



The MBA WAVE (Worldwide Admissions Volunteer Effort) Recruitment Manual

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Welcome!

The objective of the MBA WAVE is....

to develop and establish a network of alumni to help Haas attract the best and brightest professionals by sharing their own personal experience and knowledge of the school.

MBA WAVE members have volunteered to....

assist the MBA Admissions Office, when needed, with various responsibilities/activities in their area. **Alumni interviewers** are considered part of the MBA WAVE based on their critical roles in promoting the Berkeley MBA program.

Being part of the MBA WAVE gives you the opportunity to....

- ◆ Network with other alumni and prospective students in your area
- ◆ Give visibility to your company
- ◆ Receive the intrinsic satisfaction associated with mentoring others and giving back to your alma mater.



Admissions Office Contacts:

Alumni Contact:

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Admissions Office Responsibilities:

- ◆ Coordinate with MBA WAVE members about admission recruiting activities and events.
- ◆ Serve as information resource for MBA WAVE members, responding to their questions and requests for additional information, and providing them with pertinent details/data.

MBA WAVE Members Responsibilities:

MBA WAVE members assist admissions with one or more of the following events, described in detail in the following sections:

- ◆ MBA Fairs
- ◆ Berkeley MBA Information Sessions
- ◆ Alumni Interviews
- ◆ Spring Activities for New Admits
- ◆ Dinners and Happy Hours
- ◆ Congratulatory Phone Calls to newly admitted students

MBA Fairs

- Purpose:** Answer questions from prospective applicants at the MBA Fair
- Description:** There will be booths set up with a number of top b-schools attending.
- When?** September – November
- Where?** Please visit <http://mba.haas.berkeley.edu/events.html> for details
- How long?** 3 – 4 hours
- Responsibilities:**
- ♦ The role of the MBA alum is to stand behind a table, along with a member of the admissions office, and provide information about the MBA Program.
 - ♦ The MBA admissions office will provide literature for the event.
 - ♦ Alumni will have access to the “Alumni Quick Reference Sheet” which may be helpful in answering prospective student questions.
 - ♦ Business dress is expected.

Berkeley MBA Information Sessions

- Purpose:** Entice prospective applicants to apply to Haas.
- Description:** There will be a presentation about life at Haas, including a PowerPoint presentation, and several speakers. There will then be time for the attendees to mix and mingle and ask questions. MBA alums will answer general questions, along with member(s) of the Admissions Office and current Haas students (in U.S. cities). No other universities will be present. Business dress is expected.
- When?** September – December; Typically Weekday Evenings (M, Th)
- Where?** Please visit <http://mba.haas.berkeley.edu/events.html> for details
- How long?** 2 hours
- Responsibilities:**
- ♦ MBA WAVE members may be asked for assistance in securing an event site. Most often, Information Sessions are hosted by alumni at their workplace. **If you would like to volunteer to host an Information Session at your workplace, please contact the Admissions Office.** Planning for these Fall Information Sessions usually begins in June.
 - ♦ Encourage other WAVE members and MBA alumni to attend the reception.
 - ♦ Be available to chat with prospective applicants before and after the information session presentation.

Interviews

Description: The Admissions Office may contact MBA WAVE members regarding availability for interviewing prospective students in their area of residence.

Interview Details:

- ◆ Interviews will run from December through June
- ◆ On average, you will be asked to conduct 3-5 interviews, but there is also a chance that you may not conduct any interviews
- ◆ You have the ability to schedule interviews at your convenience
- ◆ The expected time commitment per interview includes the following:
 - Preparation – Review candidate’s resume and interview goals, prepare interview questions
 - Interview – 45 minutes
 - Interview Assessment Form – 15-30 minutes directly after the interview

Spring Activities for New Admits

Purpose: Encourage admitted students to accept the offer of admission to attend Haas! There are many things alumni can do to help convert admitted students to deposits. These activities include attending **Admit Dinners, Happy Hours** and making **congratulatory phone calls** to newly admitted students. These activities....

- ◆ Show personal interest in each accepted student.
- ◆ Encourage admitted students to attend one of our admitted student weekends, Days at Haas
- ◆ Better acquaint admitted students to Haas whether or not they have had the opportunity to visit the campus.
- ◆ Celebrate the accomplishments of these gifted students, including their acceptance to Haas.
- ◆ Give the accepted students a chance to meet future classmates.
- ◆ Help these students appreciate the value of a Haas education in their hometown.

Congratulatory Phone Calls

Description: Between **February and June**, the Admissions Office will request that alumni phone and congratulate new admits who live in their area of residence. The goal is to have each newly admitted student receive a **personal phone call** from both a current student and alum. Interviewers will be asked to call those admits who they interviewed. The Admissions Office provides alumni with the contact information for recently admitted students in their area. You will not only congratulate the new admit, but also ask if he/she has any questions about your experience at Haas.

MBA WAVE Responsibilities:

- ◆ The Admissions Office will provide alumni with a list of 1-10 newly admitted students to phone (depending upon where admits are located). Alumni interviewers will be asked to phone those newly admitted students who they have interviewed.
- ◆ Alumni will have one week to make contact with each new admit.
- ◆ After three days and no response, we suggest that alumni follow-up with a second phone call and/or email.
- ◆ Complete a form indicating whether or not contact has been made with the student.

Dinners and Happy Hours

Description: MBA WAVE members may be asked to host or attend a dinner or happy hour in key cities across the U.S. These events are different from the **Summer Welcome Parties** (planned between June and August) for new Haas students. The purpose of these happy hours and dinners is to encourage newly admitted students to accept Berkeley's offer of admission. This is a chance for newly admitted students to meet with alumni and to learn more about their MBA experience.

How long? Typically 2 hours for either a dinner or happy hour.

When? If possible, dinners will be coordinated during Spring Break (last week in March) so that current students can join alumni in select cities.

Admissions Responsibilities:

- ◆ Host Admit Dinners in cities where there are a large number of admits (i.e., New York, Chicago, Washington DC, Boston, Los Angeles)
- ◆ Send out invitations and keep track of RSVP's
- ◆ Invite alumni and current students to attend the admission-hosted dinners.
- ◆ Contact those admits who fail to RSVP for the dinner to encourage them to attend

MBA WAVE Responsibilities:

- ◆ Attend admit dinners hosted by admissions or host smaller admit dinners/happy hours.
- ◆ Talk about your experience informally.
- ◆ Encourage students to attend Days at Haas.
- ◆ Alumni attendance is an integral part of these activities. It is important that we have positive and enthusiastic MBA alumni who attend these events.

Connection between the Haas Alumni Network (HAN) and MBA WAVE

MBA WAVE is an integral part of the Haas Alumni Network. Members of the MBA WAVE are participating in the larger network of alumni chapter activities. The MBA WAVE is an active volunteer committee within regional alumni chapters, and is an integrated part of overall alumni outreach efforts.

Your MBA WAVE role is to talk with prospective students about your individual experiences at Haas and to answer questions about the MBA program. MBA alumni attendance is an integral part of the MBA Fairs, Information Sessions, Dinners, and Happy Hours. MBA Alumni attendance is critical to ensure that these events are a success! The Admissions Office appreciates all your time and effort.

Thank you & GO BEARS!

