

## **2017-18 Consortium Member School Application Essays**

The essays below are published to assist Consortium applicants in preparation for the 2017-2018 application. The essays are current as of July 15, 2017 and could change before the application opens in mid-August. Applicants are encouraged to read each school prompt closely once the application is accessible.

### **Membership Essay**

The mission of The Consortium is to enhance diversity in business education and leadership by helping the serious underrepresentation of African American, Hispanic Americans and Native Americans in both our member schools' enrollments and the ranks of management. What have you done pre-MBA in your business, academic or personal life to demonstrate commitment to this mission? What will you do while enrolled in your MBA program to demonstrate your commitment to the mission? What will you do post-MBA with respect to community service and leadership involvement to demonstrate your continued commitment to The Consortium's mission of diversity and inclusion?

Please provide [specific examples](#) of your involvement, actions and results. \* (4,000 characters)

### **Core Application Essays**

The following essay questions provide us with an opportunity to evaluate your strengths and weaknesses, experiences, and any other traits and abilities that are considered relevant to your educational goals and long-term career objectives. Please include your full name and date of birth (mm/dd/yyyy) on each page. Also include the essay number, page number and number of pages in the footer for each essay (Example: Essay #1 – Page 1 of 2). Type your essays in a standard size 8 1/2" x 11" MS Word document. Please limit each essay to no more than two double-spaced pages.

**Core Essay One:** Please describe your short and long term goals post-MBA. How has your professional experience shaped these goals and influenced your decision to pursue an MBA degree?

**Core Essay Two:** Is there any other information you would like to share that is not presented elsewhere in the application? You may also use this essay to provide further explanation of employment gaps, test scores, etc. (Optional)

### **University of California, Berkley**

Essays help us learn about who you are as a person and how you will fit with our community. We seek candidates from a broad range of industries, backgrounds, and cultures. Our distinctive culture is defined by [four key principles](#) - Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. We encourage you to reflect on your experiences, values, and passions so that you may craft thoughtful and authentic responses that demonstrate your fit with our program - culturally, academically, and professionally.

Below are the required and optional essays for Consortium applicants for Fall 2018 enrollment. Additional tips and insights on the required essays can be found on the Berkeley-Haas [admissions](#)

[essays page.](#)

### **Required Essay #1**

Tell us a six-word story that reflects a memorable experience in your life-to-date. Elaborate on why it is meaningful to you. (1,000 characters max)

### **Required Essay #2**

Respond to one of the following prompts: (1,000 characters max)

- Describe a significant obstacle you have encountered and how it has impacted you.
- Describe how you have cultivated a diverse and inclusive culture.
- Describe a leadership experience and how you made a positive and lasting impact.

### **Optional Essay #1:**

Why Berkeley-Haas? (1,000 characters max)

### **Optional Essay #2:**

Consortium member schools do not receive your Consortium membership essay. If you feel this essay conveys attributes or experiences that you would like Berkeley-Haas to consider in its evaluation of your candidacy, we encourage you to include that essay here. (2,000 characters max)

## **University of California, Los Angeles**

### **Essay 1**

Required: Yes

*Describe your short-term and long-term career goals. How can the UCLA Anderson experience add value to your professional development? (500 words)*

### **Essay 2**

Required: Yes

*Describe how you would contribute to the UCLA Anderson community. (250 words)*

### **Reapplication Essay**

Required: No

*Please describe your career progress since you last applied and ways in which you have enhanced your candidacy. (For reapplicants only – 250 words)*

## **Carnegie Mellon University**

**Essay #1 (Maximum 300 -350 words):** Imagine that you meet up with a member of the admission committee at an airport while on a layover. You have an opportunity to make a memorable impression. Use this essay to introduce yourself. Include any information that you believe is important for the committee member to know about you both professionally and

personally.

### Cornell University

1. **The Roy H. Park Leadership Fellow Program is only available to US Citizens applying for the Two-Year MBA Program. The Park Fellowship is our full-tuition award and we select up to twenty-five Park Leadership Fellows each year.**

**Park Fellows complete a rigorous leadership program in addition to academic classes. As part of the Fellowship obligations, each Park Leadership Fellow also makes a significant public service contribution to the Johnson community, Cornell University, or the surrounding community.**

**To receive consideration for the fellowship, you must submit your online application, complete an essay regarding leadership, and attend a Johnson Leadership Exploration and Assessment Day (L.E.A.D.) Event.**

**If eligible, would you like to apply for the Park Fellowship? Yes/No**

**If applying for the Park Fellowship, please answer the essay question below.**

What is your greatest example of leadership and what personal qualities helped you succeed in that role? (500 word maximum)

### **Please complete ONE of the TWO required essay prompts listed below.**

**2. Impact Essay:** At Cornell, we value students who create impact. Please indicate the opportunities for impact that you've identified through engagement with our community and describe how what you learned has influenced your decision to apply to Johnson. (500 Word Maximum)

**3. Table of Contents Essay:** You are the author of your Life Story. Please create the table of contents for the book in the space provided or upload it as an attachment. We value creativity and authenticity and encourage you to approach this essay with your unique style. Alternative submission formats may include a slide presentation, links to pre-existing media (personal website, digital portfolio, YouTube etc.), as well as visually enhanced written submission.

Maximum file size is 5MB. If you choose to submit a written Table of Contents, please limit your submission to 500 words or fewer. Multimedia submissions should be under 5 minutes.

***Your non-written submission should be sent to the Johnson Admissions Team at [mba@johnson.cornell.edu](mailto:mba@johnson.cornell.edu), with the following subject line: Consortium Table of Contents Essay***

**4. Optional Essay:** Complete this essay if you would like to add additional details regarding your candidacy. For instance, if you believe one or more aspects of your application (e.g.,

undergraduate record or test scores) do not accurately reflect your potential for success at Johnson. If you are reapplying for admission, please use this essay to indicate how you have strengthened your application since the last time you applied for admission. (500 word maximum)

### **Dartmouth College**

Please respond fully but concisely to the following essay questions. There are no right or wrong answers. We encourage applicants to limit the length of their responses to 500 words for each essay. Please double-space your responses.

**Essay 1:** (Required) What are your short and long-term goals? Why is an MBA a critical next step toward achieving those goals? Why are you interested in Tuck? (500 words)

**Essay 2:** (Required) Tuck's mission is to educate wise leaders to better the world of business. Wisdom encompasses the essential aptitudes of *confident humility*, about what one does and does not know; *empathy*, towards the diverse ideas and experiences of others; and *judgment*, about when and how to take risks for the better.

With Tuck's mission in mind, and a focus on confident humility, tell us about a time you:

- received tough feedback,
- experienced failure, or
- disappointed yourself or others.

How did you respond, and what did you learn about yourself as a result? (500 words)

**Essay 3:** (Optional) Please provide any additional insight or information that you have not addressed elsewhere that may be helpful in reviewing your application (e.g., unusual choice of evaluators, weaknesses in academic performance, unexplained job gaps or changes, etc.). Complete this question only if you feel your candidacy is not fully represented by this application. (500 words)

**Essay 4:** (To be completed by all reapplicants) How have you strengthened your candidacy since you last applied? Please reflect on how you have grown personally and professionally. (500 words)

### **Emory University**

**Essay #1:** The Business School is named for Roberto C. Goizueta, former Chairman and CEO of The Coca-Cola Company, who led the organization for 16 years, extending its global reach, quadrupling consumption, building brand responsibility, and creating unprecedented shareholder wealth. Mr. Goizueta's core values guide us in educating Principled Leaders for Global Enterprise. Provide an example of your leadership - professional or personal - and explain what you learned about yourself through the experience. (300 word limit)

**Essay #2:** Share with the committee and your future classmates a fun or noteworthy fact about you. (25 word limit)

### **Georgetown University**

**Essay One:**

Describe a defining moment when you were challenged and exceeded expectations. (*The moment can be a professional or personal one. If personal, then please also include how it had an impact on your professional development*) 500 word limit.

**Optional Essay:**

If you are not currently employed full-time, use this space to provide information about your current activities. (1,000 characters)

**Video Essay:**

Please introduce yourself to your future Georgetown MBA cohort in a one minute video. The admissions committee would like for you to appear in person during part of your video, and we strongly encourage you to speak outside of the experiences we can read on your resume. You may paste the link to your video here. (75 characters)

Please note we cannot accept private or password protected videos:\*

**Dual Degree Essay:**

If you are applying to a dual degree program, please address how the additional degree will help you reach your goals. (2,000 characters)

**Re-applicant essay:**

How have you strengthened your candidacy since your last application? We are particularly interested in hearing about how you have grown professionally and personally. In addition, please update the Admissions Committee on your short-term career goals following graduation from the Georgetown MBA program. (4,000 characters)

### **Indiana University**

**Essay #1:** How did you first learn of the Kelley School of Business? How will the particular attributes of the Kelley MBA Program prepare you to meet your professional goals?\*(limit 500 words)

**Essay #2:** Share a brief fact about yourself that your classmates would find interesting, surprising or noteworthy (limit 25 words).

## University of Michigan – Ann Arbor

### **Supplemental Essay 1:**

*Select one prompt from each group. Respond to your selected prompts using 100 words or fewer (<100 words each; 300 words total).*

**Group 1:** I want people to know that I: I turned an idea into action when I: I made a difference when I:

**Group 2:** I showed my resilience when I: I was humbled when: I am out of my comfort zone when:

**Group 3:** I was aware that I am different when: I find it challenging when people: A valuable thing I have taught someone is:

### **Supplemental Essay 2:**

How will the Michigan Ross program help you achieve the goals you described in Consortium Core Essay #1? (up to 250 words)

## New York University

### **Your Fit with NYU Stern\*:**

What actions have you taken to determine that NYU Stern is the best fit for your MBA experience?\* (250 words maximum)

### **Personal Expression (a.k.a. “Pick Six”)**

Describe yourself to the Admissions Committee and to your future classmates using six images and corresponding captions. Your uploaded PDF should contain all of the following elements:

- A brief introduction or overview of your “Pick Six” (no more than 3 sentences).
- Six images that help illustrate who you are.
- A one-sentence caption for each of the six images that helps explain why they were selected and are significant.

Note: Your visuals may include photos, infographics, drawings, or any other images that describe you. Your document must be uploaded as a single PDF. The essay cannot be sent in physical form or be linked to a website.

## University of North Carolina at Chapel Hill

### **Essay #1 (Required):**

Please describe your short and long term goals post-MBA. Explain how your professional experience has shaped these goals; why this career option appeals to you; and how you arrived at the decision that now is the time and an MBA is the appropriate degree. (500 words maximum)

### **Essay #2 (Optional):**

What personal qualities or life experiences distinguish you from other applicants? How do these qualities or experiences equip you to contribute to UNC Kenan- Flagler? (300 words)

maximum)

**Essay #3 (Optional):**

If you standardized test scores are low, or if you have not had coursework in the core business subjects (calculus, microeconomics, statistics, financial accounting), please tell us how you plan to prepare yourself for the quantitative rigor of the MBA curriculum.

(300 words maximum)

**Essay #4 (Optional):**

Is there any other information you would like to share that is not presented elsewhere in your application?

(300 words maximum)

### **University of Rochester**

**Essay One (Required):** Discuss your specific interest in completing the MBA program at the Simon School. What aspects of the Rochester MBA program make it a good fit for your studies and how do you anticipate contributing to the business school community? (250-500 word limit)

**Essay Two (Required):** In 25 words or less, provide us with an interesting fact about yourself not expressed elsewhere in your application. (25 word limit)

**Essay Three (Optional):** Share any information that you think is important in the evaluation of your application, including any concerns you think the Admissions Committee may have regarding your application. Discuss any unexplained gaps in work experience, choice of recommenders, academic or exam results, etc. (500 word limit)

### **University of Southern California**

Please complete both sections in no more than 700 words combined:

1. What is your immediate short-term goal post-graduation from USC Marshall MBA program? (Please include industry and function information in your answer).
2. How will USC Marshall enable you to develop or improve your skills in order to reach your goals?

### **The University of Texas at Austin**

#### **Essay #1:**

Introduce yourself.

Select only one communication method that you that you would like to use for your response:

- A) Write an essay (250 words)
- B) Students can also opt to submit a 1 minute video

#### **Essay #2**

Picture yourself at graduation. Describe how you spent your two years as a Texas MBA student, and how that experience helped to prepare you for the post-MBA world. (500 words)

#### **Essay #3 (Optional Statement):**

Please provide any additional information you believe is important and/or address any areas of concern that will be beneficial to the Admissions Committee in considering your application (examples: unexplained gaps in work experience, choice of recommenders, academic performance, or extenuating personal circumstances). (250 words)

### **University of Virginia**

1. What is your short-term, post-MBA career goal and why? (150 words)
2. Tell us what you would want your learning team to know about you (100 words)
3. We are excited to explore the world with you. While in the MBA program, where do you want to go to explore a specific economy or business culture? (40 words)
4. In Charlottesville, you will find members of the Darden community engaged in activities such as: Running on the Rivanna Trail near Darden, tasting wine on the Monticello Wine Trail, listening to live music and dining on the Downtown Mall, tubing on the James River, hiking on the Appalachian Trail, or cheering on UVA's athletic team. What are you excited to explore in Charlottesville? (15 words)
5. When preparing for class at Darden, students formulate an opinion on each case before meeting with their learning teams and class sections. When encountering different views and perspectives from their own, opinions frequently shift. Tell us about a time when your opinion evolved through discussions with others. (500 words)

### **Washington University in St. Louis**

**Essay:** Please describe why you view the Olin Business School as a good fit for you.

### **University of Wisconsin**

*Please make sure to answer the question in full.*

#### **Required Essay:**

What motivates you want to pursue your MBA at Wisconsin at this point in your career? What actions have you taken to understand your selected career specialization, and why is this the best fit? What do you hope to do professionally after graduating with a specialized MBA from the Wisconsin School of Business?

#### **Recommended Essay:**

1. Describe an experience that has fundamentally changed the way you see the world and how has this experience transformed you.
2. Describe an ethical dilemma you experienced at work. What decisions did you have to make and what was the outcome?
3. What personal achievement are you most proud of and why?
4. What knowledge and skills have you developed over the years that will help you in both the program and in your future career?
5. How have you adapted to a different culture or how have you helped to create an inclusive culture at work?

## Optional Application Essay

Please use this optional essay to communicate additional information about yourself that is not represented in the application and that you feel would benefit the admissions committee.

### Yale University

**Essay Instructions:** Please answer the essay question below within the specified word limit. Your essay must be entirely your own work. Although you may ask others for general feedback on your essay, you may not allow anyone else to edit it for you.

**Essay #1:** The Yale School of Management educates individuals who will have deep and lasting impact on the organizations they lead. Describe the biggest commitment you have ever made.

### Optional Information

If you are a re-applicant please answer the following: Since your last application, please discuss any updates to your candidacy, including changes in your personal life, additional coursework, or extracurricular/volunteer activities. (200 words maximum)

### Rice University

#### Required Video Essay:

“Everyone has a unique story and path that has led them to this point. What is your story from both a professional and personal standpoint? How does the Rice Business experience fit into your story?”

*\*Note: We encourage you to be creative with your video. However, please note that the video essay must include you speaking on camera so that the admissions committee can not only hear you, but can see you share your story as well.*

Time Limit: 3 minutes

Please submit your video to [ricemba@rice.edu](mailto:ricemba@rice.edu). You can choose to send us a link to YouTube or a shared folder (such as Google Drive or Dropbox), or you may compress the file and deliver it to us via email. **Please note that we will not be able to begin reviewing your application until we receive your video essay.**

#### Required Written Essay:

Please choose and answer one prompt from the list below:

- Describe a defining moment or event that changed your life.  
(Word Limit: 300 words)
- What are the top 10 items on your bucket list?  
(Page Limit: One page, bullet points allowed)
- Tell us something unique, different, quirky and/or interesting about yourself that the admissions committee wouldn't glean from the rest of your application or your interview.  
(Word Limit: 250 words)

**Re-applicant Essay (required for re-applicants):**

“Think about the time that has elapsed since you last applied to a Rice Business program. What actions have you taken to improve your candidacy?” (Word Limit: 750 words)

**Optional Essay:**

If you have any additional information for the admissions committee or if you wish to clarify any aspect of your application (including breaks in employment, your choice of recommendation providers, your past academic performance, etc.), you may submit an additional, optional essay. (Page Limit: One page, bullet points allowed)