RECRUITMENT AND SCHOLARSHIPS/FELLOWSHIPS

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

Women

The Simon School is a partner with the Forté Foundation, a consortium of major corporations, top business schools and influential nonprofit organizations that are dedicated to substantially increasing the number of women in business. Current initiatives include:

- Forté Forums: A multicity educational and networking series featuring business schools and corporations.
- Forté Scholarships: Monetary support to help defray the cost of an MBA.
- Forté Scholar Symposiums: Summer interns at New York-based companies exchange experiences and establish networks.
- Forté Career Lab: Industry panels, networking sessions and interactive workshops with accomplished women.

The Simon Association of Women MBAs is a strong and dynamic organization open to all students, faculty, staff and alumni of the Simon School. The mission of the Forté Forum is to share programs and information focusing on the real issues and concerns of women in the Simon community and the business world. The club actively networks with Simon alumnae to further highlight the advancement of women in business.

Other minorities

The Simon School has a long history of a commitment to diversity, and we now have one of the most diverse student bodies of all top business schools. In fact, 26 percent of incoming domestic MBA students are underrepresented minorities (Hispanic-American, African-American or Native American). We place a strong emphasis on diversity within the student experience, including geographic background, culture, gender, race, ethnicity, academic background, work experience and personal perspective.

Simon offers a variety of student-run organizations that share the common goal of promoting unity among the school's very diverse student body. These clubs include:

- VISION
- Latin American Student Organization of Simon (LASOS)
- Simon Association of Women MBAs
- Simon National Black MBA Association (SNBMBAA)
- Simon Partners
- Simon United
- Jewish Association of MBAs (JAMBA)

The Consortium for Graduate Study in Management (CGSM)

The Simon School is a proud and longstanding member of the Consortium for Graduate Study in Management—an alliance of 14 of the country's top business schools and numerous corporations that seek to promote diversity and inclusion in American business. Simon was the fourth business school to join almost 40 years ago, which serves as a testament to our deep-rooted commitment to diversity.

We host a diversity weekend each December to highlight the strengths of the Simon School’s diversity programs.

We promote the CGSM locally, as well as partner with the local chapter of the Simon National Black MBA Association.

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

- **Name of fellowship program:** Consortium for Graduate Study in Management Fellowship
- **Deadline for application:** March 15th (per the Consortium)
- **Fellowship award amount:** Partial scholarships to full fellowships
- **Website or other contact information:** www.cgsm.org

A highlight of the CGSM fellowship program is the orientation program, which highlights the rich tradition of diversity and inclusion that characterizes CGSM. The event provides incoming CGSM scholars with the tools necessary to ensure success in both academic and professional endeavors while connecting our sponsoring companies with the nation’s top diverse MBA talent.
**Name of fellowship program:** Forté Fellowship  
**Deadline for application:** At application deadline  
**Fellowship award amount:** $5,000 to $20,000  
**Website or other contact information:** fortefoundation.org

Forté Fellowships are offered to full-time MBA female candidates who demonstrate exemplary leadership in one or more ways, including academic leadership, team leadership, community leadership or creative leadership. Ideal candidates also have diverse academic and work backgrounds, and a demonstrated commitment to women and girls via mentorship or community involvement.

The Forté mission is “to substantially increase the number of women business leaders by increasing the flow of women into key educational gateways and business networks. We 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 on society/culture/environment/economy; and
- Encouraging and supporting cutting-edge research on relevant topics.”

**PROMINENT ALUMNI/FACULTY**

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

**Rajiv Dewan,** associate professor of computers and information systems, faculty director of graduate programs and chairman of the PhD program  
Professor Dewan has teaching and research interests in electronic commerce, organizational issues in management of information systems, the information technology industry and financial information systems. He has won three Best Paper Awards for research, done in collaboration with his colleagues at the Simon School, in the use of information systems standards in organizations, redesign of business processes and management of websites. His current research interests include marketing on the Internet, the Internet industry, strategic use of technology, the use of standards in managing information systems, and accounting and financial information systems. His papers have appeared in the Journal of Computing, Management Science, Decision Support Systems and IEEE Transactions on Computers, among other journals. Prior to joining the Simon School, Dewan was a faculty member at Northwestern University’s Kellogg Graduate School of Management. He is a member of the Institute for Operations Research and the Management Sciences (INFORMS), the Association for Information Systems and Beta Gamma Sigma.

**Minjae Song,** assistant professor of economics and marketing  
Professor Song’s research topics include measuring consumer benefit from technology innovation, modeling/analyzing cooperative research and development in high-tech industries, and developing an empirical model for consumer demand.

Prior to joining the Simon School in 2007, Song was a faculty member at the Georgia Institute of Technology in Atlanta, and in the summer of 2005, he was a visiting scholar at Northwestern University’s Kellogg School of Management. He earned his MA and PhD in economics from Harvard University, and his BA in economics from Seoul National University, Seoul, Korea.

**Sanjog R. Misra,** associate professor of marketing and applied statistics  
Professor Misra’s current research involves a theoretical and empirical investigation of marketing-related issues. He is particularly interested in modeling the strategic decisions made by managers in sales and distribution environments in response to consumer demands and competitive pressure. In addition, he is interested in the econometric analysis of discrete and qualitative data, from both classical and Bayesian perspectives. Misra’s research has been published or is to appear in various scholarly journals such as Marketing Science, Quantitative Marketing and Economics, International Journal of Research in Marketing, Marketing Letters, IIE Transactions and Journal of Law and Economics, among others. Misra has also used his research to design and implement sophisticated analytical and econometric models for firms such as Xerox, Sprint, IMS Health, A.T. Kearney and Lucent Technologies, with an aim of helping them make better marketing decisions. Misra earned his BA in economics from Ravenshaw College, India, his MBA from FSM, New Delhi, India, and his MS in statistics and PhD in marketing from the State University of New York at Buffalo.

**Ravi Mantenga,** assistant professor of computers and information systems  
Professor Mantenga received his BE (honors) in electrical engineering from the Birla Institute of Technology and Science, his MBA from the Indian Institute of Management, and his MPhil and PhD in information systems from New York University.

Today, Mantenga studies the economics of digital and information-rich products. His research explores how the increasing information technology content in products alters competition, strategy and market structure. Recent research has focused on issues of pricing, product design and entry in converging digital markets, and also on price and demand evolution in network industries. In addition, he has research interests in measuring decision performance, revenue management and information economics. Prior to pursuing his PhD in information systems, Mantenga worked as a sales manager for a consumer good multinational firm and founded an aquaculture company in India.
Please provide information about prominent minority alumni from your school.

Ines Johnson, MBA 2003, assistant brand manager, Procter & Gamble
Working as a structural engineer in Chicago for more than three years was interesting and demanding work, but Inez Johnson realized that, for her, something was missing. She was intrigued when friends with MBAs talked about the opportunities open to them and the flexibility in career choices they enjoyed. She researched areas of business that offered what she liked about engineering, such as project management and working with cross-functional teams, but she also required creativity. In the field of brand management, she found what she was looking for. Johnson went on to choose Simon, where her experience as an intern with Procter & Gamble after her first year convinced her that brand management really was for her.

While at Simon, she took advantage of other opportunities to break new ground, including a three-month stay in Japan as an exchange student at a graduate business school. As co-chair of the Simon VISION Program, Johnson led a successful effort to incorporate community service into the program. She continued her long involvement in reaching out to young students, serving as a mentor in an inner-city high school. Exposing others to opportunities is something she is passionate about.

Jamie Buck, MBA 2003, sales executive, Thomson Financial
Leading others, says James (Jamie) Buck, is exciting work, especially if it involves breaking down complex issues and working with people to craft effective solutions. Understanding which aspects of business he enjoys most is something Buck has come to realize as a result of his life experiences, but he can trace the root of his understanding to high school. A guidance counselor suggested the outstanding science student attend a presentation by INROADS, an international organization that develops and places talented minority youth in business and industry in an effort to prepare them for the corporate world. He was intrigued by the presentation, joined the mentoring program, and spent two summers as an intern in a lab at a major chemical company and another summer in the marketing department at Pepperidge Farm/Campbell Soup in his hometown of Norwalk, Conn. Those early job experiences sent Buck in search of a marketing degree, which he earned from Providence College, and then to IBM, where he worked for more than four years before enrolling at Simon. The role he enjoyed most at the company was serving as an internal consultant on a team implementing software to streamline how the company manages some of its inventory. No two days were the same, communication skills were critical, and the issues involved complex problem solving. He left there knowing exactly what he wanted to do—augment his skill set by gaining economics-based analytical problem-solving capabilities. Coming to Simon, he says, not only made him a stronger leader, but a more confident one.

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

Diana Knyazeva, assistant professor of finance
Professor Diana Knyazeva joined the University of Rochester in 2007. She has research interests in corporate finance. She holds a PhD from New York University.

Anzhela Knyazeva, assistant professor of finance
Professor Anzhela Knyazeva joined the University of Rochester in 2007. She has research interests in empirical corporate finance. She earned her MA in international policy studies from Stanford University and her PhD in economics from New York University’s Stern School of Business.

Joanna Wu, associate professor of accounting
Professor Wu’s teaching interest is in the area of financial reporting. Her research interests are in the areas of international financial reporting, the behavior of financial analysts, management compensation and mutual fund performance. Her work has been published in the Journal of Finance and Journal of Accounting and Economics, among others. She is currently serving as associate editor for the Journal of Accounting and Economics. Wu earned her BA in international economics from Beijing University, her MA in economics and PhD in business administration from Tulane University.

Vera Tilson, assistant professor of operations
Professor Tilson’s research interests are in supply chain management, stochastic scheduling and health care operations. Her teaching interests are in production and operations management, management science and business statistics. Previously, she taught operations management at the Weatherhead School of Management at Case Western Reserve University. She has 18 years of industry experience as a software engineer and project manager in telecommunications, medical instrumentation, supply chain software and financial industries. In 2005, she was accepted to the INFORMS Future Academician Doctoral Colloquium. She was granted a patent in 1990 for “Microwave Measurement of Mass of Frozen Hydrogen.”

Tilson earned her PhD in operations management from Case Western Reserve University, her MS in applied mathematics from the Colorado School of Mines and her BS in electrical engineering from MIT.

Susan Feng Lu, assistant professor of economics and management
Professor Lu is an economist specializing in industrial organization and economics of organization. Her research interests mainly concern how information problems affect individual behavior and the organization of firms and markets, especially the structure of those industries related to health care. Her current research focuses on two lines concerning incentives under information asymmetry. The first is on the long-term care industry. In a series of papers based on the introduction of the Nursing Home Quality Initiative (a report card policy) in the United States in 2002, she studies the effect of information to consumers on the behavior of nursing homes under different organization forms. In the second line of research, she studies the incentives of managers in China during the transition from the planned economy to the market economy. Lu has done fieldwork in the areas of nursing home quality investigation in the greater Chicago area and the state-owned enterprises (SOE) in the process of privatization in China. Her teaching interests include econometrics and statistics, health care strategy, business in emerging markets and nonprofit management. Lu earned her
Please provide information about prominent alumnae from your school.

**Joan Lavis**, BA/MBA 1983, managing director of strategic acquisitions, UBS

The University of Rochester’s 3-2 program, with its opportunity to complete both a bachelor’s degree and an MBA in five years, attracted Joan Lavis to the Simon School. As a student, she found her professors as good as she could have hoped to encounter at the best of the top-ranked schools. She sees the present Simon faculty staying current through their research, keeping up with the changes in business so they can most effectively prepare students for today’s environment.

“The finance and accounting background I got at Simon were instrumental for my career. For starters, my auditing skills were second nature by the time I started my first position at Ernst & Young. At UBS, I then leveraged my finance background to land the more interesting and technically complicated assignments, which eventually led me into structuring transactions. The principles I learned are still relevant today, more than 20 years post graduation. I use my analytical and valuation skills daily to screen acquisition candidates. You also need leadership, tenacity, the ability to get along with others, self-confidence and solid communications skills. My advice is to build solid analytical and finance skills, but do not underestimate the necessity for developing the ‘softer skills,’ as well.”

**CURRICULUM AND RESEARCH**

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

**VISION CONNECT**

outside2.simon.rochester.edu/clubs/vision

The VISION program is the unique student-managed portion of the Simon School’s MBA experience. Designed each year by a committee of second-year MBA students, the program was established to complement the academic curriculum and to prepare effective managers for today’s dynamic business environment. The VISION program is required for all first-year full-time MBA students.

For 2007-2008, the VISION board has established a new corporate social responsibility initiative—VISION CONNECT—in association with the University of Rochester Center for Entrepreneurship and Center for Leadership Development. Simon students have an opportunity to work on real-world projects such as marketing and business plans for nonprofit organizations and their clients in the Rochester area. Students can evaluate and choose the projects based on their area of interest and will receive VISION credits based on the project length and feedback from the agency. Most of the projects will be two to four weeks in duration.

VISION CONNECT partner associations:

- City of Rochester Economic Development Department
- Small Business Development Center
- Ibero-American Action League, Inc.
- Action For a Better Community, Inc.
- The Community Place of Greater Rochester, Inc.
- NeighborWorks
- Urban League of Rochester, NY, Inc.

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

Professor Ellen Zuroski has teaching and research interests in cross-cultural communication and second language acquisition. Her work for educational and corporate institutions includes design implementation of numerous communication skills courses and workshops, as well as coordinating translations and editing of marketing, training and instructional publications for internal use.

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

**Kalmbach Lecture Series**

The center for entrepreneurship sponsors the Kalmbach Lecture Series, which brings top national executives to the Simon School to speak to students about their careers and current challenges. In January 2007, the speaker was Susan Bulkeley Butler, an expert in women’s leadership and author of *Become the C.E.O. of You, Inc.* She is the founder and CEO of the Susan Bulkeley Butler Institute for the Development of Women Leaders, a resource center on women and leadership including research, training, coaching and mentoring services.
ORGANIZATIONS AND STUDENT LIFE

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

Latin American Student Organization of Simon (LASOS)
LASOS will provide incoming and second-year students with business knowledge and network opportunities in the United States and Latin American markets, as well as increase the exposure of the Simon students to the business environment. LASOS is permanently developing many activities toward career development and information exchange in partnership with other Simon clubs, national Latino associations and top business schools. It's also our objective to assist the Simon School in fulfilling the expectations and needs of Latin Americans and other international students. LASOS also plays an important role in helping incoming students adapt and adjust to student life in a new environment through a friendly and close setting based on small events. Its members include Latin and Hispanic-American students and all Simon students interested in the Latin economy, culture and diversity. Our diverse club also has students from the United States, Eastern Europe, Germany, Spain and Japan.

Pacific Basin Forum (PBF)
PBF welcomes all students who are interested in exploring the business dynamics and cultural diversity of Asia. Our goal is to provide current PBF members with opportunities to learn about business-related issues in Asia Pacific and the United States, to network with alumni and corporate speakers and to foster friendships with other Simon students through social activities.

Simon Association of Women MBAs (SAWMBA)
The Association of Women MBAs is a nonprofit national organization dedicated to supporting businesswomen both during their tenure at graduate school and in the years that follow. SAWMBA is a professional organization that strives to enhance the Simon experience for all MBA women. The organization coordinates efforts in career services, professional development and mentoring. In addition, SAWMBA fosters camaraderie throughout Simon's female community through a variety of social activities. SAWMBA has started a scholarship fund, which recognizes Simon's exceptional women leaders.

Simon National Black MBA Association (SNB)
SNB is a student chapter of the National Black MBA Association. This was a strategic move to align the club with a renowned national MBA organization that would allow for greater depth and reach when implementing programs. The purpose of SNB is to provide a forum for students who are interested in the issues concerning the economic advancement of African-Americans in the United States. Our members participate in activities designed to promote and enhance professional, academic and personal achievement. Throughout the school year, SNB members strive to enrich each club member's MBA experience, the Simon School, the University of Rochester and the Rochester community.

SimonUnited
SimonUnited was created to bring the Simon community closer together, whether they be younger or older, domestic or international, female or male. Its purpose is to encourage Simon students to further their cultural awareness, attain a sense of tolerance and understanding, foster unity within our diverse community and the greater global society, help members appreciate and understand each other and our society's diversity, recognize unfairness if it exists and take personal leadership in confronting bias. SimonUnited provides guidance and support in dealing with the culture shock of business school, the United States or traveling overseas. The events, organized by SimonUnited, point out the great importance of curiosity, direct observation, contemplation and self-evaluation in the process of forming ourselves as future business leaders.

Please also 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.

Circle K
Circle K International is a collegiate service organization with a worldwide membership that promotes fellowship, leadership and service. We aim to uphold the objectives of Circle K International, foster compassion and goodwill toward others through service and leadership, develop our own abilities and the abilities of all people, and dedicate ourselves to the realization of mankind's potential.

Habitat for Humanity
The University of Rochester Habitat for Humanity shares Habitat for Humanity International's mission of eliminating poverty housing and homelessness from the world, and making decent shelter a matter of conscience and action. The campus chapter seeks to strengthen the university, Rochester and larger communities through building quality, safe, affordable housing for people in need, raising funds to support building efforts, and learning and teaching about housing issues.

The club's ultimate (and ongoing) goal is to raise enough money to sponsor a Habitat house. Throughout the year, we host a series of fund-raising events, such as the Gingerbread House Building Contest, Krispy Kreme sales and other exciting events. While we work to raise money to sponsor a house, we help build Habitat houses around the Rochester area and every spring break organize a trip to another area that needs help building affordable, reliable housing.
Please provide information on any institutes and/or related programs that focus on diversity.

Women Entrepreneurs Blog @ SIMON
The blog was started and is maintained by Dennis Kessler, executive professor of business administration specializing in entrepreneurship. His goal in having a blog hosted by some of the most prominent women entrepreneurs and professionals in the Rochester area is to provide access to business-related information for women in an all-women’s forum. This group is a well-rounded assembly of women who have started their own enterprises and have much to offer the emergent and seasoned business owner.

CAREER OPPORTUNITIES
Please describe any diversity recruiting events for employers recruiting minority and/or female students at or near your school.
Simon participates in the National Black MBA and National Hispanic MBA career fairs each year, encouraging its students to attend the events to interview for positions at top companies. Staff also attends these events to support students and promote the school for admissions purposes.

STRATEGIC PLAN AND LEADERSHIP
Please provide your school’s diversity mission statement
The Simon School encourages the application of all qualified persons interested in the study of management at the master’s and doctoral levels. The University of Rochester values diversity (see www.rochester.edu/diversity) and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation or veteran status. Furthermore, the university complies with all applicable nondiscrimination laws in the administration of its policies, programs and activities. Questions on compliance should be directed to the particular school or department and/or to the university’s equal opportunity coordinator, University of Rochester, P.O. Box 270501, Rochester, NY 14627-0100. Phone (585) 275-4321.

How does your school’s leadership communicate the importance of diversity to your student body, faculty and administration?
The University of Rochester communicates the importance of diversity through its website, www.rochester.edu/diversity, as well as numerous events. The Simon School also displays its commitment to diversity through partnerships with organizations that support minority students, such as the Consortium for Graduate Students in Management and the Forté Foundation.

The office of faculty of development and diversity and its website, www.rochester.edu/diversity/faculty, provides diversity resources to university faculty.

DEMOGRAPHIC INFORMATION
Please describe the demographics of your most recent entering class.
Percentage of female students: 33 percent
Percentage of minority students: 26 percent
- White/Caucasians: 57 percent
- African-American/Black: 13 percent
- Hispanic/Latino: 13 percent
- Asian: 15 percent
Average age of students: 26

Please describe the geographic diversity of your most recent entering class.
Percentage of U.S. citizens and permanent residents: 57 percent

Please describe the selectivity of your school for the most recent application cycle.
Number of applicants: 1,090
Number of admits: 383
Number of matriculants: 180
Please describe the academic and employment backgrounds of your most recent entering class.
Average years of pre-MBA work experience: 4.9

Please provide student employment information for the most recent graduating class.
Average starting salary: $83,483

Percentage of students entering different industries:
- Financial services: 43.3 percent
- Manufacturing: 30 percent
- Other services: 26.7 percent

Percentage of students working in different functions:
- Consulting: 16.7 percent
- Finance/accounting: 44.3 percent
- General management: 6.7 percent
- Marketing/sales: 18.9 percent
- Operations: 5.6 percent
- Other: 7.8 percent

Major recruiting companies:
- Aleutian Capital Partners
- Bank Street Group LLC
- Bausch & Lomb Incorporated
- CIGNA
- Citigroup
- Constellation Brands Inc.
- Daymon Worldwide
- DeJoy, Knauf & Blood LLP
- Deloitte
- Diablo Management Group
- Excellus BlueCross BlueShield
- Exxon Mobil Corporation
- Forest Laboratories
- Goldman Sachs Group Inc.
- GS1 US
- Johnson & Johnson
- J.P. Morgan Chase & Co.
- Kraft Foods Inc.
- Merrill Lynch & Co. Inc.
- M&T Bank Corporation
- Novartis Consumer Health
- Reckitt Benckiser plc
- Samsung
- The Travelers Companies Inc.
- Unilever