It’s a Team Effort: Using the GEM Model to Design a Comprehensive Extended Interview Day

Presented by:
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Wake Forest University School of Business
Overview

- Introduce our school and program context
- Share the “old” way we did interviews
- Goals for interviews
- Review the GEM Model
- Applying Integrated Interdependence
- Challenges & Opportunities
- Lessons Learned
Wake Forest University

- Private university founded in 1834
- Approximately 8,000 students (5,000 UG / 3,000 Grad)
- 340 acre campus in Winston-Salem, NC
- Ranked #27 Best National Universities by U.S. News & World Report
- Motto: Pro Humanitate
- 5 Graduate Colleges: Law, Medicine, Business, Arts & Sciences, Divinity
WFU School of Business

- Established in 1969
- Approximately 600 graduate students
- Part-time MBA in Winston-Salem and Charlotte
- Pre-Professional Programs: Accounting, Business Analytics, Management
- National rankings and reputation
- Decentralized admissions
Charlotte MBA

- Cohort structure
- Team intensive
- 60 student maximum
- Evening program (August)
- Saturday program (January)
- 10 years average work experience
- 3 years minimum work experience
- Diversity is a strength
The Old Way

- High pressure on candidate
- Communicated selectivity
- One candidate at a time
- Inefficient for staff
- Value of staff participation was unclear
- Convenient for candidates
- Did not mirror the values or culture of the program
Silos of Graduate Student Life Cycle

- Recruitment & Marketing
- Admissions Operations
- Financial Aid, Grants & Scholarships
- Student Support & Services
- Advising & Retention
- Graduation & Alumni Relations
Goals for Interview Day

- Get to know the candidate better to determine fit
- Educate the candidate about the Wake MBA
- Introduce the local team and how we support students throughout
- Include student or alumni connection
- Emphasize benefits of cohort and team
- Highlight program strengths
- Address typical pain points and concerns
- Get them excited about the experience
- Help them imagine themselves in the program
ACTIVITY BREAK

LIST YOUR **TOP 3** FAVORITE INTERVIEW QUESTIONS
CHALLENGES & OPPORTUNITIES
Challenges

- Financial Aid is on the main campus
- Faculty are on the main campus
- Our team is small (but mighty)
- Our team is relatively new (to roles and higher ed)
- Students and alumni are all working professionals (SUPER busy)
- Alumni contacts are limited
- Rhythm of recruiting cycle
- Cohort model is like a train at the station
- Premium pricing
Opportunities

- No “We’ve always done it that way” mentality
- Highly student focused team
- Deeply committed students
- Track record of success
- Alumni eager to engage
- Great facility
APPLYING THE GEM MODEL
Integrated Interdependence
# The Schedule

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<th>Alumni 1</th>
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Lessons Learned

- Having our admin there is key for transitions
- Commemorative photo
- Have backups for alumni interviewers
- Confirm with alumni and student panel
- Interview protocols help
- Try to match strongest candidates to alumni
- Career and Student Services mirror orientation
- Benefits of small group rotations
- Outcome: 90% yield
ACTIVITY:
DESIGN YOUR OWN INTERVIEW DAY
&
SHARING BEST PRACTICES
GEM Model
Next Steps

- Engage in conversations with your colleagues across the GEM life-cycle
  - Who should participate?
  - How often?
  - What barriers exist to participation?
  - WIIFM?
  - Clarify goals and expectations (selling versus decision input).
- Determine who will manage the logistics
  - Coordinating alumni and students
  - Interview schedule and packets
- Try it!
Contact Us

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