



HARVARD | BUSINESS | SCHOOL

# **Welcome to the 2008 New Orleans Service Immersion Information Session!!**

**Tuesday, September 25, 2007**

# Overview

**New Orleans Immersion Purpose**

**Recap of New Orleans Immersion 2007**

**Planning Underway for 2008**

**Registration, Trip Costs, & Financial Aid**

**Faculty Co-Chairs: Stacey Childress & Dutch Leonard**

**Q&A**

## What is the New Orleans Service Immersion?

Approximately 50 MBA students, faculty, and staff will travel to New Orleans in January 2008 to pursue student led, team-based projects focused on reconstructing and rebuilding the business, educational, and community infrastructure in and around New Orleans following the destruction caused by Hurricane Katrina.

Student teams will be supplemented by pre-, during, and post-trip faculty led seminars and work closely with faculty members as they engage the challenges in New Orleans.

This will be the third year members of the Harvard Business School community have traveled to New Orleans to support the rebuilding efforts.

# The 2007 trip

## We met before and after the trip to deepen the experience

Pre and post-trip seminars

Student discussions about the experience → led by faculty

Faculty perspectives (Stacey Childress, Dutch Leonard, Harvard Humanitarian Initiative)

## We undertook five projects to understand the context and build tangible impact

Community development (Baton Rouge Area Foundation -BRAf)

Louisiana Association of Non-Profit Organizations (LANO)

Higher Education (Dillard University)

K-12 education (Cowen Institute, New Schools for New Orleans)

Habitat for Humanity

## We had an ambitious on the ground schedule that allowed for work and play

	Jan. 3 Wed	Jan. 4 Thu	Jan. 5 Fri	Jan. 6 Sat	Jan. 7 Sun	Jan. 8 Mon	Jan. 9 Tue	Jan. 10 Wed	Jan. 11 Thu	Jan. 12 Fri	Jan. 13 Sat
8:00AM	A r r i v a l s	Group Tour of New Orleans	Silo activities	Habitat-for- Humanity Group Event	O p e n	Silo activities	Silo activities	Silo activities	Silo activities	Silo activities	D e p a r t u r e s
9:00											
10:00											
11:00											
12:00PM											
1:00	Potential silo activities										
2:00											
3:00	Potential silo team meeting										
4:00											
5:00	Opening dinner										
6:00											
7:00	Group Dinner/ Seminar										
8:00											
9:00	Closing Dinner										

# Participation

## 1. 43 students participated

- 24 RC students (+1 KSG student)
- 16 EC students
- 3 partners

## 2. Many HBS faculty and staff were involved

### Faculty

- Romana Autrey
- Tim Butler
- Stacey Childress
- Dutch Leonard

### Staff

- Elizabeth Benson, Career Services, MBA Program
- Betsy Brink, Communications and Marketing, MBA Program
- Kelly Diamond, Student and Academic Services, MBA Program
- Terry Heymann, RA
- Laura Moon, Social Enterprise Initiative
- Jim Waldroop, Consultant

## *Outstanding Feedback*

### **Students loved the trip**

- > 50% of respondents rated the trip as a “10” (“Excellent”) on a 10 point scale
- 100% rated the experience as a 7 (“Good”) or higher

### **People liked the trip so much, they want to return**

- 100% wanted to see the trip offered again this year
- ~90% of RCs expect to attend again this year



Note: based on responses to post-survey poll facilitated by Social Enterprise Initiative

## *What Students Are Saying*



**“I think the trip was very helpful in terms of adding meaning to my HBS experience, solidifying the many things I learned my first semester and clarifying career objectives .”**

**“Having the chance to unite with a group of students outside of the classroom on projects in which I am intrinsically motivated to participate brings me one step closer to the kind of real world leadership experience that I will have to face upon graduation.”**



## *What Students Are Saying (continued)*

**“This was the first opportunity to apply what I have learned through the case method to a real world challenge.”**

**“Extremely well planned...all the events were well selected and meaningful. My silo (K-12) was particularly rewarding – great people, great clients, well organized and scoped work.”**

**“It was tremendously useful and helpful for me as a person, and it made me very proud to be associated with HBS.”**



## *What Students Are Saying (continued)*

**“The overall experience was incredible. It was the perfect mix of service, education and fun.”**



**“This was a fantastic trip that exceeded my expectations. The fact that we were doing real work for real organizations facing real challenges was a huge component that led to the immersion's success.”**

## *Recap 2007*

### Project Teams: Education K-12 New Schools for New Orleans



- Refined business plan for start-up that supports charter schools; resulted in grant funding from the Bill & Melinda Gates Foundation
- Worked with innovative leaders of school reform in NOLA
- Toured schools and met with other school reform leaders



## Recap 2007

### Project Teams: Education K-12 Cowen Institute



- **Helped define strategic plan for new Institute at Tulane**
  - Cowen Institute for Public Education Initiatives
- **Interviewed charter school principals and other leaders in school reform**
- **Toured local charter schools**
- **Discussions and brainstorming with Tulane staff and BCG team**



# Recap 2007

## Project Teams: Dillard University



- **Worked closely with HBS Director of Career Services, Tim Butler, to design and implement career workshop for Dillard business students**
- **Met with Dillard University President, Dr. Marvalene Hughes**
- **Mentored 30+ Dillard undergraduate students on career strategies**

# Recap 2007

## Project Teams: Habitat for Humanity



- **Built houses**



# Recap 2007

## Project Teams: Louisiana Association of Nonprofits Commercial Corridor Study & Community Benefits Agreement Handbook



## *Recap 2007*

### Project Teams: Baton Rouge Area Foundation (BRAAF)



## Planning for 2008

### Dates

- **January 2 – 12<sup>th</sup>**
  - classes start on Monday, January 14th)
- **Pre- and post-Immersion seminars will be schedule in November and January.**

### Projects

- **Education**
  - K-12
  - Higher ed
- **Urban/community development**
- **Habitat for Humanity**
- **Healthcare**
- **???**
- **???**

### Leadership

- **We are looking for RC & EC students to help define & lead project teams.**

## All-Inclusive Estimated Trip Costs – 2 potential scenarios

1

Cost = ~\$1000

1. **8 nights of hotels for free, 2 paid**
  - Double occupancy
2. **Meals, activities, transportation**
  - HBS contributing substantial funds for seminars, opening/closing events
  - SA contributing funds for transportation
  - Assumes ~\$50/day for meals
3. **Airfare (~\$300)**
4. **Does not include personal expenses**

2

Cost = ~\$2000

1. **10 nights of hotels**
  - Double occupancy
2. **Meals, activities, transportation**
  - HBS contributing substantial funds for seminars, opening/closing events
  - SA contributing funds for transportation
  - Assumes ~\$50/day for meals
3. **Airfare (~\$300)**
4. **Does not include personal expenses**

## *Financial Aid*

### **Supplemental Immersion financial aid is available**

**Could be loans, fellowship, or a mix of loans and fellowship**

**Available to eligible MBA students but not to travel partners**

**Financial aid applicants must already have a complete HBS financial aid application on file before applying for supplemental Immersion aid**

**Estimated maximum amount of financial aid offered for the New Orleans Service Immersion will be \$1,700**

- i. \$1,300 (student fee for double occupancy room)**
- ii. \$400 (airfare)**

# New Orleans Service Immersion *Registration Process*

## Registration Process:

**Space for approximately 50 MBA students.**

**Registered HBS Partners are welcome (register online or contact Amanda Malin in Student & Academic Services for details on registering a partner ([amalin@hbs.edu](mailto:amalin@hbs.edu)))**

## Timeline:

- Sep 27** Immersion registration through myHBS Immersion website.  
(Students rank their Immersion preferences.)
- Oct 9** Registration closes at 9:00 a.m. EDT
- Oct 12** Students notified of status via e-mail
- Oct 12** Registration re-opens, on a space available basis; first-come, first-served
- Oct 19** Commitment Letter due by 1:00 p.m. EDT

## Questions?

**Immersion Registration Process: Elizabeth Benson, 5-8801, [ebenson@hbs.edu](mailto:ebenson@hbs.edu)**

**New Orleans Service Immersion: Jeff Shaddix, 512-779-5881, [jshaddix@mba2008.hbs.edu](mailto:jshaddix@mba2008.hbs.edu)**

# New Orleans Service Immersion

## *Faculty Co-Chairs*



### **Stacey Childress**

Lecturer of Business Administration, General Management Unit;  
Senior Researcher



### **Dutch Leonard**

Eliot I. Snider and Family Professor of Business Administration  
at the Harvard Business School and the George F. Baker, Jr.  
Professor of Public Sector Management at Harvard University's  
John F. Kennedy School of Government

## Q&A

If you have additional questions following this evening's info session, you can always contact any of us.

**Jeff Shaddix**

[jshaddix@mba2008.hbs.edu](mailto:jshaddix@mba2008.hbs.edu)

**Garrett Smith**

[gsmith@mba2008.hbs.edu](mailto:gsmith@mba2008.hbs.edu)

**Sarah Tudryn**

[studryn@mba2008.hbs.edu](mailto:studryn@mba2008.hbs.edu)

Thanks for your time and we look forward to seeing many of you in New Orleans!!!

## *Avenues for Longer-Term Engagement*

Summer jobs

**Explore summer associate opportunities and potential eligibility for Social Enterprise Summer Fellowship Program**

<http://www.hbs.edu/socialenterprise/summer/>

Field Studies

**Consider Fall 2007 Field Study and Social Enterprise Field Study/ISR Funding**

<http://www.hbs.edu/socialenterprise/fieldstudies/funding.html>

NOLA  
Leadership

**Consider a leadership role in planning the 2009 NOLA Immersion Trip**

Full time jobs

**When exploring fulltime employment opportunities, consider potential eligibility for HBS Nonprofit/Public Service and Private Sector Loan Assistance Programs**

<http://www.hbs.edu/socialenterprise/loanassistance.html>

## Why we are so passionate about this trip...

**Student led**

**Real Projects**

**Real Impact**

**For Community in Real Need**

**Develop relationships with HBS faculty**

**Cheaper than other treks**

**With classmates in the heart of New Orleans**