

Black Business Student Association

McCombs School of Business at The University of Texas at Austin

“Not Just An Organization, But An Opportunity”

Fall 2013 Proposal



The **Black Business Student Association (BBSA)** of The University of Texas at Austin is a professional organization that was established to serve African Americans and business-minded students. Founded in October of 2005, BBSA is dedicated to providing academic, professional, and social support to students.

To achieve our goal, we implement a variety of programs that uniquely benefit each of our members. We invite students of all majors, backgrounds, and work experience in order to provide a welcoming and business-oriented environment for everyone interested in BBSA.

The members of BBSA strongly adhere to the principles of achievement, unity, and service. We are a close knit organization that strives to work together to encourage and support one another.

With the corporate sponsorship of companies such as yours, BBSA will continue to expand as a professional organization and implement worthwhile programs for our members and university's student body as a whole. This school year we will continue to serve our campus and community through both corporate networking and social networking events, as well as various educational programs catering to professional development and the exploration of business opportunities.

What's In It For You?

We are currently seeking corporate sponsorship from companies like yours that have an interest in recruiting a talented and diverse workforce! By sponsoring a BBSA event, your company could:

- Receive the resumes of talented and skilled minority students
- Encourage and maintain the values of diversity in the workplace
- Add diversity of thought to the workplace for innovative problem solving
- Help empower college students preparing to enter the professional world
- Share knowledge of corporate success with eager students
- Create a positive and lasting impression of your company

Objectives:

- To unify underrepresented business students
- To encourage and increase academic achievement
- To raise expectations academically and professionally
- To foster professional development

Get Involved!

- Become a corporate sponsor
- Present to students at a meeting/event
- Mentor a student
- Network with members



Primary Contacts



Adrianna Kelsey, President
Adrianna.Kelsey@bba11.mcombs.utexas.edu
(210) 385-3866



Jamaal Wright, Executive Vice President
Jamaal.Wright@bba11.mcombs.utexas.edu
(713) 391-7480

*To discuss general sponsorship, please contact Jamaal Wright.
Adrianna Kelsey is openly available as an additional resource.

**Contact our 2013-2014 Executive Board via:
TexasBBSA@gmail.com**

**Visit our Official Website at:
www.utbbsa.org**

**Visit UTDirect to Complete Corporate Giving Online at:
<https://utdirect.utexas.edu/apps/utgiving/online/nlogon/?menu1=GRSL>**



Black Business Student Association

The University of Texas at Austin

General Sponsorship Guidelines

Event Description:

Are you a new, potential, or returning sponsor of the Black Business Student Association? Is your company interested in becoming involved with BBSA, but unsure of how to do so? Would you like your financial support utilized in a manner best-suited for both your firm and BBSA during the course of the year? If you answered yes to any of the above questions, the options below are perfect opportunities for your company to get involved with our organization. If you're interested in specific sponsorship opportunities, our Executive Vice-President can provide you with additional information.

Objectives:

1. Provide companies with flexible, mutually-beneficial opportunities for sponsoring BBSA
2. Raise funds to provide BBSA members limitless opportunities and developmental programs

Sponsorship Levels:

PLATINUM \$1000+

- ◆ Attend three or more meetings
- ◆ Benefits of gold level
- ◆ Sponsors name included in the name of official program/event
- ◆ Opportunity to be a keynote speaker at a program/event
- ◆ Digital copy of program/event pictures
- ◆ One book scholarship to be offered to dues paid members in your company's name

GOLD \$750

- ◆ Attend three meetings
- ◆ Benefits of silver level
- ◆ Thank-you plaque
- ◆ Private meeting or dinner with officers and/or hand selected members
- ◆ Sponsored community service event

SILVER \$500

- ◆ Attend two meetings
- ◆ Benefits of bronze level
- ◆ Company logo posted on website with an active link directly to company site
- ◆ Inclusion as "Sponsor of the Month" on our list serve newsletters
- ◆ 2012-2013 BBSA resume handbook on disk

BRONZE \$250

- ◆ Attend one meeting
- ◆ Ability to hand out sponsor coupons, samples, paraphernalia, etc. at meetings
- ◆ Recognition on all publications used on all promotional materials
- ◆ Company logo posted on website
- ◆ Thank you certificate
- ◆ BBSA T-shirt for guest speakers

To discuss general sponsorship, please contact:

Jamaal Wright
Executive Vice President
Jamaal.Wright@bba11.mcombs.utexas.edu
(713) 391-7480

Checks from a sponsoring company should include the name of the event and be made payable to:

The Black Business Student Association
Stephanie Hinojosa-Galvan – Director of Student Life
Office of Student Life – Texas BBA
McCombs School of Business, The University of Texas at Austin
CBA 2.302G; Mailcode: B6100
Phone: (512) 232-5903 (direct), (512) 232-5557 (general),
Fax: (512) 232-9080
Email: Stephanie.Hinojosa-Galvan@mcombs.utexas.edu

***Sponsorship is accepted in, but not limited to, these amounts.**



Black Business Student Association at *The University of Texas at Austin*

First Meeting/Interactive Resume Workshop

Date: September 4, 2013

Location: Mod Lab, CBA 5.304

Expected Number of Participants: 50

Event Description:

This meeting has the dual purpose of introducing the new executive board and organizational objectives while also providing a collaborative forum for effective resume building. We will start by announcing our goals to make meetings more interactive and member-inclusive. Our members will then build professional resumes to diversify themselves from fellow top candidates. There will be a template available for students who are starting a resume, and we will offer tips to others who want to improve an existing resume. We would like to include different industries to circulate around the room to tailor resumes based on each student's career aspirations.

Objectives:

1. Introduce students to the BBSA executive board and organizational goals
2. Set the tone for a productive and efficient year
3. Provide an interactive workshop for resume building
4. Allow students to create/modify their resumes while simultaneously receiving advice

Background Information:

This year we are developing new ways to cultivate further participation in our organization by introducing a larger pool of students to recruiters in order to create more opportunities for growth for both our organization and the companies we work with. Additionally, this is the fifth interactive resume workshop. Last year's workshop provided students with downloadable resume templates. This year we are striving to also provide more individualized assistance when requested by attendees.

Event Timeline:

6:00-6:05 Welcome and Purpose

6:05-6:10 Introduction of officers

6:10-6:15 Preview of upcoming events

6:15-6:20 Presentation of leadership opportunities/ways to get involved

6:20-6:30 Intermission for food

6:30-6:35 McCombs career services presentation

6:35-6:55 Company assistance with resume building

6:55-7:00 Acknowledgments/Announcements/Conclusion

Estimated Total Cost of Event: \$175

Sponsorship deadline (funds received) for being included in publicity: **August 14, 2013**

To discuss general sponsorship, please contact:

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Executive Vice President
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Black Business Student Association at *The University of Texas at Austin*

Mock Interviewing Event

Date: September 18, 2013

Location: GSB 3.138

Expected Number of Participants: 30

Event Description:

The purpose of this meeting is to familiarize our members with how a real business interview is likely to be conducted. We plan to better our members' communication and interviewing skills by asking questions one-on-one to model a real interview. We plan to have professors and sponsors act as the interviewers, so the interviewees can receive honest and helpful feedback from seasoned professionals.

Objectives:

1. Advise current students on how to be successful in an interview
2. Engage sponsors in the organization to offer students truthful and educated feedback

Background Information:

This is the second time we will have this event. The BBSA executive board believes that the ability to have a productive conversation with an interviewer is essential to acquiring internship and full-time offers. After the interview we will connect sponsors with current BBSA students and cultivate a dialogue in which the professionals can impress upon our current members career tips for the future.

Event Timeline:

6:00-6:05 Welcome and Purpose

6:05-6:10 Dinner

6:10-6:40 Mock Interviews

6:40-6:55 Interview Feedback

6:55-7:00 Acknowledgments/Announcements/Conclusion

Estimated Total Cost of Event: \$175

Sponsorship deadline (funds received) for being included in publicity: **August 28, 2013**

To discuss general sponsorship, please contact:

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Black Business Student Association at *The University of Texas at Austin*

Facebook Event

Date: October 9, 2013

Location: GSB 3.138

Expected Number of Participants: 30

Event Description:

The purpose of this meeting is to offer members the opportunity to explore the company culture, business model, and career opportunities available at Facebook. Facebook representatives will enlighten attendees on all that Facebook has to offer aspiring young professionals and also supply tips on succeeding within their industry.

Objectives:

1. Introduce members to the different aspects of social media
2. Discuss how to leverage social media for professional benefits
3. Allow members to network with Facebook representatives

Background Information:

This is the first time we will have this event. The BBSA executive board believes in hosting events that are highly demanded by our membership; therefore, we are listening to members' feedback from last year by reaching out to this trendy firm to headline this event.

Event Timeline:

6:00-6:05 Welcome and Purpose

6:05-6:15 Dinner

6:15-6:45 Facebook Presentation

6:45-6:55 Interactive Q&A Session

6:55-7:00 Acknowledgments/Announcements/Conclusion

Estimated Total Cost of Event: \$175

Sponsorship deadline (funds received) for being included in publicity: **September 18, 2013**

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Black Business Student Association at *The University of Texas at Austin*

Etiquette Dinner

Date: October 23, 2013

Location: TBD

Expected Number of Participants: 45

Event Description:

The purpose of this event is to prepare our members for proper etiquette during a networking dinner. We will review correct table setting and appropriate conversational etiquette to ensure our members are prepared for a restaurant environment. Sponsors will have a chance to sit with our members at the tables and have valuable face time to share their etiquette experiences and opportunities for internships and full-time employment.

Objectives:

1. Educate members on proper and professional table etiquette
2. Provide students valuable networking time with sponsors

Background Information:

This is our fourth annual etiquette dinner. In an effort to expand our membership base, we decided this program would be effective in drawing in new students by providing an additional networking opportunity.

Event Timeline

6:00-6:20 Networking opportunity with h'ourderves

6:20-6:25 Welcome and Purpose

6:25-6:30 Introduction of company/representatives

6:30-7:35 Dine/Allow companies to present job and internship opportunities during dinner

7:35-7:45 Additional information on/history of etiquette

7:45-8:00 Acknowledgments/Announcements/Conclusion

Estimated Total Cost of Event: \$700

Sponsorship deadline (funds received) for being included in publicity: **October 2, 2013**

To discuss general sponsorship, please contact:

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Executive Vice President
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Black Business Student Association at *The University of Texas at Austin*

Connecting With Your Future

Date: November 6, 2013

Location: GSB 3.138

Expected Number of Participants: 30

Event Description:

The purpose of our last fall meeting is to build a bridge between our current members and our proud alumni. We plan to use a projector to host a Skype session with some of our alumni working at various companies. The event will allow our members to decide how they can better prepare for their future and discover what career opportunities they may be interested in by listening to the advice of alumni.

Objectives:

1. Create a networking environment for students and alumni
2. Re-engage alumni in organizational activities
3. Allow current students to learn about planning for post-graduation careers

Background Information:

The BBSA executive board believes that a strong connection to alumni is essential to the strength of the organization. We will connect graduated members of BBSA with current BBSA students and cultivate a constructive dialogue in which our alumni can provide our current members with career tips.

Event Timeline:

6:00-6:05 Welcome and Purpose

6:05-6:10 Dinner

6:10-6:25 First Skype session

6:25-6:40 Second Skype session

6:40-6:55 Third Skype Session

6:55-7:00 Acknowledgments/Announcements/Conclusion

Estimated Total Cost of Event: \$175

Sponsorship deadline (funds received) for being included in publicity: **October 16, 2013**

To discuss general sponsorship, please contact:

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Black Business Student Association at *The University of Texas at Austin*

Annual Thanksgiving Dinner

Date: November 20, 2013

Location: TBD

Expected Number of Participants: 60

Event Description:

The purpose of our Annual Thanksgiving Dinner is to unite members in a positive atmosphere and to provide them with an opportunity to give thanks and express appreciation for African-American professors and faculty. The dinner will be in a formal setting. Special guests will be seated one per table and a topic (i.e. Blacks in the Business World, Black Excellence, etc.) will be discussed between the special guests and students. The program will also feature spoken word and song portions. Lastly, we will have a keynote speaker.

Objectives:

1. Unite members and The University of Texas community under a common theme
2. Provide entertainment and educate students about African American excellence
3. Allow special guests to join members for a dinner celebration

Background Information:

This will be our sixth Annual Thanksgiving Dinner. While last year's dinner was a success, we will always continue to push the limits. We aim to continue this tradition within the Black Business Student Association and make it even more successful than previous years.

Event Timeline:

6:00-6:05 Welcome and Purpose

6:05-6:15 Entertainment

6:15-7:00 Dinner

7:00-7:30 Keynote Speaker

7:30-7:45 Acknowledgements of December Graduates/Entertainment

7:45-8:00 Closing Remarks

Estimated Total Cost of Event: \$700

Sponsorship deadline (funds received) for being included in publicity: **October 30, 2013**

To discuss general sponsorship, please contact:

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