Introductions & Group Assignments
Eye Opener

Overview: Haas MBA Programs

• Background - 6 programs (UG, 3 MBAs, MFE, PhD)
  • Haas’ Defining Leadership Principles
  • Haas MBA Programs enrollment
    • 291 FT per year → Overall 525 → 2 years
    • 275 EW per year → Overall 800 → 3 years
    • 70 EMBA per year → Overall 140 → 19 months
• Evening & Weekend MBA = Lock step; Cohort based; 3 signature events; on the Haas campus
• Same degree, same faculty, same access to services/events/resources
• History of dual listed EW and FT courses → important precedent informing current efforts
• EW MBA and EMBA Admissions
  • Trending down (following national trend)
  • Inverse relationship between EW and EMBA application numbers
Drivers of Cross Program Coordination - Students

- Prospective Student expectations
  - Importance of access to faculty, career resources, student clubs for all Haas students
  - Rich, on campus, Haas experience

- Current Student interest
  - Student desires to meet their colleagues in other programs
  - Consistent student desire for more elective choices

Drivers of Cross Program Coordination - Haas

- Haas Strategic Plan
  - Leveraging our access to UC Berkeley assets; leverage begins at home

- Drives for efficiency in operations at a Haas-wide level
  - Especially important for offering courses with sustainable enrollment

- Haas culture enables cross program coordination
  - Highly collaborative, cross-functional staff mobility, Haas staff tenure
  - Haas' Defining Leadership Principles

- Organizing for success – see next slide!
Leadership and structures that make synergy possible

Opportunities for inter-program synergy: Admissions

- Joint Recruiting Events (EW+EMBA)
  - Student organized Diversity Symposium for Working Professionals
- Personal Consults on request (EW+EMBA)
- Application Review Process
  - Prospective students can only apply to one program
  - Team reviews for best fit between EW or EMBA
  - Prospective students steered to another program when warranted
  - FT Deny Strategy & Process
- OneHaas marketing challenge: Resource Access ≠ Resource Coverage
  - Can create expectations that are hard to meet
  - Incentivizes close coordination between Admissions Team and Program Offices
Admissions Group Partnership Breakout

Questions to consider in your groups:
• What “admissions partnerships” do you have at your school?
• How do you explain the advantages of your program to prospective students without “overpromising”

Discuss for 5 minutes in your groups

Each group report out 1 idea you learned from each other

Opportunities for inter-program synergy: Academics

• Background: EW + FT Dual Listed courses
• Joint Academic Offering Initiatives
  • Summer Options w/ EMBA (Dual Listed)
    • EMBA Block Classes
    • Block Week electives
    • Summer Global Network for Advanced Management Global Network Week (GNAM GNW) course
• Growing EMBA interest in EW electives
  • Real Estate electives – access to a Haas specialty
  • Saturday and Sunday electives – expands EMBA elective choice
• EMBA + EW joint initiatives with other UC Berkeley graduate schools
  • School of Public Health
  • Goldman School of Public Policy
• Plans for Haas-wide GNAM GNW in the Fall Semester
Academic Group Partnership Breakout

Questions to consider in your groups: What partnerships are you pursuing
• Inside your business school?
• With other University partners?
• With outside partners?

Discuss for 5 minutes in your groups

Each group report out 1 idea you learned from each other

Opportunities for inter-program synergy: Student Experience

• Creating joint student experience events/processes (Program Office + Students)
  • Clubs – Industry and Affinity clubs have dedicated EW VP positions
    • Women in Leadership Conference
  • On Campus Interviewing
  • Social events
    • Joint leadership dinner
    • Dean’s scotch tasting
    • Grapes of Haas
    • Football Game Day Tailgates
    • Diwali
  • Graduation – EW + FT
  • Alumni experience
    • All Haas
    • Lifelong learning opportunities
Student Experience Group Partnership Breakout

Questions to consider in your groups:
• What student experience partnerships are you pursuing?
• Why are you pursuing these partnerships

Discuss for 5 minutes in your groups

Each group report out 1 idea you learned from each other

Questions

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