



"The Women in Business conference is a unique opportunity to network with alumnae and students. I met women from Pepsico who helped me land an internship there. That's first-hand experience of the powerful impact the WIB conference can have."

— Marisa Carlson '17



PROFESSOR
David Chu

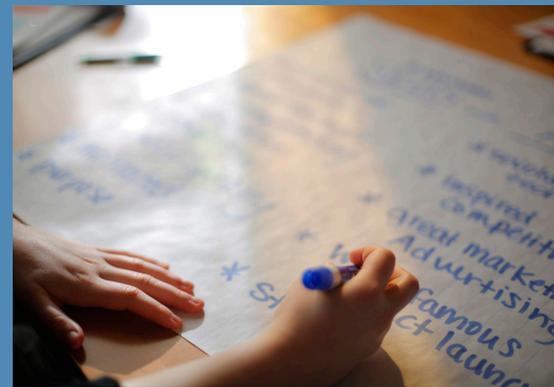
Director,
Entrepreneurial
Studies and
Prebusiness Program



WHAT IS **COES?**

COES prepares students in four areas by providing:

- ▶ a basic level of business literacy
- ▶ awareness of world events and how they impact markets
- ▶ access to alumni
- ▶ comprehensive career planning and job interview training



**BECOME
MORE**

CAMPAIGN FOR
THE FUTURE
OF HOLY CROSS

2015-2016
GOALS

- ▶ Improve the content and format of each workshop in the COES Professional Certificate Program
- ▶ Communicate the COES programs more effectively to students
- ▶ Increase student enrollment in the COES Professional Certificate Program
- ▶ Develop a comprehensive and systematic structure for the entrepreneurship program

2015-2016
HIGHLIGHTS

Keynote speaker Aimee Bell '88, Deputy Editor of Vanity Fair, addressed 194 participants (86 alumnae and 108 students) at COES' 10th annual Women in Business Conference last fall. The event theme, "Major in Anything – Succeed in Business: Creating Your Platform for Success," was highlighted in six panel sessions featuring Kate Curran '85, Deanna de Arango '04, Micaela English '08, Lauren Esposito '14, Whitney Fremeau '11, Suzanna Guidone '05, Maura Herson '90, Sara Swillo Muckian '05, Anne Ross '76, Dierdre Tobias '05, Mary Donahue Quinlan '76, Jessica Ripp '10, Joan Walker '83, Kellie Wiederhold '13, and Kim Zimmer '85.

Student organizer Marisa Carlson '17 loves having this annual opportunity to network with alumnae and students. Her connections have helped her prepare for and secure summer internships at PepsiCo and Deloitte, and even meet a few of her colleagues ahead of time. "It is incredible how deep the ties to the program run and the compassion and willingness to help that all the women have for each other," she says. "And having an established relationship with mentors from the conference made it easier to adapt to the working world."



COMMUNICATION
REVAMP
TO REACH MORE STUDENTS

COES shifted its traditional communication plan this past year to offer various avenues of engagement with students and prospectives. Tactics included increased presence on social media (Facebook, Twitter, Instagram, LinkedIn, and the Prebusiness blog); a peer-to-peer communication program through a network of COES students who promoted our programs to classmates on campus; and increased office hours with the Director and Associate Director for student appointments and walk-ins.

STUDENTS VIE FOR A SPOT IN
FINANCE "BOOT CAMP"

Competition was steep for a seat in 2015's Finance Boot Camp, with more students than ever competing for open spots. The Boot Camp is hosted each fall by alumni at JP Morgan, Goldman Sachs and, new this year, Deutsche Bank. "By adding banks to this program, students get a more well-rounded experience of the financial industry," Dr. Chu says. "I am hopeful we will continue to increase our offerings." This past year, for the first time, freshmen were permitted to apply. As a result, 29 Holy Cross applications came in for a mere nine spots. "Getting into the program as a freshman or sophomore gives students an advantage when it comes time to apply to summer internships or even jobs later on down the line," he adds. "The sooner students experience this program, the sooner they can start to prepare for an interview and the real-life application process."

Carson Marsh '17, an economics major who has participated twice, agrees. "Boot Camp is an incredible program and a great opportunity for anyone looking for a career in finance or banking," he says. "We get an inside look into top financial institutions, alumni introduce us to people at all levels, and we get to hear what day-to-day life is like." As a result of the program, Carson landed a position as a Morgan Stanley Summer Analyst in investment banking.

Jennifer Kary '19 was one of the freshmen selected for Boot Camp. "This program taught me the importance of networking and the value of alumni connections," she says. "Holy Cross alumni go above and beyond to help us, they share their contact information, and give us advice and recommendations concerning future employers. It was a wonderful experience."

GROWTH IN ENROLLMENT

The COES Professional Certificate Program enrollment numbers swelled from 128 in 2015 to 251, with the biggest increase among freshmen applicants. "More students than ever know about the program, and we know of at least one who made their decision to attend Holy Cross based on the fact that we offer this," says Dr. Chu. "We're so proud of our progress this year."

	MALE	FEMALE	TOTAL
2016	21	23	37
2017	37	23	60
2018	42	32	70
2019	38	32	70
Total	138	113	251

AS OF JUNE 30, 2016

COMPREHENSIVE AND SYSTEMATIC STRUCTURE FOR THE ENTREPRENEURSHIP PROGRAM

This year, the Entrepreneurship Program was expanded from a single, two-and-a-half-day workshop to a comprehensive series called SaderSandbox, spread over several months. "This change provided students with significant preparation for the Shark Tank Competition in February," says Dr. Chu.

Students began with the three-day Idea Hack-a-Thon in November, during which they fleshed out and refined ideas with practitioners. In January, students spent five days in the Entrepreneurship Deep Dive workshop, developing storyboards, slides and market analyses. The program concluded with the Shark Tank competition. Four student teams had 10 minutes to present their idea plans, followed by questions from the judges.

2016's Shark Tank winner, Matthew Watson '16, who self-designed his own food studies minor at Holy Cross, took home the grand prize of \$12,000 with his pitch to start the Brewery Stewardship Alliance (BSA), a sustainability certification program that empowers environmentally-friendly craft breweries. Jake Medina '16 and Sean Griffin '16 took second place with a \$2,500 prize to put towards their mobile technology units to help continue to expand their non-profit organization that seeks to close the educational technology gap. Winners had the option to meet with designated alumni for additional mentoring.

"Although we anticipate the need to further refine the content of the SaderSandbox next year, the basic structure — providing students with a before-during-after experience — is a sound one," says Dr. Chu.

Larry Naughton '93 (judge), James Horne '98 (judge),
Matt Watson '16 (1st prize), Jake Medina '16 and
Sean Griffin '16 (2nd prize), Michael Gulesarian '93 (judge)
and Michael Balmuth (judge)



SPRING WORKSHOP:

THE KEURIG CHALLENGE

Last spring, students tested their marketing, advertising and business skills with executives from Keurig Green Mountain — without leaving Mount St. James. Brian Kelley '83, President & CEO of Keurig Green Mountain, presented students with two current Keurig projects that needed fresh eyes and new ideas. Student teams were then challenged to propose and present solutions to Kelley and Annie Oh, Keurig's VP of Brand and Product Management, Hot Beverages.

"This was a great experience," says Tess Andrekus '17. "We learned how to work as a marketing team and come up with a proposal. But it was doubly good because we really did contribute to and get feedback from Keurig. I am truly glad I had this opportunity!"

The Keurig Challenge was added to the Advertising and Communications Workshop based on students' desire for more hands-on project-based learning opportunities.



LOOKING AHEAD

Building on our achievements, our goals for next year are:

- ▶ Continue to improve content and structure of COES programs with elective workshops like the one to be offered in fall 2016: "Global Supply Chain Management."
- ▶ Further communication of COES programs to current and prospective students and parents by collaborating with Faculty, Admissions, Marketing Communications, Athletics, Alumni Relations, Career Development, and Student Affairs.



A special thank you to the many, many alumni, friends, and parents that support the COES programs and initiatives at the College of the Holy Cross. The accomplishments and successes we share with you today are a result of your generosity, and our students are receiving a world-class Jesuit education because of it.



"The Finance Boot Camp had a direct impact on my internship application process and the exposure to the banking industry helped me land a summer analyst position in investment banking."

— Carson Marsh '17

To learn more about the many other COES program successes, upcoming events and alumni participation opportunities, please visit our Holy Cross Prebusiness social media pages



@HCPrebusiness

Read our blog:
prebusiness.me.holycross.edu

COES PROFESSIONAL PROGRAM

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