
2006 MBAA Team and Officer Objectives

MBAA Mission

“To engage with and serve the student community by enriching the academic, social and professional experiences for Haas students of today and tomorrow.”

MBAA Core Values

- **Accountability**
 - *“Stand by our actions”*
 - *“Honor the voice of the student body”*
- **Initiative**
 - *“Use actions not words”*
- **Integration**
 - *“1+1 > 2”*
- **Efficiency**
 - *“Time is precious”*

MBAA Goals (2006)

- Improve efficiency of student service offerings
- Promote an even stronger Haas community
- Strengthen the Haas brand and reputation

MBAA Officers

- Andy Chen, *Academics*
- Simona Chin, *Admissions*
- Dai Pham, *Alumni*
- Rajiv Vaidyanathan, *Careers*
- Kyle Christensen, *Clubs*
- Kelly Mason, *Communications*
- Shaolee Sen, *Community*
- Robin DeGracia, *Diversity*
- Scott Callard, *Finance*
- Vanessa DellaPasqua, *International*
- Dave Good, *Social*
- Nathan “Mr. Belding” Petersen, *Technology*

Andy Chen, VP Academics Objectives

- Improve Feedback and Communication between Students and Faculty
- Provide Better Academic Information
- Better Utilize Haas' Academic Resources

Andy Chen, VP Academics Accomplishments

- Standard Responsibilities
 - Faculty-Student Lunches
 - Cheit Award for Teaching Excellence and Outstanding GSI Award
 - Core Curriculum Best Practices
 - MBAA Course Feedback
 - MBA Program Committee
 - Student Representative to the Administration
- Improvements/Special Accomplishments/Other Responsibilities
 - Expanded Faculty-Student Lunches – included 1st year electives as well
 - Bidding Information Sessions – changed to a career-focused setup
 - Provided textbook info and other academic reminders
 - Haas Strategic Plan – helped organize student discussions
 - O-Week academics – helped brainstorm ideas
 - Pushed to move Ops final out of Anderson Auditorium

Simona Chin, VP Admissions Objectives

- Offer opportunities for the entire Haas community to feel involved in the admissions process.
- Present admitted students and the general applicant community with a clear, focused brand and image.
- Continue to strengthen and support efforts to increase yield, with particular focus on minority groups.

Simona Chin, VP Admissions Accomplishments

- Standard responsibilities:
 - Served as resource for both prospective and admitted students via electronic methods.
 - Business Week message boards throughout the school year.
 - Class of 2008 Google Group over the summer.
 - Yield and recruitment initiatives such as Phone-a-thons, Pack Your Haas, and mentor program.
 - Planning and execution of Days at Haas.
 - Modifications based on previous feedback and the opinions of current community members.
- Improvements:
 - Coordination between Admissions, VP International, and MOT program to showcase the Bridging the Divide Conference at DAH I.
 - Affinity dinners hosted by alumni.
 - Increased yield of diversity applicants.
- In process:
 - Further develop mentor program with VP Alumni to provide all admitted students with a mentor and incorporate mentoring events or interaction at DAH.
 - Working with VP Technology and administration to develop a Craigslist-like platform through which members of both classes can talk to each other instead of needing facilitators to post to Google groups.
 - Working with Rich Lyons, HSAs, admissions staff and administration to provide streamlined message to prospective students re: Leadership Through Innovation.

Dai Pham, VP Alumni Objectives

- Liaison for alumni relations between current students, Haas Alumni Office and alumni
- Increase awareness of and participation in alumni events
- Innovate or create alumni-student oriented special project
- Prepare students to be alumni and encourage giving back to Haas through Lifelong Connections and Annual Fund

Dai Pham, VP Alumni Accomplishments

- Standard Responsibilities
 - Serve as key liaison between Haas alumni, the Haas Alumni Office, and the MBA student body. Weekly meetings with Director of Alumni Relations.
 - Evaluate ways to increase the quality and quantity of alumni interaction with MBA students
 - 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
 - Lead the Lifelong Connections program during the spring of 2nd year for class
- Accomplishments
 - Resolved @mba email forwarding issue through work with Alumni Office & Nathan
 - Created awareness of key alumni events through periodic Alumni Alerts
 - Promoted and supported logistics for Menlo Circus alumni networking event
 - Carried forth Mentorship program with 77% class participation
 - Spearhead and organize First Annual Evening of Networking – interactive group networking event held in the fall, October 19, 2006

Rajiv Vaidyanathan, VP Careers Objectives

- Communication
- Support CSO
- Continuous Improvement

Rajiv Vaidyanathan, VP Careers Accomplishments

- Standard Accomplishments:
 - Regularly communicated concerns of students to the CSO via weekly meetings with Abby
 - Acted as voice of the student body in providing feedback to CSO on new initiatives
 - Cleaned up and managed budget
 - Participated in expansion of career coach program
 - Welcomed alums to Super Saturday mock interview sessions
 - Student rep to Haas Advisory Board (bimonthly meeting of Alums, Dean Lyons, Julia, and run by Abby). Latest meeting focused on curriculum changes which led to open forum session with Dean Lyons in Andersen auditorium
- Improvements:
 - Gathered student input for new CareerNet and aided in successful implementation of application
 - Changed DAH career panels to be industry specific
 - Water will now be available in the recruitment center during interview season
 - Revised CSO content for orientation.
- In process:
 - Alumni event after CMC
 - Corporate sponsorship “menu”
 - More effective Grade Non-disclosure Policy vote

Kyle Christensen, VP Clubs Objectives

- Formalize and Clarify Club Policies
- Improve Outward Club Value
- Increase Club Collaboration

Kyle Christensen, VP Clubs Accomplishments

- Standard Responsibilities:
 - Managed club funding requests and MBAA clubs budget
 - Organized annual club fair
 - Managed library of club banners,
 - Organized club leaders summit
 - Created “Student Organizations” section of the new admit materials
- Improvements:
 - Assisted all clubs in creating a standardized, professional, external website
 - Developed a formalized process for new club creation
 - Inducted 3 new “interest groups”, pending club formalization
- In process:
 - Creating a club sponsorship “menu”
 - Working to create 2 new clubs created by 1st year students
 - Planning fall semester “Leaders Summit”
 - Formalizing a policy for including non-Haas students in MBAA clubs

Kelly Mason, VP Communications Objectives

- Improve internal communications through the MBA Alert
- Strengthen student connection to administration initiatives (branding, Dean's speaker series, rankings task force)
- 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
- Improve communication of MBA Association's responsibilities and brand, including elections. Online newsroom, which includes publicity guidelines.

Kelly Mason, VP Communications Accomplishments

- Edited and distributed the weekly MBA Alert email to staff, administration and all full-time and part-time MBA students.
- Promoted new Haas Full-time Calendar to students.
- Collected content and helped with editing of 2006 Haas Achievement Book
- Collected student stories to pitch to the media
- Provided feedback to Haas Marketing office on Dean's lunches, Dean's Speaker Series, and rankings. Ensured high % response rates to Economist and Business Week surveys.
- Conducted Class of '08 cohort rep elections
- Assembled commencement speaker task force and survey '07 MBAs on their preferences for a graduation speaker and work with Richard Kurovsky to secure a top choice
- Began information collection and template planning for first MBAA annual report and update of MBAA website

Shaolee Sen, VP Community Objectives

- More Frequent, Flexible, and Fun Volunteer Activities
- Build Relationship with One Organization and Offer Meaningful Community Service Opportunities
- Work closely with VP Social to Improve Turnout to Community Activities
- Coordinate Community Events and Fundraising efforts Closely with Challenge for Charity
- Expand Haas for Students Fundraising

Shaolee Sen, VP Community Accomplishments

- Haas for Students

- Doubled student fundraising from \$12,000 to \$24,000 through Hoedown at Haas (lunchtime fundraiser) and follow up to pledges
- Recruited & Secured first corporate sponsorships from Amazon.com, Whole Foods, and California Management Review totaling \$9,500
- Secured one time grant from Dean's Office for \$10,000
- Planning additional fall fundraiser (Casino Night with VP Social)

- Volunteer/Community Activities

- Partnered with C4C to plan calendar year around Sports Weekend
- Initiated relationship with Alameda Point Collaborative (APC) for O-week and year-round activities ('06-'07) meeting all different areas of interest.
- MBAA sponsored pizza and beers after volunteer events
- Spring Clothing Drive

Robin DeGracia, VP Diversity Objectives

- Organize Haas Diversity in Business Conference
- Increase the yield for underrepresented minorities
- Increase the awareness of diversity issues through Social and Educational Events.
 - Diversity @ Haas Website

Robin DeGracia, VP Diversity Accomplishments

- Diversity Conference
 - Diversity Conference will be on October 13 at I-House
 - Morning Keynote: Sid Reel, Directory of Culture and Diversity, HP
 - Panelists from companies including: Autodesk, Adelante Capital Management, Google, Wells Fargo, NSHMBA, Blue State Productions LLC, Deloitte, JP Morgan, Walmart.com, Merrill Lynch, Verizon, Genentech, Price Waterhouse Cooper, IBM, and more.
 - Goal is to bring together Professionals, Prospective Students, MBAs and Undergrads to discuss diversity issues in the business world.
- MLT Workshop
 - Working with Level Playing Field and Management Leadership for Tomorrow (MLT) to bring a group of talented prospective underrepresented minorities to Haas for a weekend long workshop
 - Level Playing Field will donate \$20,000 for the event
 - Has challenged the Haas students to raise \$5,000 to help with the event.
 - More details will be coming after the conference
- Social and Educational Events
 - Work with Vanessa DellaPasqua and student clubs to help host social and educational events on campus.
 - Past and Future Events
 - Chinese New Year Event – February, 2006
 - Jazz Night - February, 2006
 - International Consumption Function - March, 2006
 - Passover Seder - April, 2006
 - Haas Cultural Nights - October and November, 2006

Scott Callard, VP Finance Objectives

- Facilitate efficient and effective reimbursement of funds.
- Maintain an acceptable level of funds in the MBAA account and manage spending prudently.
- Clear documentation/categorization of expenses.
- Make locker distribution smooth and efficient.

Scott Callard, VP Finance Accomplishments

- Maintained the books for an over \$100,000 organization – have written a lot of checks!
- Saved approximately \$200 per month by reworking phone and data service in the MBAA Lounge and eliminating unused phone lines.
- Cleaned out exiting Class of 2006 lockers to make way for the Class of 2008
 - I promise this had not been done in a long time.
 - Found documents dated pre-2000, a lot of ugly clothes (one bra too), smelly gym shoes, a bottle of wine (no longer good), and four trash bags worth of junk.
- Currently in the process of finding (and rewarding) Class of 2007 locker donators so that every dues-paying Class of 2008 student can have a book and suit locker
 - Due to space constraints, some members of the Class of 2007 were unable to get lockers last year.
- Have kept officers apprised of general level of MBAA spending versus budgeted amounts.

Vanessa DellaPasqua, VP International Objectives

- Increase the recruiting opportunities available to International Students
- Improve the current situation of lack of financial aid for International students in absence of a co-signer.
- Create support and framework for better integration between the International Community and the rest of the school through cultural happenings and showcases.
- Help the transition of newly admitted International students from their home countries to Haas, help integration of Exchange Students from other schools.
- Facilitate the job search for those domestic students looking for positions abroad.

Vanessa DellaPasqua, VP International- Accomplishments

- **As of Academic year 2006-1007, International students are eligible for student loans without a co-signer**

Thanks to all the people within Administration who worked really hard to make this happen!!!

- **The International Community has seized many chances to showcase its cultures and traditions:**

- International Consumption Function,
- Lunar New Year Celebration,
- International Women's Day;
- Holi Festival;

Upcoming:

- Diwali Festival, October;
- Christmas Culture Around the World (December).

- **Transition of Newly Admitted International to Haas:**

- Sent emails to international students to help with preparation;
- Health insurance "action plan" for International students' partners;
- O-week Seminar on culture shock and "Crash Course in American Culture";
- Participated in Career Workshop for incoming International students during Math Camp.

- **Additional Employment Opportunities Available to International Students:**

- Working with CSO regarding expanding employment opportunities available to non-US citizens and permanent residents.

- **Other Accomplishments:**

- Encouraged International Community to donate for Haas for Students;
- Created a sense of community among International students;
- Helping integrate exchange students coming to Haas;
- Worked with Haas Marketing to create a list of current International Students to use in collateral material.

Dave Good, VP Social Objectives

- Elect 1st Year Cohort Reps for Social / Community
 - Increases budget for 1st year events and build understanding of the MBAA amongst 1st year class
 - Encourage 1st Semester Ending Party
- Plan and host Casino Night fundraiser party, inviting the class of '06.
- Fund and publicize pre-game football tailgates
 - Plus post Big-Game party with Stanford
- Plan Holiday party
- Continue evaluation of calendaring options

Dave Good, VP Social Accomplishments

- Standard Responsibilities
 - Oversee the MBAA budget for social activities that unite the full-time MBA student body
 - 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
- Improvements
 - Coordinated successful mixers with other programs
 - Funded & publicized a broad spectrum of student-initiated events. Examples: Table for Haas, Bar After Practice
 - Improved and standardized communications to students (weekly “Social Announcements”) and improved timeliness
 - Improved turnaround time for funding reimbursements
 - Collaborated with VP International for events like the International CF & international theme nights
 - Reinstated Student vs. Faculty softball game
 - Improved coordination with Partners Club
 - Improved relationship with C4C and VP Community. Helped C4C refocus on event profitability, reclaimed Holiday party
 - Established strong relationship with admin. on event planning
 - Currently planning “Monte Carlo” casino night fundraiser

Nathan Petersen, VP Technology Objectives

- Improve O-Week seminar
- Email addresses/ @mba forwarding
- Calendaring
- CareerNet – Technical Requirements
- Event planning

Nathan Petersen, VP Technology Accomplishments

- Responsibilities
 - Student liaison to Haas Computing Services and MBA Program Office
 - Technology representative and sounding board for Admissions, Alumni Affairs, Career Services, etc.
 - Supplementary technology support to students and clubs
- Status
 - Improve O-Week seminar – Delivered
 - Email addresses/ @mba forwarding - Delivered
 - Calendaring – In-process
 - CareerNet – Technical Requirements – Delivered on Phase I
 - Event planning – In-process – long-term, campuswide project