

QUICK REFERENCE GUIDE TO STARTING AND RUNNING A SUCCESSFUL STUDENT OF ALPFA CHAPTER

Things to Do When Starting a Chapter

- Talk to the undergraduate, MBA or MA **Career Center staff** and **get them involved** in the project of starting and maintaining a strong ALPFA Chapter in the school. ALPFA offers great networking opportunities and it is on the best interest of the Career Center staff to have their students polishing their interviewing skills at networking events, and to generate possible job leads.
- Generate initial interest among students about joining ALPFA by **word of mouth**. At the beginning **the Chapter President** (and other members of the Chapter leadership if they exist) **will have to talk directly to friends and peers** that might be interested in joining. After the first group attends an event, you will have satisfied members helping you to spread the word about ALPFA.
- If possible, register your ALPFA Chapter as an official club of your university (your Student or Career Services staff will guide you if this is an option at your school). These clubs usually have funding, and that can be very helpful. For instance, you can use funding for advertising the upcoming events and helping to cover transportation costs if Downtown Boston is not easily accessible to your school by Subway or Commuter Rail.
- Review the Student Chapter Manual and contact the University Relations Committee officials to register your Chapter in ALPFA Boston and ALPFA National.

How to Sell ALPFA to Your Peers

From a student point of view ALPFA is first and foremost a networking organization, and as such, the following might be its best selling points to students:

NETWORKING: At every ALPFA event students have the opportunity to meet professionals and recruiting staff from many of the major companies in the Boston area. The events constitute a great venue to make contacts within the firms they would like to work for, and to get to know first hand about their culture and possible job openings.

DEVELOPING INTERVIEWING SKILLS: For starters, the events offer a non-threatening environment for students to polish their interviewing skills, to perfect their *elevator pitch*, and to gain more confidence while speaking with potential employers.

STUDENT MENTORING PROGRAM: Students will have the chance to be assigned to professionals that will help them with everything from resume review and mock interviews to career guidance.

ACCESS TO JOB POSTINGS ON ALPFA WEBSITE: ALPFA is constantly updating a database of job openings coming from our sponsors nationwide. Applying as an ALPFA member will give you an edge and will increase your *interview-to-application* ratio.

Member of an ALPFA Chapter

Even though ALPFA stands for Association of **LATINO** Professionals in **FINANCE** and **ACCOUNTING**, the ALPFA Boston Chapter is the most diverse nationwide, both in



ances and in career fields. Besides Latinos, we have Asian, European, African members, as well as US and Canadian ones. As for careers, you will not only find finance people, but also marketing, human resources, economics, supply chain people and more!

The student membership is currently \$20.00, and will give you free access to all ALPFA events nationwide. Non-member entrance fee per event is \$20, so it just makes sense to register once as a student, and will recover your investment after one event!

Marketing of Monthly Events

Monthly events are almost always on Thursdays, so keep this in mind when setting up your class schedule. Sometimes you won't be able to attend the events if that particular class you want to take is taught from 5 to 7 on Thursdays. Aside from this technical problem, in order to maximize your school's attendance you have to use at least three marketing outlets:

POSTERS: You can design your own with the information taken from the ALPFA website about the coming events. (Make nice looking full-color posters, and print them in the Department's color laser printer... If not printer available, go to Kinko's and use your club budget!) Put them in all available bulletin boards, and in places where people gather so they won't miss it. **The URC has a sample poster available to use as a template in case you need it.**

MASS E-MAILING: Usually the Career or Student Services staff has the ability to send mass emails to the whole Business/Econ/Finance school, so kindly ask them to forward the email with the event information 2 weeks and 2 days before the event. (remember getting Career Services staff involved? If you did so, they will help you with it!) If your ALPFA club has an emailing list, do the same.

WORD OF MOUTH: Keep reminding your ALPFA club members about the coming events, and try promoting car pooling or the transportation means that you can subsidize (remember the funds of the ALPFA club you formed initially?)

ALPFA Boston Student Network

You will have the contact information of other university Chapter leaders, and will be able to help coordinate events such as case competitions and Career Fairs.

Contact Information:

University Relations Committee:

Dyanne Robles, VP of University Relations
dyanne.robles@us.pwc.com
Francisco Marriott, Chair of Graduate Relations
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Boston Chapter Coordinator:

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