

Intro (Anders Rosen): Welcome to the final episode of the Fall 2020 season of the Manage-A-Bull podcast from the UB School of Management, where extraordinary is our ordinary. I'm your host Anders T. Rosen. We're closing out the Fall 2020 season with some application tips and tricks for Manage-A-Bull listeners. There's a very common saying from career advisors here that it's important to begin with the end in mind. Well, I think I'm flipping that on its end a little bit in this episode by ending the semester with the beginning in mind--the beginning of your MBA journey that is. While many folks who tune in are already part of the UB MBA community, there's also a lot of you out there who are curious to learn more about the program. This episode is for you! As 2021 approaches, there's really no better time to begin planning for your future. That's why today's episode features first-year student and MBA ambassador Brittany Czodli along with the Assistant Director of Recruitment Aaron Shaw. Together, we'll discuss what to expect in the application process, how to stand out among other prospective students, and where your MBA degree can take you. 2020 has been a challenging year in so many different ways, so I hope today's episode can open listeners' eyes to new opportunities in 2021.

Anders Rosen: I'm going to start by introducing a first year student in the Manage excuse me, the MBA program. She is a graduate from Miami University of Ohio. A Buffalo native, someone who has a bachelor's degree in marketing a minor in the interactive media studies. Before coming back to the University at Buffalo for her MBA degree. She worked in advertising here in the area. She's got amazing work experience, a lot to share to prospective students as an MBA Ambassador its first year student Brittany Czodli. How are you managing today?

Brittany Czodli: I'm good thank you for having me today. I'm excited to be here.

Anders Rosen: Very excited to have you here as well. And of course, we couldn't have a podcast that today is about recruiting without one of the recruiting extraordinary at the School of Management at the University at Buffalo. In fact, before I introduce him, you know, he kind of recruited me to the program. I gotta give him a little credit. We had a little coffee. During the time where you could sit together and have coffee. We're having coffee this morning as well. For what it's worth, but it's it's virtual safe social distancing. But he is an amazing assistant director of recruiting for the MBA and MS programs at the University of Buffalo. It is Aaron Shaw, Aaron. How are you managing?

Aaron Shaw: I'm managing, Anders. Thank you very much for having me. Yes, it's Monday, but it's victory MONDAY. GO bills. And a little bit of snow sprinkling outside that that perfect kind of picture. So no, so all is well. In my world. Thank you.

Anders Rosen: You know, of course, bringing the bills in this early in the podcast is a very important move when we're talking about recruiting for the University of Buffalo because, you know, you have to be a fan of both the bills and the bowls to come here. I don't know that shows up on the application. If I recall

Aaron Shaw: That right yeah it's right at the top.

Anders Rosen: Yeah, so for anybody out there just be prepared for that question. And as you can tell, today is a you know a little bit of different type podcast wanted to, you know, give an opportunity to

talk with Brittany and Aaron about some of the most frequently asked questions for incoming students to the University of Buffalo, you know, Brittany, and I can share a little bit about what it's like to be students here. What, what brought us to the program. And Aaron's going to give you know a lay down of what he's seen as a recruiter, and what how to make sure that as you're looking to join this great program. You know, you know what to do. And you kind of know the the secrets to the game for what it's worth. So as we get into that, Aaron. Can you just kind of talk a little bit about what it is that you do and what your role is at the School of Management

Aaron Shaw: Sure, absolutely. Yeah, so I view myself as a coach you know admissions coach and that that process that relationship starts from the very first inquiry, you know, what do I have to do. Tell me more about the MBA program, whatever that initial question is, is where I insert myself into the conversation and then help grow and foster that relationship. Beyond that, by introducing that person to other stakeholders or members of our up MBA community. But it's it we do pride ourselves on relationships so yeah admissions coach, but also a relationship builder and manager.

Anders Rosen: And like I mentioned, you know, it was when I was curious about going into an MBA program, you were really the first person that I ended up hearing from and you answered a lot of questions up front for me right away. It can be really useful for folks that you know are curious to figure out what is it that I really want to do moving forward from my career right now. Somebody like Aaron can answer your questions right away. So it's really good to just have those contacts to connect with you know. Another really important thing to do is, of course, talk to students that are already in the program. And Brittany, you're an MBA ambassador. So can you talk a little bit about what it's like to be an MBA ambassador.

Brittany Czodli: For sure. I mean, so far I've definitely had a lot of people just see me on the website and reach out to me and asked me, you know, what is the MBA program like do you like it. Are you glad that you went back, it's actually because I was working, and now I'm a full time student and it's just great to be able to talk with people who know that I'm Ambassador people that don't know me at all. And I can kind of guide them in that right direction and see what's working for them. And then, you know, encourage them to go to back to get their MBA at UB because, for me, it was one of the best decisions I've made so far.

Anders Rosen: Can you tell me a little more, why wasn't one of the best decisions you made so far. What drove you to make that decision.

Brittany Czodli: So because of Kobe things you know definitely got a little crazy and most recently I was working in the live entertainment business. So I was actually laid off in June. And I felt very lost. I didn't know what to do, but I knew that I always wanted to go back and get my MBA. I had an idea it was going to be my part time MBA while I was working, but I decided to just move my time frame up and utilize the time of our world, being in a little bit of chaos and the job market, not being great and build myself better. So when I was able to go back into the job market. I would have my MBA from a great school and I can already say that talking with so many people and networking events. They already are so

impressed on going back to get my MBA, especially at a school like you be and I can already tell. Even though I'm in my first semester. It was absolutely going to be something that will pay off in the end.

Anders Rosen: So it's interesting you know I am. I'm not from the buffalo area originally. I'm originally from Washington DC and Brittany, you are. You're a buffalo native so when I came to to move to Buffalo the MBA program for me, it was really important in terms of networking, getting to know folks around the buffalo area making acquaintances making friends. Of course, you know, meeting people and professional a professional atmosphere as well now you're from Buffalo Brittany. So how did you be stand out for you. How did you decide you know this. I definitely want to stay here and you be is the right place to do it.

Brittany Czodli: So when I moved back from Ohio. I knew I wanted to come back to Buffalo and I wasn't sure if I wanted to stay there forever. But after working at Buffalo for two years and kind of seeing how it was growing. I knew I wanted to be a part of that growth. So it only made sense to me to go to UB and be a part of a school that's contributing to the professionals that are helping grow Buffalo and helping it become the amazing place. It is and having these amazing professionals in it. Also, I talked to a lot of people that have done the TV program in the past, and they had nothing but amazing things to say. So as part of kind of being a part of that buffalo community as well as just knowing it was an amazing school

Anders Rosen: Aaron when you when you're talking with prospective students and they come and ask why why you be what's the first thing that you tell them?

Aaron Shaw: Well, there's, there's a few things. But the first thing is, is always comes back to the people. You know, in, and this is a result of of also being a buffalo area native having spent some time. In different parts of the world, different countries, but a good chunk of my time in Southern California as well. And when I tell people that in the fact that I moved back to the Western New York area. I get a lot of big eyeballs. You know I raising the eyebrows. What are you, nuts, type of reaction, but this, this place is special and the people in and around the UB MBA program really embody the, the thought process and the personalities of the city as a whole, and I've never, you know, in for the audience's perspective, you know, I spent nine years in the military. And that's a place where you know strong relationships are formed and everybody's got your back. And everyone's moving in the same direction and similar mindset, you know, across the board. So other than that. And I would argue that the UB MBA program in the community takes that to the next level, because it is a smaller population. So there isn't. There's even more opportunity to to foster those relationships on a daily basis. So I'm comfortable in saying, I've never been associated with an organization. Or a place where every person that you run into truly has your best interest in mind and whether that's, you know, a classmate appear staff member faculty everybody literally wants to see you succeed and you don't hear that across the board, especially in this industry. You hear horror stories of all this is very competitive and very cutthroat and things of that nature where it's again the complete opposite. So I would say number one on top of that list is the people

Anders Rosen: You know I encountered that same teamwork and collaboration atmosphere, my first year. And I was surprised because this is my second graduate degree I first graduate degree, the Master of Arts from American University and you know I had a great experience there. There's no doubt it was competitive as well. There was, you know, a lot of we challenged each other in great ways, but what I found here that's interesting is that the competition is almost, you know, it builds you build with each other, not against each other. My, my compatriots in my year in the MBA program, you know, we would ask each other questions, we would give each other guidance support each other. Every project, you know, it'd be well I you know what, what's your thought process on this. And what's your take on how to work on this question. And so we were all learning together in order to, you know, build a better education, I suppose, for each other. And you would talk with students who are maybe in other programs who were like that. I don't get that from my classes. Usually you know if I'm working on a team. Not every team member is engaged and here every team members engaged. Maybe it's because we're just taught. Hey, this is how you gotta you know make an effective team. That's the deal. I was really surprised and excited by that as soon as the first semester really started for me and Brittany, you're just about to wrap up your first semester. I'm curious, have you kind of had a similar experience.

Brittany Czodli: Absolutely. I had heard you know an MBA program is so competitive and that it's just going to be like everyone for themselves. And it was the exact opposite. I can honestly say that and we're fully remote. So I think that speaks volumes to how the professor's build those teams, especially remote I've made some of my best friends that I'm know I'm going to have for life. And even the people I'm not that close with if someone can help you, they will help you. And there's just this incredible bond between me and my colleagues and as well as my teachers and I just feel that everyone is so close everyone's there to help you. And I feel very lucky for that, especially in a cold world to be able to build those relationships. Relationships virtually I think speaks magnitude to how the program is structured

Anders Rosen: You know, I had the fortunate experience this semester to be an NBA mentor for the first year students, Sam. So I mentored a couple different teams, Brittany, I'm sorry I did not have the opportunity to mentor your team. I think myself and the other mentors. We were always kind of amazed at just how well team functioning well i sent to maintenance like everybody was really getting along quite well and not to say that my year didn't have that. But of course, there's always a little bit of tension that shows up, you know, there's those times with like, hey, I thought you were gonna get this done. At this time, why I'm sorry, and it just happens right you know it's it's a it's an aspect of teamwork. That everybody is, you know, bringing a different perspective and a different way of working to the table. It was kind of incredible to watch you share Brittany just how how well everybody performed and works together, especially in a virtual environment. I don't know if you want to comment on that at all. You already did. But it's just it's wild to me.

Brittany Czodli: Yeah, I think. I mean, I don't really know the reason for it either. But it was wild. We all genuinely cared about one another so much and cared about. You know, helping one another and we have a group me and half of us haven't even met and I feel like I've known them for years. And the one thing I like so much about this program and I've learned so much is that you know, it's not always like anyone in the real world you're in teams and you're helping each other so programs that kind of make you just fight with one another and build your own way to the top. I don't think that's necessarily fair

because most corporations aren't like that. And this is teaching you the importance of working in the team, the importance of building those relationships.

Anders Rosen: I think that is such an important point, you just brought up about how when we do go on to our careers. It's not just you know 100% competitive, like you said, that is an important lesson for us to take away, you know, the collaboration aspect of work is going to be a huge aspect, especially if you know you're working in so many different environments, you know, today, the three of us are in three different places. You know, at our respective spots where we're recording for this podcast and that takes some collaboration, you know, to get to get people in all sorts of various and diverse places to come together. I'm curious, Aaron, you know, from for you. How has the recruiting process adapted to, you know, the changes that we've engaged or experienced over the past nine months.

Aaron Shaw: So, so going back briefly to the fact that I was in the military. We had a saying Semper Gumby. Always flexible was. That was the meaning behind it. And we've embraced that we've we've taken this and in true business school fashion, you know, assess the problem and came up with a solution. You know, because at the end of the day we like our MBA students are problem solvers. And so we've In my, my personal humble opinion done a fantastic job of pivoting what we would traditionally do very much in person to virtual and online platforms and what it's actually done is create a whole lot more accessibility for our prospective students it gives us the unique ability to integrate more voices into that conversation earlier on in the process, where before we would have to rely on you know, in some instances, myself, let's say flying to wherever is Ville in the US or in some cases across the globe. To make some personalized touch points in person, but then come back and go through the administrative process of following up before you can make the right connections with faculty CRC members or alumni for those individuals that you met along the way. Now that can all kind of happen at a much faster rate and almost seamlessly through the world of Zoom and what other whatever other platforms are out there that folks are utilizing so there that you can make the argument that it's it's even better from a prospective candidates point of view. In terms of accessibility, you know, we can host webinars, the same day that we also host information sessions, the same day that we record podcasts. And so on and so forth. And it's really given this given us this ability to create this robust pile of content to then distribute through multiple different channels. You know so folks now have the ability to not just say, oh, hey look, there's the UB MBA program and they have a great website. And there's some good information there. And I can talk to this individual on the admissions team about it a little bit. They get the whole picture from that initial inquiry almost immediately in. And beyond that, it's, it doesn't stop right it's this this free flowing form of information that is just being pumped out at all times. Which, you know, to some folks can be overwhelming as well. But again, this this virtual world that we live in. You can hit the pause button. You can hit the stop button. Whenever you feel that it's being you know you're you're drinking from the firehose of information when it comes to admissions and get up and go for a walk and stretch out before sitting back down and re engaging with, you know, some of that research or information. First response to that, I just have to say is when do I get a Semper Gumby t shirt. I've gotta believe that they're out there. I mean, and if they're not, I don't know, business opportunity, maybe what to do it.

Anders Rosen: Second, if you're going to use the analogy of drinking through a fire hose. I personally like the more you know localized one which is Niagara Falls through a straw. Just picture that in your mind for a moment that you can get a lot of information and it's good to have the pause button, as you said, but then the last thing I'm curious, you know, I thought that I was special. And I was your, you know, big to-do today, Aaron. But it sounds like you have a lot of things that are going on. So I'm curious, what does your schedule look like on a day like today?

Aaron Shaw: Yeah, and that's that's probably the most difficult thing for not just myself but anybody who's working in this remote world now, right, is how do you create separation between life and work. You know I'm fortunate enough to have a dedicated space here in my home that I can close the door and for all intensive purposes, you know, this is my office. This is where I conduct my day to day as far as work. But in the true nature of what we do, going back to my initial responsive of what role I play in fostering and building relationships with prospective candidates. It's darn near impossible to receive an email, you know, as I'm winding down towards the end of the day and not want to go and jump on my laptop and respond you know, and that's that that may be one of the downfalls of that accessibility right so my day to day is I'm up as bright and early as possible. You know with daylight savings time and all that stuff. It gets more difficult as time goes on, but regardless, try to stick to try to stick to a schedule and try to be consistent. I think is key in all of this. LeaderCORE coach is also there as a bullet point on the resume, so you know it's it's it's never ending, but I love every moment of it. And so again, time management, I think, is a is a word that often comes up in the conversation with current MBA students in it. It's a skill that can grow and evolve with time, you know it. That's something that never goes away. You know, you have to take those skills and and fit them in as best as possible with everything you do in life and so yeah right now. The biggest challenge is just like I said before hitting that pause button hit the stop button at the end of the day, knowing that tomorrow brings new problems new challenges and new questions to answer. And engage you know with this time that I have not having to travel back and forth between my home and work to spend more time with the important components that are here right under the roof and that's the family.

Anders Rosen: You know, I want to switch gears for a second here and bring Brittany and to kind of share a little bit about the journey that you had to go through the MBA application process and ultimately join the MBA program at UB. So I guess you know take us on that journey, if you will.

Brittany Czodli: Yeah, so like I said earlier, it was kind of it was a short period of time that I had because I wasn't really expecting to go back right away and get my MBA. So I think I had like three weeks. From when I left my job and was the application was do I remember I did talk with Aaron. We sat down over zoom and he answered some questions for me because it was kind of so quick. I was like, do I have everything I need to have and I remember I just wrote those essays. I got everything I needed to get. And I think on the day of that application I hit submit. But so I had about, I would say like two and a half weeks from when I was like okay, I'm going to do it and then to get everything together.

Anders Rosen: How I mean how did you feel during that two and a half weeks. What was the thought process going through your head?

Brittany Czodli: I had definitely had a lot of, I was nervous. I was excited. I was very back and forth. I was like, okay, is this what I'm going to do like should I do it, and then I remember the day that I got in everything just felt so right. I just knew I saw the email and I was like this is what I'm supposed to be doing. And those two weeks of kind of craziness. I'm sure everyone in my family wanted to avoid me like flag or like COVID. Um, I, I was just like, this is so right this is everything I want to do you BS where I want to go. I have had that feeling for so long and it was very worth getting that application together.

Anders Rosen: What do you, what do you think kind of helped make you stand out above the rest of the applicants. What in your application was really important for you to, to illustrate to to the folks that were to the committee, looking over prospective student applications?

Brittany Czodli: I think, at least in my opinion it would have been my essay about my career goals because I have I've always loved. I'm a planner. I have always had a plan of what I want to do, day by day. I haven't planned out time by time. So it was an easy question for me to write, but while we're reflecting on it you know my plans are kind of changed and a lot of people's plans have changed this past year, so it was that kind of shift in how my plans have changed as well as what I was going to do and how am I you be MBA was going to help facilitate that. And I was proud to say that, you know, going to you. Be was going to help me become a member of the buffalo community and help shape and bring to light the amazing professionals that we have here specifically for me. I want to go into marketing. More so advertising and I want to be able to showcase that you don't need to go to an agency in New York City to have amazing work created. There's so many creative individuals here in Buffalo. Making so much great work. And I want to be a part of that movement and part of bringing these big brands into these buffalo agencies so I wrote about that and kind of how buffalo has that and we can stand out. And I think that really helped me in my application.

Anders Rosen: I've heard that a lot, you know, the idea that the essay is really where you do stand out and that that it's the point where you get to illustrate a little bit more of who you are. The you know your resume is going to show what you've done and it's going to, you know, provide all these great touchstones for folks to look at and say, well, this person is really good at x y and z. But to get to know someone as a person. You know how they write and what they illustrate is important to them. And you know what their plans are. How they how they see the MBA? Providing opportunity to not just for them. But it sounds like for the community at large, as well. That is such an important aspect of the application and for anybody who is listening out there. Keep that in mind the essays are the place where you get to show who you are, where you get to stand out above the crowd like Brittany did. And then you get to come and go about that plan. It's funny, I am I am not a planner, as it were, you know, we take in the first summer. We all take the Myers Briggs Personality Test is just a way to kind of get to a baseline of how do you work. What is the, what do you prefer, in terms of your work styles and things like that. And I assume Brittany that you're probably more on the judging side versus I am on the receiving side when it comes to the METI test and the difference there for folks is that, you know, if you're judging. You're very well organized very well planned you kind of you keeping keep everything well organized. As I said in the receiver is maybe probably a better word, word is procrastinator. They don't use that word in METI and I've had to learn through the MBA program, how to organize myself better and I have, I think, I don't know. I mean, I'm here today with you guys. So we got that going, for me, the application process

was very different. I was kind of do in the application process for months. And it was because I was like, well maybe I'll get this maybe but I also recognize the points that were really important in the areas where I really did have to make a big splash in order to illustrate. You know why I think I was a good candidate for the program. So there's despite the fact that, you know, for me, it took months and, you know, I, although I was waffling, of course, back and forth 200 is it right. Is this...I saw like you. Did you know The essay that that's where I got to stand out. You know Aaron, any comments on what we just shared there. What do you see as an important aspect of the application process?

Aaron Shaw: The individual yeah 100% you. I mean, you guys. Nailed it. I like to tell folks that there's two separate buckets to consider in terms of your profile when submitting an MBA application and that first bucket. Is your quantitative outliers, right. So, so everybody you have think of standardized. You've got your GPA that's associated with your time spent in undergrad. You've got your resume in relation to the amount of work experience you have and you know at the time of applying those things are, for the most part, pretty set in stone. You know that's in the past, those are stats that are associated with your profile. And as most folks can imagine, stats across the board per applicant are relatively similar, you know, so you're swimming in a sea of similarity when it comes to just looking at those quantitative outliers. So what makes one applicant different from another. There's only one Anders, there's only one Brittany. So how do you share that story. How do you convey it to the admissions committee in a way that helps them not only understand you, the experiences that you've had in life and how that's ultimately shaped to where you're at today. But, you know, why do you want to do an MBA and what is it that you bring to the table so answering those critical questions through things like the essay and maybe more importantly the interview. Are where we get to really know you right so the essay is like your cover letter, if you will it's a small window into you, the person, it gives you a hint, gives us a hint, or an idea of who you are and what it is you want to do. But then the interview really drive that home where you have the ability to say, look, here's who I am. Here's why why I want to be at UB and here are some of the the aspirations that I have not only while I'm in the program but well beyond it. So, It really is a matter of focusing on you, you know, so the sum of all the components of the application makeup, the whole and that's what we're. That's what we're interested in. And that's what we're, we want to know more about and so piece of advice here and in terms of folks that are applying and focusing on those essays. When you're done with those essays, take it to individuals that you know you, the person Right? And ask them, Is this me not. Is this a good business school essay, because in answering the questions the prompts that are there for the essay. If you go strictly by you know line by line. All you're doing is telling us what you think we want to hear. So avoid doing that and rather ell us who you are, convey your story through those essays. So I think it's really important to whether its family, friends, colleagues, you know, people that know you. Is this me is a critical question to ask, prior to submitting those

Anders Rosen: And that's also so important because providing and demonstrating who you are, to the, you know, application committee also really helps to put you into a clique right team moving forward. It sets you up for the beginning of the MBA program quite well. Because ultimately, who you are is going to be a factor in who you work with in your first semester it's going to establish, you know, what's your starting line in the MBA program. And I mentioned that because you know when we start with our first

teams in the first semester we all are given, I don't want to say random. That's not the right word, but we're given a group that is based on, you know, diverse collection of folks with different backgrounds, different interests different skill sets and you know being honest and bringing integrity to your application process isn't just obviously important, because that's a really important thing to do, but it also makes the beginning part of your MBA program that much better because you get to Jump into a team that has so many different ways of looking at the world and bring so many different perspectives. That that's a whole new thing in you know the process of learning as well. And with that, I kind of want to now turn towards you know looking past the MBA program, a little bit because you know yes being here and learning and taking the classes is important, but it's all about the goal, which is well, it's different for all of us, of course, but it's to get that degree and then move on to a career that you love that you feel successful in that. That is exactly why you came to the MBA program. So I'll start. I'll start with you, Aaron, what How do you talk about you know the importance of Thinking beyond the MBA program to the applicants for you.

Aaron Shaw: Yeah, I think. In this conversation. I always bring up the the career resource centers motto. And that's begin with the end in mind. And so this also goes back to what we were just talking about with the essays and in your why, you know why is it that you're doing this, what is it that you want to do with this because yes it's this is two years of your life, but it's it's two years for the rest of your life. So how do you position yourself in these two years to then go out there and achieve all these great things that you want to do. And, you know, in terms of stats right because everything's a data point nowadays. The MBA is going to set you up for success when it, when it comes to getting a job when it comes to getting a salary that in terms of your, your counterparts that only have a bachelor's degree you know aligns well with increase salaries and things of that nature, but that's that's to be expected I would assume across the board. Again, it's, it's one of the reasons why you do it. Sure you you do it to to upscale and to level up. But let's be honest here. You do it for a better job or what you perceive to be a better job. A better salary, you know, these types of things. And so when it comes to stats you know national average will tell you that an MBA versus somebody with just a bachelor's degree is going to earn 20 K more and if you look at what our career Resource Center tracks on an annual basis, it falls right in line here, you'd be right at that 20 K Mark Almost right on the nose in terms of MBAs versus their counterparts, with just a bachelor's degree. But I think more important is, is the journey on how you get there, right. So again, you first and foremost you have to know what it is you want to do or have a rough idea. At best, or, at worst a rough idea of what it is you want to do now understand that that that idea and those goals are very much written in pencil have the potential to change a time or two before it's all said and done, so as Brittany has mentioned, you know, marketing is at the top of her list in terms of career trajectory. I've had similar conversations with folks in the past that he didn't marketing is the example that comes to mind. With one particular young lady who sat in my office and said Aaron, you know, I've done marketing at the undergrad level. I've done some internships and even some some full time professional work. I'm a marketer through and through. Only to go to the MBA program and end up in health care management. And absolutely love it, right, because you don't know what what doors are going to open, you don't know who you're going to meet today that's going to impact your tomorrow. So that's the other thing to consider is, is, don't, don't get tunnel vision you know and and be open to maximizing your bandwidth to the absolute limit and doing everything

possible every day possible because again. Yeah, it can seem like a lot in the moment, but it's a very short blip on the overall timeline that is life and so taking advantage of all these resources that I've mentioned the career Resource Center and some of the things that we've talked about the network, the alumni. And really strategically approaching it on a day to day basis is ultimately what's going to set you up for success. And then the key word in all of this is going to be consistency. So don't just do it today and say, yep. I'm good. Do it every day and and the folks that are consistent in the program, you know, everyone's got their different definition of success. But if we're talking about getting the job that you want that aligns well with your passions. I would say the folks that are most successful in the program that are ones that are taking the approach that we just talked about and doing it early and doing it consistently.

Anders Rosen: And Brittany, you're right in the midst of course of the first year you're about to wrap up the first semester. But, you know, what are you doing to push towards that goal of after what you want to do after the MBA program and whether it's marketing or potentially some area that with Aaron bringing up, you know, I'd be a little flexible.

Brittany Czodli: I think there's a few things right now. You know, I'm heading into finals week so I'm focused on that. But when I'm faced with like the challenges and the stress of all the finals that are coming I kind of spin it around and I look at it as I have this opportunity to overcome this to be about or me, and I tried to have that mindset and keep remembering that this is for an endpoint and that endpoint goes beyond what my career can be. And everything that I can be because I'm going to get this MBA. So right now I'm stressing over a final but it's an opportunity for me to better myself and to continue to stand out. So instead of looking at as a challenge. I'm trying to look at it. As a unique opportunity that I have, because I was able to put myself in this position. And then on top of that, I am leaning on career resources and I've been in frequent communication with them. This some this entire semester, you know, I think that unimportant thing is is that you're so busy in the MBA program you can kind of get only caught up in the school board. And I would really advise all students entering to take advantage of career resources as much as you can and carve that time out of your day because they are going to help you so much and networking finding those internships expanding your resume and just really being the best you for after you graduate. The program.

Anders Rosen: That's fantastic. And totally second what you just said. Brittany to everybody who's either in the program now interested in getting an MBA utilize the resources that are available at the school, the career Resource Center is an amazing spot you can improve your resume. There you can improve your cover letter you can practice interviewing. You'll get access to, you know, other internships and jobs that might be not be available on other job boards. So it's really, it's so important to take advantage. While we're here in this program of all the opportunities that we have, because as students, you know, people want help students. You know, employers want to provide support to folks like us. So don't be afraid to reach out for that support. Before we wrap up, I want to, you know, I just want to get some closing thoughts from each of you, you know, what next steps are in the future. Any, any upcoming projects or events or ideas that you want to plug this is this is your opportunity to just share it all Brittany what what's coming up for you.

Brittany Czodli: I would say you know anyone listening to the podcast right now that has any further questions, reach out to me. I'm my email is on the website, you know, find me on LinkedIn. Getting your MBA can be quite a scary process and you can be toying with a lot of different questions in your head. So I'm always happy to answer anything that anyone has.

Anders Rosen: Any, any particular questions you've gotten so far that you, that are frequently asked?

Brittany Czodli: I think just, I get asked a lot, you know, was it worth it. And how is it and I'm in my first semester but I can actually say that it was 100% worth it. It will probably be one of the best decisions I've made in my life. And how is it, it is a lie. It's a lot of your time and it's something that you really have to put all your efforts into. But again, if you do it right, I've made some of my best friends I've learned so much more than I've ever learned in one semester. So it's great.

Anders Rosen: Niagara Falls through a straw. Aaron, same question to you, any, any events, you'd like to share that are upcoming on the recruiting calendar.

Aaron Shaw: Quite a few. As I as I alluded to earlier. You know we we always want to position ourselves to to be a part of that conversation and help out every step along the way and one of the easiest ways to do that is to have events that introduced prospective students to up NBA stakeholders and community members, whether that be current students, alumni, faculty other staff and so if you're on the website and you click on that attend event tend to an event button, you'll be taken to the recruiting calendar and you'll see on a month to month basis. It's just flooded with opportunities to to interact with, with all these different folks that are that come with the program. And so some big ones to highlight in January, there's going to be a scholarship reception. That's designed to help prospective students with one of the most frequently asked questions that I get is, how do I help fund my MBA. And so we're going to have a panel honors, you'll be there. So we'll see you then. A panel of current students that are also scholarship recipients share their experiences about being a scholarship recipients. Some of the doors that that opens and things of that nature. In February, a diverse leaders reception where we're going to again take approach of current students and alumni, as far as offering a panel and talk about important topics related to diversity and inclusion. Beyond that into March women leading business is a is another big one. Where again similar approach a panelist of extremely successful talented and amazing women come together to share their experiences and then we'll wrap up the current admissions cycle with a military and veteran focused event in March. So those are the kind of the big ones to highlight. But again, on a week to week basis live Q AMP. A sessions are a current student ambassadors are hosting online office hours, which gives you an opportunity to check in with them. And ask them maybe what what I've heard, referred to as the I'm doing air quotes here real questions beyond some of the professional questions that you may ask myself, or anybody else on the admissions team. And that's why I do it right because that's gonna be my last piece of advice here is just as Brittany talked about have as many conversations as you possibly can with as many folks as you can. Right, so no matter how prepared you feel you are or you aren't I promise you that until you're actually living it it's impossible to get a full sense of what it actually is. Or is it worth it and the types of questions that Brittany was talking about. But, you know, you can collect. And get an average of opinions, if you will, by having those those conversations with with all these different folks. So that would be that would

be my advice attend one event attend many events but continue to have those conversations early and often as possible.

Anders Rosen: Yeah, I don't know if listeners can tell, but obviously there are so many different topics that we didn't even touch upon. Today that are coming up in upcoming podcasts, whether it's investing in investing in your education. Women in Business veterans in business so many different areas to discuss. So this is, I mean, you know, for listeners out there. This is a starting point today. I will also plug the January 19 event. I look forward to joining you Aaron to discuss, you know, scholarships and how students can invest in in their education. So with that, you know, Don't, don't hesitate. But if you do, you can always plan like Brittany Did because she got it done pretty quick, too. So, I don't know, there's so many different ways to do this. I probably peaked my mic there by getting excited but I've, I've learned a lot today and I'm, you know, year and a half into the program. So I'm so glad that Brittany Aaron, you could join me to discuss the UB MBA program to discuss recruiting process, how to apply so many different areas that we talked through It really was a great opportunity to chat with both of you. Thank you so much for joining the manageable podcast today.

Outro (Anders Rosen): An immense thank you to Brittany Czodli and Aaron Shaw for joining me on this episode of Manage-A-Bull. If you're interested in applying to the UB School of Management, just visit the website mgt.buffalo.edu! The Manage-A-Bull podcast is produced by me, Anders T. Rosen, in partnership with the UB School of Management. Special thanks to Dean Paul Tesluk, Assistant Dean Erin O'Brien, Assistant Director of Recruitment Aaron Shaw, and Assistant Director of Marketing Harrison Cheung. Fans of the Manage-A-Bull podcast can find us on Stitcher, Apple Podcasts, Google, as well as a number of other listening platforms. Don't forget to leave a review of Manage-A-Bull in your favorite podcast app and to subscribe. Let me know if you're a new subscriber and I just might give you a shoutout on the next podcast--which will be in 2021. Yes. I'm ready for it! In the meantime, I hope you all manage well--as for me, if I were any better I couldn't stand it.