**Report on the November 2011 Sessions for the**

**Making Statistics More Effective in Schools of Business**

**DSI Special Interest Group**

A total of seven regular sessions were organized specifically for the Making Statistics More Effective in Schools of Business, MSMESB, Special Interest Group. Also the 8 AM Sunday plenary speaker, Dean Oliver, emphasized application of statistics in the business of professional sports and it was well attended by individuals who attended other MSMESB sessions, but no exact count was obtained. Our regular sessions continued to be well attended this year as they have in the past even though the room for the sessions was not easy to find in an out-of-the-way area on the fifth floor and the MSMESB sessions were spread over three days rather than being concentrated in succeeding sessions on Sunday and Monday as they have been in the past. The best attended session this year and last year was a session featuring practicing professionals in the analytics arena. Attendance at each session was good even when there were some competing sessions with similar focus that undoubtedly pulled away some attendees, such as our two sessions at 9:30 on Sunday, a session at 10 AM on Monday with three paper authors with MSMESB affiliation, and at 1:30 Monday there was a session on Corporate Social Responsibility at the same time as our session on Introducing Social Responsibility/Financial Concepts into Business Statistics and also a session with two papers on teaching statistics. These MSMESB sessions with clearly competing sessions were the least attended among our sessions. The Enhanced Methods for Teaching Statistics session consisted of unsolicited contributions to the track. The other sessions were organized by Bob Andrews, Kellie Keeling, Keith Ord or John McKenzie. This method of proposing a topic and inviting participants has worked well for MSMESB sessions for several years.

As we look to the future, the Southeast Region of DSI will again have a series of MSMESB sessions at its 2012 meeting as it did in 2011. Plans have begun for the MSMESB DSI Special Interest Group sessions for the 2012 DSI meeting in San Francisco and initial conversations have been held with Binshan Lin of the Decision Making and Problem Solving track about coordinating MSMESB sessions with those in his track. We anticipate having another set of engaging MSMESB SIG sessions for 2012.

**MSMESB regular session attendance for the 2011 DSI meeting.**

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| **Time** | **Attendees** | **Session Title** |
| 4 Sat | **26** | Changing Perception of the Intro Bus Statistics Course |
| 9:30 Sun | **18** | One-on-One with Dean Oliver |
| 9:30 Sun | **20** | Enhanced Methods for Teaching Statistics |
| 1:30 Sun | **48** | Analytics in Practice: What Academics Need to Know |
| 3:30 Sun | **23** | Moving from Sage on Stage to Guide on Side |
| 10 Mon | **20** | Improving the Status of Statistics in B-Schools |
| 1:30 Mon | **12** | Introducing Social Responsibility/Financial Concepts into Business Statistics |