Below are the results of the 2003 GBA Survey. The response to the survey was an impressive 50%. We plan to use this survey data to support our decisions in the coming year. Thanks again to all those who responded.

Justin Carbonneau  
VP of Communications

1) Do you believe the GBA’s Vision Statement accurately reflects your views and needs?  
The GBA’s vision is to provide an environment that supports each student’s academic and personal goals and to cultivate the UConn MBA Program into creating tomorrow’s business leaders.

Yes  26 (86.7%)  
No   4 (13.3%)

2) If you answered "No" to Question 1, how would you modify the GBA’s Vision Statement?  
(The last five responses are given)

- Though I answered yes, I wish the MBA program could own more of what the GBA holds as its vision.  
- ...an environment that works (tries) to support each...  
- I feel the vision statement should more closely mirror the purpose statement (communication, involvement, achievement). I am not sure what we are ‘cultivating’, unless we are the agricultural school.  
- The GBA’s vision is to provide an environment that supports each student’s academic, professional, and personal goals and to improve the quality and scope of the University of Connecticut’s MBA program inorder that it can better serve current graduate students and mold future business leaders.  
- I feel the purpose statement should be mirrored in the vision statement. I’m not sure what we are cultivating, unless we are the school of agriculture.

3) Do you believe the GBA’s Purpose Statement accurately reflects your views and needs?  
The purpose of the GBA is to lead communication, promote involvement, and pursue achievement.

Lead communication between and among students, faculty, and administrators for the purpose of understanding goals, objectives, issues and concerns.

Promote involvement of students, faculty, and administrators that support a common set of goals and objectives, and respond to issues and concerns.

Pursue achievement of tangible results that improve our program and assist our classmates in realizing both individual and collective aspirations.

Yes  27 (90.0%)  
No   3 (10.0%)

4) If you answered "No" to Question 3, how would you modify the GBA’s Purpose Statement?  
(The last five responses are given)

- I think it should also inculde as a stated goal to develop relationship with uconn alumni
- Shouldn’t it also act as a bridge between the students and the Management?

5) Would you be willing to participate in a Benchmarking Initiative in the upcoming year? This initiative would involve analysis of other top MBA programs to help identify areas where UConn excels or needs improvement.

Yes   16 (53.3%)
No   14 (46.7%)

6) Do you have ideas on how to improve our MBA Program?

Yes   25 (83.3%)
No   5 (16.7%)

7) If you answered "Yes" to Question 6, would you be willing to take a lead role in enacting your ideas?

(The last five responses are given)

- Like the other GBA Officers, I am taking an active leadership role (Dennis).
- develop relationship with former students it will help placement
- I already have one, VP Prof. Development
- I lack leadership qualities, but I would like to participate in brainstorming sessions.
- Yes

8) Do you feel that the past GBA effectively communicated important news and events?

Yes   12 (44.4%)
No   15 (55.6%)

9) In the future, what form(s) of communication would you prefer regarding GBA news and events (please select your top two)?

GBA Web site   17 (25.8%)
GBA Newsletter, Email   19 (28.8%)
GBA Newsletter, Print   4 (6.1%)
GBA run information sessions   7 (10.6%)
Email, informal   15 (22.7%)
One-on-one or small groups, informal   3 (4.5%)
Other   1 (1.5%)

10) Did you find the GBA Newsletter, “UConn MBA Life,” valuable?

Yes   16 (59.3%)
No   11 (40.7%)
11) If you answered "Yes" to Question 10, would you be willing to contribute this year to a regularly scheduled GBA Newsletter as a writer or publisher?

Yes   10 (55.6%)
No   8 (44.4%)

12) Do you want more access to the GBA, including more Town Hall Meetings and an "open door" policy for the GBA’s regularly scheduled meetings?

Yes   18 (66.7%)
No   9 (33.3%)

13) How often would you like to see Town Hall Meetings held each semester?

Monthly  3 (11.1%)
Three times a semester  7 (25.9%)
Twice a semester  12 (44.4%)
Once a semester  4 (14.8%)
Once a year  1 (3.7%)
Other  0 (0.0%)

14) Would you be willing to contribute to the Chat Room initiative?
The Chat Room initiative is a program in which students occasionally post in popular MBA chat rooms (e.g. BusinessWeek, vault.com). The goals are to help educate prospective MBA applicants and to build the UConn MBA brand through this informal channel.

Yes   8 (29.6%)
No   19 (70.4%)

15) Would you like to see the GBA Web site redesigned?

Yes   24 (88.9%)
No   3 (11.1%)

16) If you answered "Yes" to Question 15, which of the following additions to the GBA Web site do you believe add value?

Program Graduate Links  12 (18.2%)
Student Profiles  12 (18.2%)
Comments Box  11 (16.7%)
Helpful Information Source Links  17 (25.8%)
Faculty Profiles  7 (10.6%)
Other  7 (10.6%)
17) Did this past year's internship recruitment process meet your expectations?

Yes    7 (25.9%)
No    20 (74.1%)

18) If you answered "No" to Question 17, please explain?
(The last five responses are given)
- many students did not even get one interview
- Not enough variation in the companies recruiting on campus.
- Not transparent; Criteria for selection not defined; arbitrary.
- Certain companies came to the campus to interview the students but did not get back to them. The
career services, on their part did not take any initiative to find the reason for this.
- Placement office is under staffed. Seems to be working on a limited set of prospective employers.
Needs more space, more people and more activities/initiatives.

19) What regional companies would you like to learn more about?
(The last five responses are given)
- Lego, Ben & Jerrys, ESPN, John Hancock, ING
- Consumer Products companies
- A wide range.
- Regional = everything from North of Boston through the south of NYC including RI. We need more
exposure! Addly, there are hundreds of companies that make their world headquarters in CT. Others we
haven't heard about = Duracell (Bethel), General Dynamics (Groton). I think our career placement and
MBA program staff seriously undersell and mismarket the value of an MBA and particularly, a UConn
MBA.
- GE

20) What types of industries would you like to learn more about?

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>1 (1.2%)</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>8 (9.4%)</td>
</tr>
<tr>
<td>Distribution</td>
<td>6 (7.1%)</td>
</tr>
<tr>
<td>Education</td>
<td>4 (4.7%)</td>
</tr>
<tr>
<td>Financial Services</td>
<td>16 (18.8%)</td>
</tr>
<tr>
<td>Government</td>
<td>9 (10.6%)</td>
</tr>
<tr>
<td>Healthcare/Pharmaceutical</td>
<td>9 (10.6%)</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5 (5.9%)</td>
</tr>
<tr>
<td>Not-for-Profit</td>
<td>8 (9.4%)</td>
</tr>
<tr>
<td>High-Tech/Telecommunications</td>
<td>9 (10.6%)</td>
</tr>
<tr>
<td>Transportation</td>
<td>2 (2.4%)</td>
</tr>
<tr>
<td>Utilities</td>
<td>4 (4.7%)</td>
</tr>
<tr>
<td>Other</td>
<td>4 (4.7%)</td>
</tr>
</tbody>
</table>

21) What types of functional areas would you like to learn more about?

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>4 (5.3%)</td>
</tr>
<tr>
<td>Customer Service</td>
<td>4 (5.3%)</td>
</tr>
<tr>
<td>Distribution</td>
<td>5 (6.7%)</td>
</tr>
<tr>
<td>Finance</td>
<td>14 (18.7%)</td>
</tr>
</tbody>
</table>
Human Resources  4 (5.3%)
Information Technology  7 (9.3%)
Operations  9 (12.0%)
Sales/Marketing  11 (14.7%)
Strategy  12 (16.0%)
Supply Chain  5 (6.7%)
Other  0 (0.0%)

22) Were the GBA-sponsored Career Placement programs workshops and events sufficient to prepare you for your job/internship search?

Yes  10 (37.0%)
No  17 (63.0%)

23) If you answered "No" to Question 22, please explain.?
(The last five responses are given)
- There was little guidance/support in terms of resume preparation, developing a personalized recruitment strategy, and creating forums for interacting with prospective employers.
- GBA needs to work with placement dept to prevent duplication of effort and over lap of programs
- I needed more information up front about securing an internship.
- Too little in a near-famine internship situation. Not much help is needed when there is a glut.
- There were only a few. Hence difficult to comment. would have loved to see a more open ended question than the above.

24) Which of the following Career Planning topics would you be interested in learning more about?

Career Paths  17 (18.5%)
Industry Trends  12 (13.0%)
Survival Skills  8 (8.7%)
Management  17 (18.5%)
Negotiations  14 (15.2%)
Professional Etiquette  4 (4.3%)
Corporate Culture  13 (14.1%)
Business Ethics  6 (6.5%)
Other  1 (1.1%)

25) Which of the following skills would you like to develop over the next year?

Interviewing  10 (15.6%)
Negotiating  15 (23.4%)
Networking  15 (23.4%)
Management  13 (20.3%)
Presenting  10 (15.6%)
Other  1 (1.6%)

26) Would you be willing to participate in a Career Strategy Workshop for First Year students during the month of September?

The Career Strategy Workshop would involve the sharing of advice and lessons-learned with First Year students. Topics would include how to obtain an internship and how to cultivate contacts for
full-time employment.
Yes 10 (37.0%)
No 17 (63.0%)

27) Would you be willing to share your business contacts with classmates for networking purposes?
Yes 21 (87.5%)
No 3 (12.5%)

28) Would you be willing to participate in a Professional Development sub-committee to help organize events?
Yes 12 (46.2%)
No 14 (53.8%)

29) Did you feel informed of the various Social Activities that the GBA organizes?
Yes 23 (85.2%)
No 4 (14.8%)

30) Would you be in favor of receiving a weekly/monthly update that highlighted activities scheduled to occur in the area but that are not necessarily affiliated with UConn?
Yes 24 (88.9%)
No 3 (11.1%)

31) What activity did you enjoy most last year?
Nathan Hale Happy Hours 10 (37.0%)
Ted's Happy Hours 7 (25.9%)
Whirley Ball 6 (22.2%)
Other 4 (14.8%)

32) Did last year's GBA-sponsored Social Activities meet your expectations?
Yes 9 (33.3%)
No 18 (66.7%)

33) If you answered "No" to Question 32, why did they not meet your expectations?
(The last five responses are given)
- Although I answered "Yes", I have a higher level of expectation for this year's GBA.
- Would have liked more networking opportunities with alumni or other business contacts
- My fault. I am not part of a 'Happy Hours' culture.
- no particular reason
- They didn't do enough to integrate the 1st and 2nd year classes and build community. Life will take on a new and different, often BETTER form apart from the daily grind where we see each other mostly. We
need to try hard to develop bonds that will weave a valuable network that will prove to be an asset for our entire careers.

34) What other types of Social Activities would you be interested in participating in next year?

Community-Building Events (e.g. potluck dinners)  17 (21.0%)
Cultural Events (e.g. concerts, plays)  16 (19.8%)
Outdoor Activities  17 (21.0%)
Sporting Events  13 (16.0%)
Trips to the Movies/Malls  8 (9.9%)
Family-Oriented Outings  6 (7.4%)
Other  4 (4.9%)

35) Would you be interested in participating in volunteer programs/events next year? (i.e. Habitat for Humanity, Race for the Cure, Red Cross, etc)

Yes  16 (59.3%)
No  11 (40.7%)

36) Would you prefer an emphasis on events planned on weekends as opposed to those scheduled after classes during the week?

Yes  14 (51.9%)
No  13 (48.1%)

37) Would you be willing to participate in a Social Activities sub-committee to help organize events?

Yes  15 (55.6%)
No  12 (44.4%)

38) If you did not participate in last year's MBA golf tournament as an event planner, player, or volunteer, what was the driving reason?

Not interested in golf  6 (15.8%)
Financial constraints  5 (13.2%)
Timing constraints  15 (39.5%)
Intimidated due to lack of golf skills  2 (5.3%)
Other  10 (26.3%)

39) Would you be interested in participating in this year's MBA golf tournament?

Yes  17 (63.0%)
No  10 (37.0%)

40) If you answered "No" to Question 39, what are the reasons why?

(The last five responses are given)
not interested in golf
Same as 38.
I can't play golf
Not interested in playing golf - not convinced of the networking potential.
I don't play golf.

41) Would you be willing to volunteer time to help plan and/or manage this year's golf tournament?

Yes  11 (40.7%)
No   16 (59.3%)

42) Did you contribute to the GBA financially?

Yes  23 (92.0%)
No   2 (8.0%)

43) If you answered "Yes" to Question 42, do you feel that your contribution was well spent?

Yes  18 (72.0%)
No   7 (28.0%)

44) If you answered "No" to Question 42, please explain.

(The last five responses are given)
- I would like to see more happened for less
- I didn't see the benefits.
- Social events were lacking
- Rather than happy hours I would like more networking opportunity with the industry to develop myself professionally

45) Do you believe that the "suggested" contribution level should be reduced if at the expense of other GBA-sponsored activities and events (i.e. fewer events and/or fewer free drink tickets)?

Yes  7 (28.0%)
No   18 (72.0%)

46) Would you be willing to support GBA-sponsored fund raising efforts next year (i.e. Race for the Cure, Bowl-a-thon, Toys for Tots)?

Yes  14 (56.0%)
No   11 (44.0%)

47) If you answered "Yes" to Question 46, in what capacity would you support the fund raising efforts?

(The last five responses are given)
- Planning and execution -- whatever it takes.
- brainstorming, event participation
- Promoting the event, participation
- Donate and help organize
- anyway possible

48) Do you want periodic reports on the GBA's financial standing?

Yes 14 (56.0%)
No 11 (44.0%)

49) If Yes, would you be willing to serve on an audit committee to assist with creating those reports?

Yes 2 (11.8%)
No 15 (88.2%)

50) Would you be willing to volunteer for this year's Open House initiative?
The Uconn MBA Program hosts an Open House annually. Last year, First and Second Year students helped with event planning and hosting Open House guests. The number and caliber of attendees exceeded all expectations, and several attendees will join our program this fall.

Yes 15 (60.0%)
No 10 (40.0%)

51) Do you know individuals who would benefit from the Find-A-Friend Program?
The "Find-A-Friend" is where current UConn MBA try and recruit individuals who they know and who they think would be a good fit for the program. This program was developed to target high caliber MBA candidates. These are individuals that you know who have expressed interest in or who would benefit from a UConn MBA. By helping to identify quality candidates, our program can continue to improve and gain in nationwide rankings.

Yes 5 (20.0%)
No 20 (80.0%)

52) If you answered "Yes" to Question 51, do you plan to include that individual(s) in this year's "Find-A-Friend" Program?

Yes 1 (20.0%)
No 4 (80.0%)

53) Would you be willing to volunteer for this year's "Find-A-Friend" Program?

Yes 7 (28.0%)
No 18 (72.0%)

54) Do you believe an MBA Orientation Program would have proven valuable to you as a First Year student?
The Orientation Program would be comprised of workshops and tutorials geared toward the needs of First Year students. Sessions would focus on math skills, research methods, case study analysis methods, time management and use of Microsoft Office products.

Yes  21 (84.0%)
No   4 (16.0%)

55) Would you be willing to participate in the development and/or implementation of an Orientation Program for the upcoming school year?

Yes  11 (44.0%)
No   14 (56.0%)

56) Do you believe a Mentor Program would be valuable to First Year students? Through a Mentor Program, Second Year students would be matched with one or more First Year student(s) and provide guidance during the academic year. The goal is to assist First Year students with getting the most out of their UConn MBA experience.

Yes  21 (84.0%)
No   4 (16.0%)

57) Would you be willing to participate in a Mentor Program in the upcoming school year?

Yes  16 (64.0%)
No   9 (36.0%)

58) Do you believe First Year students should have an elected representative(s) to the GBA?

Yes  19 (76.0%)
No   6 (24.0%)

59) Are members of the Administration as visible as you would like them to be?

Yes  13 (56.5%)
No   10 (43.5%)

60) If you answered "No" to Question 59, please explain. (The last five responses are given)

- Rich Dino shows up for Town Hall Meetings, Lane is seen in the Cafe only long enough to get coffee, our temporary dean was all but invisible -- these are missed opportunities to pump up the student body and build effective relationships.
- Our administration needs more hands-on time with the students. They are there for us, not the other way around.
- Faculty rarely attend or are involved in MBA related events. One way to improve this would be to have faculty members speak about their research efforts or any other topics of interest that they have expertise in. This could be done in an informal setting - possibly at the end of classes for an hour or so.
- I'd like to see them more in events that are not administrative in nature...
- Only Lane and his staff are visible.
61) **Do you believe the Administration is in touch with the student body’s issues and concerns?**

Yes 11 (47.8%)
No  12 (52.2%)

62) **If you answered "No" to Question 61, please explain.**

(The last five responses are given)

- To an extent, they're on auto-pilot and chasing after an agenda that is unknown to me. I want to understand the SBA's 5- and 10-year plans. I want to learn how they're strengthening the program's curriculum, faculty, facilities, etc. I want to be able to raise my hand and say "how can I help", but don't know where to begin.
- They may be aware, but there doesn't seem to much communication from the Administration.
- See #60.
- Curriculum doesn't seem as well-rounded as it would be if the administration were in touch with student body issues and concerns
- I do not see that faculty gets involved in the issues that concern MBA students. I do not see faculty reaching out to companies on our behalf, placing themselves on committees or sponsoring clubs/organizations. At other schools it is very visible that the faculty plays more of a participative role even within their departments - as far as connecting students to companies and sponsoring student organizations.

63) **Do you believe the Town Hall Meetings are an effective way of interacting with members of the Administration?**

Yes 13 (56.5%)
No 10 (43.5%)

64) **If you answered "No" to Question 63, what means of communication and/or interaction with the Administration do you believe is needed?**

(The last five responses are given)

- I responded "Yes", but I feel as though the agenda needs to be driven by the GBA. The administration should be responsive to our concerns/needs. We should be pulling the agenda together and challenging the administration. NOTE: Challenge is meant in terms of healthy and constructive dialogue, not complaining!
- Some students are not vocal and a friendly conversation to draw such students out of their shell is needed.
- Town Hall Meetings--but not the way it was run last year, as a 'presentation' to the students. The students need to set the agenda, not vice versa.
- We only had one last year so this is difficult to gauge. There was great momentum at that meeting and then we never saw/heard of the admin again in that kind of forum.
- An open door policy or a GBA representative to convey concerns or issues