Title | Storification, Social Media & Salesforce: Business Systems Lab Engagement for the iGeneration

Abstract (Insert a 200 word abstract)

Get a hands-on introduction to how we engage non-technical iGen students on their own terms, leveraging their social media sensibilities and their appetite for “storification” in an innovation-centric business systems lab series built on Salesforce.com’s cloud-based platform, Force.com. Like traditional labs, these are designed to supplement conceptual systems content with self-driven discovery. But in a departure designed to resonate with post-millennials, the exercises are cast as blog entries, posted by a fictional student peer. Through the blog, the main character relates the story of her chance involvement in a Silicon Valley startup and invites readers to follow along as she develops a basic business system to support their venture capital funding search. Over the story arc, students uncover both the “how’s” and the “why’s” as they create a simple mobile app, develop and embellish a basic data model, customize views, reports and dashboards, experiment with data validation, explore CRM features, implement business rules and apply process automation in just six 75-minute sessions. Unlimited free lifetime accounts with browser-based access and Salesforce’s “clicks not code” approach make Force.com a zero-cost, device/platform-independent solution for easy-to-administer exercises that integrate painlessly into systems curricula. Subjective feedback confirms student engagement, enthusiasm and self-efficacy.

Duration | ( ) 9.00 am to 10.30 am
( X ) 11.00 am to 12.30 pm

Workshop leader(s) information

Name: Timothy R Hill
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Speakers’ background, description of workshop, and envisioned activities during the workshop

Timothy R. Hill, chair of the Management Information Systems department at San Jose State University, has taught, published and served the IS academic community in various capacities for nearly 30 years with articles appearing in Management Science, CAIS, Information Systems Frontiers, Electronic Markets and others. He has chaired and co-chaired various AMCIS mini-tracks and panel discussions as well as the 2009 doctoral consortium and the forthcoming 2016 MIS Camp.
The proposed workshop is envisioned as an opportunity for IS faculty to explore an innovative approach to providing hands-on IS lab experiences that use social media, “storification” and Salesforce’s free Force.com platform to engage today’s students with today’s technology. After a brief introduction to the development and use of the labs at SJSU (20 min), participants will be led through a specially designed lab exercise to try it out for themselves, using their own laptops and smart phones/tablets (60 min). After a summary wrap-up, reflection and Q&A (10 min), participants will walk away with a mobile app of their own creation in their pockets and a realization that their students can get the same gratifying experience (and more) with minimal preparation, infrastructure and hassle, all at zero cost, using our approach.

**Special requirements**

Regular equipment includes a projector and a screen. Microphones can be made available based on the size of the room and the number of attendees.

**IMPORTANT**: Presenters are required to provide their own computers. Internet will be provided in the meeting rooms.

A flipchart can be made available if needed.

Do you need a flipchart? ( ) Yes ( X ) No

**Audience/Participants** (Insert a description of likely participants)

Likely participants include faculty teaching IS courses, particularly the Introduction to Business Systems course commonly mounted within the core Business curriculum at both the undergraduate and graduate levels.

Please indicate maximum number of participants: __60__

**Are Audience/Participants required to bring laptop or other devices?**

_____X____ (Yes) _________ (No)

If Yes, please list what they must bring?

To get the most out of the workshop, participants should bring a laptop and a mobile device, eg. a smart phone or tablet.

**Please indicate your preferred workshop room setup:**

(X) Rounds (i.e., roundtables)
( ) Classroom (i.e., rows of seats with tables for writing)
( ) Theater (rows of seats without tables or desks for writing)
( ) Other
( ) Special instructions: ________________________________