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

**DSI Specific Interest Group Report, November 2014**

At the 2014 DSI meeting in Tampa, a total of 8 sessions were organized for the Making Statistics More Effective in Schools of Business (MSMESB) Specific Interest Group (SIG). The average attendance for the 8 sessions was 26.6. Attendance by session is recorded below. We were pleased to have the same room for all of our sessions and our numbers after the first three sessions clearly justified giving us a large room.

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| **Attendees** | | **Time** | **Title** |
| **13** | **Sat, 8:30**am | | Impact of New MAA and ASA Statistics Guidelines on the Undergraduate Business Curriculum |
| **15** | **Sat, 10:30**am | | Using Technology to Provide Better Instruction |
| **17** | **Sat, 1:00**pm | | Tips for & Experiences with Improving the Learning Experience in & Teaching of Introductory Business Statistics |
| **25** | **Sat, 3:0**0pm | | Software Oriented Advice for Analytics from Practicing Professionals |
| **30** | **Sat, 4:30**pm | | Educational Issues around Preparing Students for Analytics, Big Data and Data Science |
| **41** | **Sun, 8:30**am | | Building a Business Analytics Program |
| **48** | **Sun, 3:00**pm | | Providing Analytics Skills to Give Students a Competitive Edge in Business |
| **24** | **Mon, 3:00**pm | | Business Statistics Education: An Interactive Audience Participatory Unsession |
| **26.625** | Average Attendance per session | | |

A MSMESB SIG business/caucus meeting was held at 4:30 PM on Monday after all of our other sessions. Twelve members attended. We took the opportunity to have each person to introduce themselves and tell of their experience and interest in the MSMESB SIG. We recognized John McKenzie during the last session on Sunday for all of the effort he has put into bringing the MSMESB sessions to DSI after the cessation of holding stand-alone meetings. Several people attested to John’s contributions during their time of participating in MSMESB sessions.

We followed with a discussion of what we should do as we move forward. Bob Andrews and Kellie Keeling agreed to serve again as MSMESB co-chairs for DSI 2015. Linda Boardman, David Levine and Bob McQuaid agreed to assist with program development and be part of the program committee. It is often important to have titles for positions when claiming the activity for service contributions. The group asked Bob McQuaid to become the DSI MSMESB SIG Web Analytics Director and Milo Schield to be the DSI MSMESB SIG Web Analytics Associate Director. Bob Andrews will post the PowerPoint slides from the 2014 sessions on the website he has created for MSMESB. He will also enter e-mail addresses of those who signed in at this year’s meeting and send out an e-mail to let people know when everything gets posted to the website.

Everyone agreed that it was good to have this website but that it would be much better if this information is on the DSI website. We also discussed what other things could be put on a website that would provide value to our group and to help Make Statistics More Effective in Schools of Business.

Below is a summary of main points about information that would be of value on a DSI website for the MSMESB SIG:

* Have guidance/advice for teaching different topics that are in the typical introductory business statistics class.
* Have data sets and associated cases that can be used in the typical introductory business statistics class.
* Have a way for people to sign up to be on a MSMESB listserv.
* Provide links to other sources, such as the **C**onsortium for the **A**dvancement of **U**ndergraduate **S**tatistics **E**ducation website, https://www.causeweb.org/.

Bob Andrews & Kellie Keeling will organize a series of MSMESB sessions for February 26 & 27, 2015 to be held in conjunction with the meeting of the Southeast Region of DSI in Savannah, GA.