
To: MBA Association Members
From: Kristin Casey
Subject: Presidential Platform

Dear Fellow MBA Association Members,

Over the past year I have grown to realize and develop a great appreciation for the Flores MBA Program, especially the officers of the MBA Association. The experiences we've had since entering the program have been exceptional, going above and beyond everyone's expectations. This exceptional experience is not by chance, the MBA Association officers and cohort leaders' hard work played an integral role in transforming graduate school into an unforgettable two years. Most people generally enter the MBA program to enhance their understanding of business so that in the future they may be successful business leaders. However, I feel that a significant portion of our development is derived from the interactions and opportunities provided to us by the MBA Association.

The current officers of the MBA Association have provided me with numerous opportunities to network with business professionals, involve myself with philanthropic events and connect with my classmates through social events. This has shown me the incredible impact that the MBA Association can have not only on one's development as a student and future business leader, but also on one's development as a person.

In running for president, I wish to continue the MBA Association's role in providing and improving these opportunities and experiences for future generations of Flores MBA students. As president, I will work closely with the other officers to seek new ways for students to become involved not only in the program, but also the community. In doing this, I will ensure the Flores MBA students get the most out of their MBA experience in addition to upholding the consistent values and traditions of the MBA Association.

My Platform

Over the past year, I have become deeply involved with the MBA program and the MBA Association. I have brainstormed new ideas to increase cohesion amongst MBA members and increase member involvement through community and professional development opportunities. As president of the MBAA, I will continue the open-door policy as well as the semester in review letter as I believe these are both imperative and beneficial to all MBAA members. In order to ensure achievement of the objectives mentioned above, as MBAA President I will address the following ideas and issues.

MBAA Meetings

In order to help maintain communications between the MBA Association and its members, I believe we should hold open meetings once a month. These meetings would keep members updated on upcoming events, philanthropic opportunities and professional networking opportunities. The meetings would also serve as a forum allowing members to express any concerns they have regarding the MBAA.

Philanthropic Opportunities

I believe that philanthropic involvement significantly aids in both professional and personal development. The MBAA provided opportunities this past year for involvement in the community; however, I do not feel these opportunities were fully capitalized. As president, I would work closely with the Philanthropy Chair to advertise these opportunities; for instance by mentioning opportunities and asking for volunteers at MBAA open meetings.

Social Events

Social events play a crucial role in students' experiences while in the Flores MBA Program. School can be extremely stressful and social events provide students an opportunity to relax and bond outside the classroom. I will work closely with the Social Chair to develop a social calendar containing a variety of events for members to attend and enjoy. Our social events will also ensure that members are getting their money's worth and therefore encourage further participation in the MBAA.

Enhancing Membership of MBA Organizations

Next year, I will be serving the National Association of Women MBAs (NAWMBA) as the Vice President of Membership. Being president of the MBA Association in addition to Vice President of Membership for NAWMBA will help me create a synergy between the MBAA and NAWMBA, and increase and enhance membership across both organizations. Involving more students in both organizations will both help to strengthen each organization as well as the Flores MBA Program as a whole.

Practice of Business

Throughout this year, I have served the E.J. Ourso College of Business as a graduate assistant in the Office of Advancement. This assistantship has provided me with connections while also putting me in direct contact with prosperous and successful alumni of the E.J. Ourso College of Business. As president of the

MBAA, I will take advantage of these connections and work to provide MBA students with speakers that are both impactful and relevant to their interests.

Mentor-Mentee Program

This past year, some advances were made with the MBA Mentor-Mentee program including allowing the members to get to know each other before assigning mentors and mentees. This resulted in increased interaction among first and second year students than in past years. However, I do believe that the mentor-mentee program can continue to be improved. While the program got off to a good start, it was not a consistent part of the MBA experience. Ideally, this program serves to blend first and second year students and provide first year students with a sense of direction. Next year, I would like to work with our social chair to host at least one or two mentor-mentee events each semester to strengthen the relationships between mentors and mentees.

More Clarified Roles for Cohort Leaders

Cohort leaders are put in place to act as a liaison between MBA members and the executive members of the MBA Association. They are also to “act in other capacities as the executive committee directs.” In conjunction with this second statement as written in the MBAA Constitution, it would be beneficial to clarify the roles of cohort leaders, for instance by assigning each of them to members of the executive committee. This would efficiently allow the cohort leaders become more involved and have a greater impact with the MBAA while also assisting executive members when needed.

My Qualifications

Graduate Assistant-Office of Advancement

Throughout the past year, I have networked with successful alumni of the E.J. Ourso College of Business and the Flores MBA Program. My assistantship has put me in direct contact with our alumni through daily tasks, such as making phone calls, as well as assisting with the semi-annual Deans Advisory Council meetings. Working in the Office of Advancement has also been beneficial by giving me connections for future POB, DSS, and Dinner Club speakers. This position has refined my professional skills and given me the direct business and leadership experience to be a good representative and ambassador for the Flores MBA Program.

Undergraduate Leadership Experience

Throughout my undergraduate career at LSU, I was elected to multiple leadership positions, with my sorority, Kappa Alpha Theta. These positions include chair for the first round of recruitment as well as New Member Educator. Responsibilities that went along with these positions forced me to deal with a variety of personalities and create a sense of cohesion and unity within the sorority, much like what we strive to create among members of the MBA program.

Professional Work Experience

After graduating from undergraduate study at LSU, I spent a year working full-time as an Account Executive for Guaranty Broadcasting, Baton Rouge's local radio broadcasting company. This position significantly spurred my professional growth as I sold and handled accounts for a diverse group of business and industries, which included directly dealing with a variety of people and personalities. I was responsible for maintaining current accounts but also successfully managed to significantly increase new business for the company. The sales experience I gained through working as an account executive refined and polished my interpersonal skills, a quality that is extremely important for the president of the MBAA to possess. This position proves that I can effectively handle loads of responsibility and deal with a diverse group of people; additional qualities that I feel are tremendously important for the president of the MBA Association to possess.

I would be extremely privileged to serve as the President of the MBA Association. I believe in the mission of the Flores MBA Program and upholding its reputation, and the MBA Association plays a significant role in that. I am also passionate about continually bettering the program and enhancing student experiences. As president, I promise to fully invest my time and efforts to serving members of the MBAA and continually enhancing their experiences and opportunities as Flores MBA students. Thank you for your consideration.

Sincerely,

Kristin Casey