

Member Engagement Tactics For These Unprecedented Times



MANHATTAN COLLEGE

The O'Malley School of Business

Conference-Chapter Operations

Andrew Siracuse, Siobhan Hynes, Timothy O'Brien, Laurice Dabain

Beta Alpha Psi - Lambda Pi Chapter



MANHATTAN COLLEGE



AGENDA

1. Meet the Firms
2. Young Alumni Panel Series: Accounting
3. Young Alumni Panel Series: Finance
4. Young Alumni Panel Series: Technology
5. Co-Sponsoring Virtual Events and Speakers
6. Members Participation and Attendance
7. Communication

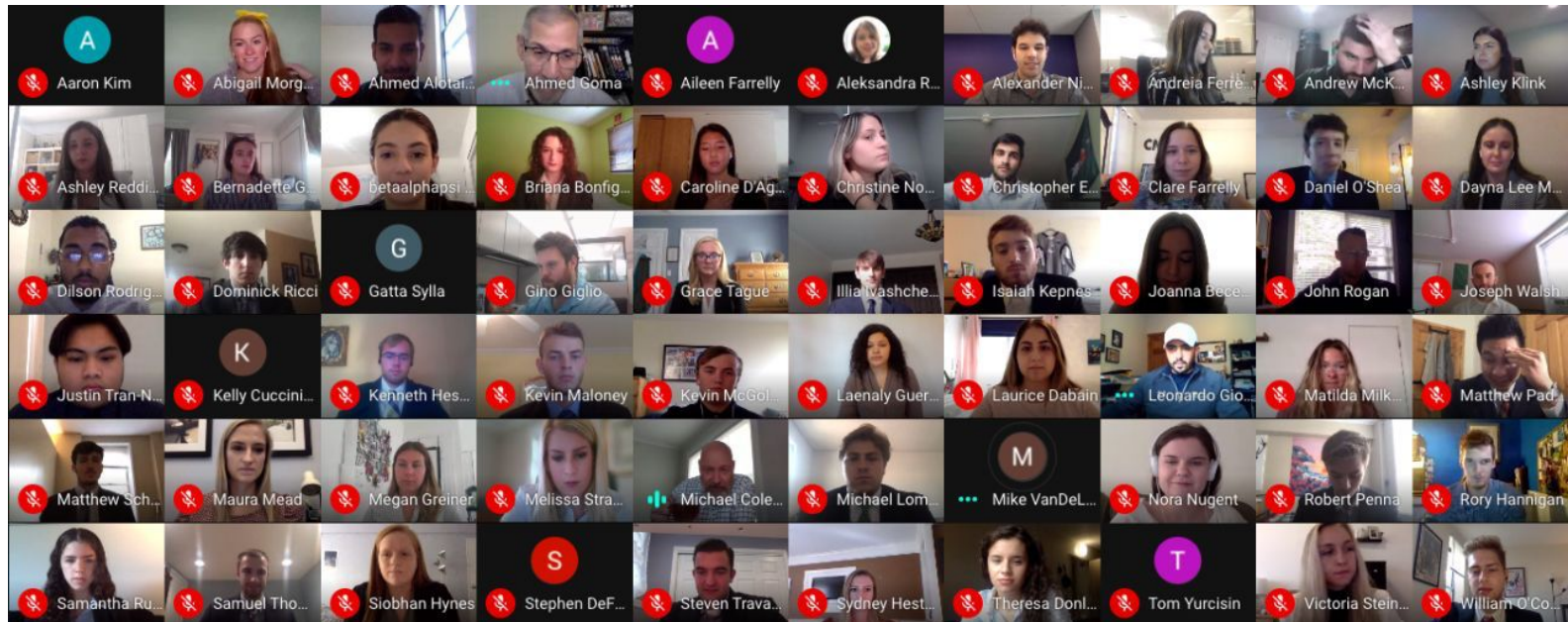
Meet the firms



On September 15th, 2020, our chapter virtually held the biggest recruiting event of the semester. Six major accounting firms joined us to give members insight on amazing opportunities their firm offers, the recruitment process, upcoming internships and leadership programs, and to answer any questions our members had.



Our Members at Meet the Firms

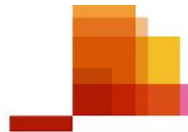


Young Alumni Panel Series: Accounting

Our chapter held a virtual event where we had Manhattan College Alumni sit on a panel to give advice on how to network in college and give some insight on what it is like working in the accounting industry.

Our members were able to interact with the panelists and ask questions about recruitment, interview tips and their experiences working at a Big 4 firm vs a mid-size firm.

Companies Our Panelists Work At:



Young Alumni Panel Series: Finance

Our chapter held a second virtual panel of young alumni from Manhattan College who were members of Beta Alpha Psi getting started in the field of finance.

These panelists discussed the experiences they have had in their careers thus far and gave advice to students how to better themselves in order to enter into the workforce at a high caliber.

J.P.Morgan



Young Alumni Panel Series: Technology

Our chapter had a third virtual panel consisting of young alumni within the technology field. These alumni provided perception into the world of technology and discussed topics such as how each of them got into their field, how technology has changed since they began working, and what coding languages are the most useful to know.



CHEETAH DIGITAL



REGENERON



Co-Sponsoring Virtual Events and Speakers

Clubs Our Chapter Co-Sponsors
Events With:



Our chapter co-sponsors many events and guest speakers with other clubs at Manhattan College.

This gives our members exposure to other topics and information that our chapter might not have covered during the semester.

These events also allow our members to interact with their peers from other clubs in the Manhattan College community.

Member Participation and Attendance

2020 - 2021 Participation Percentages

Meet the Firms - 47%

Young Alumni Panel: Accounting - 40%

Young Alumni Panel: Finance - 41%

Young Alumni Panel: Technology - 44%

Our Goal of holding different events is to allow for the entire member basis to feel involved. This was achieved in the past semester with holding events in all major topics which allowed members to gain exposure to possible future job sectors.

This past year we had our largest chapter comprised of members and candidates, so our main goal was keeping all participants engaged and active during these unprecedented times

Communication

Social Media Platforms



@mcbetalphapsi



@mc_betalphapsi



Manhattan College Beta Alpha Psi - Lambda
Pi Chapter



betaalphapsi@manhattan.edu

Our social media platforms are the main way, we stay connected with our members and candidates. As all important announcements and events are published on all accounts for the most exposure.

In addition, we expanded our board by adding a Director of Social Media this year to allow for these accounts to be managed on a more consistent basis.

