American University
Kogod School of Business

RECRUITMENT AND SCHOLARSHIPS/FELLOWSHIPS

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

Kogod actively participates in national conferences and local events coordinated by organizations such as National Black MBA Association, National Society of Hispanic MBAs (NSHMBA), Asian MBA Association and the Forté Foundation as a means of cultivating opportunities for our current students, as well as attracting high-quality diverse candidates as prospective students for our graduate programs.

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

While Kogod certainly counts diverse students among our scholars, we do not reserve specific graduate awards for diverse applicants.

PROMINENT ALUMNI/FACULTY

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

J. Alberto Espinosa, associate professor of information technology
Professor Espinosa's research focuses on coordination and performance in global technical projects across global boundaries, particularly distance and time separation across different time zones. Prof. Espinosa employs a multiple-method approach in his research, including theoretical, lab experiments, qualitative studies and survey methods, but his primary focus is on on-site field studies in large technical organizations. His work has been published or is forthcoming in leading scholarly journals, including: Management Science, Organization Science, Information Systems Research, The Journal of Management Information Systems, Communications of the ACM, Information, Technology and People, and Software Process Improvement and Practice. His work has also been published in leading academic conference proceedings and he is a frequent presenter in those conferences. Professor Espinosa has several years of working experience as a design engineer and as a senior manager with international organizations.

Please provide information about prominent minority alumni from your school.

Paul J. Diaz, BSBA 1984, president, chief executive officer and director, Kindred Healthcare
Paul Diaz is president, CEO and director of Kindred Healthcare, one of the largest providers of health care services in the United States. He is also a director of DaVita, Inc., a provider of dialysis services for patients suffering from chronic kidney failure, and is on the board of visitors at Georgetown University Law Center. He was formerly on the board of PharMerica Corporation, Bloomberg School of Public Health at Johns Hopkins University and was a trustee on the executive committee of the Suburban Hospital Healthcare Systems.

In 2008, Modern Healthcare magazine named Mr. Diaz one of the 100 Most Powerful People in Healthcare and one of the Top 25 Minority Executives in Healthcare. In addition, in both 2008 and 2009 Hispanic Magazine named Mr. Diaz as one of the 25 Best Latinos in business. Mr. Diaz received a BSBA in accounting from the Kogod School of Business and a law degree from Georgetown University.

Addison “Barry” Rand, BS 1969, chief executive officer, AARP
Barry Rand is the CEO of AARP. He previously served over 30 years at Xerox Corporation. Xerox became the most diverse company in the Fortune 500 under his leadership, and he served as chief executive officer of Avis Group Holdings and Equitant, Inc. He has been involved with numerous boards of directors and currently serves as a chairman of the board at Howard University, and is a director with Agilent Technologies, Inc. and Campbell Soup Company. Mr. Rand holds a BS from the Kogod School of Business and an MBA and MMS from Stanford University.

Lonnie “Trenton” Marsh, BSBA 2002, senior business consultant, IBM Corporation
Trenton Marsh is a senior business consultant with IBM Corporation. Mr. Marsh cofounded CommitMEN in 2005 and serves as the director of Strategic Alliances for CommitMEN, helping to raise money for scholarships. He is also an avid public speaker on education.

Mr. Marsh was nominated for the Mr. Do Right 2007 award by Essence Magazine and has been featured in CNN.com’s Young People Who Rock, which recognizes young people for their community involvement, leadership and desire to change the world. He holds a BSBA from the Kogod School of Business and a master’s in education from the George Washington University.

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

Sonya Grier, associate professor of marketing
Professor Grier conducts interdisciplinary research on topics related to target marketing, race in the marketplace, the social impact of commercial marketing and social marketing. Her current research investigates the relationship between marketing activities and consumer health, with a focus on obesity. She has published her research in leading marketing, psychology and health journals. Professor Grier has policy experience based on two years at the Federal Trade Commission, and also has practical industry experience in market research, brand management and marketing consulting.
She serves on the editorial board for the *Journal of Public Policy and Marketing*, and the advisory boards for Transformative Consumer Research and the Villanova Center for Marketing and Public Policy. She also serves as a member of the Board of Scientific Counselors for the Centers for Disease Control and Prevention (CDC) National Center for Health Marketing.

Please provide information about prominent alumnae from your school.

**Kellie J. Falk-Tillett, MBA 1988, managing director, Drucker and Falk, LLC**

Kellie Falk-Tillett is managing director of Drucker and Falk, LLC, one of the nation’s oldest and most prestigious investment real estate firms. She is a certified apartment property supervisor, a certified property manager and a housing credit certified professional. Ms. Falk-Tillett is a graduate of Meredith College and she received an MBA in real estate from the Kogod School of Business.

**Victoria Harker, MBA 1990, executive vice president and CFO, AES Corporation**

Victoria Harker is executive vice president and chief financial officer of AES Corporation, one of the world’s largest global power companies. She serves as a director of Wolftrap Foundation for The Performing Arts and is a member of the Kogod Advisory Council. In addition to an MBA from the Kogod School of Business, Mrs. Harker holds a bachelor’s in English and economics from the University of Virginia.

**Loretta Sanchez, MBA 1984, congresswoman from California, U.S. House of Representatives**

Loretta Sanchez is representative for the state of California’s 47th District. She is serving her seventh term in the U.S. House of Representatives where she is the ranking female member on the House Armed Services Committee and sits on the Oversight and Investigations, Strategic Forces and Military Personnel Subcommittees. Congresswoman Sanchez is a member of the Blue Dog Democrats, the New Democratic Coalition and the Congressional Human Rights Caucus. In addition, she is a cochair of the Congressional Caucus on Vietnam. She is also a member of the Women’s Congressional Caucus, the Older Americans Caucus, the Law Enforcement Caucus and the Congressional Sportsman’s Caucus, and she serves on various boards. She is past president of the National Society of Hispanic MBAs, a member of the Los Amigos of Orange County, the Rotary Club of Anaheim and the Anaheim Assistance League. She is a graduate of Chapman University, where she is a trustee, and she earned an MBA from the Kogod School of Business.

**CURRICULUM AND RESEARCH**

Please describe any faculty and/or student research projects that focus on diversity, multiculturalism and/or minority issues.

Sonya Grier conducted a study on combating obesity in minority children and children from low-income families. Grier and colleagues explored the effects of fast-food marketing seen by ethnically diverse parents on their children’s consumption of fast foods. The Robert Wood Johnson Foundation (RWJF) supported this research through its grant to Penn as part of funding to universities participating in Health & Society Scholars to help them develop population health research and teaching capacity.

Assistant Management Professor Caren Goldberg’s primary research interest is in the impact of diversity on individuals and work groups. Specifically, her research focuses on the relationship between demographic matches (between supervisors and employees, between employees and their work groups, between interviewers and applicants) and work-related outcomes such as work attitudes, performance ratings and hiring. She has also done a great deal of research on sexual harassment, focusing on the factors associated with harassment, individuals’ responses to harassment and the impact of sexual harassment awareness training.

**ORGANIZATIONS AND STUDENT LIFE**

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

**Asian MBA Association**

Number of current members: three executive officers and 40 members

This professional club provides service, representation and advocacy for Asian MBA students, while also promoting community through networking and speaker events and fundraisers.

**Black MBA Association**

Number of current members: two executive officers and 40 members

A chapter of the National Black MBA Association, the Black MBA Association is dedicated to creating partnerships that enhance intellectual and economic wealth in the Black community. It fosters economic and educational development initiatives that support the global African-American community. Contact us or visit the Black MBA Association website for more information.

**Hispanic MBA**

Number of current members: three executive officers and 60 members

This organization supports Hispanics within the business community and seeks to foster Hispanic leadership at Kogod through professional development activities. Club members participate in conferences, networking events and fundraising.
International Business Association
Number of current members: 20 members
IBA brings together scholars and professionals to exchange information and ideas in a multinational and multicultural environment. The association provides leadership in the areas of international business and economic research and practice.

Kogod Women in Business
Number of current members: three executive officers and 50 members
This chapter is a member of the National Association of Women MBAs and seeks to promote the education and advancement of women in business by providing support through networking and mentoring.

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.

Asian MBA
International Student Networking Dinner

Black MBA
D.C. LEAD Symposium, Budget Talk, NBMA conference

Graduate Business Association
Food Drive, Making a Difference is Our Business

Hispanic MBA
Clubs and friend attend D.C. United game, NSHMBA conference, Networking and Salsa event

CAREER OPPORTUNITIES
Please describe any diversity recruiting events for employers recruiting minority and/or female students at or near your school.
The Kogod School of Business provides graduate students with a service that supports individuals gaining a professional edge in the job market. We strive to provide our student population with the professional intellect required to secure internships and full-time positions. Our diverse student population has access to a variety of individual services, group programs and online resources that provide strategic insight into the job search process.

The Kogod Center for Career Development emphasizes a focus on diversity recruiting through marketing, funding and supporting students through group programs and individual service. Kogod participates in the premier national conferences including the National Black MBA Association, the National Society for Hispanic MBAs, the Asian MBA Society, and the National Women MBA Association. The center employs seasoned career advisors who are experienced in working with many cultures. The services delivered are tailored to each student in order to ensure individual needs are met.

STRATEGIC PLAN AND LEADERSHIP
Please provide your school’s diversity mission statement.
The Kogod School of Business is committed to increasing diversity among its faculty, students and staff. We will partner with the office of enrollment and local college access organizations to use Kogod endowed scholarship funds to provide supplemental awards to talented students. Through K-LAB and the Kogod Center for Career Development, we will promote diversity offerings which allow students to appreciate the value of diversity in their academic programs and career management plans. Finally, we will empower students and staff to take advantage of training opportunities that address diversity issues.

DEMOGRAPHIC INFORMATION
Please describe the demographics of your most recent entering class.
Percentage of female students: 45 percent
Percentage of minority students:
- White/Caucasian: 35 percent
- African-American/Black: 7 percent
- Hispanic/Latino: 4 percent
- Asian: 8 percent
Average age of students: 27

Please describe the geographic diversity of your most recent entering class.
Percentage of U.S. citizens and permanent residents: 62.5 percent

Distribution of students from different U.S. regions:
- Mid-Atlantic: 28 percent
- Midwest: 3 percent
- Northeast: 7 percent
- South: 21 percent
- West: 5.5 percent

Please describe the selectivity of your school for the most recent application cycle.
Number of applicants: 470
Number of admits: 162
Number of matriculants: 112

Please provide student employment information for the most recent graduating class.
Average starting salary: $77,881

Percentage of students entering different industries:
- Consulting: 16.7 percent
- Financial services: 21.4 percent
- Government: 4.8 percent
- Nonprofit: 11.9 percent
- Other: 38.1 percent

Percentage of students working in different functions:
- Consulting: 11.9 percent
- Finance/accounting: 28.6 percent
- General management: 4.8 percent
- Human resources: 2.4 percent
- Marketing/sales: 19 percent
- Information technology: 2.4 percent
- Operations/logistics: 2.4 percent
- Other: 28.6 percent

Major recruiting companies:
- Arnold Worldwide
- Citibank
- Choice Hotels
- Deloitte
- Department of Homeland Security
- Ernst & Young
- Government Accountability Office
- IBM
- IRS
- John Hancock Financial
- KPMG
- Ogilvy & Mather
- Raytheon
- Reznick Group
- Target