RECRUITMENT AND SCHOLARSHIPS/FELLOWSHIPS

What programs and initiatives has your school found successful in the recruitment of minority and/or female students?

The Wake Forest University Babcock School of Management recruits female and minority students through both on- and off-campus events as well as partnerships.

**Showcase Weekend (full-time MBA program)**
This event is held annually in January at the Worrell Professional Center, and includes social programs as well as information sessions to familiarize prospective students with the Babcock School. Events include a symposium on diversity and “Lipstick and Blackberries,” an event aimed at recruiting potential female MBA students.

**It’s All About Business (IAAB™)**
A partnership effort between the Calloway School and the Babcock Graduate School of Management, It’s All About Business seeks to enroll rising seniors from underrepresented groups majoring in liberal arts, science and engineering programs. IAAB™ is an intensive two-week summer program that introduces students to the fundamentals of accounting, finance, management communication, computing and statistical skills, marketing, economics, project management and organizational behavior. IAAB™ is offered on a full-scholarship basis.

The Babcock School’s partners include:

**The Forté Foundation**
The Forté Foundation is an organization of top business schools and corporations. According to its website, its mission is “to substantially increase the number of women business leaders by increasing the flow of women into key educational gateways and business networks."

“[They] will achieve this mission by:

- Motivating young women to prepare for a business career
- Increasing women’s access to education and business networks
- Educating women on the value of an MBA
- Supporting women financially in their business education
- Raising awareness of the impact women can make on business and society/culture/environment/economy
- Encouraging and supporting cutting edge research on relevant topics"

**National Association of Women MBAs (NAWMBA)**
NAWMBA is a nonprofit organization dedicated to empowering women MBAs in order to propel more women into leadership positions in corporate America and enhance the diversity of the nation’s work force. NAWMBA works to educate students on the career opportunities available and the skills necessary to succeed by supporting local chapter programs as well as publications and events at the national level, including an annual national conference hosted by several different graduate school programs each year. The organization also encourages women to attend and successfully complete graduate business school programs by supporting the formation of local school-hosted chapters. The Babcock School’s chapter of NAWMBA—Babcock Women in Business—organizes a number of events to give every woman at Babcock an opportunity to be a well-rounded individual.

The Babcock School of Management is also a sponsor of MBA Diversity. The school participates in its conferences and annual symposium.

**Please describe any scholarship and/or fellowship opportunities for minority and/or female students attending your school.**

**Name of fellowship program:** The Forté Fellowship
**Deadline for application:** With application for admission
**Fellowship award amount:** Varies
**Website or other contact information:** www.fortefoundation.org

The Forté Foundation is an organization of top business schools and corporations whose mission is to increase the number of women in business. Each year, Forté Scholars are selected based on exemplary leadership and achievement. Scholars participate fully in the Forté Scholars programs. For more information on scholar benefits, please visit www.fortefoundation.org. No separate application is required to be considered as a Babcock Forté Scholar.
**PROMINENT ALUMNI/FACULTY**

Please provide information about prominent minority faculty members at your school.

**Ram Baliga, John B. McKinnon Professor of Management**

The full-time class of 2005 became the most recent class to choose Dr. Baliga as Educator of the Year for outstanding contributions to their education and personal development. He has won the award three other times. He has also received three Kienzle Awards, given by alumni two years following their graduation to the professor whose teaching has proven most valuable. Baliga's international consulting work helps keep his students abreast of the real-world implications of managing strategy and leading strategic change.

Baliga co-authored the books *Emerging Leadership Vistas, Tables Are Turning: German and Japanese Multinational Companies in the United States and Quest for Survival and Growth*. His research interests include strategies adopted by corporations in response to deregulation and shifts from planned economies to market economies, corporate governance, strategic decision making and leadership. He can also comment on how multinational companies can develop a global mind-set and why a global vision is necessary in the modern business environment.

**Derrick Boone, associate professor of marketing**

Dr. Boone is a member of the American Marketing Association, Association for Consumer Research, Society for Consumer Psychology and the National Black MBA Association. Prior to his academic career, he worked in sales and marketing for Merck Pharmaceutical Company and served in the United States Navy where he currently holds the rank of captain (reserve component).

Boone’s specific research interests include investigating new methodologies for market segmentation, analytical modeling of the diffusion of innovations and how consumers integrate information in their decision-making processes. He received his MBA from Farleigh Dickenson University and his PhD at Duke University’s Fuqua School of Business.

**Ajay Patel, Babcock Research Professor of Finance**

Dr. Patel’s work has been widely published in scholarly journals, and has won four awards from academic associations and two from practitioner associations. During his tenure at the Babcock School, he has won numerous professional awards and teaching honors. He received the Educator of the Year Award in 1996, 1997, 1998, 1999, 2000, 2002 and 2004, and the 2001 Kienzle Teaching Award, given to the faculty member who represents the highest standards of teaching excellence. In 1997 and 2000, Patel was honored with the Outstanding Faculty Award for the Babcock School’s Charlotte evening MBA program.

Patel’s areas of research are corporate governance, compensation and conflicts of interest, capital structure and the choice of security offerings, valuation and the cost of capital and cross-border mergers and acquisitions. He received his MBA from the University of Baltimore and his PhD from the University of Georgia.

Please provide information about prominent minority alumni from your school.

**Dion Barrett, MBA 2005, corporate investment banking associate, Wachovia Securities**

Mr. Barrett volunteered for the financial literacy community project, and served as treasurer for the Student Government Association and vice president of Babcock’s Black Business Students Association. “If you're looking for an environment where you’re challenged and given a chance to play an active role not only in your own education but in that of your classmates, this is definitely where you want to be.”

**Andrew Chang, MBA 2005, manager of marketing strategy, Airtran Airways**

Mr. Chang served as vice president of Babcock’s Marketing Association and as external relations chair for Student Government Association, and took full advantage of indoor courts to play tennis regularly. Chang’s take on Babcock: “Some people choose schools based on rank or prestige alone, but I'd rather choose a school based on its culture and personal fit. Babcock is all about growing as a person and being able to work on a team. These are what managers are looking for in a candidate.”

**Jorge Rodriguez, MBA 1983, managing director, Credit Suisse, Mexico**

Please provide information about prominent female faculty members at your school.

**Sherry Moss, director of the full-time MBA program and associate professor of organizational studies**

Dr. Moss received her PhD in 1991 from Florida State University. She joined the Babcock School in June 2005. Prior to her current position, she served as an associate professor in the department of management and international business and served for five years as the faculty director for the
executive MBA program at Florida International University. Her research interests include attribution theory, feedback, abusive supervision, leader-member exchange and leader emergence. Her work has been published in various academic journals, including the Academy of Management Journal, Organizational Behavior and Human Decision Processes, Journal of Organizational Behavior, Journal of Management and Academy of Management Executive. Moss is actively involved in several professional organizations, including the Academy of Management and Southern Management Association, where she recently completed a three-year term as secretary and membership chair. She has consulted and conducted training workshops for a variety of local, national and multinational organizations. Most of her training focuses on improving performance and employee development through effective managerial decision making.

Michelle Roehm, associate professor and BOV Fellow in Marketing
Dr. Roehm is a member of the Association for Consumer Research, American Marketing Association and Society for Consumer Psychology. Dr. Roehm’s research focuses on information processing and consumer behavior, specifically examining advertising management, brand management and product management. She has published in such journals as the Journal of Consumer Research and Journal of Marketing Research. She received her BS and MS from the University of Illinois at Urbana-Champaign and her PhD from Northwestern University.

Charu Raheja, assistant professor of management
Professor Raheja teaches courses in Corporate Finance, Financial Management and Corporate and Asset Evaluation. Her work has examined how the size and composition of corporate boards affects board monitoring and CEO succession planning, as well as changes in the board structure as a firm moves in its life cycle and when firms underperform. She has also studied underperforming firms and the changes in corporate governance following underperformance. Raheja's current work focuses on the CEO influence on directors, the role of founders in corporations and CEO succession planning.

Raheja’s paper, “The Interaction of Insiders and Outsiders in Monitoring: A Theory of Corporate Boards,” was the recipient of the 2005 William F. Sharpe Award for Scholarship in Financial Research, the best paper award in the Journal of Financial and Quantitative Analysis. She has presented her work at the Western Finance Association meeting, the University of Iowa, Claremont McKenna College, Federal Bank of Boston, Michigan State University, University of Arizona, Rutgers University, University of Tennessee, University of South Carolina, American University, University of Delaware and Clemson University. She also discussed mutual fund corporate governance in a conference organized by the Investment Company Institute.

Please provide information about prominent alumnae from your school.
Anne Moncure, MBA 1994, president, United Family Hospitals, Beijing
Anne Moncure is currently the president of United Family Hospitals in Beijing. Prior to accepting this position, she was the managing director of Indraprastha Apollo Hospitals in New Delhi. Moncure left a safe, secure position with HCA Corp., where she spent most of her 23-year career in health care administration to move to India to run the 695-day facility. “I came for the challenge,” she says. “It caught my imagination. Never had I ever thought about coming to India.” Moncure attributes the move halfway around the world partly to her own sense of adventure. But the New York native, who previously worked in France for the Minister of Health before returning to the United States in 1997, also credits the Wake Forest MBA program. In particular, she cites the school's emphasis on solving problems creatively.

Susan Alt, MBA 1994, president and chief executive officer, Volvo Logistics
Ann Johnston, MBA 1983, former executive vice president of human resources, R. J. Reynolds Tobacco Company
June A. Sabah, MBA 1977, senior vice president wealth advisory group, Morgan Stanley
Christina Hanger, MBA 1993, chief operating officer, Worksoft

CURRICULUM AND RESEARCH
Please provide information on any classes and concentrations that focus on issues related to women or minorities.

MGT 3700: East Asia Management Program
This program runs from late May to early June each year and includes group visits to various companies in China or Japan. The Japan trip also incorporates homestays with individual Japanese families.

MGT 3701: European Business Studies Program
This two-week course runs from late May to early June and focuses on business developments in the European community. Students select a trip to either Oxford University in England or Vienna, Austria, Budapest, Hungary and Prague in the Czech Republic or cities in France and Germany.

MGT 3702: Latin American Management Program
This experiential program runs from late May to early June. The trip is designed to help participants build a broader, deeper and richer understanding of the economic, cultural, political and social context of present-day Latin America.
MGT 3704: Asia Management Program—India
The India program is an experiential course designed to familiarize participants with the challenges and opportunities of doing business in and with one of the world’s largest emerging economies. The program includes visits to and discussions with various Indian and multinational companies and managers in locations throughout India. The program also includes visits to major historical and cultural sites as part of the educational experience.

Please describe any symposiums or special lectures that focus on diversity and minority issues organized and/or sponsored by your school.

Multicultural enrichment program (MEP)
The multicultural enrichment program serves as a resource to ethnic minority students by assisting their academic and social integration into the Wake Forest University community. The primary objectives of the MEP are to provide a continuing orientation to the university and community life, help students identify positively with the university by demonstrating genuine concern for them and inspire students through a variety of support mechanisms. These objectives are accomplished through the provision of an upper-class peer mentor who is trained to assist in taking responsibility for academic skills and social behavior.

Sister’s Inspirational Summit
This annual one-day summit includes workshops on minority health and nutrition, spirituality, empowerment and self-marketing, as well as a reception with music, dance and drama performances. Past keynote speakers include social activist and author Reverend Marcia L. Dyson and award-winning poet Nikki Giovanni.

Other symposia and academic lectures include:

Native American Indian Sovereignty: An Interdisciplinary and Cross-Cultural Symposium
Identities in Question: German, European, American

ORGANIZATIONS AND STUDENT LIFE

Please provide information on your school diversity student and alumni organizations.

Black Business Students Association (BBSA)
www.mba.wfu.edu/default.aspx?id=397
The mission of the Babcock Black Business Students Association is to promote cultural awareness in business and the community, as well as to remain committed to excellence in both the business and academic environment. Our goals are to advance the interests of our members and to contribute to Babcock’s overall success by continuously maintaining a talented, skilled, capable and culturally diverse student body. The BBSA strives to create networking opportunities for its members and enhance the educational experience for the larger Wake Forest MBA community through cultural programs. Through its affiliation with the National Black MBA Association, members of the group can participate in conferences and case competitions.

International Students Association (ISA)
www.mba.wfu.edu/default.aspx?id=501
ISA facilitates the adaptation of international students to the Babcock academic and social environment, and eases the social integration of international students through organizing of social events, providing internship and job search assistance and building a strong international student alumni network. The association leverages the cultural diversity of internationals and contributes to the further development of global spirit at Babcock.

Babcock Women in Business (BWIB)
www.mba.wfu.edu/default.aspx?id=502
BWIB is a key professional and educational resource for female students, faculty and staff involved with the Babcock MBA program. It addresses the evolving role of women in business by assisting members in building a network with other successful empowered women with common career goals, providing Babcock women with the tools, role models and experience to manage change by responding to external pressures in the professional environment. BWIB is actively involved in the recruitment of female MBAs by increasing the visibility of successful professional women and by developing members into role models for the business community.

Gay-Straight Student Alliance (GSSA)
The Gay-Straight Student Alliance of Wake Forest University exists to promote dialogue and understanding about sexual orientation issues. We hope we can make our campus and our community a more welcoming place for all people through our efforts. GSSA has two main purposes. First, we strive to promote understanding of gay, lesbian, bisexual and transgender (GLBT) issues and acceptance of the GLBT community through campus and community activities. Second, we exist to create a supportive social atmosphere on campus for members of the GLBT community and their allies.
Please provide information on any programs, including on-campus and universitywide programs in which MBA students participate that focus on issues related to women or minorities.

The Babcock School is proud of its strong tradition of community service. Each year, students donate thousands of dollars and countless hours to charitable organizations in the community. Recent events organized by our students have included:

- An annual charity auction, which raises thousands of dollars for such organizations as the Foundation Fighting Blindness, the Ronald McDonald House, the Enrichment Center and Brenner Children’s Hospital
- Clothing drives benefiting people ranging from tsunami victims in Asia to the homeless in Winston-Salem
- A schoolwide blood drive that inspired 10 potential donors to register for the National Bone Marrow Program

Other volunteer efforts have benefited the American Red Cross, Big Brothers/Big Sisters, Boys Camp, Cancer Services, Habitat for Humanity, Hospice, Juvenile Diabetes Research Foundation, Second Harvest Food Bank of Northwest North Carolina, Special Olympics of North Carolina, the Susan G. Komen Breast Cancer Foundation Race for the Cure, Toys for Tots, UNICEF and the United Way.

Social entrepreneurship initiative
This innovative program partners the resources of Wake Forest University with local nonprofit agencies to build social capital and bridges in the Winston-Salem and Piedmont Triad community. Social entrepreneurship programs enhance the ability of local nonprofit organizations to be innovative in serving their constituencies. Interns have been placed in a variety of nonprofit organizations beginning with three sites in 2001, four in 2002, five in 2003, three new sites in 2004, three in 2005 and five in the summers of 2006 and 2007.

Please provide information on any institutes and/or related programs that focus on diversity.

The fund for ethics, leadership and civic responsibility
The fund for ethics, leadership and civic responsibility was established through a $1 million grant from the Mary Reynolds Babcock Foundation to Wake Forest University in 1991. Endowment from the fund is earmarked for helping faculty, staff and students to develop curriculum and extracurricular programs in ethics, leadership and civic responsibility.

Through programs supported by the fund, the university seeks to promote and enhance initiatives connecting theoretical ideas with pragmatic practices. The fund is administered by a committee that includes a staff member from the development office and faculty representation from the Babcock School of Management, the law school, graduate school, school of medicine, the Calloway School of Business and Accountancy and Wake Forest College.

Flow Institute for International Studies
The Flow Institute for International Studies helps students develop their understanding of other countries’ economies, businesses and cultures through study tours, speakers and seminars.

The office of multicultural affairs
The office of multicultural affairs develops and implements programming which fosters the academic and personal development of the university’s ethnic minority population. We provide academic advising and counseling support for all ethnic minority students. The office serves as an information clearinghouse for the campus community regarding issues impacting ethnic students. Our office coordinates broad-based activities for the university’s ethnic faculty, staff and alumni.

Please describe any off-campus resources, activities, programs and/or organizations that may be of interest to minority or female students.

African American Atelier, Inc.
www.africanamericanatelier.org
According to its website, the African American Atelier is a nonprofit art organization founded in 1990 that “seeks to promote an awareness, appreciation and sensitivity to the visual arts and culture of African-Americans, and to work in harmony with other ethnic groups.” Located in the Greensboro Cultural Center, the African American Atelier displays original art and presents several exhibitions throughout the year. Past exhibits featured work by Juan Logan, Elizabeth Leal, William Tolliver and Betty LaDuke.

Professional Women of Winston-Salem (PWWS)
www.pwws.org
According to its website, the purpose and goals of PWWS are “to support women on a professional level; to learn from each member by sharing professional experience and ideas; to develop and influence confidence in women who aspire to higher career goals; to build a community of women who support each other in becoming more effective in the business world; to provide programs that stimulate professional and personal growth and development; and to offer a forum where businesswomen can exchange resources and new ideas, make new contacts and open new lines of communication.” Luncheon meetings are held monthly at the Piedmont Club in Winston-Salem.
CAREER OPPORTUNITIES

Please describe any diversity recruiting events for employers recruiting minority and/or female students at or near your school.
The Babcock School encourages students to attend the career fair portion of the annual National Black MBA Association conference, and works closely with student organizations to arrange on- and off-campus recruiting events.

STRATEGIC PLAN AND LEADERSHIP

How does your school’s leadership communicate the importance of diversity to your student body, faculty and administration?
The Babcock School of Business demonstrates its commitment to diversity by its continuous involvement in the recruitment of underrepresented groups for the MBA program. Additionally, Wake Forest University’s variety of programs and administrative services dedicated to minority and female students illustrate the importance of diversity to the campus community and the world.

Please provide any additional information regarding your school’s diversity initiatives that you wish to share.
Babcock’s dean, Steve Reinemund, distinguished himself as an advocate of the importance of diversity in education and in the marketplace during his 23-year tenure at PepsiCo, the last seven of which he spent as the company’s chairman. Dean Reinemund has placed diversity as a central issue in the school’s strategic planning and pledged himself to aggressively supporting a broad variety of new and expanded diversity programs.

DEMOGRAPHIC INFORMATION

Please describe the demographics of your most recent entering class.

Full-time MBA class of 2008
Percentage of female students: 33 percent
Percentage of minority students: 17 percent
Average age of students: 27
Percentage of international students: 15 percent

Please describe the geographic diversity of your most recent entering class.
Distribution of students from different U.S. regions:
- Mid-Atlantic: 14 percent
- Midwest: 6 percent
- Northeast: 9 percent
- South: 48 percent
- Southwest: 3 percent
- West: 4 percent

Please describe the selectivity of your school for the most recent application cycle.
Number of matriculants: 81

Please describe the academic and employment backgrounds of your most recent entering class.
Average years of pre-MBA work experience: Four
Percentage of students who studied different undergraduate disciplines:
- Business/commerce: 40 percent
- Computer science: 3 percent
- Economics: 7 percent
- Engineering: 14 percent
- Humanities: 4 percent
- Science: 15 percent
- Social science: 17 percent
Please provide student employment information for the most recent graduating class.

Full-time MBA class of 2007

Average starting salary: $80,311
Average signing bonus: $13,352

Percentage of students entering different industries:
  - Manufacturing: 23 percent
  - Services: 77 percent

Percentage of students working in different functions:
  - Consulting: 13 percent
  - Finance/accounting: 49 percent
  - General management: 4 percent
  - Marketing/sales: 24 percent
  - Operations/production: 10 percent

Major recruiting companies:

- Alltel
- BB&T
- Booz Allen
- Duke Energy
- Ecolab
- Emerson
- FedEx
- Frito-Lay
- General Electric
- KPMG
- Microsoft
- North Highland Consulting
- Reynolds American
- Scotia Capital
- Wachovia