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MSMESB: What Next?

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Major Opportunities and Major Problems for MSMESB

- There aren't enough people here.
 - The people who really need to be here aren't.
- Going home, these messages don't get delivered effectively.
 - Our colleagues wonder why we're doing this.
- Do people think differently about statistics?
 - Are we talking about the same things as in 1986?

Love and Hildebrand (2002): “Looking To The Future”

- **Integration** – making statistics more influential in business and in the B-school
- **Statistics in Action** – action learning, team teaching, consulting and recruiting
- **New Opportunities** – data mining, six sigma, problem-solving strategies

Missed Opportunities for Statistics in Business Schools

- How are we solving business problems?
- We're not making enough headway...
 - **Content** of courses
 - **Computer** integration
 - Use of **real data**
- **Getting a Foothold**: failing to take ownership of Quality / Data Mining?

Lack of Course “Ownership” for Business Statistics

- Perception of statistics
- Lots of **bad history** for statistics courses
- Legions of **part-timers**/non-specialists
- Lack of faculty recognition – misaligned reward systems

Statistics Has No Champion

- Statisticians need to promote statistics
 - To colleagues
 - To the business community
 - To students
 - To recruiters
- We have little data to push forward, and we don't do anecdotes very well.

How Do We Push Forward?

Opportunities

- Action Learning
- Data Mining
- Six Sigma / Quality
- Recruiters' Desires
- Student Needs
- Internal and external demands for data are rising?

Problems

- Promotion of statistics
 - Statistics isn't "sexy"
 - Statistics seems irrelevant
- Data on effective practices hard to get
- Perception as "service"
- Lack of "ownership"
- Misaligned rewards structures

Two Closing Questions

1. Who, specifically, should be attending MSMESB conferences but isn't?
 - How can we get them involved?
2. Do we have more to say now than we did in the first few MSMESB conferences?
 - Should we be focused on a strategy that gets the old messages out?
 - Or is there a new message we need to send?