



## 2023 President and Chief of Staff Approach

### 1. BASIC INFORMATION

#### A. Presidential candidate

- i. **Name:** Jay Wang
- ii. **Year:** 2025
- iii. **Grade Level:** Sophomore
- iv. **Major, emphasis, and minor if applicable :** Business Administration, Marketing, Web Development, Designing for Digital Experiences
- v. **What are your time commitments for the upcoming year (both summer and school year)?** Association of Innovative Marketing Consulting, Trojan Marketing Group
- vi. **What past experiences make you qualified for this position?** Currently, I am the Vice President of Marketing for MBSC and have been able to help with our name-change/rebrand as well as our major initiatives such as Marshall Business Week, Marshall Handbook, and the Marshall Ball. I've also been part of MBSC as a Director and Associate so I've been able to see the club from different angles. Outside of MBSC, I've previously served as AIM's Director of Social Development and Director of Digital Strategy, which have given me important event planning and team building experiences.
- vii. **Why are you running for this position?** I joined MBSC my Freshman Fall and have always been interested in student government ever since high school where I served as the ASB President. As an associate, director, and now Vice President, I've been able to have a tangible impact on the organization and school as a whole. I want to be able to expand my impact and improve the organization internally and externally. I believe that MBSC has such a strong community of people who are passionate about change in Marshall and I want to be the leader who spearheads these initiatives. I also want to improve the social and professional culture of the club. I've started to do some of that with that such as with the Marketing Workshop initiative I had. I hope that as President I can make MBSC a premier MRSO that people look up to and actively view as a student government.

B. Chief of Staff candidate

- i. **Name:** Kristen Adams
- ii. **Year:** 2025
- iii. **Grade Level:** Sophomore
- iv. **Major, emphasis, and minor if applicable:** Business of Cinematic Arts, Screenwriting
- v. **What are your time commitments for the upcoming year (both summer and school year)?** Association of Innovative Marketing Consulting, USC Admission Center, Gamma Phi Beta
- vi. **What past experiences make you qualified for this position?** I am currently the VP of DEI for MBSC, where I have developed a strong partnership with Dean Patrick Cates for hosting DEI discussion tables with the club, organized a successful community service outing, contributed to the Marshall Handbook, and created a framework of planning for the Multicultural Night Market by developing a partnership with USG. I am also a Student Ambassador for the USC Admission Center, where I have experience working with large teams and breaking down complex ideas, and I am a Vice President of my sorority, where I consistently work with people to solve their problems and foster a feeling of belonging.
- vii. **Why are you running for this position?** I was previously a Marketing Associate, Marketing Director, and now a VP, and I have made lasting connections within MBSC and I want to continue growing the MBSC family. I want the legacy of MBSC to continue growing strong, emphasizing a balance between fun and professional development. I want MBSC's name to be bigger and stronger among the MRSO community, and I want to get our name back by working directly with Marshall Administration; also, I would like to work directly with Marshall in order to obtain and understand the resources needed for a Multicultural Night Market, which Marshall has never organized before. I want people to enjoy being at MBSC, find new friends, go to fun events, but also have access to important connections and resources for all fields of business, including entertainment, consulting, finance, and accounting. I want MBSC to be a hub of information and resources, where members know exactly when MRSO recruitment dates are, what each MRSO is like through student panels, what each field of business is like, what the timelines are for recruiting in different areas of business, and who to connect with to learn more. I want to help MBSC achieve all of those objectives through new programming and new ideas from our VPs!

2. ESTABLISHING A VISION

Explain how you (and your intended Chief of Staff) have begun to curate a vision for MBSC.

**A. In 2-3 sentences, what is your 2023 vision?**

- i. Our 2023 vision is to achieve our **MBSC D.R.E.A.M.** We want to achieve our **DREAM** by:
  - a. **D**eveloping more exploration opportunities for members
  - b. **R**eclaiming our name!
  - c. **E**xpanding our reach with MRSOs
  - d. **A**mplifying student voices and opinions
  - e. **M**aking MBSC the best family it can be
- ii. Together, we hope that our leadership along with the rest of our new MBSC E-Board, Directors, and Associates will allow us to achieve our **MBSC DREAM**.

**B. What are some aspects of MBSC that you want to continue to incorporate into your vision?**

- i. Restructuring **Recruitment** Process
- ii. Improving **Social Culture**
  - i.e. New Member Onboarding: Scavenger Hunt + Mixer + Picnic
  - Retreat during the first month
- iii. Strengthen **MRSO Connection** outside of Consulting
  - Joint mixers with MRSOs
  - MBSC-sponsored events with MRSOs that AREN'T Consulting (i.e. MEA, MWLB)
- iv. Continue **MBSC Traditions**
  - MBSC Dinners for last meetings
  - Big-Little Reveals
  - PIE YOUR NEW PREZ AND COS
- v. **MBSC Notion** Calendar

**C. What are some aspects of MBSC that you think should be changed or altered?**

- i. **Committee Takeover Meetings**
  - Committees can be spotlighted, plan an activity for a General Meeting, etc.

- ii. **Industry exploration** panels and workshops for members before application deadlines for MRSOs (Consulting, Investing, Start-ups, etc.)
  - Members get a better understanding of an industry and its recruiting timelines before applying to an MRSO, to get a sneak peek
  - Panelists of MBSC members in other MRSOs, professionals, MBSC alumni
- iii. More socials and **bonding opportunities** during the day
  - Picnics in Griffith Park, museum outings, lunch and dinner get-togethers, Wine Wednesday, DTLA trips
- iv. **MBSC merch** (stickers, tote bags, water bottles, etc.)
  - Show off our MBSC pride, expand recognition within Marshall and USC

### 3. SHARING YOUR VISION

Explain how you (and your intended Chief of Staff) have planned to share your vision with the following stakeholders: members of MBSC, Marshall Student Body (including MRSOs), Marshall Administration, and other external relationships/partnerships.

#### A. MBSC Members

##### i. **Executive board members**

1. **Open discussions** during E-Board meetings
2. Emphasize the importance of collaborating and **enforcing rules** to keep a balance of professionalism and fun in the club

##### ii. **Associates/Directors**

1. **Onboarding** meeting with Directors
2. Check-in during Committee Meetings to track progress and feel more **connected** to all Associates and Directors

##### iii. **Senior Advisors**

1. Checking with Senior Advisors individually for a **vibe check**
2. Involve Senior Advisors in the **recruitment** process

#### B. Marshall Students

##### i. **General Student Body (feel free to add certain groups, demographics, or niches of students)**

1. Improve **outreach** to student body

2. **Stand out** at the Marshall Involvement Fair at the beginning of the fall semester

ii. **MRSOs**

1. **Strengthen** our image by connecting with reputable organizations and events (USG, Trojans 360, Annenberg Media, Daily Trojan)

C. **Marshall Administration**

- i. Dean Randhawa
- ii. MRSO Committee — Mayra Abrams and Allie Fitz
- iii. Advisors — Dean Maureen McHale
- iv. Consistently meeting with Deans, MRSO Committee, and Advisors to create smart goals, reasonable timelines, and **sizable change** in the Marshall community
- v. Build a strong relationship with Marshall administration to back up the fact that we are a **Student Government**; we want Marshall administration in our corner

D. **Other external relationships/partnerships**

- i. Creating a relationship between MBSC and the **Viterbi** Student Government
- ii. Sharing information about MBSC at the start of **Marshall classes** by emailing professors and sending MBSC members to different classes
- iii. Working with Divya and Michelle from USG and their administration to make the **Multicultural Night Market** come alive, fostering a relationship for future projects

4. **PUTTING IT INTO ACTION**

What are some initiatives and ideas that you (and your intended COS) have planned to fulfill your vision for MBSC in the coming year?

\*These can be old or new ideas as long as they are tangible, effective, and aligned with your vision. Please list multiple ideas that address your internal and external MBSC goals. This will be the backbone of your campaign and presidential/chief of staff approach. Actions > Words!

- A. Committee Takeover Meetings
- B. Industry Exploration Workshops
- C. Social and Bonding Opportunities
- D. Multicultural Night Market
- E. Better MRSO recruitment process

## 5. VISION TRANSITION

How do you plan on passing the baton to the new leaders that come after your leadership (can include new Presidents, members, executive team, etc.)?

- Creating a **welcoming and positive** environment that encourages a balance of hard work and fun
- Emphasizing the importance of **family, communication, and accountability**
- Creating a clear, comprehensive, and accessible guideline of **MBSC long-term objectives**, visions, and goals
- Compiling all committee notes and VP guidelines for the future leaders, and organizing **transition meetings** between all incoming and outgoing leaders
- Encouraging idea generation but enforcing that we turn those ideas into reality, into action, into **tangible results**

## 6. POWERPOINT PRESENTATION

[Link to the MBSC D.R.E.A.M. Campaign Deck](#)