THANK YOU for participating in this year’s Admitted Student Phone-a-thon!
Below are suggestions and resources to help make your outreach successful.

Admitted students have already been contacted by the Admissions Committee and have received their formal admissions letter and student resource guide. They also have access to a variety of online tools like their new admit website and Class of 2013 Google Group and Facebook Group. It’s the personal touch that really makes a difference and that’s where your outreach will be especially impactful! Thank you in advance!

PHONE-A-THON SCHEDULE:
*** Outreach dates are staggered (when possible) between alumni & student contact in an effort to spread out outreach ***

FOR ALUMNI:

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<thead>
<tr>
<th>Round</th>
<th>Make calls:</th>
<th>Complete calls by:</th>
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<tbody>
<tr>
<td>1</td>
<td>January 31 – Feb. 4</td>
<td>Feb. 4</td>
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<tr>
<td>2</td>
<td>March 11 – 18</td>
<td>March 15 if possible</td>
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<tr>
<td>3</td>
<td>April 22 – 26</td>
<td>April 26</td>
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<tr>
<td>4</td>
<td>May 31 – June 3</td>
<td>June 3</td>
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FOR STUDENTS:

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<thead>
<tr>
<th>Round</th>
<th>Make calls:</th>
<th>Complete calls by:</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>January 26 – 28</td>
<td>Jan. 29</td>
</tr>
<tr>
<td>2</td>
<td>March 15-18</td>
<td>March 18</td>
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<tr>
<td>3</td>
<td>April 20 – 21</td>
<td>April 21</td>
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<tr>
<td>4</td>
<td>May 27</td>
<td>May 27</td>
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STEPS TO COMPLETE THE PHONE-A-THON:

**Step 1:** Review your phone-a-thon pairings listed below the signature line at the end of the email you received.

**Step 2:** Review this reference sheet for outreach tips and guidelines

**Step 3:** Make all calls during the timeframe indicated above. Your Phone-a-thon pairings are listed at the bottom of the email you received. Please do your best to call as soon as possible. If you are unable to reach the person by phone, a welcoming e-mail message would be a nice way to follow up. If you do not hear back from the admitted student within several days please follow up with a second phone call and/or email. We ask that you only leave two phone messages.

- **Alums:** You may have interviewed the admitted student(s) or were matched based on where you live and/or your industry.
- **Current Students:** You will only see the names of admitted student(s) who you interviewed. If you would like to contact additional admitted students, please participate in the student phone-a-thon coordinated by your VP of Admissions.

**SAMPLE MESSAGE:**

“Hello, this is a message for Suzy Smith. My name is Joe James and I graduated from the Full-time Berkeley MBA Program in 2004. I was calling to congratulate you on your acceptance into Haas and see if you had any questions about Berkeley that I could help answer. Sorry I missed speaking with you tonight. My personal phone number is xxx-xxx-xxxx. I encourage you to give me a call at your convenience, I’d love to help in any way I can. I look forward to speaking with you and congratulations again!”

**Step 4:** Share the results with us by submitting a feedback form for each of your assigned admitted students. *This step is important for us to make sure we reach out to every admitted student.*

PRIOR TO THE PHONE-A-THON:

**Introduce yourself by email.** This step is optional but highly recommended. We find that many admits are hesitant to answer a call from a number they don’t recognize, so we suggest emailing your admit(s). Let them know they should “expect a follow-up phone call next week.”

**Review what you plan to say in the call.** Take a few minutes before calling to get your introduction together and mentally rehearse what you plan to say; including your areas of interest at Haas, what you did before an MBA, and what you do currently (if applicable). Also, be prepared to talk about why you LOVE Haas! Keep in mind that the admitted student might be caught off guard (pleasantly, of course!) by your call, so be prepared to lead the conversation. Please note that the admit may not have any questions at that time, so feel free to provide them with your email address and phone number, so you can chat at a later time.
DISCUSSION TOPIC IDEAS:

- Promote Days at Haas – this is a true differentiator for the school and our best opportunity to share the Haas experience with admits:
  - Days at Haas I – March 3-5, 2011
  - Days at Haas II - April 28 - 30, 2011
  - Days at Haas III – June 10, 2011
- Promote other new admit tools: student blogs, Google & Facebook Groups (both available through new admit website)
- Promote the mentor program between current students and admitted students (information available through new admit website)
- Inquire as to their interests/ambitions/questions and share your personal experiences
- Talk about your favorite memory/experience
- Talk about the activities you participate(d) in at Haas
- Talk about what it was like to move/relocate to Berkeley

A FEW GOLDEN RULES TO REMEMBER:

- NEVER disparage or compare Haas to other business school programs or graduates.
- Neither endorse nor appear to be defensive about the various B-school rankings. It is acceptable to say: “Berkeley’s MBA program is a top-tiered school, which means that we are often ranked in the top 10. There are many different rankings. The Haas School of Business offers an excellent program in and out of the classroom.”
- Don’t offer advice about another program’s offerings or strengths. Rather, encourage them to explore and visit other programs so that they may form their own opinions.
- If there are admissions questions that you are unable to answer, please ask the admit to contact Kara Hayman at hayman@haas.berkeley.edu and she will follow up!

FOR YOUR INFORMATION:

Full-time MBA office: Phone: 510-642-1405  Fax: 510-643-6659

California Residency Questions: For questions regarding whether an admitted student will be eligible for in-state or out-of-state residency, refer them to the Office of Residency Matters, 510-642-1614

Career Services: Employment Report for 2010

Financial Aid: Costs for 2010-11
- Scholarships (also encourage them to review the financial aid section on the new admit website)
- Applying for Financial Aid

Housing Search:
- University Housing
- Cal Rentals
- International House, Residence Office
- The Google group & Facebook group are also great ways to connect with other admitted students about housing.

For International Students: Berkeley International Office  E-mail: InternationalOffice@berkeley.edu

Partners Club: If you DISCOVER that coming to Haas is a mutual decision for both the new admit and his/her partner, please mention the Partners Club.

Once again, thank you for all of your efforts to congratulate and welcome admitted students to the Haas community and life-long network!

Please contact Kara Hayman at hayman@haas.berkeley.edu if you have any questions.

Updated January 2011