Automatic part of the brain often takes over, we need to try to use the deliberate part of the brain
  - How do we rewire ourselves, slow down
- Two main sources for unconscious bias
  - Harvard Univ Implicit Bias test, Dr.Mahzarin Binaji
  - Cook Ross Pause Model - Howard Ross

Keynote Presentation - Lincoln Duff (Director of Benchmark Services, FreightWaves)

- Freighwaves is like a combination of ESPN and Bloomberg
  - First streaming network dedicated to freight
- SONAR is data analytics tool to show supply chain trends
  - Tenders are one of the main topics tracked, rejection trends and volumes
- Trucking is the major industry in logistics
- Automotive revolution will be highly disruptive and innovational
- Global mobility market
  - Massive growth
  - Will save lives through automation, preventing more accidents
- Amazon's new program will be a major player
  - Makes brokers and carriers nervous

- Freight tech has exploded over the past few years
- Numerous companies are moving towards automated vehicles for travel and transportation

Discussion and Q&A

- Work more together for more content, offer opportunity for project management between different companies in the groups.
- Use the board's information and influence to continue to impact our curriculum and create new ideas and courses.
  - Build more critical thinking skills
- Reverse mentor program. Students can educate the corporate members on what we are currently learning and keep them up to date.
- More engagement between students and corporate members. Getting notice to supply chain students in general.
  - Ease of access for resumes online
  - Corporate visits and employee shadowing
- Problem solving is important. Make sure students have the technical skills and decision solving capabilities.
- Videotaping and recording presentations to put on our website. More people can have access to the materials and content from board meetings.
  - Working to have more exposure would be very helpful to influence younger students
- Having other ways for corporate members to influence courses.
  - Corporate members can discuss relevant topics and use those to be implemented into case studies.
  - Faster real-time updates to the current industry trends.
- How can we better prepare students and instructors for these new trends in supply chain.
  - Giving board members information on what technologies are we working with
- More communication between the corporate meetings.
  - Corporate members can communicate more with the board through various methods.
- More student faces
- Capstone projects. Semester long projects, have students work with senior leaders.
- Align student and corporate member interests and making sure we work on them if they are not aligned.
- More outside events, guest lectures, etc.