



**Help us develop employment opportunities for students!** Parents and alumni must play a key role in establishing job and internship opportunities by connecting their employers and colleagues to Wake Forest. Please reach out to your own networks to support our students in their search for employment opportunities. **A case study and sample email are on the next page to help you get started.**

If you want to help, but are not sure how to engage your employer or colleagues in forwarding employment opportunities to Wake Forest, contact:

Mike Crespi (MBA '95, P '12, '14), Director of Corporate Relations

[michael.crespi@mba.wfu.edu](mailto:michael.crespi@mba.wfu.edu)

336.758.5814

Lori Sykes, Assistant Director of Corporate Relations – North Carolina Region

[lori.sykes@mba.wfu.edu](mailto:lori.sykes@mba.wfu.edu)

336.758.3850

If your organization or colleagues have jobs and internships that may be of interest to Wake Forest *undergraduate, Graduate & Divinity School students and/or alumni*, contact:

Dana Hutchens, Assistant Director of Recruiting

[hutchens@wfu.edu](mailto:hutchens@wfu.edu)

336.758.5246

If your organization or colleagues have jobs and internships that may be of interest to Wake Forest *MBA, Master of Accountancy, Master of Arts in Management* students and/or alumni, contact:

Lisa Simmons, Assistant Director of Recruiting

[lisa.simmons@mba.wfu.edu](mailto:lisa.simmons@mba.wfu.edu)

336.758.4485

If your organization or colleagues can provide paid or unpaid entrepreneurial internship opportunities, check [www.wfu.edu/career/ent/employer.html](http://www.wfu.edu/career/ent/employer.html) or contact:

Patrick Sullivan ('93, MBA '03), Associate Director of Experiential Education

[sullivpc@wfu.edu](mailto:sullivpc@wfu.edu)

336.758.5903



## **CASE STUDY:**

In November, 2009, Andy Chan and Mike Crespi met with Parents' Council member Chuck Anderson (P '11, '14). Our discussion included his experience as a parent and his daughter's experience as a student. We talked about his network, people he knew and his willingness to reach out to them. We agreed to draft an introduction that he could email to his network introducing Wake Forest, his affiliation and how they could connect. A copy of his email is below.

**If you would like to help Wake Forest expand its networks, you can adapt this email and send it to your personal networks.**

**As you may or may not be aware, my daughter \_\_\_\_\_ is a junior at Wake Forest University and my daughter \_\_\_\_\_ will be a freshman next year, I now feel that I know the school pretty well. They have asked me to identify great organizations in Dallas that could be of interest to their students. Of course your organization was one of the first ones to come to mind!**

**At Wake Forest University, there are talented students making contributions to many organizations. As a highly respected and nationally-ranked University, WF students study liberal arts, sciences, and business and are greatly valued by employers. WF students are consistently regarded as intelligent, hardworking, respectful, service-oriented, quick learners and team players. I have been impressed with all the students who I have met. The Schools of Business undergraduate concentrations include Finance, Mathematical Business, Business Enterprise Management and Accountancy. The graduate school programs include Master of Science in Accounting, MBA, joint degrees and Master of Arts in Management.**

**Mike Crespi, Wake Forest's Director of Corporate Relations, works with employers to understand their talent needs and identify opportunities where Wake Forest students can be part of the talent solution. The Employer Development team builds relationships with local, regional and national organizations which results in internships, field study projects and full-time employment. He would enjoy the opportunity to speak with you to discuss how a Wake Forest student could help you or someone in your organization with your talent needs. Mike's contact information is:**

**Mike Crespi  
Director of Corporate Relations  
Career Management Center  
Wake Forest University  
[michael.crespi@mba.wfu.edu](mailto:michael.crespi@mba.wfu.edu)  
336.758.5814 p  
336.682.2133 c**

**Feel free to contact Mike Crespi directly or please let me know if there is someone in your organization that you would like him to contact. Thank you.**

## **THE RESULTS:**

- 21 emails were sent by Chuck in January
- 10 responded in the positive for further conversation with Wake Forest
- 5 connections have been made
  - 3 have posted roles for students
  - 2 calls resulted in additional contacts in key markets, corporate recruiting
- 5 contacts are in the process of being scheduled
- 11 non-responses are being contacted again by Wake Forest