

MBAA Town Hall – March 7, 2017

In attendance (MBAA):

Lea Matulovic, Nadia Eghbali, Lauren Iantomasi, James Morrison, Saad Asif, Kelly White, Guadalupe Antillon, Jennifer Siam, Cason Cao, Sue McCracken, Jennifer McCleary, Cynthia Bishop

In attendance (Administration):

Sue McCracken, Jennifer McCleary, Cynthia Bishop

Agenda

1. Lea Matulovic
2. Sue McCracken
3. Jennifer McCleary
4. Cynthia Bishop
5. Q&A

Lea Matulovic

- MBAA is going to look at results of the diversity survey
- If students have ideas/feedback for diversity, please submit to the MBAA

Sue McCracken

- First Year Update
 - 96% co-op placement rate
 - Have choice in their second semester course selections
- Second year update
 - Ability to take courses while on work term
 - Looking into it
 - Want to keep the focus on the work term
 - Decisions have not been made; however, students are able to take courses during the summer
 - Specializations
 - Eliminating some specializations, however if you began in September 2015, you are still eligible for the MINT
 - Looking to develop a specialization in big data
 - Please book a meeting with the academic office to discuss your options
 - AACSB Survey
 - It is a way to give feedback on the program
 - If you are graduating, please fill it out ASAP

Jennifer McCleary

- DLDP
 - Interviews near the end of March, offers out early April
- DeGroote Experience Fund
 - Have already spent \$80k on 30 events
 - have \$100k to spend (not just for MBA students, all DeGroote students)
- Sponsorship training
 - If you would like to participate in it this Sunday (10-4 in Celebration Hall, Main Campus), please email Jennifer.
 - Teaches you how to pitch for sponsorship to community partners

Cynthia Bishop

- Staffing
 - Finished recruiting for the Manager, Employer Development role
 - Debra Daniels will be the new Manager
- Co-op recruitment for summer
 - Difficult to remain competitive with other schools, so started the process earlier and shortened the time for rank match process

- 42% of students matched in Phase 1
- Employers had some mixed feedback for this process, will be reaching out to them and students to discuss the potential for one streamlined process
- 77% of the class placed as of March 7, 94% secured last summer
- Changes coming up
 - Mandatory site visits, either phone or in person
 - Grad recruitment – looking to do prep before we go out for summer (technical interview prep, hearing feedback about what CPD can do for students during the co-op term)
 - Class of 2016 results will be published shortly
 - 92% secure rate for graduating class
 - Average salary broke the \$70k mark

Q&A

- What negative sentiments do employers have about rank match
 - Regular process – “I don’t want to wait, I want to hear from the students right away”
 - Summer – because so many employers had the option, rank match employers saw candidates drop out of interviews because they were hired elsewhere
- DEF – can you apply during the work term?
 - Need to seek approval from supervisor for weekday
 - However, if it’s a weekend, you can certainly apply.
- Grad recruitment – do you have similar employers who recruit for grad recruitment or do you see different employers as well?
 - Yes – we see talent pipeline intake specifically for MBA students as well as just in time recruitment
- Summer recruitment – recruitment should start earlier (October, August)
- DEF – can you apply during Jan-June before convocation?
 - This is under review for financial considerations
 - Ultimately, want to grow the DEF to \$200k
- Networking – can there be an opportunity to interact with the EMBA
 - EMBA students are only here for select periods during
- What steps are being made to reach out to other industries for postings
 - Employer development is the top priority right now for CPD
 - Building prospect list right now and looking to send out collateral to send out in a more aggressive way
 - Consulting is the top of the priority list
 - Competing with students from tier-one schools
 - Difficult because of the average years of experiences
 - Case-based interview prep was mandatory and will have advanced interview prep next semester

- More one-on-one prep
- Breakdown of the co-op fees
 - CBCD was entirely student funded – referendum fee
 - Summer employment, graduate employment
 - Co-op fee – $3 \times \$1750 = \5250
 - Students might perceive it as a fee for each term
 - Each student uses the services differently
 - Because it is a \$5250 that is supposed to be paid up front (but have chosen to have it paid in a payment structure), if you switch into part time program)
 - Will need to figure out how to communicate this more
- Part-time program – has it been eliminated?
 - With the new first year structure (8am-5pm), it doesn't fit with the night class needs of many part-time students
 - There is no intake for September 2017
 - They have mapped out a plan for the part-time students who were accepted in September 2016 and earlier
 - Looking to shift towards a more of a weekend-based online blended learning approach
- Would like midterm evaluations (stop and go) to be mandatory