



## Award Winners

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### 2015

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[Ann Hargraves](#) (Lifetime Membership Award)

[The Ohio State Fisher College of Business Graduate Career Management Team](#) (Innovation Award)

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### 2013

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### 2012

[Annetta Culver and Ron Watkins](#) (Service Award)

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### 2011

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### 2010

[Jeff Rice](#) (Service Award)

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[Mike Katz](#) (New Member Service Award)

[Wayland Lum](#) (New Member Service Award)



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## Award Winners

### **2009**

[Emily Anderson](#) (Service Award)

[Mindy Storrie](#) (Service Award)

### **2008**

[Megan Hendricks](#) (Service Award)

[Sue Kline](#) (Service Award)

[Pete League](#) (Service Award)

### **2007**

[Ken Keeley](#) (Service Award)

[Julie Morton](#) (Service Award)

[Barry Shiflett](#) (Service Award)

[Jackie Wilbur](#) (Service Award)



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## Award Winners

Awardee:

**Laura Arthur**

Associate Director, Coaching and Education  
The Johns Hopkins Carey Business School

Laura received the MBA CSEA Mel Penn New Member Recognition Award in 2015 for her work on the Global Conference Committee.

Here is what a nominator had to say about Laura:

In her three years with the organization Laura has already co-chaired or chaired three conference committees. In DC she co-chaired the Local Arrangements committee. She did so cheerfully and capably and then agreed to do so again on my team for the Minneapolis conference. She was innovative, organized and professional and a tremendous value to the team. This year she is chairing New Member Orientation, and I can think of no greater symmetry than to have her win the New Member Award this year, even though she has assumed the responsibilities of a seasoned veteran from day one.



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## Award Winners

Awardee:

### **Emily Anderson**

Associate Director of Career Services  
Vanderbilt University  
Owen School of Management

Emily received the MBA CSEA Service Award in 2009 for “a one-time event with significant impact” as a MBA CSEA board member for her work on the technology committee and new CSC web site.

Here is what a nominator had to say about Emily:

As a member of the Standards Committee and as GMAC liaison, Emily already carries more than her share. Her additional role leading the detail testing and installation of the new CSC web application and statistics system has been heroic. The job is one that few would want to tackle given our already stressed work schedules. The new system kicks off a new decade for the CSC and will help respond to our growing profession, facilitate the needs of our members for a professional web site, streamline data collection - including aggregate reporting- for our member schools, GMAC and the media and serve the needs for robust applications (knowledge repository, event management, membership billing and tracking, etc).

Emily has an engineering background and is as smart as anyone when it comes to systems design and installation. She knows better than most the time and resources required to complete such an undertaking. Her knowledge of process and methodology has proved invaluable as the leader of this HUGE project.

Emily took on the project as a second job. She led requirements planning, user testing design and the installation for the past year. If any organization needed a full time IT director, Emily could fill the job instantly. Her knowledge, patience and professionalism throughout a tough challenge (and doing this in addition to her real job) have set a high standard which will be hard to match in the future.

Emily's contribution was invaluable. Think about it - the project she led will impact each and every member, new member, conference attendee, training participant, rankings media reporter and employment statistician for the next several years.



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## Award Winners

Awardee:

**Jamie Belinne**

Assistant Dean

Bauer College of Business Administration

University of Houston

Jamie received the MBA CSEA Service Award in 2013 for “significant contributions over time” as a member of the Rebranding Task Force and the 2013 Global Conference Committee.

Here is what a nominator had to say about Jamie:

Jamie began her involvement with MBA CSEA in June 1994 when a group of MBA career services professionals gathered at a GMAC conference to discuss the need for establishing reporting standards in response to the growth of MBA program rankings by the media. She served on the Board of Directors as Vice President (twice), on the Research & Trends Committee, Marketing Committee, Standards Committee, and Conference Committee, the Rebranding Task Force, and as a frequent Conference Presenter. She created partnerships with other entities to provide valuable feedback on structure and development of recruiter surveys and hiring trends.

She was also an early driver in the effort to secure approved continuing education credit through SHRM/HRCI for conference sessions. She has always been a "go-to" person on whom you can count to do the heavy lifting on the less glamorous jobs. She is always willing to contribute, does outstanding work, and makes you laugh in the process. She is an unsung contributor and has been a constant in the MBA CSEA. Her work is part of the fabric of this organization, its mission, and vision.



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## Award Winners

Awardee:

**Susan Collard**

Global Marketing Talent & Capabilities  
Dell

Susan received the MBA CSEA New Member Service Award in 2011 for her work as marketing chair for the 2011 U.S. Conference.

Here's what a nominator had to say about Susan:

Sue has taken on the role of Marketing Chair for the Conference Committee. They had been using a team of Gallup designers to help create a program that is appealing and informational. Her past background in Global Marketing with Dell has made her an asset to the MBA CSEA conference planning team. She has embraced this role and helped take the marketing of the conference to a new level. The number of registrations increased significantly over the last year and Ms. Collard's marketing experience has been a key factor in this increase. Her ability to outreach to employers as well as key school contacts has impacted these numbers.



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## Award Winners

Awardees:

### **Annetta Culver and Ron Watkins**

Senior Director and Assistant Dean  
The University of Illinois

Annetta and Ron received the MBA CSEA Service Award in 2012 for “a one-time event with significant impact” for their work in the creation of the inaugural Midwest MBA Career Fair, held October 2011 in Chicago.

In the spirit of creativity, collaboration, and partnerships.... and with a clear focus on the employment of MBA students, the University of Illinois created the first annual Midwest MBA Career Fair held in Chicago in October 2011. The event was a partnership with ten other midwest business schools and coordinated and facilitated by the University of Illinois. The event attracted 40 companies and 600 students, and was billed to recruiters as an event that would "provide access to a large pool of MBA talent who are favorable to Midwest locations in an efficient recruiting event".

This service award goes to Annetta Culver and Ron Watkins. Here is what a nominator said about Annetta and Ron: "Key elements of Annetta and Ron's vision and leadership throughout the event planning, and the event itself, support the core values of the MBA CSEA. In particular, collaboration. Supporting 10 other MBA program career services offices to be creative, resourcesful and innovative in the development of the Midwest MBA Career Fair, certainly added value to helping each program succeed in their employment outcome goals"



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## Award Winners

Awardee:

**Steve Dalton**

Associate Director for International Affairs  
Duke University, Fuqua School of Business

Steve received the Innovation Award in 2014 for his work on the 2 Hour Job Search.

Here is what a nominator had to say about Steve:

As we all look for ways to motivate our students to conduct an effective and successful job search, Steve made that process much easier for us by creating the: Two Hour Job Search, developing a supporting LinkedIn group, and on site consulting to many of us.

Steve was praised as simple yet brilliant, motivating, effective and many more adjectives.





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## Award Winners

Awardee:

**Karen Dowd**

Assistant Dean, Career Management and Corporate Engagement  
University of Rochester, Simon Business School

Karen received the Service Award for a one-time contribution in 2014 for her work on the Asian Expansion.

Here is what a nominator had to say about Karen:

In 2011 Karen was asked to lead our Asian Expansion Initiative to help MBA CSEA address the needs of schools and employers interested in the Asian marketplace. In 2012 she led the collaboration with NAAMBA in Singapore and in 2013 in Hong Kong and this past March she co-chaired the first independent MBA CSEA Asian Conference which attracted far greater attendance than anticipated and garnered outstanding evaluations from the attendees.

She co-lead the programming, local arrangements, marketing and sponsorship committees setting the foundation for an on-going annual conference in Asia.



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## Award Winners

Awardee:

**Nicole Hall**

Director, Career Management Center  
Schools of Business, Wake Forest University

Nicole received a Service Award for significant contributions over time in 2014 for her work on the Board of Directors, as President and chairing several committees including the 2009 Conference and Professional Development.

Here is what a nominator had to say about Nicole:

Nicole became associated with our organization in 2002 and began her remarkable service in 2008 when she became a member of the Board of Directors and co-chaired our 2009 annual conference Phoenix working with a committee of 33 colleagues to plan the annual conference.

The following year she co-chaired the Professional Development Committee And in 2010 became our President at a time when she helped steer the organization through the turbulent period that followed the Great Recession towards global visibility and influence.

In 2012 she was named President Emeritus and has been co-chairing the Standards Committee tackling the enormous task of exploring how to extend the Standards process to part-time MBA and EMBA programs.

Her colleagues describe her as a collaborator with the utmost integrity, member-focused, a thought leader, inspirational, one who sees challenges as opportunities for growth, and a consistent generator of results beyond expectation.



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## Award Winners

Awardee:

**Ann Hargraves**

Director of Recruitment, Professional Programs  
Liberty Mutual

Ann received the MBA CSEA Lifetime Membership Award in 2015.

Here's what a nominator had to say about Ann:

Ann was one of the first employer members of the organization in 2005 and one of the first employer board members in 2006. She served a total of three terms on the Board of Directors. During her tenure, she helped define the concept of an employer member, including changes to the by-laws and organizational mission. She helped lead the original introduction of employer members into the organization, and has had a hand in almost all employer initiatives since then.

Ann served as Vice President and Global Conference Liaison for two years, chaired the Membership Committee, the conference Local Arrangements Committee and was the first employer to lead a conference when she co-chaired the 2008 Global Conference. She was on the task force that led the name change and organizational re-brand in 2013. She recently served on the Global and European Conference committees, providing a critical employer perspective, and this year co-led the first pre-session for employers at the Global Conference.

Ann is our "go to" person for advice about employer membership and engagement, and has set the bar high for employer involvement in the organization.

## Award Winners

Awardee:

**Ann Hargraves**

Director of Recruitment, Professional Programs  
Liberty Mutual

Ann received the MBA CSEA Service Award in 2011 for a “significant contributions over time.”

Here’s what a nominator had to say about Ann:

Ann has made significant contributions to the organization both as an at large member as well as in her service as a board member. I highlight several of her key efforts in conference planning and board leadership that have occurred from 2010 - present that have helped MBA CSEA to achieve its mission and vision.

Ann has provided leadership to help the MBA CSEA achieve important initiatives, events, and strategic direction for the organization:

- 2010 – 2011 - Ann has been an instrumental leader, helping the organization take the annual conference to a new level. Last year, she lead the Local Arrangements Committee and provided an engaging and inspiring environment for over 500 conference attendees to network and learn while experiencing the best of Boston.
- 2011 – Present - Following the conference, Ann began her second term of service on the MBA CSEA Board of Directors where she serves as Vice President and collaborates with committees, including conference, to achieve MBA CSEA initiatives.
- 2011 – present - In her most recent board efforts, Ann has helped to align the MBA CSEA's foundational strategic plan to current issues and opportunities for the organization.
- December 2010 - Ann was also instrumental in a key employer development event which she hosted for the board and employer guests in Seattle. Ann's leadership and contributions to MBA CSEA have been outstanding and I commend her service which is taking the organization in a new and exciting direction.



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## Award Winners

Awardee:

**John Helmers**

Assistant Director

University of Colorado, Boulder

John received the MBA CSEA New Member Award in 2010 for his work on the Marketing and Media Committee.

Here's what a nominator had to say about John:

Even though John was new to the MBA CSEA he immediately joined and became actively involved in the Marketing and Media Committee. In addition to working with the Conference Marketing Committee, he developed a comprehensive marketing plan for the Marketing and Media committee and exceeded his goals. He created the initial slogan and mail out collateral for the conference, as well as developed scripts for videos and edited marketing materials.

John is talented, enthusiastic, creative and results-driven – a definite asset to MBA CSEA.



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## Award Winners

Awardee:

**Megan Hendricks**

Director of Employer Relations  
University of South Florida  
School of Business Administration

Megan received the MBA CSEA Service Award in 2008 for “significant contributions over time” as an MBA CSEA board member.

Here is what a nominator had to say about Megan:

Megan was elected treasurer during a time when the MBA CSEA budget and fiscal records were in a dire situation. In the first six months of her role, all issues were cleared up (no small task). In an effort to establish a process where these previous mistakes and oversights would not occur again, Megan wrote and sought Board approval for new Fiscal Policies and Procedures. These new policies and procedures are thorough, complete in detailing the fiduciary responsibilities of the treasurer and Board, and provide a necessary framework for the transition of responsibilities from one treasurer to the next. I cannot overstate the amount of time and effort Megan contributed to put the MBA CSEA organization back into fiscal “soundness”.

Upon being elected Vice President, Megan proposed a new role for this position as intermediary to the Board on behalf of the Conference Planning Committee, and this was approved by the Board. Prior to this, the Board spent an inordinate amount of time approving every detail presented by the Conference Planning Committee. This was a novel approach to the VP role and had a lasting impact on the many accomplishments of the Board in 2006-2007. This new VP role remains intact today.

Megan volunteered to serve as Chair of the Professional Development Committee for 2007-2008. In an effort to elevate the accessibility to professional development opportunities (core to the MBA CSEA mission) beyond our annual conference, Megan initiated “Monthly Web Chats”, allowing members to have a real-time, on-line conversation via the web. The topics of these programs have been inclusive and comprehensive for our membership. For the first time since the MBA CSEA was founded, there have been substantive professional development opportunities on a consistent basis for our membership.

On top of these most significant contributions, Megan has found time to serve as chairperson of our highly successful conference held in Huntington Beach (remains one of the highest evaluated conferences we have held), and serve on numerous committees and task forces (by-laws review; technology enhancements, etc.). I can think of no one more deserving of the spirit and intent of this service award.



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## Award Winners

Awardee:

**Mike Katz**

Assistant Director

McCombs School of Business, University of Texas at Austin

Mike received the MBA CSEA New Member Award in 2010 for his work on the Marketing and Media Committee.

Here's what a nominator had to say about John:

Mike has been perhaps the most active member of the committee, volunteering to take on roles beyond freelance. He rewrote the MBA CSEA Rankings Guide, providing input to make the guide more concise and user-friendly. Going beyond his role, he volunteered to serve on two new subgroups, one to address social media and marketing and one to address media and member-targeted content on the web site.

Mike's participation on the committee often leads others to participate. He is an engaging presence, even during phone meetings. He is enthusiastic, intelligent and a productive new member of the MBA CSCEA.

## Award Winners

Awardee:

**Ken Keeley**

Director of Career Services  
Carnegie Mellon University  
Tepper School of Business

Ken received the MBA CSEA Service Award in 2007 for “significant contributions over time” as a MBA CSEA board member.

Here is what a nominator had to say about Ken:

I am nominating Ken Keeley for the MBA CSEA Service Award as a board member for his contributions in the category of significant contributions over time. Here are a few of the highlights of his 10-year plus contributions to our organization:

Board member for three, two-year terms, for a total of six years; one of three authors of the first by-laws; author of the first newsletter '93-99; Board Secretary; initiated and conducted trend surveys on employment data and wrote press releases for the media; Standards Committee Member, '03-07; Co-Chair Standards Committee, '05-07; further improved the influence of MBA CSEA with the media and other rankings organizations; one of three to completely reorganize the Standards so they were easier for members to interpret and follow.

In addition, I would like to highlight the type of member and leader Ken has been over a decade. A few of Ken's greatest strengths included effective communication skills, excellent relating skills, goal orientation, a great team player, and above all, Ken demonstrates values and ethics. I had the pleasure of observing Ken as a board member, to work with him as a fellow board member, and to rely on him. Ken consistently looks for ways to address member concerns, delivers results, and does it all with the highest quality of effort. Ken does whatever it takes to get the job done...even when his real, full-time job requires more of him too. He sets the standard for OUTSTANDING board member.





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## Award Winners

Awardee:

**Sue Kline**

Senior Associate Director, Career Development Office  
MIT Sloan School of Management

Sue received the MBA CSEA Service Award in 2008 for “a one-time event with significant impact” for her work on the MBA CSEA Standards.

Here is what a nominator had to say about Sue:

Sue served as past Co-Chair of the Standards Committee and also as a Board member from 2005-2007. Prior to these positions, she was an active member of the Standards Committee. It is unusual to find professionals who are adept at both “the forest and the trees,” and Sue is certainly such a rarity. Sue’s solid grasp of the Standards themselves and her own unwaveringly strong ethical “gut” gave her a solid strategic base for her role on the Standards Committee and the Board. Her attention to detail, her appetite for rolling up her sleeves and getting the job done, her genuine welcoming of a variety of perspectives and viewpoints – these served to make her tenure as Standards Co-Chair immensely productive for the MBA CSEA as a whole.

Under Sue’s leadership, not only were the Standards completely edited and streamlined from a user perspective, but the bar for “baseline” peer education, whether delivered in workshops or one-on-one, was raised forever more. Even before assuming her leadership role on the Standards Committee, Sue identified a true need for the Standards documents themselves to be reorganized and edited. She not only led this charge, she participated actively in hours and hours of editing work, which resulted in a much more user-friendly document. Sue saw this as fulfilling only one part of her commitment to educating users about the Standards. Under her leadership, more workshops were held and individual questions about the Standards addressed than ever before. She conceived of new ways of disseminating the data (splitting audiences by knowledge, for example) and every question was treated with importance. Furthermore, Sue had an ability to make working with the Standards fun – she built a strong team who enjoyed camaraderie and good laughter, all the while doing a great deal of excellent work.

Being the Standards Committee leader is hard work. It’s time-consuming and often thankless, yet it contributes to upholding an enormous part of the CSC’s mission. It’s a role where most incumbents focus on either the detail or the strategy, and the organization has been fortunate to have moved from one “type” of leader to another to achieve overall balance. In Sue Kline, for two years, MBA CSEA had a Standards Committee leader who was able to do both, and in this she went above and beyond the position description.



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## Award Winners

Awardee:

### **Tom Kozicki**

Executive Director, MBA Career Center  
Paul Merage School of Business  
University of California Irvine

Tom received the MBA CSEA Service Award in 2013 for “significant contributions over time” as a member of the Rebranding Task Force.

Here is what a nominator had to say about Tom:

Tom's career serving the needs of MBA students spans two decades. He served on the Board of Directors as President, Past President, President Emeritus, and Treasurer; on the Awards Committee, Marketing Committee, Conference Committee, and Standards Committee; and, most recently, the Rebranding Task Force. He has also served as Conference Chair and as a frequent Conference Presenter.

When MBA CSEA was reworking its CRM, Tom worked tirelessly with vendors and schools to make sure that the system would meet the needs and goals of all MBA programs, schools, and ranking organizations. He has been a devoted advocate of this organization, working diligently to preserve and protect the integrity of MBA CSEA. Whether he is officially on a committee or not, he is always available to help when needed. He is the gentle voice of reason with a great historical knowledge of MBA CSEA and the MBA marketplace. He is dependable, insightful, and hardworking, and he has consistently supported the mission and vision of MBA CSEA in all that he has done and continues to do.



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## Award Winners

Awardee:

**Pete League**

Retired

Monterey Institute of International Studies

Pete was given the MBA CSEA Service Award in 2008 for “Significant Contribution over Time” for his work as a founding board member and Standards Committee Co-chair.

Here is what a nominator had to say about Pete:

As co-chair of the standards committee, Pete played a significant role in educating the membership and media about the value of the reporting standards; he also led the first regional standards training sessions

Pete set standards of excellence for the profession through extraordinary displays of diplomacy and professionalism to other committee members, deans, AACSB and GMAC reps and the business media.

As a founding board member and co-chair of the standards committee from its inception in 1994 until his retirement in 1999, Pete contributed greatly toward advancing the goals of MBA CSEA. Pete showed us all how to accept change in a positive way.



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## Award Winners

Awardee:

**Wayland Lum**

Associate Director  
Chicago Booth

Wayland was given the MBA CSEA New Member Service Award in 2010 for his work on the Research & Trends Committee.

Here is what a nominator had to say about Wayland:

Wayland has proven to be an invaluable team member. Behind the scenes, he spent a significant amount of time working with GMAC on the Corporate Recruiters Survey. In this work he was very conscientious, and provided meaningful suggestions for improving the presentation that was ultimately delivered at the conference. He is performing a similar role in assisting with moving the committee forward on other fronts as well.

Wayland is highly professional, knowledgeable and collegial. He has a bright future in this profession.



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## Award Winners

Awardee:

**Brian Marrinan**

MBA Career Services Manager  
Michael Smurfit Graduate School of Business  
University College Dublin

Brian was given the MBA CSEA New Member Service Award in 2014 for his work with the European Conferences and rebrand task force.

Here is what a nominator had to say about Brian:

Brian attended his first conference in Leeds in 2011, was a member of the marketing committee the following year in Berlin, resulting in the most highly attended European Conference at the time. He quickly developed a reputation as a “go to” person and was then asked to assume the role of chair of the following year’s conference in Edinburgh; results of that conference were even greater attendance than the previous year and surpassing the sponsorship target by more than 40%.

And as if that wasn’t enough, he also was a member of our rebranding task force providing an important global perspective. He has clearly made his mark in his first few years with our organization.



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## Award Winners

Awardee:

### **Jamie Mathews-Mead**

Senior Director Graduate Career Management  
Fisher College of Business  
The Ohio State University

Jamie received the MBA CSEA Innovation Award in 2013 for the development of a comprehensive employment data collection system within her university.

Here is what a nominator had to say about Jamie:

Jamie initiated and led the development of a proprietary MBA employment data collection system called JOG (Job Offer Gateway), partnering with her school's IT department. The system is seamlessly incorporated into the students' and staff's day-to-day practice and consistently achieves 90+% of employment outcomes every year.



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## Award Winners

Awardee:

**Ashley McTaggart**

Rice University, Jones Graduate School of Business

Ashley was given the MBA CSEA New Member Service Award in 2011 for her work on the professional development committee.

Here's what a nominee had to say about Ashley:

Over the past two years, Ashley has been pivotal in coordinating the delivery of MBA CSEA Professional Development content. She has been involved in some aspect of delivering over 20 individual professional development events including "Setting Up a New Career Management Center", "Career Services for Working Professional Students" and "Alumni Career Services". Ashley's attention to detail and willingness to go the extra mile is evident. It's the unnoticed details that Ashley addressed with meticulous detail that truly sets her efforts apart. She worked with several software and service providers to ensure MBA CSEA members had the best possible experience. She personally ensured webinar presenters' materials were available to membership and coordinated post professional development event details. Quite frankly, the volume and caliber of content over the past two years would not have been the same without Ashley's involvement. Her enthusiasm to address even the mundane details makes Ashley a joy to work with both as an MBA CSEA volunteer and as a co-worker. Of course this MBA CSEA volunteer work is in addition to her other duties with Rice University's Jones Graduate School of Management. Not only does Ashley run Alumni Career Services but she is also taking on additional duties for a co-worker currently on leave.



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## Award Winners

Awardee:

**Julie Morton**

Associate Dean, Career Services  
Chicago Graduate School of Business

Julie received the MBA CSEA Service Award in 2007 for a “one time event with significant impact” for the development of the Standards AUP process.

Here is what a nominator had to say about Julie:

I have had the privilege of working with Julie as a board member for the past four years, and believe that Julie has made the single biggest contribution to the MBA CSEA Mission in the history of the organization. Through the partnership with GMAC and the development of an AUP process the Standards are now validated in their purpose and influence across the globe.

Julie has become the primary source for clarifying Standards questions and providing GMAC/AUP information for hundreds of our members. As president, I have received (by copy) over 100 e-mail correspondences from Julie in the past year where she has replied to a member’s question on reporting employment data or preparing for an AUP visit. Her responses were accurate (often simplifying an otherwise complex issue) and always in the spirit of integrity and the mission of our organization. She has been the “spokesperson” for this “most historical cause”, not just this year but for the past several years.

Julie has also helped coordinate and facilitate five different sessions for our membership on Standards and the AUP process (Chicago, NYC-2, Philadelphia, Huntington Beach). She volunteered Chicago GSB and her time for a mock AUP, clearly as an effort to understand the process in order to help others. She has spent countless hours in direct communication with the technology consultants for both the MBA CSEA and GMAC to ensure both systems were prepared to receive employment data from MBA CSEA member schools. Julie has also been an integral part of the Board team in representing the MBA CSEA and Standards to the rankings media over the past several years, and the lead communicator with this industry in pursuing public recognition within rankings publications for schools who agree to have their data audited through the AUP process. *U.S. News and World Report* is now denoting these schools in their on-line rankings information, and several other publications have indicated interest in doing so as well.





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## Award Winners

Awardee:

### **The Ohio State Fisher College of Business Graduate Career Management Team**

The team received MBA CSEA Innovation Award in 2015 for their creation of an innovative and comprehensive career preparation program.

Here is what a nominator had to say about the team:

The team was instrumental in the re-shaping of the traditional on-boarding process by creating a comprehensive career preparation program utilizing best practices in career management knowledge, on-line course management technology and instructional design concepts. These things have directly impacted and positively influenced MBA student knowledge, skill development, awareness and self-efficacy related to the MBA job search process, all before classes begin in the fall.

Collaboration and Innovation have been continued themes with this onboarding process initiative which has included working effectively as a team to collaboration with each other, working with the university Office of Student Life Center for the Study of Student Life to create a pre- and post-program survey, and working with the University Office of Responsible Research Practices to receive Institutional Review Board approval for the last two years to ensure that guidelines for responsible human subjects research are being followed.

In addition to the use of on-line course management technology and the development of a series of on-line modules, the onboarding process includes a day-long, interactive seminar to effectively immerse the first-year MBAs in their work with the Office of Career Management, includes a required appointment for each incoming MBA as well as a series of career-focused seminars designed that involve faculty, career management staff, alumni and corporate partners to help students learn about career options and opportunities. – And, again, all before classes begin in the fall.



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## Award Winners

Awardee:

### **Mark Peterson**

Director, MBA/Graduate Business Career Services  
Iowa State University

Mark received the MBA CSEA Service Award in 2015 for a “significant contribution over time” for his leadership as MBACSC President.

Here is what a nominator had to say about Mark:

Since his first conference in the late 90s, Mark has stayed very active and been a strong contributor to MBA CSEA and our field.

As treasurer, Mark established sound financial procedures in collaboration with the executive director to process accounts payable and manage the budget. Mark not only helped to organize the finances at a new level of efficiency, but he also did it with great commitment. As president, Mark made it a priority to represent the organization at all of the MBA CSEA conferences worldwide and played a key leadership role in the launch of the organization’s first exclusive conference in Asia. As the leader of the MBA CSEA, Mark recognized the significant shift in the composition of our membership and effectively led a board of peers (with many opinions!) to consensus and ushered us into a new era of the MBA Career Services and Employer Alliance, inclusive of both our school and employer members. This was not an easy feat, but he did so with grace and great focus. During Mark’s term as president, the board made a decision to pursue new technology to support employment reporting and Mark established a strong rapport with AACSB executives, established clear parameters for the partnership, and launched a new resource that will allow us to substantially innovate our approach to data collection and gain exposure to a wider network of schools.

As Standards Committee Co-Chair, he has been extremely committed and led sessions at the Asian Conference to increase awareness of Standards. In addition, Mark has forged effective relationships with various media outlets and served as a strong ambassador for the Standards. Mark has been an ardent ambassador who has helped CSEA refine its identity, expand its reach globally, and establish innovative partnerships to take our collective work to a higher level. Mark brings energy and fun, passion and commitment, and innovation and superior execution to everything that he does. His impact is palpable and lasting and we should recognize his outstanding service over time.

## Award Winners

Awardee:

### **Jeffrey D. Rice**

Executive Director, Office of Career Management  
The Ohio State University, Fisher College of Business

Jeff received the MBA CSEA Service Award in 2010 for a “significant contribution over time” for his leadership as MBACSC President, and involvement with the Membership and Technology committees.

Here is what a nominator had to say about Jeff:

“When I think about Jeff’s most significant contribution to the MBACSC and our profession I can sum it up in one word – leadership. While it would be difficult to point to just one specific thing that Jeff did over his many years of involvement with the MBACSC, his sound judgment, thoughtfulness, attention to detail, and high standards are all reflected in most everything that the MBACSC accomplished under his two years as president. I believe that Jeff’s leadership during his term as president allowed the MBACSC to move ahead on many important programs including the AUP, relationships with the press, rewriting bylaws, solidifying board structure, purpose, duties, etc. He helped to evolve the professionalism of the association to a level that can be admired by peer organizations and allow all associated with the MBACSC to be proud members.”

The specific achievements during his presidency include:

- Oversaw the work of the annual conference planning committee resulting in record attendance and exemplary attendee evaluations at two conferences (Huntington Beach, CA and St. Louis, MO)
- Facilitated persistent and effective communication with media representatives from several publications which conduct rankings of MBA programs, resulting in uniform compliance with the MBA CSEA Standards for Reporting Employment Data© in all rankings surveys (Business Week, Financial Times, Forbes, Princeton Review, The Economist, The Wall Street Journal, U.S. News & World Report).
- Completed a comprehensive analysis of current technologies and future technology aspirations resulting in a request for proposal (RFP) delivered to eight potential providers. Engaged a vendor to develop a new web site to include interactive membership tools and a standardized employment data reporting system.
- Conducted a thorough review of current by-laws and received approval from the membership to revisions which focused on membership definitions, language for board terms, and officer election process.
- Facilitated a partnership with the Graduate Management Admission Council® to conduct an annual Corporate Recruiters Survey, and to complete audits (Agreed upon Procedures) of employment data submitted by business schools.
- Established a new committee to establish and coordinate a process for recognizing significant contributions of members on an annual basis.
- Developed and approved a list of expectations for board members, including meeting attendance requirements, knowledge and support of governance structure and Standards©, active participation in board initiatives, and duty of oversight.



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## Award Winners

Awardee:

**Joyce Rothenberg**

Director, Career Services

Vanderbilt University, Owen Graduate School of Management

Joyce received the MBA CSEA Service Award in 2010 for a “one time event with significant impact” for the work she did on the Research and Trends Committee.

Here is what a nominator had to say about Joyce:

Joyce has been the co-chair of the Research Committee for two years. During this time she has lent the CSC her considerable expertise in the area of surveying and market research. Through her and her team’s efforts, she has almost single-handedly coordinated the bi- or tri-annual recruiting outlook studies that have been so helpful to the membership. While committee members certainly partnered with her and offered conceptual and tactical assistance, Joyce was extremely resourceful, took initiative, led the execution of the surveys, analyzed the data, summarized the data, and provided it in deliverable-ready form for the membership and the press. She has been a phenomenal resource for us and our association has strongly benefited from her involvement.



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## Award Winners

Awardee:

**Barry Shiflett**

Director, Career Services  
Florida International University

Barry Shiflett received the MBA CSEA Service Award in 2007 for a “one time event with significant impact” for initiating and implementing MBA CSEA’s first independent annual conference.

Here is what a nominator had to say about Barry:

Barry has been a member of MBACSC since the second year it was organized. Since that time he has served the organization in numerous ways.

Barry was elected twice to the MBACSC Board of Directors (2000-2002) and (2004-2006). Barry served as VP in 2001 and was responsible in 2001 for chairing the first stand alone annual MBACSC conference (held in Atlanta). Prior to that conference the MBACSC annual conference was in conjunction with GMAT or AACSB. Barry showed, by taking the responsibility for conference and doing most of the work, that MBACSC could have its own annual conference without the help of another organization. The conference was considered very successful and returned a large profit to the organization.

During his second elected term he stepped in and filled a vacancy for the professional development committee. While serving in that role he handled registration for workshops pertaining to “The Standards” and the International workshop held in conjunction with the Orlando International Hiring event by Career Conferences of America. In addition, Barry has served on annual conference panels and as a moderator to conference breakout sessions on numerous occasions. At earlier conferences, Barry was instrumental in securing vendors to attend the annual conference that introduced members to career services vendors and new resources for their students.

Barry has supported the Standards of the organization while serving as a member at two Universities and hosted, while Director of Career Services at Georgia State, a regional workshop for CareerLeader participants. This workshop not only provided professional development for attendees, but an opportunity for those new to the organization a chance to meet members in a smaller environment.

Since I have been a member of MBACSC and what I have heard from other members Barry has always been available to answer member questions through the ListServ, at workshops, and the annual conference. His early involvement, along with others, has led the way in strengthening the organization then and now.



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## Award Winners

Awardee:

**Elaine Sommers**

Associate Director

University of Southern California, Marshall School of Business

Elaine received an Innovation Award in 2014 for her work on the Case Certification Program.

Here is what a nominator had to say about Elaine:

We all have seen the rise in popularity of case style interviewing and are facing the challenge of preparation our students for this particularly rigorous and demanding style of interviewing. Faced with less than desired consulting offers at her university, Elaine took on the challenge of creating a training and development program that would significantly improve the number of consulting offers students received. The resulting innovation was titled simply The Case Certification Program.

The Program is a systematic, iterative process of knowledge acquisition, continuous practice with a large variety of partners, tracking scores for each practice session, honing in on weak spots, and repeatedly facing outside judges in the form of alumni industry professionals.

The iterative process and layered feedback over a number of months produced dramatic results; annual consulting offers went from 5 to over 50 in two years as well as a number of #1 and #2 finishes in case competitions.



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## Award Winners

Awardee:

**Sally Stahl**

Director, MBA Career Advising  
UCLA Anderson School of Management

Sally received the MBA CSEA Service Award in 2012 for “significant contribution over time” as an MBA CSEA board member.

Sally served as a member of the Board of Directors for 3 different terms, or a total of 6 years. She served as chairperson or co-chairperson of several committees-- awards committee; marketing and communications committee; professional development committee.

This individual was the inaugural chairperson for the awards committee and marketing and communications committee-- which required this individual to put together a team from scratch, develop structures, goals, and objectives, and drive results. Both of these committees have sustained over time and have become integral parts of the MBA CSEA.

Sally presented at both our U.S. and European conferences, and the presentations are always highly rated by participants.

She has given countless hours to membership outreach and has been an integral part of the overall mission of the MBA CSEA.

Here are just a few comments made by multiple nominators of this individual for this award:

"This individual has done so much for the MBA CSEA. The countless hours this individual has spent on the board and committee's is incredible. This individual is a true advocate of our organization."

"This individual has been a consistent voice to help the MBA CSEA move forward and actually accomplish a large number of the ideas that have been presented."



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## Award Winners

Awardee:

**Mindy Storrie**

Director of Leadership  
University of North Carolina  
Kenan-Flagler Business School

Mindy received the MBA CSEA Service Award in 2009 for “significant contribution over time” as an MBA CSEA board member.

Here is what a nominator had to say about Mindy:

Mindy brought order where there was confusion and she did it with the upmost professionalism and grace. She initiated and implemented relationships with new partners - GMAC and launched annual meetings with major media representatives. She also saw the need and facilitated significant changes to the MBA CSEA by-laws. When she led, people wanted to contribute. She was always prepared, never lost sight of the big picture, she looked for opportunities and drove to achieve results. But most importantly, she personified the best in a leader - someone with integrity, who was honest, intelligent, far-thinking and who motivated her team and made them feel proud to have her as a leader. For being such a small package, she delivered some pretty big results.

- **MBACSC Involvement/Achievements-Mindy Storrie**

Board Member, 2001-2006

President, 2005-2006

As president, she facilitated the partnership between GMAC and the MBA CSEA to collect and audit employment data.

Facilitated significant changes to the MBA CSEA by-laws in 2005 (including an amendment to officially begin employer memberships to the MBA CSEA), and served as key advisor to additional by-laws changes in 2007

Helped initiate annual meetings of the MBA CSEA Board with representatives of each of the major rankings media



## Award Winners

Awardee:

**Nan Stothard**

Senior Associate Director

University of California Irvine, Merage School of Business

Nan received the MBA CSEA Innovation in 2011 for MBA Career Power, a blended online learning approach.

The Challenge that Nan addressed: All MBA students have developed resumes and cover letters, interviewed for a job and conducted a job search campaign. Some do it well, most don't but think they do. Lectures with PowerPoint decks are not the most effective way to teach these topics and it's difficult to determine the appropriate level at which to teach given the differing levels of knowledge and skill the students may possess? Ineffective lectures result in considerable individual coaching time to get students up to speed making staff less productive.

Her Goal: develop a training program that addresses these issues and helps students master the fundamentals of the job search allowing advising sessions to become more strategic in nature freeing up staff to cover other responsibilities.

The Solution: MBA Career Power, a blended learning approach using online training modules and facilitator lead follow-on workshops where students master the concepts and help each other.

Details:

- Program launched in the fall of 2007 for the full-time MBA program and in fall of 2008 for the FEMBA (fully employed program)
- Web based modules created to cover the basics on 8 career management/job search topics
- Modules are interactive and include video and audio clips, examples, activities and quizzes.
- Modules are used as pre-work assignments to the follow-on workshops
- The Modules system can track individual student usage including the amount of time spent on each module
- Facilitated follow-on workshops were created along with facilitator guides and materials; no lectures or PowerPoint decks
- A required "Professional Skills Seminar" course was established for all full-time MBA students that incorporated these workshops as part of a year-long series which includes a multitude of other co-curricular activities including oral and written communication training, case style interview training, day-in-the-life corporate presentation series, alumni mentor programing, video and live mock interviews, company site-visits, treks and case competitions.

Results:

- Less time spent on the career basics
- More sophisticated conversations in coaching sessions
- 43% reduction in 1:1 advising hours
- More staff time available for corporate outreach



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- Students are more confident and taking greater ownership of their job search
- Meaningful improvement in student preparation as expressed by campus recruiters in exit surveys
- Meaningful improvement in student knowledge and understanding of concepts as expressed in student exit surveys
- Improved student satisfaction with the MBA Career Center for the last three years as measured by GMAC and Program Office exit surveys



## Award Winners

Awardee:

**Rex Trewin**

University (MBA) Recruiter  
Wipro Technologies

Rex received the MBA CSEA New Member Service Award in 2011 for his contributions as co-chair of the sponsors and exhibitors committee for the 2011 U.S. Conference.

Here is what a nominator had to say about Rex:

Rex was a phenomenal co-chair for the sponsors & exhibitors committee. He inspired, motivated and recognized the committee. He actively and aggressively reached out to MBACSC partners and potential partners to encourage maximum engagement in the organization. He believes in the organization and what it is trying to do, and his enthusiasm for MBACSC is contagious. He's extremely reliable and has been proactive about organizing committee meetings. Also, since he's a former vendor, it's easy for him to get inside the mind and motivations of the vendors to see how they think & figure out how best to meet their needs. Mostly, he was great to work with. Clearly, Rex went above and beyond in his early contribution to MBA CSEA and believes in our mission.



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## Award Winners

Awardee:

**Jackie A. Wilbur**

Executive Director for Undergraduate and Masters Programs  
MIT Sloan School of Management

Jackie received the first Visionary Leadership Award in 2014 in honor of MBA CSEA's 20<sup>th</sup> anniversary, recognizing her for her tremendous work and effort in the creation and formation of the organization.

This is what a nominator had to say about Jackie:

- This individual was a key figure in establishing the MBA Career Services Council as we were known then as an independent organization outside of GMAC and AACSB
- She provided board leadership in establishing articles of incorporation and bylaws, and maintained strong working relationships with all organizational partners to allow the organization to launch successfully.
- Our recipient worked in concert with others leading the creation of the Standards for Reporting MBA Employment Statistics and was instrumental driving the media and the “top 20 MBA programs” to adopt the standards, essentially getting us to where we are today. Many of us believe that the creation of the Standards is the pivotal accomplishment of the organization to date.
- Our founders were interviewed to develop a history outline as part of our 20<sup>th</sup> anniversary recognition. The one name that was brought up in almost every interview as being the driving force behind the creation of the organization was Jackie Wilbur. Without her, we would likely not be the organization we are today.



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## Award Winners

Awardee:

**Jackie A. Wilbur**

Director, Career Services  
MIT Sloan School of Management

Jackie received the MBA CSEA Service Award in 2007 for “significant contributions over time” for her body of work as a founding member of the organization and Co-chair in the development of the MBA CSEA Standards.

Here is what a nominator had to say about Jackie:

With Pete League she chaired the first Standards Committee and drafted the first standards. She also took a lead role in fine-tuning the standards and getting media buy-in on the standards.

As president, she took the organization from a small, somewhat informal group of MBA Career Services Professionals to an organized and respected national organization. She worked tirelessly to coordinate with GMAC to not only help us fund our start-up organization, but also provide the resources (consultants, space, staff) to help us incorporate and separate from GMAC so we could stand alone. She worked closely with AACSB to build that relationship and create buy-in from the Deans in both MBACSC and the Standards. Because she had made the transition from unranked to ranked schools over time, she was the ideal person to foster more collaboration and egalitarian discussion among all MBA schools, regardless of rankings or reputations.

Under her leadership we incorporated, got national buy-in on the rankings, restructured the Board and leadership of the organization, passed the first bylaws for the organization, started becoming the voice of the profession with national media groups, brought together ranked and unranked colleges to partner on shared issues for the first time in a formal setting, and more. I was always amazed that she could find the time and energy to give as much as she did to the development of the organization.

While there had been a group before Jackie’s leadership, it functioned more as an interest group under GMAC’s wing. Jackie is the one who started it on the path to becoming a self-sustaining organization, and it could not be where it is today without the foundation that she built.



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## Award Winners

Awardee:

**Julia Zupko**

Director, Career Services

The University of Chicago, Booth School of Business

Julia received the MBA CSEA Service Award in 2010 for her work in providing a new vision for professional development opportunities as the Chair of the Professional Development Committee.

Here is what a nominator had to say about Julia:

With Julia leading the professional development committee, the breadth and depth of offerings have been incredible. Especially in these economic times, it's been great to leverage the expertise of fellow members, in a cost and time effective manner.

The frequent Skype chats on various issues affecting our profession have led to consistent knowledge-sharing and a dissemination of great ideas to assist our students and alumni. In any market, it's a plus to have this sharing happen in an on-going manner -- in this market, it's been critical. As such, our constituents have benefitted -- and so has team morale as we've been able to implement new ideas and brainstorm with colleagues on a regular basis. I find the CSC conference incredibly valuable -- to me, this has enabled us to have many of the conference benefits on a monthly -- sometimes weekly -- basis!



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## Award Winners

Awardees:

### **2011 European Conference Committee**

Katja Boytler – INSEAD

Dee Clarke – ESADE

Barbara Martin – IMD

Mike Rogers – Leeds

Marc Smelik – Leeds

Tony Somers – HEC-Paris

Derek Walker Said (Oxford)

The group received the MBA CSEA Service Award for their contributions to the 2011 European Conference.

Here's what a nominator had to say about the committee:

When the University of Leeds Business School offered to host the 4th Annual MBA CSEA European Conference, the committee got right to work planning logistics and marketing for the conference. Unlike the U.S. Conference which often boasts a team of 40 volunteers, the European Team was comprised of only 8 volunteers. They contributed endless hours to the conference planning while making arrangements for meals, meeting, and transportation requirements, coordinating speaker needs, and creating all marketing materials including the conference program and signage. The conference totally supported the vision and mission by bringing in members of the MBA counseling/hiring communities together to learn, network and discuss ways to work better and to form a stronger international community. The programming was universal and innovative; the attendees were universal and eager. The schedule, which supported the mission and vision of MBACSC, included an overview of how to successfully manage talent within a large organization, discussions on the supply of student talent, interactive panels on recruiting and standards that followed a detailed standards presentation from a US and European perspective, innovations in career counseling, breakout sessions covering career changing, technology, alumni, small business recruiting and more; there was something for everyone! Thanks to the contributions of the conference team, the conference attracted over 100 attendees and 11 sponsors, the most in its history. The conference provided an ideal setting for attendees to network and share ideas around MBA career services and recruiting. The volume of time and effort they contributed to the conference cannot be overstated.