Career Center & Alumni Relations
MSA Club Officers Meeting

March 13, 2018

Recording of Orientation can be found HERE and HERE (Q&A).
Agenda

1. Event Planning Considerations
2. Career Center Support
3. Merage Resources
4. Alumni Relations Support
Brainstorming

1. What defines a successful club?

2. What defines a successful club leader?
Importance of Club Events

• Provide insight into business careers
• Connect members to alumni/business community
• Help members advance career goals
• Build business community network
• Build Club and Merage School brand
• Provide officers with leadership opportunities and evidence of leadership skills
• Create a social connection across cores and programs
Important Questions to Consider

• How much can you really accomplish?
• What will be your legacy as a club leader?
• How will your club and the school be better due to your leadership?
• Will your club endure after you leave office?
• What will you be able to tell recruiters in an interview?
Event Planning Considerations

- Does the event support your mission and strategic objectives?
- Do you have adequate financial and human resources to support the event?
- Does the event coincide with company recruiting timelines?
- Is the event really what your membership needs/wants?
Planning Recommendations

• Focus on high-impact, value added activities
  – low cost/high return
• Several small events are better than one large event
• Maximize members exposure to corporate professionals
• Coordinate events with company recruiting cycles
• Fall events help 1st years get focused sooner
• Partner on Center of Excellence “big conferences/events”
• Check calendars to avoid conflicts with other events
Planning Recommendations

• Start one quarter in advance (NOW)
• Map out activities/events for the year
• Reach out early to Merage departments for support/connections
  – Corporate Partners Program – Diane Ford, fordddm@uci.edu
  – Alumni Relations – Barbra Marangell, bmarange@uci.edu
  – Deans Leadership Circle – Sarah Monteiro, semontei@uci.edu
  – Entrepreneurism (Beall Center) – Hannah Thompson, hannahrt@uci.edu
  – Real Estate - Sharon Nakamura-Brown, sharon.Nakamura@uci.edu
  – Healthcare & Public Policy - Margaret Wong, mwong@uci.edu
  – Technology (Digital Transformation) – Coni Zingarelli, czingare@uci.edu
  – Finance - Investment & Wealth Management – Lee Anne Maki, lmaki@uci.edu
• Coordinate with school academic and event calendars
Recommended Activities

• Industry/Function Alumni & Corporate Guest Speakers
• Panel Discussions
• 2nd Year Student Panels on summer internships
• Company Site Visits
• Center of Excellence Event support
  – Annual Healthcare Conference
  – Real Estate Annual and Quarterly Breakfast Events
  – Digital Transformation Annual Conference and Quarterly Events
• External Professional Association meetings and conferences
• Participate in Case Competitions
Support Career Center Initiatives

• Big push in fall quarter to assist 1st years with career targets and clarifying career goals (Day in the Life)
  – What events/activities can clubs do to support this?
    • Hold internship information sessions
    • Recent alumni guest speakers
• Act as hosts for information sessions
• Help to build the corporate network
• MBA Career Fair & Career Night – need ambassadors at events
  – April 12, 2018
  – October 11, 2018
Role of Career Center Liaison

• Advice for event planning
• Avoid event conflicts with Career Center activities
• Connections to business contacts
• Represent Career Center at Club Events as requested
• Institutionalize relationships with contacts
• Help with accessing Career Center resources
# MBA Career Center Staff Liaisons

<table>
<thead>
<tr>
<th>Club</th>
<th>Liaison</th>
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<tbody>
<tr>
<td>Business and Technology Association</td>
<td>Keith</td>
</tr>
<tr>
<td>Challenge For Charity</td>
<td>Heidi</td>
</tr>
<tr>
<td>Consulting Association</td>
<td>Keith</td>
</tr>
<tr>
<td>Entertainment Management Association</td>
<td>Keith</td>
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<tr>
<td>Entrepreneur Association (MEA)</td>
<td>Keith</td>
</tr>
<tr>
<td>Financial Management Association</td>
<td>Chris</td>
</tr>
<tr>
<td>Global Business Association</td>
<td>Keith</td>
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<tr>
<td>Healthcare Association</td>
<td>Chris</td>
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<tr>
<td>Human Resources Management</td>
<td>Heidi</td>
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<tr>
<td>Marketing Association</td>
<td>Keith</td>
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<tr>
<td>Net Impact</td>
<td>Chris</td>
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<tr>
<td>Operations Management Association</td>
<td>Chris</td>
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<tr>
<td>Real Estate Association</td>
<td>Chris</td>
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<tr>
<td>Speech and Presentation Association</td>
<td>Heidi</td>
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<tr>
<td>Veterans Association</td>
<td>Heidi</td>
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<tr>
<td>Women in Business Association</td>
<td>Heidi</td>
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</tbody>
</table>
Merage Resources

- Career Center Corporate Contacts on CCS
- Center of Excellence Board Contacts
- Corporate Partners Program Members (Diane Ford)
- Alumni Database (Barbra Marangell)
- Dean’s Leadership Circle members (Sarah Monteiro)
- Marketing/Communication Guidelines (Kathy Drake)
- Faculty Advisor Contacts
- Dean’s Advisory Board Contacts (Sebrina Tomas)
- FEMBA, EMBA/HCEMBA Programs
Communications

• Keep club web sites current – impacts recruiters’ perception of your classmates and the school

• Add events to Merage Events Calendar - avoid school conflicts

• Use CCS to promote and take RSVPs for events

• Follow Merage branding guidelines

**Remember that you represent the Merage School to business community in all your interactions**
Homework due 6/8/18

• Meet with Career Center Liaison
• Submit a copy of your calendar of proposed activities for the year to liaison
About our Alumni

• The Merage School Alumni Network is a growing network with more than 10,000 alumni
• Most stay in California (80%)
  – 15% throughout the rest of the US
  – 5% in 36 countries around the world
Ways Our Alumni Can Get Involved

• They have many requests and choices of ways to get involved and give back:
  – Mentor Program
  – Class and Club guest speakers
  – Student informational interviews/career assistance
  – Speaking at info sessions/helping to recruit students
  – Dean’s Leadership Circle membership/philanthropy
  – Centers of Excellence involvement
  – Attend alumni events
Alumni Database

- Alumni post their personal and professional information for others to search, including students
- On Catalyst, search for alumni by name, company, functional area, industry
Contacting Alumni Directly

• Contact Alumni Relations, and let me know what you’re looking for (speaker, event attendees, etc.)
  – Due to alumni complaints, no email “blasts”
  – Abuse will result in removal of database access for the remainder of your time in school

• We want to make sure alumni only receive appropriate event messages and are not spammed by any area of the school
So How Do We Get the Word Out?

• The Alumni office will facilitate introductions/suggestions when possible
• One-to-one invitations/requests are much more effective than a mass blast. Think about building relationships!
• What’s in it for them to attend? View from this perspective.
• What do they have to offer that few others can? A request for advice/flattery goes a long way to cracking an alum’s busy schedule!
Publicity: Monthly Alumni eNews

• News, events and profiles are e-mailed on the first of each month

• Content deadline is the 20th of the month prior: send event notices and graphics via email to bmarange@uci.edu
Publicity: Merage Minute

- Quick and easy digest email sent to alumni on the 15th of each month
- Content deadline is the 8th of the month prior: send event notices (no graphics) via email to bmarange@uci.edu
Publicity: Social Media

- LinkedIn:
  - UC Irvine, The Paul Merage School of Business Alumni
- Facebook:
  - UC Irvine, The Paul Merage School of Business Alumni @meragealum
Questions?

• Good luck with the upcoming year!
• We look forward to a successful collaboration with you!
  – Email: bmarange@uci.edu
  – Phone: 949-824-6465
President: Joy Mina

Board Introductions, with Roles

New MSA Club Rules

New Funding Rules

Jeff - Event Request process
VP of Operations: Jeff Goyer

Important Dates

VP Operations Role

New MSA event requirements

Event Request process
Important Dates

One Merage:
   Saturday, April 7\textsuperscript{th} 4-8PM, Must RSVP

Club Fair:
   Wednesday, April 11\textsuperscript{th} 5-7PM

Admits Weekend:
   Saturday, April 28\textsuperscript{th} 12:45-2:30PM
VP Operations Role

How can I help you?

1) Supervise the conduct, affairs and activities of the MSA clubs and interest groups.
2) Conduct long range planning of the MSA calendar.
3) Uphold MSA event standards, policies and procedures.
Quality over Quantity

Event Requirements  (2 of the following)
- Alumni Speaker(s)
- Company Networking Opportunity
- Hard-Skill Development
- Soft Skill Development
- Company Site Visit

Event Request Form for EVERY EVENT:
- For Funded & Non-Funded Events
- All Events Get on MSA Calendar
Quality over Quantity

Must Complete After Event:
Survey
Thank You Emails

Club Board Meetings
Send minutes to VP Communications
MSA Event Process Form

MSA Page
What Questions Might You Have?
VP of Finance:
Pre Event:

Event FAQ

Event Request Form
Post Event: Reimbursement

**Student Government - UCI**

**Check Request**

<table>
<thead>
<tr>
<th>PAYEE INFORMATION</th>
<th>REQUESTER INFORMATION</th>
</tr>
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<tbody>
<tr>
<td>Name: John Doe</td>
<td>Name: Your Name</td>
</tr>
<tr>
<td>Address: 1234 Ranch Street</td>
<td>Cell Phone #: (333) 333-3333</td>
</tr>
<tr>
<td>Irvine, CA 92600</td>
<td>Email: <a href="mailto:UCinetID@UCI.EDU">UCinetID@UCI.EDU</a></td>
</tr>
<tr>
<td>Telephone #: (555) 555-5555</td>
<td></td>
</tr>
</tbody>
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**COMPLETE DESCRIPTION OF PAYMENT - WHO, WHAT, WHY, WHEN, & WHERE**

Lee's Sandwich, catered food, 10/29/11, XXX club kick-off event @ 5pm, SB117, about 26 attendees.

<table>
<thead>
<tr>
<th>ACCOUNT NAME</th>
<th>ACCOUNT #</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>XXX Club</td>
<td>1234-1234</td>
<td>$100.00</td>
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</tbody>
</table>

**Invoices Number:** C345267 **Date:** 10/29/11 **TOTAL:** $100.00

**Requested By:** Your Name

**Your Signature:**

**Approved By:**

**Signature:**

**(Office Use Only) Date Paid:**

**Check No.:**

**Generate Form**
Additional Info

- Request reimbursement check to be mailed to: Zot Code 3125 c/o Sofia Dang

- Deadline for Reimbursements – **4 weeks after event date**

- Speaker Gifts:
  - If gifts are from career center, then **no need** to submit a verification form
  - If gifts are **NOT** from career center, then a representative from your club **NEEDS** to submit a verification form
VP of Marketing: Garrett Tom
Event Guidelines

1. Promote 2 weeks in advance
2. CCS & MSA Calendar
3. MSA Newsletter & Alumni Newsletter
4. Class Reps
5. Facebook Groups
6. Fliers
7. Hallway monitors
8. Logos
Branding Guidelines

- Logos
- School References & Abbreviations
- Brand Fonts
- Specialty Items

UCI Merage Brand
# Social Media Branding

## Social Media Content
- Pictures
- Video

## Hashtags
- #MerageLife
- #UCIMerage

## Articles
- Alumni
- Student Life