



CALIFORNIA STATE UNIVERSITY
LONG BEACH

MBA Advisory Board Newsletter

June 2024

CONGRATULATIONS CLASS OF 2024!!!



[WATCH FULL CEREMONY](#)

Click the link above to watch the full ceremony.

A MESSAGE FROM THE BOARD CHAIR

CALLING ALL COB MBA ALUMNI! 📣📣📣

Are you looking to give back to the MBA program that helped you grow in your career? The MBA Advisory Board is looking for alumni to come back to campus to get involved in helping with our current MBA students. We are looking for alumni to serve on advisory boards, attend student/alumni mixers, participate in Friends of the Board with activities like beach clean ups and other networking mixers.

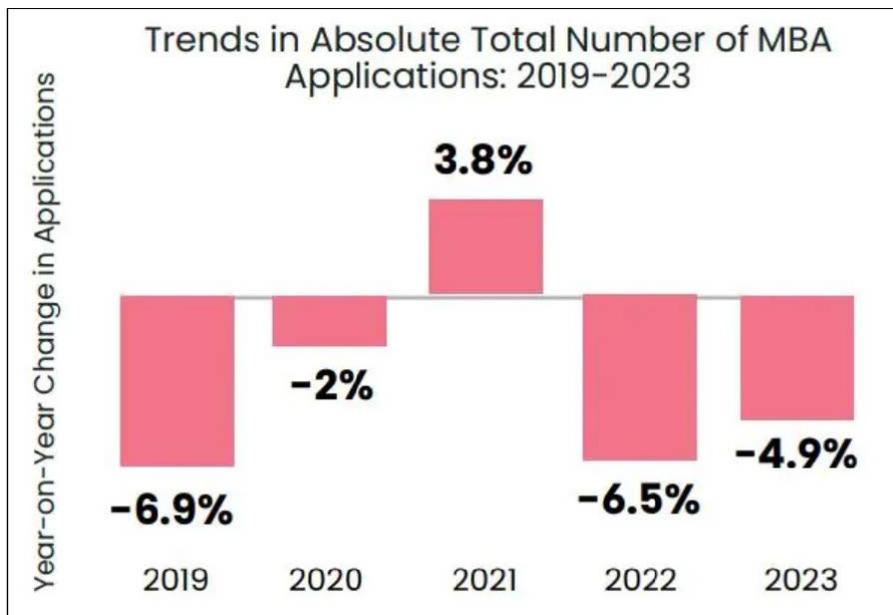
Would you like to serve on a panel to speak about your career and answer questions for MBA students? Would you like to become a mentor to an MBA student (Spring semester only). This is the place to find your next rewarding volunteer opportunity! This is a great place to get to know the students if you looking to hire interns and entry level positions. We need your help!!!!

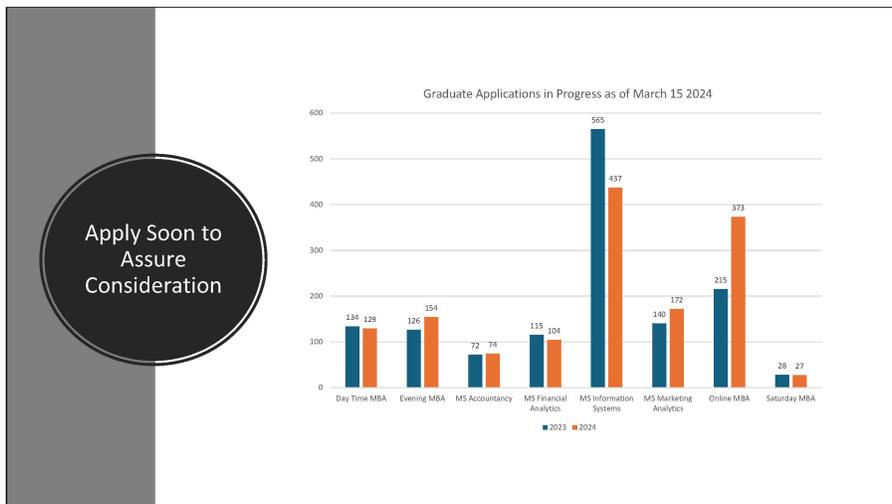
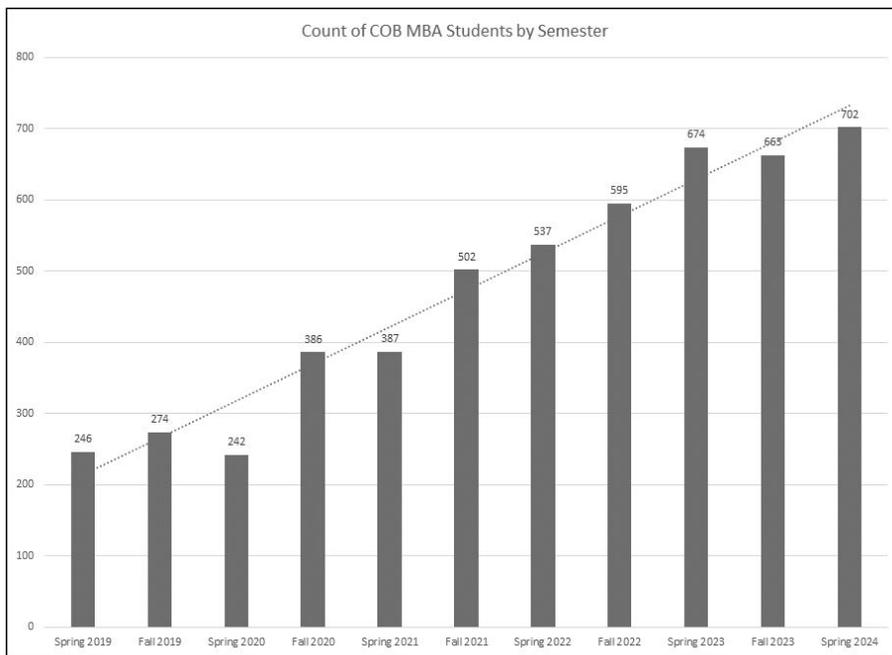
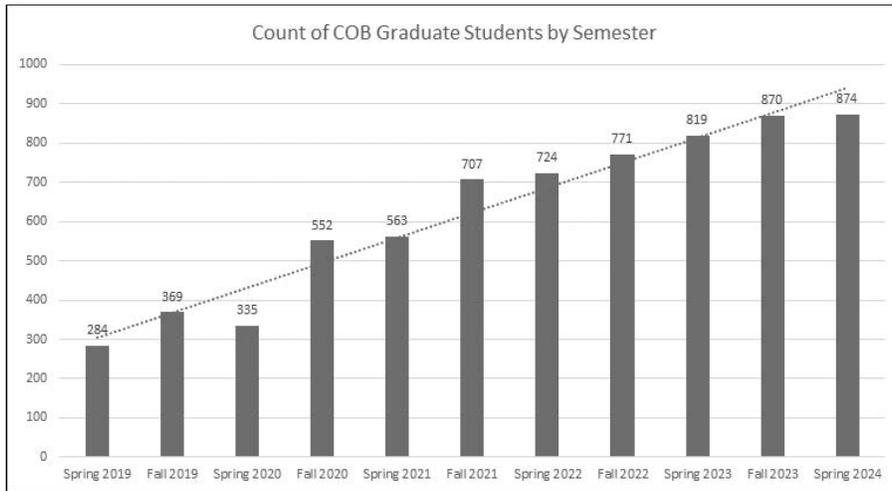
- Steve Yoho, MBA Board Chair

CSULB GRADUATE BUSINESS PROGRAMS STATS

Director of Graduate Business Programs Dr. Rod Smith presented data about trends in graduate business programs and updates about number of applications and students enrolled at CSULB.

As the related slides indicate, graduate applications are declining across the U.S. The only gain in the last five years occurred in the middle of the pandemic. Nevertheless, College of Business graduate programs have increased enrollment such that the total number of graduate students reached 874 in spring of this year. Correspondingly, the number of MBA students reached 702. We seek to maintain this level of enrollment in an increasingly competitive environment. Almost 300 graduate students participated in Commencement this May, so we need new enrollments to offset graduations.





GBP MENTORSHIP SPOTLIGHT



Mentor - Moy Patel

Mentoring in the Graduate Business Mentor Program has profoundly impacted my professional growth by honing my leadership skills and enriching my ability to nurture talent. A specific moment that stands out is when one of my mentees secured a highly competitive internship. We meticulously analyzed the courses and skills she needed to excel in her role, ensuring she stood out as an exceptional intern. Witnessing her success and knowing I contributed to her growth was incredibly rewarding and reinforced the value of mentorship in professional development.

[Read More about Moy's Experience as a Mentor](#)

Mentee - Jayden Alvarez

The mentorship with Moy was very insightful. He showed me the ropes with Excel, especially Power Query, which was super helpful. Since he works with financial analysts, he gave me some good insight into that field too. It gave me a clearer picture of what to expect if I pursue that career path. Plus, he shared some great tips for my upcoming internship, my first ever. It was practical advice on how to make the most of the experience and present myself professionally. Overall, Moy's mentorship was invaluable. It went beyond just learning new skills; it prepared me for the real world.

[Read More about Jayden's Experience as a Mentee](#)



CSU STARTUP'S SHINE AT SUNSTONE CSU STARTUP LAUNCH



CSULB's student and alumni teams showcased their innovative ideas at the Sunstone CSU Startup Launch on May 3, 2024, at CSUDH. The event, sponsored by Sunstone Community Fund and Annenberg Tech, brought together 33 teams from 18 CSU campuses to compete for \$200,000 in prizes.

BookBound, founded by CSULB MBA alumni, is developing an app connecting readers through book clubs, discussions, and reviews. The team won the CSULB Apostle Business Ideation Challenge in Fall 2022 and the Sunstone Innovation Challenge in Spring 2023. They are now in beta testing and getting closer to their app launch in 2024.

MindfulPerformance, another CSULB team, presented an AI-powered platform connecting student athletes with mindfulness coaches to enhance their overall wellbeing.

The grand prize was won by Concussion Coach, a startup using air tag-sized custom flexible PCBs to detect concussion-causing blows.

We are proud of our student and alumni teams and their innovative and exciting startup ideas. We remain committed to fostering entrepreneurship among students and alumni from their early stages to launch.

#CSULBStartups #SunstoneCSUStartupLaunch #EntrepreneurshipAtCSULB

SPRING 2024 EVENTS



This past Earth Day on April 20th, the Friends of the Board organized a beach cleanup in collaboration with Beach Sustainability, Beach Alumni, the League of Women Voters, City Council Member Kristina Duggan, Political and Civic Engagement (PACE), and Senator Lena Gonzalez. Thanks to our dedicated volunteers, we were able to remove over 450 pounds of trash from Long Beach.

We extend our gratitude to everyone involved and to our sponsors, California Resource Corporation for their generous donation of \$1,500 and Caltrol for their gracious contribution of \$750.

Special thanks also go to our community partners who provided essential support and resources. Beach Sustainability helped with environmental guidelines and tools, while Beach Alumni mobilized former students. The League of Women Voters brought public awareness, and City Council Member Kristina Duggan facilitated city support. PACE and Senator Lena Gonzalez's offices offered logistical help and outreach.

The event not only cleaned up our beach but also strengthened community bonds and raised awareness about the importance of environmental stewardship. We look forward to more collaborative efforts in the future to keep our beaches clean and our community engaged. Thank you to everyone who made this event a success!

THANK YOU
for supporting our events



YOU ARE APPRECIATED.



Thank you to The Crab Pot for supporting our monthly Networking Mixers and thank you to California Resources Corporation and Caltrol Inc. for donating to our Beach Clean Up this year.

We are very appreciative of your support to our students!

**Looking to get involved with the Advisory Board?
Send an email to our Board Chair, Steve Yoho:**

stevenwyoho@yahoo.com

Interested in giving back?
Donate to the College of Business to support our many programs and scholarship funds!

DONATE



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COB-gradprograms@csulb.edu

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