

The George Washington University  
School of Business

# Office of Undergraduate Programs Annual Report



**2021 - 2022**



**CURRICULAR**



**LEADERSHIP**



**EXPERIENTIAL**



**COMMUNITY**

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Message From  
**Vice Dean Rodney Lake**

Reflecting on the past academic year I am reminded of how brilliant our students are and what a bright future we will all have as they progress and have a positive impact on our world. I thank my team at the Office of Undergraduate Programs at the George Washington University School of Business (GWSB) for their hard work, dedication, and resilience. Their effort and energy make possible the positive environment for our students - giving them the opportunity to learn and grow as individuals, members of our GW community, and as global citizens.

I am grateful for the many opportunities to meet and interact with our students from this past academic year. For me one of the most significant highlights of the year was the GWSB undergraduate commencement ceremony, where we celebrate our graduates' accomplishments alongside their family and friends. This marks both the closing of one chapter and the beginning of a new chapter, which includes joining our global community of GW Alumni.

I am thankful for all the partnerships we have with our faculty, staff, students, alumni, corporations, and our broader GW community. We plan to strengthen our existing partnerships and build new ones.

This was my first year as Vice Dean for Undergraduate Programs at GWSB. I am honored and thrilled to continue to serve in this role.

The report that follows highlights the wide-range of activities across academic and co-curricular programs. I look forward to this upcoming year with great anticipation and all of its challenges and opportunities. We'll be creative and agile and find new ways forward.



**Rodney Lake**

Vice Dean, Undergraduate Programs

## Senior Leadership

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**RODNEY LAKE**  
Vice Dean,  
Undergraduate Programs



**MIRASOL ESPAÑOLA**  
Executive Director,  
Undergraduate Programs

## Advising Team

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**CAIT SHANNON**  
Assistant Director of  
Undergraduate Advising,  
Operations



**THOMAS WOOD**  
Assistant Director of  
Undergraduate Advising,  
Curriculum



**MARY KOREY**  
Senior Academic Advisor



**RUJJARES HANSAPIROMCHOK**  
Senior Academic Advisor



**SUZANNE VAUGHAN**  
Senior Academic Advisor



**EMILY PARROTT**  
Advising Assistant

## Co-Curricular Programs Team

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**RYAN LLOYD**  
Assistant Director,  
Co-Curricular Programs &  
Community Initiatives



**ANDREW ROBINSON**  
Program Associate,  
Leadership & Engagement



**SHANNON MORAN BUCKHOUT**  
Program Associate,  
Leadership & Engagement

## Graduate Student Employees

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**ABRAHAM BAYEH**  
Undergraduate Programs,  
Graduate Assistant



**ARIS HINES**  
Co-Curricular Programs,  
Graduate Assistant



**DIKSHITA VENKATESH**  
Advising Operations,  
Graduate Assistant



**KACIE SHERRELL**  
Co-Curricular Programs,  
Graduate Assistant



**KELLY RICHARD**  
Academic Success Coach,  
Graduate Assistant



**MICHAEL YARRISH**  
Academic Success Coach,  
Graduate Assistant



# THE OFFICE OF UNDERGRADUATE PROGRAMS

The Office of Undergraduate Programs in the George Washington University School of Business (GWSB) oversees undergraduate education and offers academic advising and co-curricular opportunities for students. GWSB offers one degree (Bachelor of Science), six majors, ten concentrations, and seven minors.

The Office of Undergraduate Programs staff works to guide and empower students to succeed, educating students with intentional, strategic advising and co-curricular opportunities designed to support and enhance a student's unique GWSB education. This annual report highlights a selection of the work the Office of Undergraduate Programs accomplished during the 2020-2021 academic year.





## OFFICE MISSION

Our mission is to develop students intellectually, personally, and professionally by empowering students to engage in academic and co-curricular activities; equipping students to become globally-minded, ethical business leaders; serving as knowledgeable resources, advocates, and educators to aid in navigating complex systems; and leveraging each other's strengths and valuing differences to positively impact the global community.



## GWSB VISION

GWSB will set itself apart as a thought leader at the intersection of the private, public, and not-for-profit sectors. We will be recognized for advancing knowledge on the role of organizations in the global arena. Our graduates will possess the multidisciplinary knowledge, critical-thinking skills, and ethical standards to make a positive impact on economies and societies.



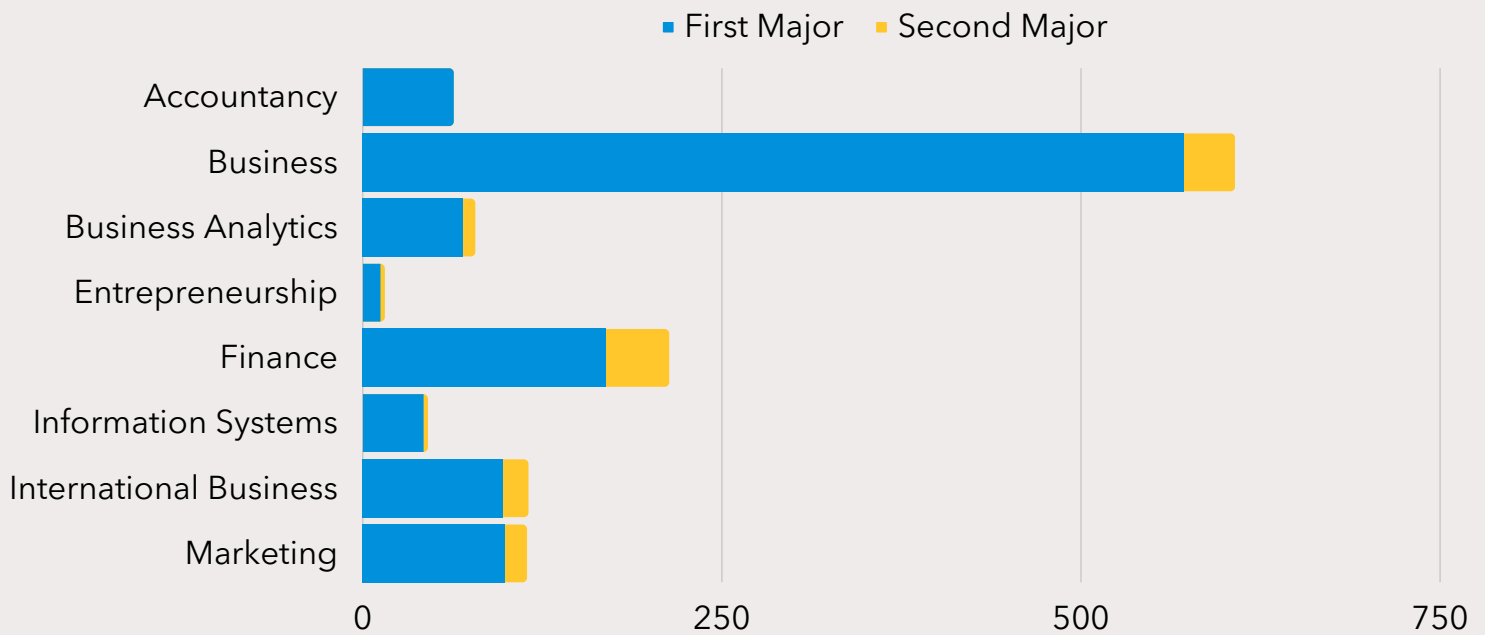
## GW'S BICENTENNIAL

GW's bicentennial is an historic milestone. February 9, 2021, is the 200th anniversary of when the US Congress established our university's charter in 1821. The university concluded this eight month celebration with Our Moment, Our Momentum: The GW Centuries Celebration Weekend. This weekend of events included a Commencement for the Classes of 2020 and 2021 on the National Mall.



# CURRICULAR

The School of Business undergraduate education includes a portfolio of market-driven majors, minors, and concentrations. These fields of study are championed by the members of our Academic Advising Team. Continue on to learn more about our students' academic areas of interest and how our team is supporting them towards degree completion.



**Breakdown of BS Majors in Spring 2022**

## Academic Advising

During the fall semester, the School of Business added majors in Entrepreneurship & Innovation and International Business to complete the eight major options available in the Bachelor of Science degree program. In addition to serving as primary major options, both majors are available as second majors to all students across GW.

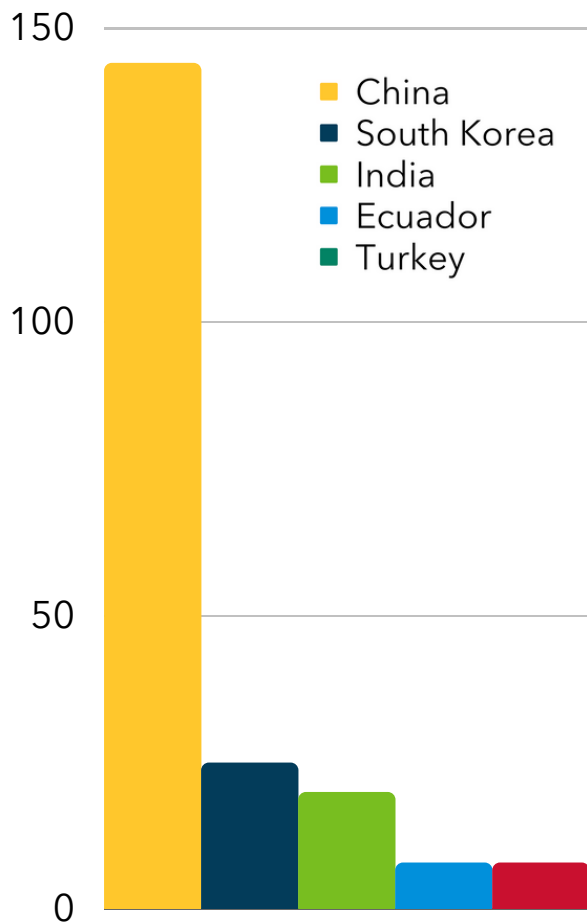
### ACADEMIC SUCCESS COACHING

This year, GWSB’s Academic Success Coaches Kelly Richard and Michael Yarrish conducted 18 workshops over the course of the year related to academic success for GWSB students to improve their social, emotional, academic, and job preparedness skills. Kelly and Michael also held individual meetings with students as needed

and provided additional support for students in the form of study preparation, assignment tracking, and professor feedback resources. The Academic Success Coaching team successfully transitioned 52% of students from academic probation to good academic standing in the fall.

### ADVISING APPOINTMENTS

As the university transitioned back to in-person operations, the Undergraduate Programs Team embraced new opportunities to engage with students. Most individual student advising appointments were conducted in person, while weekly drop-in advising sessions were held virtually. From Summer 2021 to Spring 2022, the Undergraduate Programs Team conducted over 5800 advising meetings.



**Breakdown of International Students**

## International Services Office

The ongoing COVID-19 pandemic has continued to affect GWSB's international students. As GW moved to in-person classes for the 2021-2022 academic year, many of our international students had to navigate returning to the US amidst various states of travel restrictions and vaccine access. While some international students chose to take a leave of absence for a semester, many were able to return and complete a successful year back in person. The Academic Advising Team continued to work closely with the International Services Office (ISO) to provide our international students with the tools they needed to be successful. Advising Assistant Emily Parrott met bi-weekly with ISO Advisor Grace



**Breakdown of Study Abroad Countries**



Dayla Durandisse



Perna Polepally



Celina Wong



Kate Dressel



Bandana Adhikari

## Scholarship Recipients

McMahon to stay up to date with the latest federal guidance, to troubleshoot student cases, and ensure consistent messaging to students across both offices. This partnership has proved to be successful as the GWSB international students received communication and guidance for processes such as CPT (Curricular Practical Training) applications, OPT (Optional Practical Training) applications, and RCL (Reduced Course Load) requests.

## Scholarships

The Office of Undergraduate Programs coordinated another successful scholarship review committee, which resulted in the announcement of 2022 GWSB Scholarship recipients. Each year, three GWSB Scholarships are awarded to undergraduate students from the School of Business via a competitive application process. The Gene R. Cohen Entrepreneurial Scholarship is awarded to a GWSB undergraduate student pursuing a career in the field of entrepreneurship, while the David S. Cohen Scholarship in Business

and the Polden Family Endowed Scholarship Fund, may be awarded to any undergraduate students or group of undergraduate students at GWSB. We encourage students with varied interests, backgrounds, and concentrations to apply each year. This year's scholarship recipients were chosen from a competitive and impressive applicant pool. The scholarships were awarded based on a combination of factors, including academic excellence, financial need, personal objectives and goals, and recommendations. As we strive for our students to be leaders, our scholarship recipients truly displayed personal resilience, academic excellence, as well as leadership within the community. This year's recipient of the Gene R. Cohen Scholarship was Dayla Durandisse. The recipients of the David S. Cohen Scholarship were Perna Polepally, Celina Wong, and Kate Dressel. The recipient of the Polden Family Scholarship was Bandana Adhikari. In addition to receiving the scholarship funds themselves, these wonderful scholarship winners were recognized at this year's Student Leadership Awards ceremony.



# LEADERSHIP

Creating opportunities for students to understand and develop their own leadership skills is a core component of the Business Leader Development (BLD) Program. Continue on to learn more about the outstanding leadership advances that occurred this past year.

## Business Leader Development (BLD) Program

The 2021-2022 academic year marked the first full year of implementation of the Business Leader Development (BLD) Program. After numerous years of coordinating the First-Year Development Program and Transfer Student Development Course, the Office of Undergraduate Programs worked to redesign the program to incorporate a holistic approach to leadership development for undergraduate business students. This included a comprehensive review of assessment data, insights from alumni and industry professionals, and conversations with stakeholders in the School of Business. The result of this strategic planning process was the design of the new BLD Program as a core component of GWSB's new Bachelor of Science degree.

The educational goals of the BLD Program are rooted in scholarship, research, assessment data, and are informed by core competencies in leadership and career development.

These goals ultimately are designed to support students in achieving the BLD Program's educational priority, which is focused on preparing students to advance their career readiness and community connections by challenging them to become forward-thinking and inclusive business leaders.

The four courses in the BLD Program were thoroughly reviewed and redeveloped in order to complement and support the new educational priority and core learning goals. This included redesigning the original First-Year Development Program (FYDP) to the new BADM 1001 & 1002: Business Leader Foundations 1 & 2 and the Transfer Student Development Course (TSDC) to the new BADM 1003: Business Leader Foundations

### BLD Program Learning Pillars



**Community  
Connections**



**Pursuit of  
Academic  
Excellence**



**Personal &  
Professional  
Identity**



**Diversity,  
Equity,  
& Inclusion**



**Career  
Readiness**



### **BLD Program Mentor End of Year Celebration**

for Transfer Students. The Office of Undergraduate Programs also incorporated the former Career Management Strategy Course into a new BADM 3001: Business Leader Career Strategy. Finally, a new experiential learning course, BADM 4001: Business Leader Launch was created to support the leadership development of business students via the synthesis of prior course content and application in a key co-curricular learning opportunity such as an internship, undergraduate research, community-engaged scholarship, or selected student leadership positions at GWSB.

### **HIGHLIGHTED CURRICULAR UPDATES**

In spite of the disruption to university operations brought on by the COVID-19 pandemic, we

observed a strong positive response to these curricular revisions. In post-course surveys, the BADM 1001, 1002, and 1003 courses have seen an average of a 21.22% increase in the percentage of students strongly agreeing that the courses were beneficial to their development as business students compared to surveys administered prior to AY19-20 when the shift to the new BLD Program curriculum began.

BADM 3001 was also revised to establish a unified core structure, ensuring that all GWSB students have the opportunity to practice essential job search skills while being supported in their unique career exploration process. From the Fall 2021 to the Spring 2022 semester, we celebrated a 16% increase in the average percentage of BADM 3001 students who indicated that they



strongly agree that the course was beneficial to their development as a business student.

BADM 4001 was created as a new course in the BLD Program and focuses on supporting students as they synthesize knowledge gained in previous BLD Program courses while they enhance their career preparation through experiential learning. Five BADM 4001 course sections were offered with focus areas on approved internships, undergraduate research, community-engaged scholarship, select GWSB student leadership positions, and BLD Program Mentors. Going into the next academic year, we are excited to expand the scope of the internship-focused section of BADM 4001 to include even more experiential learning opportunities as options for course pairing.

## BLD PROGRAM MENTORS & INSTRUCTORS

The BLD Program's success hinges on the quality and dedication of its Instructors and Mentors. This year, we were fortunate to welcome an incredible group of new Instructors, including GWSB alumnae and former Mentors Joan Kim and Negin Hooshmandnia and GSEHD alumnae and former Academic Success Coaches Erin Wilkins and Rujjares Hansapiromchok. We were also supported by a key partnership with GWSB Graduate Programs staff, with Assistant Dean Cara Richards and Program Manager Brittany Johnson teaching BLD Program courses, and Owen Griffin, Hope Hall, and Jeffrey Peden supporting BADM 3001 as guest speakers.



**Percentage of students strongly agreeing that the courses were beneficial to their development as business students compared to surveys administered prior to AY19-20 when the shift to the new BLD Program curriculum began.**

This year, we also welcomed our largest group of new Mentors, who went above and beyond their core teaching and coaching responsibilities to engage in leadership within the community. We are especially grateful to our three Mentor Coaches for the 2021-2022 academic year, Ann Anderson, Grace Olivardia, and Hailie Cadeau, who, in addition to supporting fall courses, leading weekly community meetings, engaging in peer coaching, and facilitating ongoing trainings and workshops, spearheaded projects such as a Mentor-driven curriculum review, community building gatherings with current Mentors and alumni, budgeting and project proposals, virtual Mentor alumni panel, and a push to compile and expand training and curriculum support resources for future Mentors.

## STUDENTS SAY:

“This class has definitely helped me establish myself in the business world. Much of the content I was able to get from this class has taught me the proper ways to communicate and conduct myself and the opportunities I have been able to find will likely take me further in the future.”



*Student Course Evaluations*

Finally, we would like to highlight two key Mentor events that took place this year and share pictures from each celebration.

Over the GW Centuries Celebration Weekend on Sunday, October 3rd,



**Mentor Reunion, GW Centuries Celebration Weekend**



### **Mentor Reunion, GW Centuries Celebration Weekend**

current Mentors and Mentor alumni reunited for a casual event in Duquès Hall. It was exciting to see so many familiar faces and we look forward to continuing this tradition with future alumni events.

On Friday, April 29th, 2022 the BLD Program Mentor community came together for a final meeting of the year to celebrate their accomplishments, reflect on the year, and provide graduating seniors a chance to say a few words about their experience. After the initial meeting, we provided an opportunity for incoming Mentors for the 2022-2023 academic year to join the community for lunch and begin to build connections.

#### **HIGHLIGHTED PARTNERSHIP**

The Office of Undergraduate Programs partnered with the F. David Fowler Career Center to advance several components of the

BLD Program for the 2021-2022 academic year. The F. David Fowler Career Center was instrumental particularly in BLD Program curricular development, support, and coaching for Mentors around career competencies to support students in learning practical skills and knowledge essential to actualizing their career goals. Additionally, Fowler Coordinators supported multiple components of the BLD Program curriculum through facilitating presentations, workshops, and individual meetings with BLD Program students.

#### **STUDENT REFLECTIONS**

Finally, we wanted to share some statements from students' course evaluations that speak to the incredible contributions our Instructors and Mentors have made over the past year. Thank you to everyone who has made the BLD Program possible!



# BLD STUDE



"This course helped me get a better understanding of the fundamentals of what it means to develop not only a strong resume, but also strong communication skills within interviews, allowing me to gauge where I stand in my current skills and improve upon them. The development of these skills through this course will greatly help me going forward in the future, as these skills are quintessential to succeeding within the business world."

**GWSB Student, Course Evaluations**



"My top takeaway was that there are many ways in which to network. I learned that we should be working on strengthening the loose connections that we already have. Networking is also more effective outside of events that are specifically intended to be for networking. For example, asking for informational interviews or asking people about their experiences with companies that we want to eventually work with. LinkedIn can also be helpful for reaching out to people."

**GWSB Student, Course Evaluations**



"I think my top takeaway was the importance of inclusive leadership and communication. I have always viewed leadership as being the person who brings your team to accomplish a goal, but this course has helped me understand that leadership is also about growth and development for yourself and your team."

**GWSB Student, Course Evaluations**

# NT FEEDBACK



"I think this course has actually been the most helpful in terms of my thinking as a business student. I personally genuinely enjoyed doing the case analysis and my top takeaway from this class and maybe GWSB, in general, is that I've learned to plan much better than I did before. It was very nice to collaborate with everyone and it taught me a lot on how we can all handle different viewpoints but also come together."

**GWSB Student, Course Evaluations**



"My professional portfolio has become increasingly remarkable since taking this course. I appreciated the resume building last semester and I really enjoyed the LinkedIn profile creation this semester. Both semesters have helped me become professional (and speaking from experience a lot of businesses in DC are incredibly impressed with an 18-year-old kid with a LinkedIn and resume)."

**GWSB Student, Course Evaluations**



"As a business student, this course has helped refine and solidify my professional development skills and knowledge. For example, this class helped improve my resume, cover letter, and interview skills. Without this course, I never would have received the practice, feedback, and tips from my peers, instructor, and mentor. It really helped me have better communication and presentation skills as well as getting me a LinkedIn."

**GWSB Student, Course Evaluations**



## **GWSB Student Leadership Awards Ceremony 2022**

### **Student Leadership Awards**

Each year, the George Washington University School of Business (GWSB) Office of Undergraduate Programs recognizes the outstanding contributions of undergraduate students in our community through the Student Leadership Awards ceremony. The annual Student Leadership Awards aim to recognize undergraduate students, student organizations, initiatives, and partnerships for their contributions and impact on the GWSB community. We received over 50 nominations detailing the outstanding contributions of undergraduate students and student organizations, which served as a true testament to the strength of our community.

The 2021-2022 GWSB Student Leadership Awards ceremony was held in-person after two years of

occurring virtually due to the impact of the COVID-19 pandemic. The event included food, a photo booth, and time to celebrate and connect as a community. The Office of Undergraduate Programs is extremely thankful for our student leaders, student organizations, and campus partners for their dedication, support, and contributions to the GWSB community over the past year.

Three new awards were introduced this year: the Inclusive Leadership Award, the Business Leader Development (BLD) Program Mentor of the Year, and the Outstanding Partnership Award. We also celebrated and recognized our GWSB undergraduate case competition teams and scholarship recipients. Finally, the Office of Undergraduate Programs celebrated the inaugural GWSB Outstanding Staff Award.

# AWARD RECIPIENTS

**Alina Fowler** Outstanding First-Year Award

**Lydia Melka** Outstanding Sophomore Award

**Ella Schactman** Outstanding Junior Award

**Kendall Carter** Outstanding Senior Award

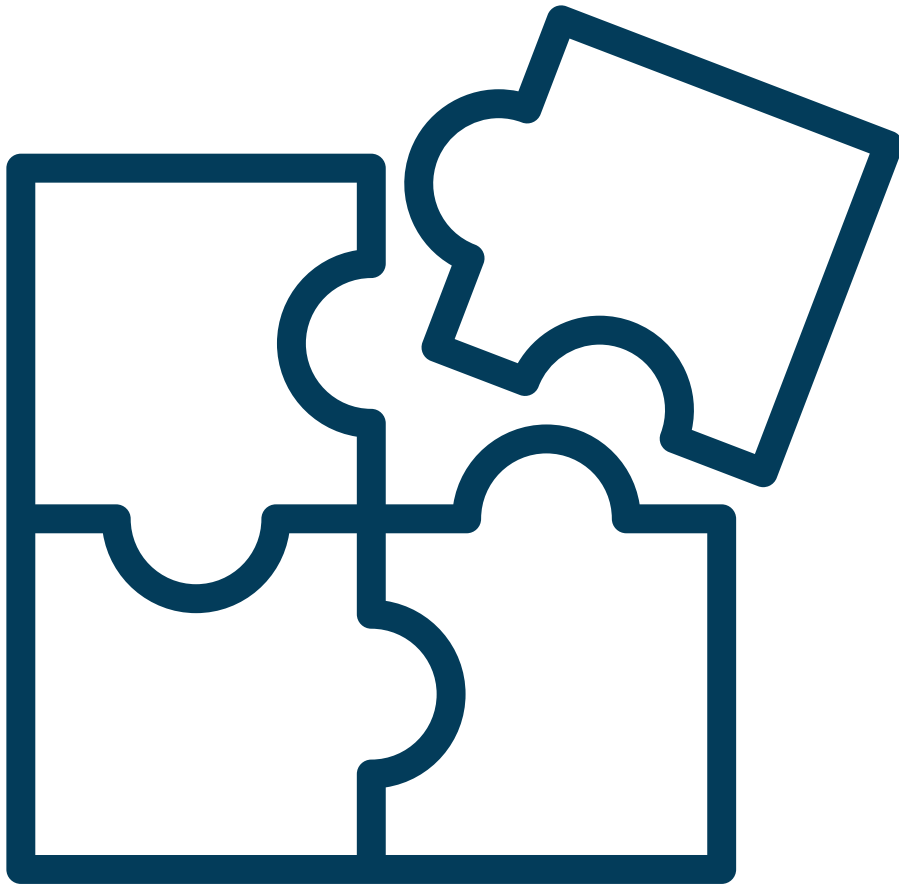
**Edwin Vela** Inclusive Leadership Award

**Samir Iqbal** BLD Program Mentor of the Year

**Alexandra Kakadiaris** Dean's Award

**Ms. Sara Lee** Outstanding Staff Award





# EXPERIENTIAL

Putting knowledge into practice happens daily in the School of Business. Student organizations and case competitions provide students with the platform to actively apply their knowledge and build further competencies. This section highlights how our community continued to pursue experiential learning opportunities both virtually and in-person.



## Undergraduate Business Association

The Undergraduate Business Association (UBA) is an umbrella organization that unites 23 GWSB-Affiliated Student Organizations and acts as a liaison between students, faculty, and staff. The UBA's mission is to "empower both our affiliate organizations and students to achieve their goals, and enhance their GWSB experience academically, socially and professionally." This year, the UBA focused on implementing a variety of social and professional development initiatives, advocating for the undergraduate student experience, and increasing partnerships. Moreover, members of the UBA Executive Board engaged in ongoing conversations with the Office of Undergraduate Programs and various GWSB administrators, offices, and academic departments as well as a formal presentation to the GWSB Board of Advisors to enhance the undergraduate student experience in the School of Business.

The UBA hosted numerous events, including a welcome event, "Midterm Move On," "Salary Negotiation Workshop" in partnership with GW Women in Business, "UBA Café," "Interview Day" in partnership with the F. David Fowler Career Center, and a Chipotle fundraiser. Additionally, the UBA brought representatives from the 23 GWSB-Affiliated

## GWSB UNDERGRADUATE STUDENT ORGANIZATIONS FALL 2021-SPRING 2022

- **AIESEC**
- **Association of Latino Professionals for America**
- **Alpha Kappa Psi**
- **American Marketing Association**
- **Beta Alpha Psi**
- **Business Pride Network**
- **Capitol Advertising**
- **Commercial Real Estate Network**
- **Corean Undergraduate Business Organization**
- **Delta Sigma Pi**
- **Finance and Investments Club**
- **GW DATA**
- **GW Entrepreneurship Club**
- **GW Fashion & Business Association**
- **GW Socially Responsible Investment Fund**
- **GW Women In Business**
- **Multicultural Business Student Association**
- **MZZ Ventures**
- **Sports Business Association**
- **TAMID at GW**
- **Undergraduate Consulting Group**
- **Undergraduate International Business Association**
- **Women in Finance Alliance**



### **UBA Student Leadership Showcase**

Student Organizations together during a “Leadership Kickoff” event, annual “Student Organization Showcase,” and monthly Leadership Council meetings to learn about resources, engage in networking for potential collaborations, and hear from guest speakers such as GWSB’s Dean Anuj Mehrotra, Chief Diversity Officer Şenay Ağca, Vice Dean Rodney Lake, and Associate Vice Provost for Diversity, Equity and Community Engagement Dr. Jordan West.

Finally, the UBA successfully introduced numerous amendments to their constitution including a new restructured approach to the UBA Executive Board, which will introduce a new VP of Inclusion, First-Year Representative, and First-Year Cohort for the 2022-2023 academic year.

### **GWSB AMBASSADORS PROGRAM**

This year, the UBA worked diligently to strengthen a partnership with GW Undergraduate Admissions and the Office of Undergraduate Programs in order to implement the “GWSB Ambassadors” program. This program brought together student

tour guides to provide 20 GWSB-specific tours to 300+ attendees. GWSB Ambassadors also engaged in 8 Inside GW admissions panels and led 8 lunch discussions on business case analysis for 320 prospective students.

### **INTO THE INDUSTRY**

Into the Industry is an annual student-led career development conference dedicated to supporting undergraduate business students as they explore various business industries. This year, the UBA partnered with the Office of Undergraduate Programs to expand Into the Industry for all first-year and transfer students in the BADM 1002 & 1003 Business Leader Foundations courses as well as sophomore, junior, and senior students in the BADM 3001: Business Leader Career Strategy course. Into the Industry was hosted on 2 separate dates in February and March and included 8 panels ranging from business analytics & information systems to international business & consulting, 34 industry professional speakers (31 GW alumni), 8 demo sessions led by student organizations and GWSB offices, and 530 registered attendees.

# CAREER NETWORKING TREKS

## **GWWIB VIRTUAL ROAD TRIP FALL 2021**

GW Women in Business hosted their second annual Virtual Road Trip engaging 35 attendees with 40 industry professionals. This year's event included 15 speakers from 6 companies including BlackRock, Givenchy, Kenzo, Salesforce, Slack, Google, LinkedIn, and Tiktok.



## **GWWIB SPRING DC TREK**

GW Women in Business hosted their annual Spring DC Trek as a hybrid event. This year's DC Trek engaged 25 attendees with 4 companies (EY, the Carlyle Group, RedPeg, and Industry Dive).



## **ALPHA KAPPA PSI SPRING TREK**

Alpha Kappa Psi brought together 80 students to explore the finance, consulting, and marketing industries. The trek featured industry professionals from companies such as Goldman Sachs, Bloomberg, Elevation Gained Partners, S&P Global, Guidehouse, Yes& Agency, FORTH, and ICF Next.



## **TAMID SPRING TREK**

TAMID engaged 30 members in a dynamic Spring Career Networking Trek, which highlighted 6 guest speakers in the consulting, entrepreneurship, finance, marketing & advertising, and human resources industries.



## **WIFA VIRTUAL NYC CAREER TREK**

The Women in Finance Alliance (WIFA) led a Virtual NYC Career Trek, which included 14 speakers (10 GW alumni) from 11 total companies and engaged 25 student attendees.





### **GW Women in Business Spring Conference & Ready Set Grow!**

## **Career Development & Exploration Conferences**

### **READY, SET, GROW!**

Ready, Set, Grow! is an annual student-led career development conference co-hosted by Alpha Kappa Psi and Delta Sigma Pi. This year's conference marked the 6th iteration of the event and featured a keynote speech by Daron Coates, Co-founder of ThinkBox & ThinkVentures and member of the GWSB Board of Advisors. The conference brought together 41 industry professionals from 35 different companies and showcased 9 industry panels including Consulting, Accounting, International Business and Affairs, Finance, Marketing, Data & Technology, Government and Nonprofits, Beauty & Fashion, and

Recruiting 101. Over 200 attendees engaged in this year's conference.

### **GW DATA'S DATA-DRIVEN INSIGHTS CONFERENCE**

GW Data successfully hosted their 7th annual Data-Driven Insights conference, which provided an opportunity for undergraduate and graduate students to advance their understanding of the impact of data across a wide range of industries from technology, government & consulting, finance, and marketing. This year's conference included remarks from keynote speaker Rakshit Kapoor (Chief Data Officer, Europe Head of Data Transformation at Santander UK Bank) and featured speaker Dr. Kirk Borne (Chief Science Officer at DataPrime, Inc.). Participants had the opportunity to engage with 17 industry professionals (10 GW alumni) across 4 panels including

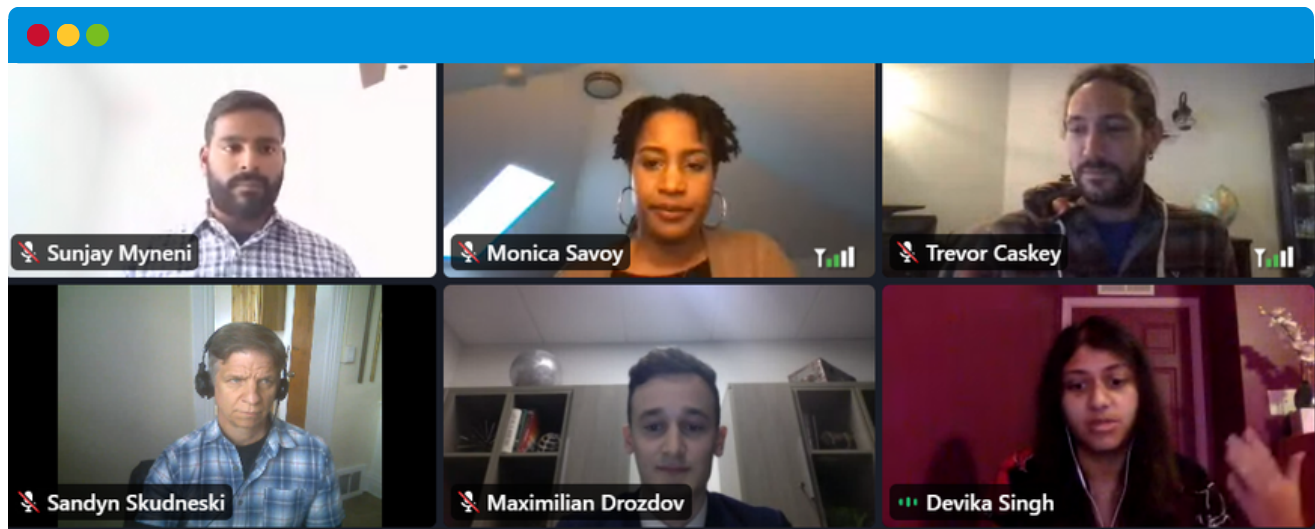
Technology, Finance, Government & Consulting, and Marketing. Over 95 students, faculty, and staff participated in this year's conference.

### **GW WOMEN IN BUSINESS SPRING CONFERENCE**

GW Women in Business (GWWIB) hosted their 13th annual Spring Conference in April 2022 with a theme of "refresh," emphasizing the importance of sustainability, growth, and inclusivity. This year's conference was held fully in-person and included a keynote from Tamika Tremaglio, Executive Director of the National Basketball Players Association (NBPA), two speaker series discussions on Women in Male-Dominated Industries and Sustainability in the Corporate World, four workshops on networking, interviewing, entrepreneurship, and financial empowerment, and nine industry-focused panels ranging from consulting, fashion & beauty, and

diversity, equity, & inclusion. This year's conference included a total of 58 speakers (35 GW alumni), 175 attendees, and merchandise from over 120 companies.

Note: The sections of the Annual Report regarding student organizations and the UBA (Undergraduate Business Association) rely heavily on data gathered by the UBA and UBA-affiliated student organizations over the course of the 2021-2022 academic year. These data collection efforts included the annual Student Organization Showcase, the UBA Metrics Tracker, and submissions from the 23 GWSB-Affiliated Student Organizations via the our GWSB Student Organization Fall & Spring Reflection form. Thank you to the UBA and all of our student organization leaders for collecting and sharing this information highlighting the achievements of our remarkable student organizations.



**GW DATA's Data Driven Insights Conference**



### **AIESEC**

AIESEC hosted numerous initiatives to promote global exchange opportunities attracting over 120 applicants and recruiting 21 new members. AIESEC also hosted the Spring Local Onboarding Conference and an AIESEC DC networking event with alumni.



### **AMERICAN MARKETING ASSOCIATION**

The AMA was proud to celebrate its inaugural Marketing Week, which was sponsored by the GWSB Marketing Department and brought together 200 student attendees.



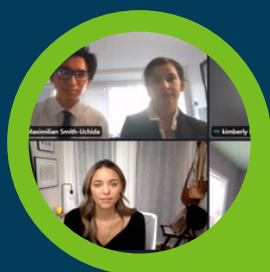
### **CAPITOL ADVERTISING**

CapAd celebrating placing first in the National Student Advertising Competition hosted by the American Advertising Federation in New York City.



### **DELTA SIGMA PI**

The GW Xi Rho Chapter of DSP was the 2021 recipient of the regional award for Outstanding Service Award for a Collegiate Chapter.



### **GW DATA**

GW Data hosted numerous initiatives to facilitate students learning about data science and business analytics, including workshops to explore SQL, Python, and Tableau.



### **GW FASHION & BUSINESS ASSOCIATION**

The Fashion & Business Association launched their George IV Magazine, a 100+ page publication, highlighting a variety of industry professionals and events aimed to shine a light on the fashion and entertainment industry.



# ED STUDENT ORG ACCON

## ALPHA KAPPA PSI

AKPsi celebrated a successful year with 127 total members in the GW Chapter. They hosted a Philanthropy week that engaged 140 students in a week of activities that supported local philanthropic organizations raising over \$800.



## BUSINESS PRIDE NETWORK

In partnership with GW Women in Business, BPN hosted "LGBTQ+ Inclusivity in the Workplace," an event that was awarded the Outstanding Initiative Award at the 2022 GWSB Student Leadership Awards.



## COMMERCIAL REAL ESTATE NETWORK

CREN hosted numerous events this year including a panel to showcase the BIPOC experience in the commercial real estate industry.



## FINANCE AND INVESTMENTS CLUB

In partnership with the Women in Finance Alliance, FIC hosted "Breaking into Wall Street," an event discussing Wall Street's recruiting process with over 50 students were in attendance.



## GW ENTREPRENEURSHIP CLUB

The GWEC, founded in Spring of 2022, successfully hosted a kickoff event with 75 attendees, weekly meetings and an innovation track for 30 members, and a new "Startup Fair," which included 12 student-founded businesses.



## GW WOMEN IN BUSINESS

GWWIB hosted 23 general and 3 flagship events focusing on the core areas of "Careers, Connections, and Community." GWWIB's membership included 271 students and their initiatives engaged over 700 students and 52 alumni.



## Case Competitions

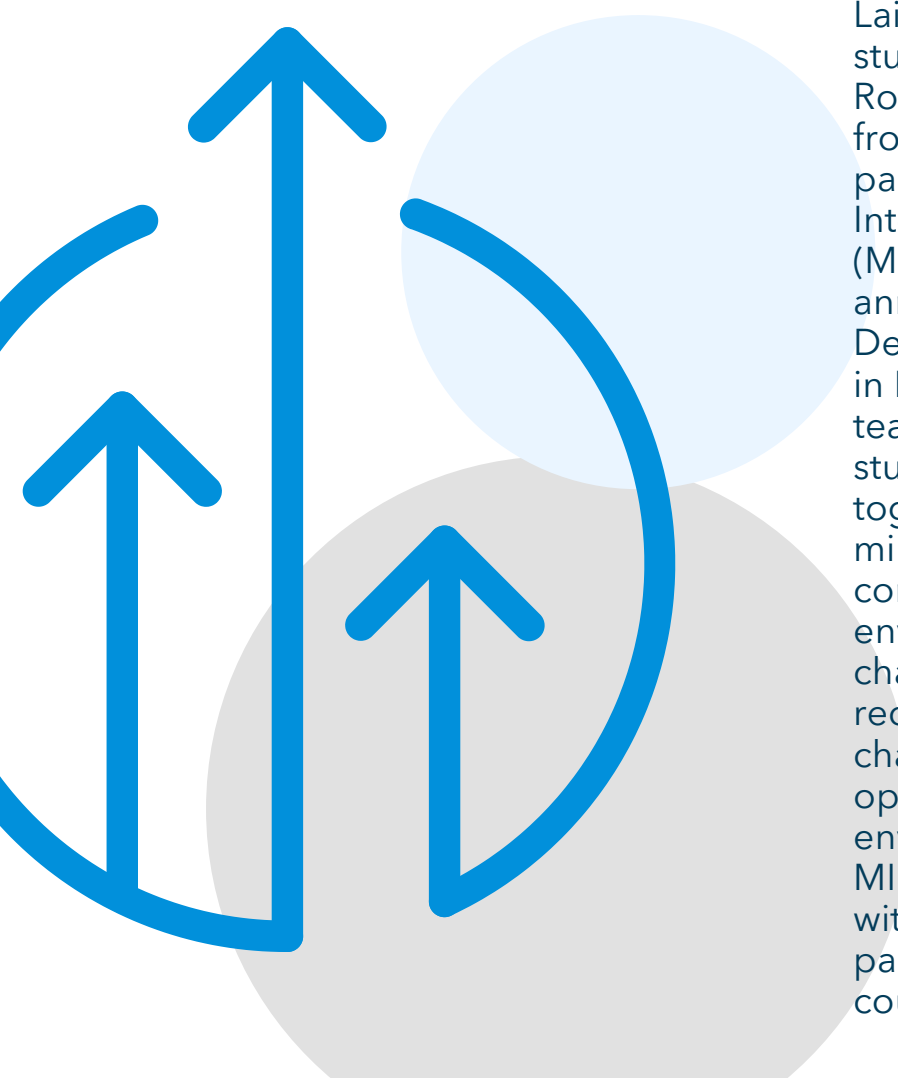
Every year, GWSB students engage in case analysis competitions to apply their learning to practice, competing with students from around the world to develop solutions to real problems faced by companies, nonprofits, governments, and individuals. Case and venture competitions serve as a core pillar of business education, providing experiential co-curricular learning opportunities as well as a means to support real impactful change in the broader community.

This year, GWSB students addressed topics as far-reaching

as pension investing in the Netherlands and global supply chain sustainability and as close to home as poverty mitigation in DC. As a common thread, GWSB's case competition teams all served as fantastic examples of student leadership and representation of the university, showcasing the competitive strength and knowledge of our students, student organizations, and partner offices with their strong performance over this year's competitions.

### **MCGILL INTERNATIONAL PORTFOLIO CHALLENGE**

In the fall semester, Lexington Zografakis, Ethan Baron, and Austin Lai, three GWSB undergraduate students coached by Vice Dean Rodney Lake and Bojana Jankovic from the GW Investment Institute, participated in the McGill International Portfolio Challenge (MIPC). This competition is hosted annually by the McGill University Desautels Faculty of Management in Montreal, Canada and brings teams of undergraduate business students from around the world together to solve challenges mirroring significant issues in the contemporary investment environment. This year, teams were charged with developing a set of recommendations to address the challenges faced by pension funds operating in ultra low yield environments. This year marked MIPC's most competitive field yet, with a record-breaking 114 participating teams from 26 countries and 6 continents. While







### **McGill International Portfolio Challenge Team**

GW's team did not ultimately join the top 25 in the Semi-Finals, we look forward to entering this competition again in the future.

#### **AMERICAN MARKETING ASSOCIATION COLLEGIATE CASE COMPETITION**

The AMA Collegiate Case Competition is a year-long event that brings together top marketing students to work on a business challenge submitted by a sponsoring organization. The case sponsor provides a detailed marketing problem for AMA students to solve. This year, 7 AMA members were selected to work on a case for a total of 3 months to create a 40-page marketing strategy for the client, Amazon Prime Student. Led by American Marketing Association president, Audra Homandberg, and supported by Aris Hines and Andrew Robinson from the Office of Undergraduate Programs, AMA's team included Alyssa Landolfi, Ealian Li, Finn Dresen, Julia Garcia, Vanessa Cilloniz, and Yinxi Rosie

Luo. There were over 100 colleges participating in this challenge and unfortunately we did not place in the top 10, which moved onto the AMA National Conference to present to the client. As a relatively new student organization, this was only AMA's second year participating in the competition and they look forward to constantly improving and making it to the National Conference in the future!

#### **MCDONOUGH BUSINESS STRATEGY CHALLENGE**

In the spring semester, GW undergraduate students Brooke Werp, Lydia Melka, Anna Shah, and Vinay Patel competed in the nonprofit-focused McDonough Business Strategy Challenge (MBSC) hosted by Georgetown's McDonough School of Business. The team was coached by peer and past competitor Harrison Moon as well as Milinda Balthrop, Associate Director, Communities of Practice in the GWSB F. David Fowler Career Center. GW's team presented creative, practical solutions to

## McGill International Portfolio Challenge

## American Marketing Association Collegiate Case Competition

## McDonough Business Strategy Challenge

## Texas Christian University: Values and Ventures

## International Business Ethics and Sustainability Case Competition

advance this year's nonprofit's work and represented the university with distinction. Ultimately, the team came in 2nd place in a highly competitive bracket and won an additional accolade for their creative and engaging team introduction video.

### **TEXAS CHRISTIAN UNIVERSITY: VALUES AND VENTURES**

Two GWSB students, Katherine Min and Jinny Ryu, participated in this year's Values and Ventures competition hosted by Texas Christian University. This annual competition invites students from around the world to "pitch ideas for conscious capitalism ventures that make a profit while also solving a problem." With a strong proposal for a venture intended to support other entrepreneurs through the early stages of their process, Katherine and Jinny were invited to

travel to Fort Worth, TX for the competition semi-finals in April. At the competition, they received individual mentorship from a fellow entrepreneur and had the opportunity to pitch their idea in person to a group of judges. While the team did not advance beyond the semi-finals, they gained valuable experience through the process, as well as an ongoing connection with their assigned mentor.

### **INTERNATIONAL BUSINESS ETHICS AND SUSTAINABILITY CASE COMPETITION**

This spring, teams of undergraduate students coached and supported by Dr. Anna Helm, Alexis Gaul, and David Ruda from the GW Center for International Business Education and Research (GW-CIBER) participated in the International Business Ethics and Sustainability Case Competition (IBESCC), a case competition hosted by Loyola Marymount University that challenges students to explore an ethical issue related to one of the UN's 17 Sustainable Development Goals (SDGs) by solving a real-world complex business challenge. This year's competition consisted of 23 undergraduate and graduate teams. Teams addressed ethical and sustainability issues in the fashion and apparel industry. The first of GW's teams, DMV Consulting Group (Koen Kyer, Kate Young, and Chloe Chu), presented "Corporate Transparency and Sustainable Product Lifestyles at Nike" and earned first place for their 25-

minute presentation and runner-up for their 90-second Sustainability Pitch in their respective divisions. The second team, Avant Garde Consulting (undergraduates Pilar Reyes and Paul Cornelius and graduate students Rachael Rusnov and Sophia Bukrinsky), which also took on the role of an external consulting group, presented “Hugo Boss: Not the Boss of Workers Rights” and earned runner-up in their division for their 25-minute presentation.

## Deloitte Core Consulting Series

The Deloitte Core Consulting Series (CCS) is an annual partnership between Deloitte Consulting and the GW School of Business and is designed to support students in learning more about management consulting via experiential learning modules and a case competition. This year’s CCS marked the 4th iteration of the partnership and brought together over 100 registered undergraduate and graduate students and more than 30 Deloitte practitioners (many of which are GWSB alumni including Ryan Counihan, Natalie Y. K., Fatima Tauqir, Allison Coukos, Bailey Keith, Jazmin Kay, Nicky Cacchione, and Kelly Cronic) who engaged with GW students as teachers, mentors, and coaches throughout the series.

The CCS began with an opening plenary where students learned about the rich history of the partnership and structure for 4 weeks of virtual learning and the

final case competition. The students were grouped into smaller learning cohorts where they learned directly from Deloitte professionals about core management consulting competencies including practical approaches to case analysis such as logical structuring and hypothesis-based consulting, team collaboration, and presentation design.

The CCS culminated in an on-campus case competition, where participants were challenged to engage with a business case simulating a type of scenario that a real-world management consultant might face in their daily work. 8 teams of GW undergraduate and graduate students of all majors participated in the final case competition and presented their solutions to a panel of Deloitte practitioners and GWSB faculty.





# COMMUNITY

Maintaining connectedness across virtual platforms and on the Foggy Bottom campus was essential during this year of return to in-person experiences. Learn how intentional steps were taken to ensure that the GWSB community was not lost as we navigated a hybrid environment.



## New Student Orientation

### VIRTUAL WEBINARS

As part of our continuing work to create a more uniform experience for all incoming first-year students, The Office of Undergraduate Programs conducted a series of virtual First-Year Group Academic Advising Webinars in the summer of 2021 prior to the start of the fall semester. During the webinars, students received essential information regarding the GWSB curriculum, Business Leader Development Program, registration planning, academic tools and support, and ways to get involved with GWSB.

The Academic Advising team hosted the webinars and took the opportunity to interact with students through small virtual breakout rooms, allowing them to get to know the incoming students and answer questions. The team reviewed important resources (Bulletin, DegreeMAP, Schedule of Classes, Study Abroad opportunities, and more) to help

students be prepared and feel supported for their arrival on campus in the fall. Students also had the opportunity to get to know each other prior to coming to GWSB and worked on their first semester schedule together. As part of the breakout room format, Advisors connected with each student to make sure they were all on track for the fall semester.

### SOPHOMORE SUCCESS

Since Fall 2021 was the first semester back to campus after March 2020, the Academic Advising team also set out to provide additional resources for the second year students who experienced their first year in a completely virtual format. The educational resources served as a refresher for some students and were completely new information for others. The main areas of focus were the GW library, academic commons, research centers and programs, peer tutoring services, disability and support services, the Office of Undergraduate Programs, navigating campus, getting

involved with student organizations and clubs, and professional development through LinkedIn Learning. At the end of the session, the team opened up for Q&A to ensure that students' questions and concerns are addressed as they prepared to officially join us on campus.

## **AUGUST PROGRAMMING**

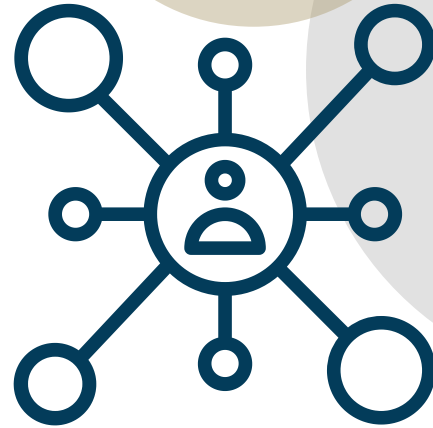
In August, we hosted additional virtual events to welcome our incoming first-year students and prepare them to engage in co-curricular opportunities at GWSB. The Co-Curricular Programs team gave a presentation on the GW and GWSB experiences, hosted a student leadership panel, and described student involvement opportunities. The team discussed ways to maximize the GWSB experience and navigate the first semester back in-person since

virtual learning began in March 2020. Students were given information on resources & support, academic programs & departments, and research centers within GWSB. The Co-Curricular Programs team focused on student engagement, community connections, leadership development, Business Leader Development (BLD) Program, and co-curricular initiatives.

From August 5th to 11th, incoming first-year students officially transitioned to current students as they participated in fall course registration. During the registration period, students utilized guidance and resources they received during the First-Year Group Advising Webinar to navigate GWeb, the schedule of classes webpage, and the registration plan worksheet, all of which enabled them to successfully enroll for their fall semester classes.



**Office of Undergraduate Programs Team**



## Inside GW

Inside GW (IGW) is a month-long initiative during which GW seeks to encourage admitted students to attend the University in the Fall. The GW School of Business collaborated with the IGW initiative to showcase our resources to prospective students, providing them with additional information to help them make the decision to commit to GWSB. We divided the events into three categories: Resource Panels, Faculty Panels and Virtual Sessions.

The GWSB IGW event was kicked off by four sessions of Resource Panels, starting April 8, 2022. The aim of this panel was to expose admitted students to all the resources available at the School of Business. These include academic, co-curricular, and career development resources. Each of the Resource Panels included an Academic Advisor, a Business Leader Development Program Mentor, a representative from the Co-Curricular Programs team, Undergraduate Business

Association (UBA) Ambassadors, Fowler Coordinators, and student leaders. All of these panels were moderated by a member of the UBA. This hour-and-a-half-long panel was followed by a UBA-hosted student mixer, where admitted students interacted with current students through fun exercises and short case competitions.

Following the four Resource Panels, GWSB hosted two Faculty Panels. These sessions provided students and parents with the opportunity to get to know their future Vice-Dean and Professors. The sessions began with a short address by Vice Dean Rodney Lake, after which our faculty members spoke about the various courses they teach, what students should expect at the GWSB academically and how they can prepare for the same, and finally, how the GWSB resources can enhance their academic journeys, culminating into a successful growth and learning experience.

# COMMUNICATION & MARKETING

72.96%

**Average Office of Undergraduate Programs Newsletter Open Rate**

20%

**Increase in Average Open Rate from Last Academic Year to This Academic Year**

80.1%

**Highest Open Rate for a Single Undergraduate Programs Newsletter**

The GWSB Office of Undergraduate Programs Newsletter connects undergraduate students in the School of Business with academic and co-curricular resources, opportunities to engage with their GW and local communities, and opportunities for students to advance their career preparedness. This 2021-2022 academic year, we celebrated a 20% increase in the average student engagement through opening the GWSB Undergraduate Newsletters. Through resources amplified in the newsletter, students proactively stay connected to upcoming opportunities that elevate their academic performance and their co-curricular experiences

as undergraduate students. In the 2021-2022 academic year, the Office of Undergraduate Programs also implemented a new Student Organization Leader series of direct mailers to serve as a resource for GWSB student organization leaders. This new series was designed to support student organization leaders in strengthening their leadership competencies. Five total Student Organization Mailers were sent throughout the 2021-2022 academic year, providing key tips and resources for student organization-related topics such as: Planning Ahead, Setting & Sustaining Goals, Conflict Management, Transition in Leadership, and Self-Care & Final Exam Preparation.



## Social Media Analytics



**Instagram Followers** 1,296

**Increase in Followers Since Last Academic Year** 258

**Percentage Increase in Followers** 24.85%

**LinkedIn Connections** 670

**Increase in Connections Since Last Academic Year** 136

**Percentage Increase in Connections** 25.47%

# 100%

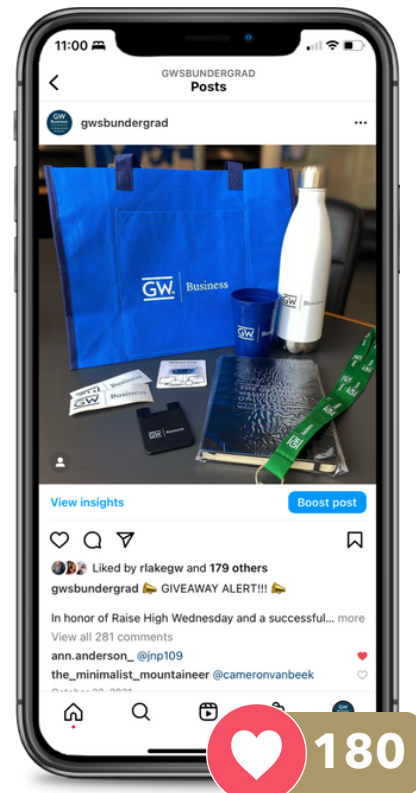
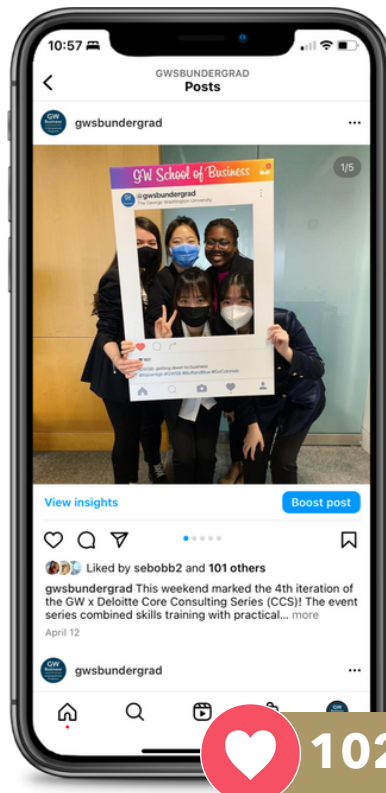
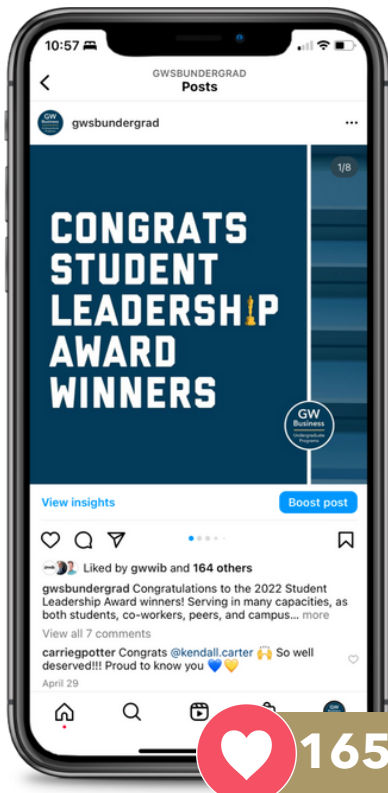
**Average Delivery Rate  
for Undergraduate  
Programs Newsletters**

# 3,617

**Total Number of  
Undergraduate  
Programs Emails Sent**

# 1,569

**Newsletter Subscribers  
at the End of 2021-2022  
Academic Year**





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