

BerkeleyHaas

OneHaas: A Galactic Approach to Integrating the Evening & Weekend MBA with the Executive Program

Mark Gorenflo
Director of Academics
Evening & Weekend MBA Program

Rahul Sampat
Director of Admissions
Evening & Weekend MBA Program



THE UNIVERSITY OF TEXAS AT DALLAS
Naveen Jindal School of Management

2018 MBA Conferences

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
- EWMBA and EMBA Admissions
 - Trending down (following national trend)
 - Inverse relationship between EW and EMBA application numbers

Drivers of Cross Program Coordination - Students

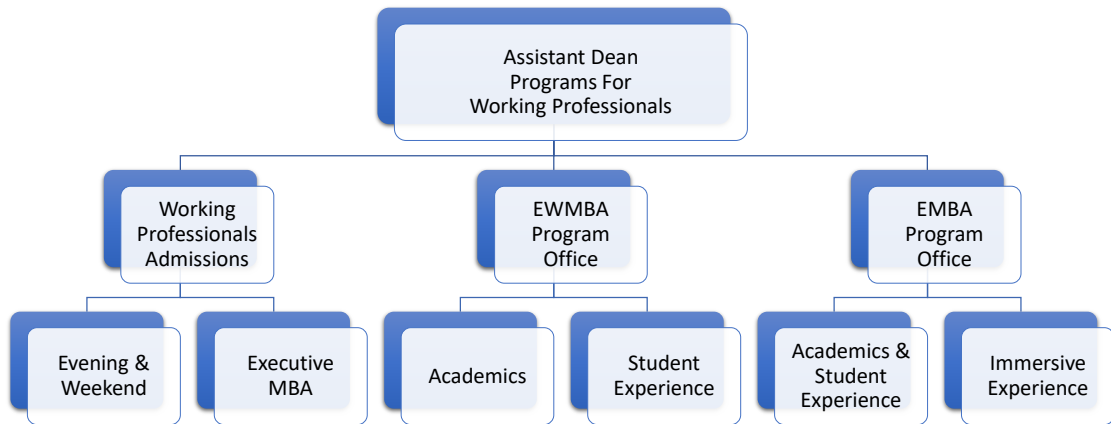
- Prospective Student expectations
 - Importance of access to faculty, career resources, student clubs for all Haas students
 - Rich, on campus, Haas experience
- Current Student interest
 - Student desires to meet their colleagues in other programs
 - Consistent student desire for more elective choices



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 \neq 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

Mark Gorenflo
mark_gorenflo@berkeley.edu

Rahul Sampat
rahul@berkeley.edu