

MBAA 2005: Student Forum

Agenda

- Introduction of team
- Overall goals
- Key strategies
- Achievements to date
- Presentations by VPs
- Feedback and questions

2004/05 MBAA Team

- Eva Ros, VP of Academics
- Margaret Rhee, VP of Admissions
- Moh Palizi, VP of Alumni
- Ronnie Chapman, VP of Careers
- Jovan Sankar, VP of Clubs
- Emily Harrold, VP of Communications
- Marcy Lynn, VP of Community Service
- Fernando Lopez, VP of Diversity
- Jen Huang, VP of Finance
- Ariel Sommer, VP of International
- Tom Skapars, VP of Social
- Jordan Breckenridge, VP of Technology

Overall goals

- Unity
- Continuity and momentum
- Outreach

Key strategies

- Sustainable, action-focused solutions
- High level of collaboration with all Haas stakeholders
- Extensive external and internal communication
- Professionalism

Achievements to date

- Revival of HaasWeek newspaper
- Cooperation with CSO on issues related to international students
- Restructuring of clubs system
- Revitalization of Dean's speaker series
- Initiation of first-year/second-year mentorship program
- Kick-off of faculty/student lunch program

Margaret Rhee, VP Admissions

- Responsibilities:
 - Liaison between MBAA and Admissions Office
 - Represent student body to prospective students
 - Administer variety of Admissions-focused projects
- Goals:
 - While continuing to highlight our unique culture, increase positive communication on the other aspects of our MBA program (academics, professors, career services, alumni)
 - Support efforts to increase applications from (and matriculation of) minority groups
 - Improve processes and effects of recurring Admissions projects (Phone-A-Thons, Pack Your Haas, etc)

Accomplishments

- Business Week B-School Forums: First Year Haas Student Taking Questions
 - ~50 postings last semester
- “Phone-A-Thon” Affinity Calling
- “Pack Your Haas” over Spring Break
- “Days At Haas”
 - Centers of Excellence with top professors
 - Top professors for Case Studies (all Cheit award winners)
 - Pre-receptions for diversity groups
- Others Accomplishments
 - **Mentorship Program for Deposited First Years (Moh Palizi, VP Alumni)**
 - **Career Service Appointments for Admitted Students (Admissions)**

Goals & Strategies

- Goals:
 - While continuing to highlight our unique culture, increase positive communication on the other aspects of our MBA program (academics, professors, career services, alumni)
 - Support efforts to increase applications from (and matriculation of) minority groups
 - Improve processes and effects of recurring Admissions projects (Phone-A-Thons, Pack Your Haas, etc)
- Strategy:
 - Continue BW B-School Forums and evaluate other channels
 - Great execution of first MBA Workshop for LGBTs and continuing Women and Diversity Workshops
 - Prepare tools for informal Haas Information Sessions over Winter Break
 - Evaluate last semester's projects and suggest improvements

Eva Ros, VP Academics

Student representative with the Faculty and Administration

Spring 2005 accomplishments:

- Cheit Teaching & GSI awards
- Student voice with MBA Program Office (Dan, Julia and Andy)
- Liaison with the MBA Program Committee
- Honor Code discussion started
- Bidding / course feedback collection (w/ Jordan)
- End of semester meeting with Faculty to discuss best practices in the Core
- End of semester student Academics Forum with Julia & Dan

Goals & Strategies

- Honor Code committee, development
- Bidding / course feedback collection
- Faculty/Student lunch program
 - Revival between 1st years and core professors
 - Expansion to 2nd years and elective professors

Jovan Sankar, VP Clubs

Responsibilities:

- Liaison between clubs, the MBAA & administration
- Coordinator of student clubs at a broad level – assisting club leaders with funding, logistics of event planning, & other types of support
- Responsible for developing strategic direction of club activities, such as target number of clubs, role of clubs at Haas
- Responsible for ensuring continuity in club activities & structure between years
- Responsible for marketing club activities at a broad level, as part of the Haas “package”

Accomplishments, Goals & Strategies

- **Successful Club Fair – September 2005**

Future:

- **Refine & publish policies for starting new clubs or reviving old clubs;**
- **Establish policies for establishing special interest groups versus official MBAA clubs;**
- **Review & enforce policies concerning minimum club requirements;**
- **Organize mini club leaders summit Fall 2005;**
- **Commence planning of Spring 2006 club leaders summit;**
- **Establish time-line for club elections & work with club leaders to ensure smooth transition process;**
- **Oversee cleaning/renovation of Club Room**

Marcy Scott Lynn, VP Community

Responsibilities

- The VP Community strives to create opportunities for Haas students and partners to positively impact the larger community during their time at Haas.
- The VP Community works closely with C4C, serving as an active board member to ensure that our volunteering and fundraising efforts are, where possible, coordinated.

- **Specific activities include:**

FALL

- Organize O-Week Community Impact Day
- Coordinate “Food Fight” (annual food drive)
- Create and publicize volunteer opportunities

SPRING

- Create and publicize volunteer opportunities
- Organize Haas for Students fundraising campaign
- Collect Haas for Students applications; choose grant recipients
- Coordinate Haas Community Fellows program

Accomplishments

- Publicized volunteer opportunities with C4C and other organizations
- Coordinated the Haas Community Fellows program
- Raised \$12,300 for Haas for Students
- Selected Haas for Students grant recipients
- Organized Class of 2007 O-Week Community Impact day

Goals & Strategies

- Disaster Relief fundraiser (October 21)
- Haas Community Fellows
- Increased access to volunteer opportunities
- Increased participation in Food Fight 05
- Smooth MBAA - VP Community transition

Moh Palizi, VP Alumni

Responsibilities

- Key liaison between the Haas alumni, the Haas Alumni Office, and the MBA student body
- Evaluate ways to increase the quality and quantity of alumni interaction with MBA students.
- Management of the Haas Mentorship Program. Long term plan to roll this program out to include Alumni Mentors as well.
- Market selected Alumni Office events to the MBA student body to ensure strong student participation
- Assist in securing alumni participation in student-run events, leveraging the Alumni Office as needed

Accomplishments

- Creation and implementation of Haas Mentorship Program
 - Recruited 50% of the Class of '06 to serve as a mentors to the entire incoming class of '07
- Aided in the coordination and promotion of the Menlo Park Alumni Event
- Supported numerous clubs in the solicitation of alumni speakers and panels

Goals & Strategies

- The continued management and promotion of the Haas Mentorship Program
- Improvement of the Haas@Cal Alumni Directory
- Initiate planning for the Lifelong Haas Connections program and committee.
- Promotion of the Alumni Homecoming Event

Tom Skapars, VP Social

Responsibilities

- Oversee the MBAA budget for social activities that unite the full-time MBA student body
- Allocate funds to individual students and/or student groups for activities targeted toward smaller segments of the student population (although all students are welcome at the events)
- Plan and oversee weekly “Bar of the Week” gatherings and monthly “Consumption Functions” to bring together the entire full-time MBA student population
- Coordinate special events (dinner receptions, theme parties, etc...) to create a more memorable Haas MBA experience
- Meet with Student Services and MBAA teams to report on social activities and morale at Haas

Accomplishments

- Initiated an end-of-year “1st Year Banquet”
- Coordinated successful (well-attended) mixers with Law, Public Policy, Optometry and MFE programs
- Funded and publicized a broad spectrum of student-initiated events (successful in promoting the MBAA Social funding policy)
 - Examples: Scharffen Berger chocolate factory tour, C4C ski trip, Redwoods BBQ, house parties, Passover Seder in the Wells Fargo Room, Haas Soccer Club “Bar After Practice”
- Improved communications to students (easy to read weekly “Social Announcements”)

Areas for improvement

- No established social calendar or communications channel (i.e., Haas Social Yahoo! Group); slow timing on reimbursements; mixed results for 1st/2nd year interaction

Goals & Strategies

- Initiate a “Haas Spirit Week”
- Elect 1st Year Cohort Reps for Social / Community
 - Increases budget for 1st year events and builds understanding of the MBAA amongst 1st year class
 - Encourage 1st Semester Ending Party
- Fund and publicize “Restaurant of the Month” gatherings
- Fund and publicize pre-game football tailgates
- Improve the MBAA’s role in the C4C Holiday Party (book a band and improve pricing structure from the 2004 party)
- Other potential ideas:
 - Initiate a charity eatoff, possibly during Spirit Week
 - Coordinate an event around “Big Game” at Stanford

Ronnie Chapman, VP Careers

Effectively serve as a liaison between the Career Services Office (CSO) and the student body

Methods for accomplishing this goal rely on:

- Continuity
 - Supporting CSO in ongoing efforts
 - » Revamping CareerNet
 - Haas Career Advisory Board
 - Wise stewardship of budget to support professional club activities
- Communication
 - Help students understand wealth of services available
 - Avoid misperceptions among students
- Community
 - Foster Unity
 - Sense of professionalism in representing selves and Haas

Accomplishments

- Improved communication between CSO and Students
 - **International Forums, advisement**
 - **Student Feedback**
- Launch of Advisory Board
 - **1 FT, 1 PT, CSO Staff, Alumni**
 - **PT/EW MBA Career Task Force**
- Revamping of Career Net
 - Student panel
 - Some development has taken place, fall '06 launch
- Club Sponsorship
 - Provided funding for specific events for numerous clubs
 - Lots of resume book and firm night activity
- Grade Non-Disclosure amended

Goals & Strategy

- Prevent misperceptions from perpetuating among 1st years
 - Spoke at both sessions of Career Services Overview
 - Communicate messages on behalf of CSO to students
- Improve Accountability Among Students
 - Share recruiter feed back
 - More of Career Management Conference (CMC) is required
- Advisory Board Initiatives
 - Alumni Mentorship Program
 - Career Roadmap
 - Professionalism & Leadership
 - Alumni Involvement
- Effectively utilize Career Coaches
 - Club support
- Support revamping of Career Net

Ariel Sommer, VP International

Responsibilities:

- **One voice representing the needs and concerns of the international community at Haas.**
- **Focused effort to improve the financial difficulties for internationals highlighting the importance for Haas to not alienate that valuable market segment**
- **Improve the communication flow and inter-support between the careers office and the international community.**
- **Provide enhanced support for logistical matters ranging from settling in to the US to legal issues during and after the end of school.**

Accomplishments

- Succeeded in enhancing both the communication and focus of careers office to the needs of the international community (increased variety in companies recruiting at Haas, recruitment of new account manager, monthly updates to students...)
- Secured the assistance of an immigration attorney who provides free advise for all internationals
- Through the mentorship program, internationals have been provided with greater individual support before and during their studies at Berkeley

Goals & Strategies

- **Fundamental goal is to follow through the work and results achieved to date: Specifically, keep the pressure on the careers service, and for 2nd years to provide all the support necessary through the mentorship program.**
- **Continue to work with the financial office to secure more funds and general financial support for internationals - this is the most important long-term goal aside from the CSO.**

Emily Harrold, VP Communications

Responsibilities

- Edit and distribute the weekly MBA Alert email to staff, administration and all full-time MBA students
- Work closely with Haas' Marketing team on communicating key messages to students, including the role of MBA rankings and brand strategies
- Assist students in gaining visibility for their events through internal and external media outreach
- Aid the MBAA in drafting communications for the student body

Accomplishments

- **MBA Alert: Converted the weekly email to an HTML format, included information about events across U.C. Berkeley's campus, increased distribution to other programs (PT, Financial Engineering), provided reliable and timely information.**
- **Strengthened communication with Haas' marketing department through meetings and frequent interaction.**
- **Developed a Publicity Strategy with Haas' marketing team that students can utilize when seeking visibility for events.**
- **Created a Rankings Taskforce that provided feedback to Haas on key student issues and completed various MBA surveys.**

Goals & Strategies

- Continue to expand the distribution of the MBA Alert to additional degree programs (undergrad, Berkeley/Columbia)
- Publish the Publicity Strategy on the MBAA web site
- Survey '06 MBAs on their preferences for a graduation speaker and work with Richard Kurovsky to secure a top choice
- Educate Class of 2006 on *Business Week* rankings process (second-years will complete survey in spring)

Fernando Lopez, VP Diversity

- MBA representative for the school's diversity committee and subcommittees (those groups include representatives from admissions, administration, professors), which work on recommendations to improve diversity at Haas. (Positions available soon! Contact me if interested!)
- Facilitator of diversity-related activities. I.E. concert at Yoshi's with BBSA.
- Support for diversity recruiting activities: phone-a-thon, personalized emails, etc.
- Starting the first Diversity in Business conference at Haas!

Accomplishments

- **Black History Month Concert at Yoshi's**
- **Supported the recruitment of the great 2007 class**
- **4 months of hard work in kick-starting the Diversity in Business conference**
- **And the great pleasure to see many groups organize great diversity activities by themselves**

Goals & Strategies

- **Have every one of you register for the Diversity Conference.**
 - **Get ready for the diverse world out there! Learn how to use build and leverage diversity in organizations!**
 - **Only \$10 or free if you volunteer.**
 - **Go to <http://diversity.haas.berkeley.edu/conference/>**
- **Have at least two fun diversity-related social activities this semester.**
- **Have I mentioned the Diversity Conference?**
 - **Have a great diversity conference on Friday October 28th at the MLK student union building (by Sather Gate)**
- **Institute the diversity conference as a yearly event, with a possible new club to support it. Make it a strong recruiting-networking-learning event!**

Jordan Breckenridge – VP Technology

- Student liaison to Haas Computing Services
- Technology representative and sounding board for Admissions, Alumni Affairs, Career Services, etc.
- Random technology support to students & clubs

Accomplishments

- **Haas Web Page Redesign & Cleanup**
 - Club Web Pages
 - Current MBA Student Portal
 - Ongoing External Web Page Cleanup
- **Online Face Book (expected within the week)**
- **Air Bears Upgrades (expected within the month)**
- **Outlook Calendaring (expected within the month)**
- **Significant Input on Technology Strategic Planning**

Goals & Strategies

- Outlook Calendaring
- “Discussion Groups” Solution
- Photo Server
- Additional Web Site Alternatives (Wiki’s, Blogs, etc.)
- Strong Transition to Next Class
 - Tech CoHort Reps
 - 4 Month Overlap w/ Computing Services
 - Further Input on Haas Strategic Planning

Feedback & Questions

- How you can help
- Contact us with questions or comments at any time
(We promise you'll get an answer ASAP!)
- Visit <http://groups.haas.berkeley.edu/mbaa/> for updates on the MBAA
- Watch for the election process, coming in next month

Thanks for joining us today!