## BBA/MBA & Diversity Programming

A sample of McCombs diversity program initiatives are described below.

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| BBA Admissions Statewide Recruiting Visits **Fall** | 50-100 under-represented high school students and their families | Each year, McCombs staff visits the hometowns of prospective students across Texas. During these visits to cities including: El Paso, Laredo, Brownsville/McAllen, Houston, Dallas and San Antonio, our recruiters showcase the McCombs School to interested students and their families. | - Benefits apply to selected city event: Opportunity to send company representative to event  
- Recognition on all email communications and marketing materials  
- Opportunity to provide company handouts and giveaways |
| McCombs Future Executive Academy (MFEA) - **Summer** | Approximately 50 under-represented high school students | MFEA was developed to increase high school graduation and college enrollment rates of minority, first-generation and low-income students. As the McCombs School’s premiere Texas community outreach effort, this program offers an opportunity for high school students who may not have considered the possibility of a business career to have a mini-college experience on the UT campus for one week. Student participants are introduced to different facets of business taught by professors and professionals. The basics of accounting, marketing, management, finance and management information systems are covered with additional workshops on writing and presentation skills. During the camp, students live in a residence hall, experience college life, and familiarize themselves with options for college majors. The week concludes with a marketing plan competition. | - Company representatives invited to participate in judging the marketing challenge on the last day of the camp  
- Recognition on the MFEA website and printed on camp materials  
- Opportunity to distribute promotional materials to the camp students  
- Opportunity to participate in other aspects of the camp at company’s request |
| Subiendo: The Academy of Rising Leaders - **Summer** | Approximately 75 Hispanic high school seniors | Subiendo is a five-day intensive summer program that brings together Texas aspiring high school seniors for an unforgettable leadership development experience on the University of Texas campus. Students have the opportunity to address real-world challenges with today’s top business, political, non-profit, and educational leaders. There is no cost for students to attend. | - Support would be recognized on the Subiendo webpage and all collateral and signage material  
- Opportunity to participate at the Academy as table hosts, mentors, and guest speakers |
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| **Leadership Program**                                          | Approximately 300 BBA students each year                                                                  | An award-winning program developed at the McCombs School, LP provides students with unique programs and activities to complement their academic requirements while enhancing their leadership development, awareness and actions on an individual, local and global level. LP is a four-year experience for first-year students and a three-year experience for sophomores and transfer students and prepares students for real-life leadership opportunities and introduces them to a diverse group of student, academic, professional, and community leaders. | • Early connection and brand recognition with LP participants  
• Access to a strong pool of diverse and bright student leaders  
• Résumé book of over 150 student leaders  
• Participation in LP programs throughout the year such as welcome receptions, leadership panels, conflict mediation workshops and classroom speaking opportunities for company executive  
• Logo and hyperlink in electronic promotional items  
• First right of refusal for future funding (A maximum of 4 companies are invited to participate.) |
| **LeaderShape - January**                                       | Approximately 60 BBA Students                                                                            | LeaderShape is a six-day leadership development program for undergraduate business students designed to help participants learn to “lead with integrity”. Students are forced out of their comfort zone in a series of interactive workshops teaching them to work on high-performance teams, practice decision-making during ethical dilemmas, learn to manage change, clarify personal values and standards and develop an understanding of diversity in a work team and community. | • Logo displayed on flyers, handouts, display boards, website, and numerous emails both during the application process as well as alumni events in late spring  
• Name will be on prominent display on T-shirts worn almost daily by student participants during the LeaderShape program  
• Send company representatives to act as “cluster” facilitators for the week-long LeaderShape program  
• Executive invited to participate in Guest Leader Night to provide students with valuable perspective on personal experiences in leading and managing issues of ethics  
• Résumé book of all participating students including their vision statements |
| **Target Your Future - Fall and Spring**                        | Approximately 40 - 45 diverse BBA students each semester                                                  | Target Your Future (TYF) is a program for first generation college students and underrepresented business students that prepares them for internships and jobs and educates them in-depth about career related topics. The program is a small group seminar over eight weeks where employers, advisors, and peers talk about career related issues. The fall program is intended for transfer students and sophomores and the spring program is intended for freshmen. | • Participation as a guest speaker, mentor, panelist, or mock networking participant  
• Eligible to sponsor TYF student participation in an etiquette dinner, provide internships for TYF program participants, and serve as a company field trip host  
• Recognition on marketing materials and at the seminars |
| **BBA Women’s Council - Fall and Spring**                      | Approximately 65-100 BBA women each semester                                                              | Through seminars, corporate partner mentorship opportunities, and the WomenTalk series, the BBA Women’s Council (BBAWC) provides a forum for undergraduate business women to learn about and discuss current issues and opportunities in business. BBAWC participants will be able to gain knowledge of relevant topics, including challenges women face in the workforce, how to prepare for success after graduation, and how to network with prominent women in business. The BBAWC Roundtable Breakfast Forums (held in September and February) begin with breakout discussions on issues such as developing leadership competencies, bridging the gender communication gap, and achieving work/life balance and conclude with a networking session. | • Participation as a seminar panelist  
• Opportunity to mentor and network with BBA women  
• Opportunity to bring up to 2 company representatives to each BBAWC Roundtable Breakfast Forum (fall and spring)  
• Opportunity to serve as a speaker for the WomenTalk series (fall and spring)  
• Opportunity to sponsor BBAWC student participation in an etiquette dinner  
• Recognition on marketing materials and at the breakfast forums/seminars |
## McCombs Diversity Council - Fall and Spring

- Approximately 200-250 diverse BBA students each semester

The McCombs Diversity Council dinners are designed to educate students and employers through interactive forums about various diversity topics that all generations regardless of race, color, or ethnicity face in the workplace. The **Diversity Dialogue Dinner (September)** and **Interactive Diversity Forum (February)** provide companies the opportunity to interact with a diverse group of BBA students while sharing opinions and engaging in lively, thought-provoking discussion on current diversity issues in the corporate world. Both events include networking session and dinner with BBA students. During the Interactive Diversity Forum, council members also present skits inspiring discussion about workplace diversity issues.

- Opportunity to bring up to 4 company representatives to the MDC dinners (fall and spring). (Gold: 4 representatives at 2 tables with students; Silver: 2 representatives at one table with students)
- Recognition on related websites as a sponsor of the MDC dinners (fall and spring)
- Receipt of résumé book of all students in attendance at the dinners (Gold and Platinum level only)
- Recognition on marketing materials and at the dinners
- Opportunity to participate in community service projects with MDC members
- Eligible to participate as a guest speaker at MDC general meetings
- **Platinum sponsorship available with keynote speaking role (fall only)**

## BBA Etiquette Dinner - Fall and Spring

- Approximately 70 BBA students per event

The Networking Reception & Etiquette Dinners provide networking and etiquette practice for students with an initial reception in addition to learning the do's and don'ts of business dining etiquette. The BBA Etiquette Dinner encourages students of all academic years to improve and enhance the interviewing skills necessary to secure an internship or full-time role and provides the opportunity to meet with employers who offer internships and/or full-time positions.

- Opportunity to network with BBA students
- Opportunity to give brief introduction to a group of students regarding professional etiquette
- Meet with students to share stories and give advice on networking while discussing opportunities within your company
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<td><strong>Annual MBA Women’s Weekend</strong>&lt;br&gt;Fall and Spring</td>
<td>Women’s Weekend targets high potential women interested in business school. This two-day recruiting and information event provides women the opportunity to learn more about the Texas MBA culture and curriculum, network with faculty members and current students, and form relationships with admissions, student services and career services staff. This event will feature a women’s alumni panel on Thursday afternoon, which will also be open to all current first and second-year women in the program. This panel will share their career experiences and challenges, from a woman’s point of view, and have an opportunity to speak about specific initiatives for women in their workplaces. The panelists will have an opportunity to continue to network with the attendees and our current women MBA’s at the opening reception and dinner following the panel session.</td>
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| Approximately 50 prospective women and 25-30 female MBA’s currently enrolled in the program | • Logo and company spotlight on event website  
• Opportunity to provide company handouts focused on MBA’s and giveaways to be included in welcome packet  
• Participation as a panelist on Thursday afternoon – this event will be open to all women currently enrolled in the Texas MBA program  
• Opportunity to send 1-2 representatives to either participate in the panel and/or attend the opening reception/dinner (one alumnus of the program is preferred)  
• Networking opportunity at opening reception/dinner |
| **Explore McCombs – MBA Diversity Weekend**<br>Fall | Explore McCombs targets under-represented prospective MBAs for a weekend recruiting event (Friday morning– Saturday morning) at which the McCombs School showcases its culture, faculty, curriculum and opportunities for professional development. The ultimate goal of the program is to allow prospective students to form a more tangible bond with the school, thereby increasing the likelihood that they will apply and be admitted to the McCombs School. This event will feature an alumni panel on Saturday morning and will also be open to all underrepresented minorities currently enrolled in the MBA program. This panel will share their career experiences and challenges and have an opportunity to speak about specific initiatives for diversity in their workplaces. The panelists will have an additional opportunity to network with the attendees and current MBA’s at the weekend’s opening reception and dinner Friday night. |
| Approximately 50 prospective under-represented minorities and 25-30 under-represented minority MBA’s currently enrolled in the program | • Logo and company spotlight on event website  
• Opportunity to provide company handouts focused on MBA’s and giveaways to be included in welcome packet  
• Opportunity to send 1-2 representatives to either participate in the panel and/or attend the opening reception/dinner (at least one alumnus of the program is preferred)  
• Networking opportunity at opening reception/dinner |
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<td>faculty</td>
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| All Consortium students and other diversity students will be invited to attend an on-campus dinner. Anticipated audience is first and second year MBA students, select McCombs faculty and staff and sponsoring company representatives. | • Opportunity to interact with a diverse group of MBA students while sharing opinions and engaging in thought-provoking discussions on current diversity issues in the corporate world.  
• Company representative as Keynote speaker for the dinner  
• Opportunity to send representatives to attend the reception/dinner  
• Networking opportunity at opening reception/dinner  
• Logo and company spotlight on event website |
| **MBA Etiquette Dinner**   |
| **Fall**                   |
| 180 MBA students           |
| This event is one of the most popular events for the incoming class. We have capped attendance at 180 students in order to maintain an intimate atmosphere with the speaker Diane Gottesman of the Protocol School of Texas. Students are instructed throughout a four course meal on the importance of dining and more broadly business etiquette. Additionally, we have a table host at each seating to maintain decorum during the event. Students are invited and encouraged to participate actively in Q&A.  
Sponsorship for the event could be $10K and students would pay $20 each, or sponsor at $15K to allow students to attend free of charge. | • Opportunity to send representatives as table hosts  
• Early engagement with MBA students at first employer opportunity of the new academic year  
• Representative invited to make opening remarks  
• Recognition on related marketing and promotional materials |
| **MBA International Orientation** |
| **Fall**                    |
| 65-70 incoming international students from approximately 20 countries |
| International Orientation is two full afternoons of orientation for our incoming international students.  
**Welcome Event:** One afternoon is a welcome event for international students and their families. They are introduced to staff of the program and it is their very first formal welcome to the school.  
**Networking Prep:** The second afternoon is focused on introducing resources of the McCombs School and how to begin to prepare for networking and corporate recruiting. This event includes presentations from our career services team and a “Mocktails” to practice casual networking skills in a low pressure environment.  
**Football 101:** This session explains the basics of the game (and some Longhorn specifics) in order to help incoming international students understand and actively participate in basic football conversations in recruiting and social contexts. | • Logo and company spotlight on event invitations and communications for both the Welcome Event and the Networking Event.  
• Sponsorship recognized at all International Orientation events  
• Opportunity to provide company handouts focused on MBAs  
• Company may send 2-4 representatives to participate in “Mocktails” |