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**To: My Fellow MBA Classmates**  
**From: Chris “The Commodore” Dean**  
**Subject: Presidential Platform**

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My Fellow Classmates:

When I began the LSU MBA program last August, I did not fully comprehend the true value of the MBA Association. I erroneously thought the sole purpose of the MBA program was to provide us with the technical expertise we would need as future business leaders. However, after only one week in the program, I realized that the classroom education was only a portion of the total MBA experience. I soon recognized the immense value of the MBA Association in facilitating personal and professional growth outside of the classroom setting. Over the past year, these growth opportunities have including professional networking opportunities, social events, philanthropic activities, and recreational competitions.

We owe a great deal of appreciation to the current officers of the MBAA for providing these opportunities. Running a student organization is no easy task. By working in the MBA office with our current president and vice president, I have witnessed the challenges they face as the leaders of this organization. But I am fully committed to take on those challenges because I have also witnessed the rewards of their efforts and the positive impacts they have on our program. Our officers have done a commendable job on enhancing the MBA experience. Let us maintain their momentum.

I am currently serving the MBA program as a graduate assistant in the MBA office as well as the Blue Cohort Leader for the first year students. I would like to extend my involvement in the MBA program by becoming president of the MBA Association. As president, I will work with our officers to maintain the traditions that have been cemented into our program as well as to seek out new and innovative opportunities for social interactions and community involvement. I will focus on maintaining the lines of communication between the members of the MBAA and the officers to ensure that the MBAA is meeting their expectations. Furthermore, I hope to bridge the social barrier between the first and second year students in order to build a more complete sense of comradery in our program. But most importantly, I plan to uphold a positive image of the MBA Association that is consistent with our image as a top-tier MBA program.

### **MY PLATFORM**

Over the past two semesters, I have contemplated ways in which we could enhance the functionality of the MBA Association to further encourage comradery, professional development, and community involvement. In order to achieve these objectives, I have identified a number of action items that I will personally address if elected president:

- **Practice of Business**: One of the duties of MBAA president is to aid in the development of POB. In order to increase the value of POB to students, I would like to identify the topics and speakers the students find most interesting and relevant. Therefore, I will distribute a survey to each student asking for their input. I will use the results from the survey to work with the MBA staff to develop next year’s POB calendar.

- **MBAA Member Meetings:** To maintain the lines of communication between the officers and members of the MBAA, I feel that we should hold open meetings at least twice per semester. All members of the MBAA will be encouraged to attend. The purpose of the meetings will be to inform the MBAA members of upcoming events and to solicit feedback.
- **Social Events:** I plan to work very closely with our social chair in developing a diverse series of social events that can be enjoyed by all members of the association. I believe that social events are imperative for building lasting relationships, sharing experiences, and reducing stress.
- **Mentor-Mentee Program:** One deficiency I noted in the program was the lack of social interactions between first and second year MBA students. I believe we can help to mitigate this issue by revamping our mentor-mentee program. Rather than pairing mentors and mentees before they have had a chance to meet, I propose allowing the first and second year students to become acquainted with each other first. After approximately two weeks into the semester, we will ask the mentors to help us create the mentor/mentee groups. Furthermore, I will encourage the mentor-mentee relationship to extend beyond the classroom setting and into more social settings. As before, the mentor-mentee program will be completely voluntary for the second year student.
- **Open Door Policy:** I think it is imperative that we maintain an open line of communication between the officers and the members. I encourage you to directly communicate any questions, comments, complaints, or ideas to me via email, phone, or in person.
- **Increased Funding:** If elected, one of my first tasks will be to work with the other MBA officers to evaluate the necessity and feasibility of increasing the membership dues for our incoming class of MBA students. In order to meet the ambitious goals presented herein, we need to insure that we will have adequate funding. If we determine that an increase in dues is warranted, I will fully explain our rationale to the incoming class. Furthermore, all budgets for the MBAA will be made available to its members so that they can personally track the distribution of their membership dues.
- **Curriculum Feedback Program:** In order to continue to attract the best and brightest students, we must maintain a rigorous curriculum taught by the best professors. I propose developing a curriculum feedback program where students are encouraged to express their concerns (in a constructive manner) to an appointed committee of MBA students. At the end of each semester, the committee will present these concerns to the MBA staff in a formal setting. Positive feedback will also be encouraged.
- **The Semester in Review:** At the end of each semester, I plan to compose a letter to members of the MBAA reflecting on what we have accomplished as an organization. In that letter, I plan to identify the philanthropic, social, recreational, and professional development activities we have been involved in over the past semester. The letter will also summarize the distribution of funds used throughout the semester.

### **MY QUALIFICATIONS**

- **Graduate Assistant-MBA Office:** Over the past year, I have formed great relationships with the MBA staff and faculty. Because of these relationships, I feel that I will be an effective liaison between the students and the MBA office. I also feel that I have developed a

valuable understanding of the internal mechanics of the MBA program and the constraints that are placed upon us as a student organization.

- **First Year Blue Cohort Leader:** As an MBAA officer, I am aware of the level of commitment required to maintain an effective student organization. Furthermore, I have learned a great deal from my fellow officers on the proper protocols to follow when budgeting and planning social events and coordinating student activities.
- **Professional Experience:** One of my most important qualifications is my four years of professional experience as a consultant. This experience has helped me to mature professionally as well as personally. As a consultant, I learned a great deal about leadership, professionalism, and what it takes to excel in the real world. I plan to use this valuable insight to help lead our students and to maintain a professional image for the MBAA.
- **Vice President of LWEA:** While pursuing my engineering degree, I immersed myself into a student organization called the Louisiana Water Environment Association (LWEA). As vice president of the LWEA, I acted as a liaison to a number of local businesses looking to hire engineers. I also coordinated a number of events to benefit the community and our students. The LWEA provided me with a strong foundation in student leadership.

It would truly be an honor for me to serve as president of such a prestigious group of individuals. I believe that the MBA Association is an important component of the MBA program and we should continue to enhance it in order to stay competitive. I promise to fully commit myself to serving the needs of our members and to upholding our standard of excellence as an association and as a program. Thank you for your time and consideration.

Sincerely,

Chris "The Commodore" Dean