Thank you, Alumni, for Connecting with the School of Business Last Fall!

- Close to 150 alumni joined us for our “An Evening with the School of Business” networking events in New York, DC, and Charlotte.
- During Homecoming Weekend, 65 faculty, staff, and alumni reconnected during the School of Business Open House. Alumni had the opportunity to tour Farrell Hall, hear from Dean Charles Iacovou and network with alumni across programs.
- Alumni participated in our Community Coaching program, mentored undergraduate students in Professor Holly Brower’s capstone leadership course, served as panelists during Hispanic/Latin X Heritage Month and International Education Week, judged class presentations, and shared their expertise in the classroom.
- Thanks to all of you who completed our 2018 annual alumni survey. Alumni participation was up 30%! We loved hearing from you.

B-Schools and the Data Revolution »
Our Master of Science in Accountancy program is highlighted in BizED magazine for the way it has incorporated business analytics into the curriculum.
Masters in Management Alumni Needed

- **Join Students for Small Group Dinners:** Student-alumni dinner themes include recommendations for young professionals as they transition from school to work; tips on being successful in the first job; advice for navigating a new office environment.
- **Overcoming Adversity as a Student:** Do you remember how hard it was to balance academics and your job search? Did the job search seem insurmountable at times? Did you face a personal challenge during your time at the School of Business? Students have requested opportunities to connect with alumni who have “been there”. Video conferencing is available.

*Please contact Kaitlyn Cooper (cooperk@wfu.edu), Associate Director, Integrative Student Services - Masters in Management program, if you are interested in participating in either of the above.*

**Recognizing Diversity in Farrell Hall**
The School of Business is celebrating the diversity of our community throughout the spring semester by featuring alumni on our digital boards during various cultural identity awareness months (Black History Month, Women’s History Month, and Asian Heritage Month). If you would like to participate, **tell us about yourself.**

**Business School Students of Color Association to Host Dinner on February 27 at 6:30 p.m.**
Our Association of Graduate Students of Color is hosting a dinner in Farrell Hall to celebrate the experiences, accomplishments, and contributions of students, faculty, staff and alumni of color. A networking session for alumni and students begins beforehand at 6:00 p.m. If you would like to attend, please **RSVP** by February 20.

**Charlotte Saturday Program Graduates Class of 2018, Enrolls Class of 2020**
On January 26, the Charlotte Saturday MBA Class of 2018 participated in their Graduation Celebration, recognizing 46 students who earned their MBA. Welcome to the alumni network! Faculty member Sean Hannah was awarded the Outstanding Educator Award. 38 new Charlotte Saturday MBA students began their studies on Saturday, January 19. The MBA 2020 class represented 34 undergraduate institutions, 30 employers and had an average of 11 years work experience.

**Wake Forest’s Women’s Weekend: March 1-2, 2019**
School of Business alumnae are invited to attend **Wake Women’s Weekend**, an event for Wake Forest women of all ages and life stages. It’s a time to reconnect, reflect, recharge, and depart renewed.
Short-Course in Driving Growth and Profitability offered at Charlotte Center on May 8-9 »
This course has been designed for anyone asked to lead strategic marketing efforts, to understand the Cx in making buying decisions, or to grow market share and profitability. Brad Bennett of Wildfire and Dr. Kenny Herbst examine the intricacies associated with the customer journey, the touchpoints our brands have with customers, and the environments in which our customers often experience our brands (including digital and brick-and-mortar).

Open Enrollment Executive Education Programs Coming this Spring »
Be on the lookout for additional information on programs in Strategic Innovation & Leadership, Business Analytics, and Competitive Strategic Marketing.