

# THE SCARLET BANNER

THE ENEWSLETTER OF WABASH'S REGIONAL ASSOCIATIONS  
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*From the hills of Maine to the western plain...*

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This is the third in a series of quarterly newsletters to our regional association leaders. Our goal is to provide you with some information specific to the “care and feeding” of Wabash’s regional associations. This isn’t intended to be a “how to” manual from the Alumni and Parent Relations Office, but more of an information sharing forum for you, our regional association leaders.

In this issue you’ll find snippets on the following:

- **Chicago Area Career Networking Event** - Greg Jania '93 and Brian Flanigan '96
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## **Chicago Area Career Networking Event**

*Greg Jania '93 and Brian Flanigan '96*

Consistent with the College’s strategic plan to dramatically improve career services, 18 Chicago area Wabash Alumni recently hosted the first annual Chicago Area Career Networking event for 45 resume-carrying Wabash students and several recent graduates. The Wabash Club of Chicago wanted to give Wabash students an overview of the different career opportunities available to Wabash graduates and share their personal stories regarding job searches and career development. Although the event was not designed to be a job fair, one student has already turned a lead from the job fair into an offer and several others have generated leads on full-time positions and internships.

The event attracted approximately 30 seniors and a mix of underclassman. The 18 alumni gave up most of their Saturday to help these students prepare for their post Wabash careers. Brian Flanigan '96 hosted the event at Deloitte’s new offices in Chicago. The event was sponsored by Wabash Career Services. “We wanted to help Scott Crawford (New Director of Career Services at Wabash) reach the students to convince them that although there are opportunities out there – you need to prepare for them and work at finding them. The idea that a Wabash student can pass comps and then have a job fall in his lap is a myth,” said Flanigan.

The event started with each alumnus spending five minutes on their background including their major at Wabash, current position, other degrees or certifications, their employer as well as competitors, and how they found their current position or entered their field. “Several positions such as hedge fund analysts and business process outsourcing consultants were not prevalent 10

or even 5 years ago,” said Greg Jania ’93. “We wanted to give the current students an idea of the opportunities that exist and how to prepare themselves for them.”

The alumni came from varied professions including consulting, banking, buy and sell side equity research, alternative investment management, human resources, advertising, secondary education, information technology, corporate finance and corporate research and development. Almost all of the alumni stressed the importance of finding internships during college and of taking classes such as accounting, economics, speech and professional writing to students interested in business careers to increase their chances of landing entry level business and finance positions.

After the introductions and a lunch, the alumni and students had time for one-on-one sessions to learn more detail about the careers they were interested in pursuing. Alumni discussed the various backgrounds that people in their professions have including educational such as various masters and actuarial programs and other training such as certifications in accounting (CPA), financial analysis (CFA), or financial planning (CFP).

According to the students, the most valuable information was regarding the different types of paths people took to their current professions. Several alumni who had never planned on business careers found themselves as entrepreneurs following what were hobbies to develop companies in information technology consulting and computer programming.

Many alumni also stressed the importance that networking and the Wabash network in particular has played in their careers. Jania encouraged the students to use the Wabash alumni network to contact alumni in careers they are interested in or those that work in locations where they want to start their careers. Most of the alumni gave examples of other alumni that had mentored them or assisted them in their careers.

Career Services hopes that this event can be repeated in other cities. Other options for smaller associations or association more than a day trip away include teleconferencing or presentations on campus.

***Editor’s Note:** The event was repeated successfully in Indianapolis with over 50 students and almost as many alumni. Ready to host a similar event in your area? Let Scott Crawford know at [crawfors@wabash.edu](mailto:crawfors@wabash.edu).*

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## **NAWM Board Affirms Alumni Support for Admissions Referrals**

*Mark Dewart ’74*

The board of our alumni association (National Association of Wabash Men) recently affirmed its support of alumni referrals to the Admissions Department. Referrals are an important way to engage us, as alumni, as a strategic advantage to the College.

As you're aware, referrals provide an important advantage in the recruiting process. When a Wabash Man refers a promising high school student, that young man is much more likely to enroll at the College when compared to other means such as college fairs and mailings.

A large majority of the students accepted for next year's freshman class are alumni referrals. This year we have a total of 1,070 referrals, the **fifth** straight year we have gone over 1,000 total referrals.

*Editor's Note: Over 40% of the freshman class last fall was referred by an alumnus.  
Unique? Yes!  
Unusual for Wabash? No!  
That's been the trend for the last several years!!!*

## **Motivations**

What motivates us to participate in the referral process? The feedback we receive from alumni tells us that referring 'feels good,' 'it gives me a chance to offer a young man the opportunity I had when I was a student,' 'I have a chance to give back to Wabash.'

Andy Ford recently reminded Board members that by referring a young man you provide a living link to the life of the College.

## **How do I make a referral?**

It's easy and takes only a few moments of your time.

- Telephone the admissions department: 765.361.6041
- Send an email to: [abneya@wabash.edu](mailto:abneya@wabash.edu)
- From the Wabash.edu website, click on Alumni and Parents, then click Refer a Student
- Send a note to: Audra Abney, Wabash College, PO Box 352, Crawfordsville IN 47933

Just provide the information that you have available. A young man's name, address or phone number, and high school, is a great start. While more is better – the Admissions Department can do the rest. Believe it or not, referrals have been received on restaurant napkins!

## **Where am I going to find these young men?**

It's not complicated! Some of us do have high school children. But, here are some other sources:

- Sons of business associates
- Sons of friends or neighbors
- Church or synagogue
- Scout troop
- Newspaper listing of honor roll students or athletic recognition
- Waiter, bus boy, caddy (there's that napkin again!)

## The Bottom Line -- The Top 4 List

1. Referrals are easy.
2. Referrals make a difference in a young man's life.
3. Referrals help the College find the next generation of Wabash men.
4. Referrals engage us – as alumni – in the life of the College.

*Editor's Note: ready to refer a student right now? Just click on this link and away you go!*

<http://www.wabash.edu/alumni/student/refer>

(It's so simple – we don't need a Top Ten!)

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### Alumni Survey – We Want To Know

*Joe Klen '97*

*How did Wabash prepare alumni for their personal and professional life? How do alumni feel about giving back to the College? What type of programs do Wabash alumni want in their local area? How can the Alumni Office do a better job of keeping alumni connected to Wabash, current students, and other alumni?*

How do we get the answers to these questions and more? We ask.

In January the Alumni & Parent Relations Office launched an anonymous alumni survey. This survey—the first of its kind for Wabash in over 15 years—is designed to help the College better understand how alumni feel towards their student experience, their relationship with Wabash today, their personal and professional successes, and how the College can better serve alumni in the future. This survey will allow us to determine ways to improve our relationship with alumni and find new and creative ways to engage them in all areas of the College. After surveying over 10,000 alumni we hope to gain a strong sampling of responses that will guide our planning for years to come. We anticipate the survey results to be tabulated later in the spring and we will provide a look into some of this data in future editions of *The Scarlet Banner*.

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### RGV Alumni Association – Wabash's Newest

*Tom Runge '71*

Wabash has a new regional association – the **RGV (Rio Grande Valley) Association of Wabash Men**. As you know, Wabash has a growing group of young alumni in “the Valley”. Alumni **Adan Garcia '04** and **Jeff Espino '03** saw the opportunity to take the next step in the area and get alumni, parents, and friends together on a regular basis.

I met with Adan and Jeff in McAllen, Texas. They are extremely motivated and have two clear cut goals. Firstly, they want to provide a little more structure to Wabash events in the area – getting together for purely social reasons and, of course, the Monon Bell game. Secondly, they want to encourage more young men to make the same move they did – to attend college...and hopefully that means Wabash!

If the enthusiasm Adan and Jeff have spreads even a little bit, we'll have a very active association.

*To find out more about our regional associations and to see a listing of all our regional associations and who the area leaders are, click on [www.wabash.edu/alumni/ra](http://www.wabash.edu/alumni/ra).*