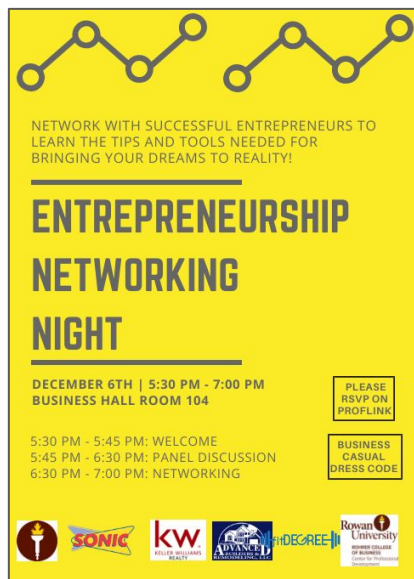


Rohrer Center for Professional Development

Marketing, Event Management, Content Creation
and Data Analysis

Marketing

At the Rohrer Center for Professional Development I was charged with creating marketing plans through social media, flyer creation, in-person messaging, and email campaigns.



NETWORK WITH SUCCESSFUL ENTREPRENEURS TO LEARN THE TIPS AND TOOLS NEEDED FOR BRINGING YOUR DREAMS TO REALITY!

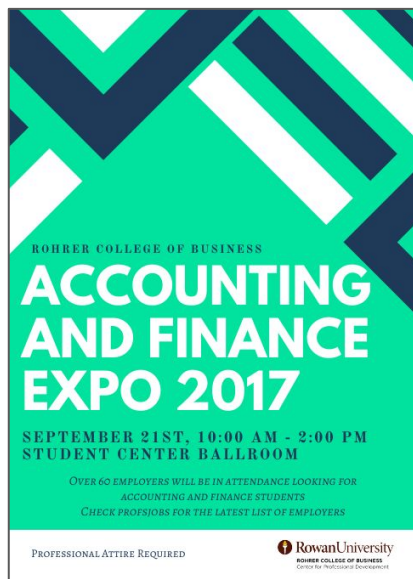

ENTREPRENEURSHIP NETWORKING NIGHT

DECEMBER 6TH | 5:30 PM - 7:00 PM
BUSINESS HALL ROOM 104

PLEASE RSVP ON PROFLINK

5:30 PM - 5:45 PM: WELCOME
5:45 PM - 6:30 PM: PANEL DISCUSSION
6:30 PM - 7:00 PM: NETWORKING

BUSINESS CASUAL DRESS CODE




ROHRER COLLEGE OF BUSINESS

ACCOUNTING AND FINANCE EXPO 2017

SEPTEMBER 21ST, 10:00 AM - 2:00 PM
STUDENT CENTER BALLROOM

OVER 60 EMPLOYERS WILL BE IN ATTENDANCE LOOKING FOR ACCOUNTING AND FINANCE STUDENTS
CHECK PROFILES FOR THE LATEST LIST OF EMPLOYERS

PROFESSIONAL ATTIRE REQUIRED



SUPPLY CHAIN & LOGISTICS INDUSTRY NIGHT

TUESDAY, APRIL 3
5:30 PM - 7:30 PM
BUSINESS HALL 104
Network and connect with 10+ professionals!

Professional Attire Required
Must RSVP on Proflink

EVENT DETAILS

5:30 - 5:45 Welcome & Introductions
5:45 - 6:00 Careers in Supply Chain
6:00 - 7:00 Speed Networking
7:00 - 7:30 Open Networking



DRESS FOR SUCCESS

PROFESSIONAL

- Formal & Conservative
- Neutral colored skirt or pant suit
- Neutral colored blouse
- Closed toe shoes
- No more than 3" heels



BUSINESS CASUAL

- Less formal than business professional
- Slacks, but no jeans
- Patterns acceptable
- Sweaters are okay
- Fitted Blazer or button up shirt



SMART CASUAL

- Nice jeans are okay
- Sweater, nice shirt / blouse or fitted blazer
- Tie optional
- Brighter colors are okay



Event Management

- Planned networking events
- Researched professionals and company representatives to attend
- Marketed events to students and obtained RSVP's
- Created itinerary and managed event flow
- Managed catering menu and budget

Data Analysis

Throughout my 3 years of working for the center, I would analyze data from the “Career Development Module” classes where we reported participant involvement, completion rates, event participation, and other factors.

During my graduate program working for the Rohrer College of Business, I analyzed business club information on member attendance, event participation, volunteer events, and other information vital to understanding business club events.

This information was typically found with qualitative data over quantitative.

2018 - 2019 ANNUAL CLUB REPORT

| NUMBER OF BUSINESS CLUBS | AVERAGE NUMBER OF CLUB MEMBERS |
|--------------------------|--------------------------------|
| 13 | 22 |
| TOTAL CLUB MEMBERS | RANGE |
| 321 | 10 - 47 |

| NUMBER OF CLUB FIELD TRIPS / CONFERENCES | NUMBER OF GUEST SPEAKERS |
|--|--------------------------|
| 20 | 54 |

| NUMBER OF SPECIAL EVENTS HOSTED | NUMBER OF VOLUNTEER EVENTS |
|---------------------------------|----------------------------|
| 27 | 12 |

ACADEMIC YEAR CLUB HIGHLIGHTS

- RSIG club had rapid growth and employer recognition that involvement in business clubs are positive for job application in the Finance field
- 2 clubs interacted with high schools to judge a competition and give a presentation (DECA and BAP)
- 11 different conferences attended
- Beta Alpha Psi was inducted as the 329th active charter in the honor fraternity's 100 year history
- Merit Award from national SHRM organization
- 2 SHRM members won the Tri-State organization scholarships of a \$500 value
- AMA held a fundraiser to acution lunch with President Houshmand
- 12 volunteer events were a mix of business club related events and campus wide

BUSINESS CLUB

ATTENDANCE BREAK DOWN
2018-2019

OVERALL

545 unique student profiles

| | |
|---------------------------------------|----|
| Mode Events attended by profiles... | 1 |
| Avg events attend per profile..... | 2 |
| 10+ events attended (in profiles).... | 13 |
| Most events attended per profile..... | 16 |

ACCOUNTING SOCIETY

| | |
|-----------------------------------|----|
| Number of events..... | 20 |
| Avg attendance..... | 12 |
| Most attendance at an event..... | 29 |
| Least attendance at an event..... | 0 |

HIGH ATTENDANCE IN BEGINNING OF SEMESTERS,
DROPS AT THE END

AMA

| | |
|-----------------------------------|----|
| Number of events..... | 13 |
| Avg attendance..... | 20 |
| Most attendance at an event..... | 76 |
| Least attendance at an event..... | 0 |

ATTENDANCE DROPS THROUGHOUT SEMESTER, DID
NOT RECORD EVERY MEETING OR EVENT

APICS

| | |
|-----------------------------------|----|
| Number of events..... | 6 |
| Avg attendance..... | 14 |
| Most attendance at an event..... | 23 |
| Least attendance at an event..... | 0 |

ATTENDANCE DROPS THROUGHOUT SEMESTER, DID
NOT RECORD EVERY MEETING OR EVENT

BETA ALPHA PSI

| | |
|-----------------------------------|----|
| Number of events..... | 16 |
| Avg attendance..... | 11 |
| Most attendance at an event..... | 95 |
| Least attendance at an event..... | 0 |

MOST EVENTS DID NOT RECORD ATTENDANCE

MIS

| | |
|-----------------------------------|-----|
| Number of events..... | 6 |
| Avg attendance..... | N/A |
| Most attendance at an event..... | 44 |
| Least attendance at an event..... | N/A |

ATTENDANCE WAS ONLY RECORDED FOR ONE
MEETING

RSIG

| | |
|-----------------------------------|----|
| Number of events..... | 6 |
| Avg attendance..... | 6 |
| Most attendance at an event..... | 17 |
| Least attendance at an event..... | 0 |

ATTENDANCE NOT CONSISTANTLY RECORDED

SAM

| | |
|-----------------------------------|----|
| Number of events..... | 10 |
| Avg attendance..... | 15 |
| Most attendance at an event..... | 67 |
| Least attendance at an event..... | 0 |

ATTENDANCE WAS NOT RECORDED FOR MOST EVENTS

SHRM

| | |
|-----------------------------------|----|
| Number of events..... | 7 |
| Avg attendance..... | 13 |
| Most attendance at an event..... | 29 |
| Least attendance at an event..... | 0 |

ATTENDANCE IS USUALLY STEADY, ONLY ONE EVENT DID
NOT RECORD ATTENDANCE

WIB

| | |
|-----------------------------------|-----|
| Number of events..... | 1 |
| Avg attendance..... | N/A |
| Most attendance at an event..... | 23 |
| Least attendance at an event..... | N/A |

ONLY ONE EVENT WAS RECORDED AND MARKED
ATTENDANCE

BOBA

Not applicable

CEO

| | |
|-----------------------------------|----|
| Number of events..... | 13 |
| Avg attendance..... | 10 |
| Most attendance at an event..... | 32 |
| Least attendance at an event..... | 0 |

ATTENDANCE DROPS THROUGHOUT SEMESTER, DID
NOT RECORD EVERY MEETING

CRYPTOCURRENCY

| | |
|-----------------------------------|---|
| Number of events..... | 0 |
| Avg attendance..... | 0 |
| Most attendance at an event..... | 0 |
| Least attendance at an event..... | 0 |

DID NOT RECORD ANY EVENTS ON PROFLINK LAST
YEAR

DECA

| | |
|-----------------------------------|----|
| Number of events..... | 10 |
| Avg attendance..... | 19 |
| Most attendance at an event..... | 38 |
| Least attendance at an event..... | 0 |

ATTENDANCE SEEMS STEADY FOR THE MOST PART:
FIRST MEETINGS HAVE HIGHER ATTENDANCE

FMA

| | |
|-----------------------------------|-----|
| Number of events..... | 5 |
| Avg attendance..... | N/A |
| Most attendance at an event..... | N/A |
| Least attendance at an event..... | N/A |

ATTENDANCE WAS NEVER RECORDED

BUSINESS CLUB

ANNUAL REPORT 2019-2020

OVERALL

Avg. # of Members: 50
75% of elections are in Spring
66% of clubs advertise all events on ProfLink
58% had at least one virtual event
COVID-19 canceled many events/conferences

ACCOUNTING SOCIETY

Advisor: Robert Scarpa
Number of Members: 80
When are Elections: Winter
Incoming Club President: Brianna Vechesky
How many Guest Speakers: 23
How many field trips/conferences: 3 - NJCPA conference, and two field trips
Did you use ProfLink: Yes
Virtual Meetings: Yes

AMA

Advisor: Nina Krey
Number of Members: 45
When are Elections: Spring
Incoming Club President: Luke Hansen
How many Guest Speakers: 10
How many field trips/conferences: 2 conferences (1 canceled for); 9 other events/fundraisers
Did you use ProfLink: Some, not all
Virtual Meetings: Yes

APICS

Advisor: Dave Tate
Number of Members: 20
When are Elections: Spring
Incoming Club President: Lacey Weissman
How many Guest Speakers: 3
How many field trips/conferences: 1 tour canceled from COVID-19; one peer networking event
Did you use ProfLink: Yes
Virtual Meetings: No

BETA ALPHA PSI

Advisor: Jerry Maginnis and Erlina Papakroni
Number of Members: 50
When are Elections: Spring
Incoming Club President: Brianna Vechesky
How many Guest Speakers: 23
How many field trips/conferences: 1 annual meeting in Chicago, 1 regional meeting held virtually; 3 special events
Did you use ProfLink: Yes
Virtual Meetings: Yes

BOBA

Not applicable

CEO

Advisor: Zane Lee
Number of Members: 12
When are Elections: Fall
Incoming Club President: Tanvi Koduru
How many Guest Speakers: 6
How many field trips/conferences: 1 National Conference in Florida; 1 networking event
Did you use ProfLink: Yes
Virtual Meetings: No

DECA

Advisor: Phil Lewis
Number of Members: 59
When are Elections: Fall
Incoming Club President: Joseph Duca
How many Guest Speakers: 1
How many field trips/conferences: A few joint meetings; no other special events
Did you use ProfLink: No
Virtual Meetings: No

FMA

Advisor: Dan Folkenstein
Number of Members: 40
When are Elections: Spring
Incoming Club President: *not reported*
How many Guest Speakers: 3; 5 speakers canceled
How many field trips/conferences: 4 trips/conferences; 3 special events other than meetings
Did you use ProfLink: Yes
Virtual Meetings: No

MIS

Advisor: Dr. Shen
Number of Members: 137
When are Elections: Spring
Incoming Club President: *no response given*
How many Guest Speakers: 9
How many field trips/conferences: 1 field trip
Did you use ProfLink: Yes
Virtual Meetings: Yes

RSIG

Advisor: Dan Folkenstein
Number of Members: 30
When are Elections: Spring
Incoming Club President: Christopher Wildgoose
How many Guest Speakers: 6
How many field trips/conferences: 2 trips/conferences; 2 special events (one of each canceled due to COVID-19)
Did you use ProfLink: Some, not all
Virtual Meetings: Yes

SAM

Advisor: Richard Jonesen
Number of Members: 15
When are Elections: Spring
Incoming Club President: Joseph Sansone & Sarah Moschini
How many Guest Speakers: 2
How many field trips/conferences: 1 trip that was canceled; multiple special events canceled
Did you use ProfLink: Yes
Virtual Meetings: No

SHRM

Advisor: Dr. Rudin & Dr. Casper
Number of Members: 80
When are Elections: Spring
Incoming Club President: Julia Welsh
How many Guest Speakers: 3
How many field trips/conferences: 1 tri-state SHRM dinner, and co-hosted international business night
Did you use ProfLink: No
Virtual Meetings: No

WIB

Advisor: Rene Watson
Number of Members: 25
When are Elections: Spring
Incoming Club President: Fiona Hughes
How many Guest Speakers: 3
How many field trips/conferences: *Did not report any field trips/conferences or special events*
Did you use ProfLink: Yes
Virtual Meetings: No