



ISENBERG UNDERGRADUATE CONSULTING GROUP

SEMESTER REVIEW | SPRING 2015



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LETTER FROM THE PRESIDENT: Signing On



I am pleased and honored to serve as the current president of the Isenberg Undergraduate Consulting Group and to represent some of UMass Amherst's most driven scholars. I first learned about the group in the Spring of 2014, and have never ceased to be amazed at not only what the group has thus far achieved, but also at the sheer potential the group provides students for growth through direct experience.

Since I have begun in my role as president, I am struck by the incredible progress the group has made over just two years. This past semester alone IUCG served 5 clients, grew to 29 members, and began hosting alumni and firm events. It is an exciting time.

As we approach a new semester, I plan to focus on our two primary objectives; achieving client satisfaction through top-tier deliverables addressing client challenges, and the development of our student members and their subsequent top career placement. We believe that Isenberg, UMass and IUCG alumni are synergistic in helping our members achieve their professional goals. We welcome you to engage with the group through speaking engagements, mentorship and networking events.

We received over 75 applications for membership in IUCG for the fall 2015 semester and we are happy to welcome 9 new student analysts to our team. Our applicants have continued to impress us each semester and we are excited to develop the most important part of the organization, our people. As we bid farewell to our 6 seniors, we wish them the best and thank them for the legacy they've left us. Our members have always striven for top job placements and this year is no exception.

In closing, I hope you enjoy reading the Spring 2015 Semester Review, in which you can learn more about the group. Thank you all for your continued support.

Go UMass!

Davies DeCesare-Fousek

WHO WE ARE

1 UNIVERSITY

3 SEMESTERS

9 E-BOARD MEMBERS

3RD OPERATING CYCLE

26 STUDENT CONSULTANTS

5 PROJECT MANAGERS

21 ANALYSTS

5 MAJORS

4 CLASS YEARS

5 CLIENTS

1 BELOVED OFFICE 365 PLATFORM



OUR MISSION

The Isenberg Undergraduate Consulting Group (IUCG) provides a venue for students to gain the academic and practical knowledge to pursue careers in management consulting while giving back to the local community in a meaningful way. Through pro-bono consulting engagements, IUCG brings a new level of analytical solutions to address the operational and technological problems faced by local businesses, non-profits, and other registered student organizations at UMass Amherst. From hosting corporate speakers and recruiters, to developing both the hard and soft skills necessary to succeed, we aim to help our members get to and ace the interview with top tier firms. We are passionate about solving challenging problems, finding rewarding career opportunities, and bringing our school to its highest potential.

COLLABORATE. SOLVE. ACCELERATE.

WHAT WE'VE LEARNED

By Louis Higgins



Analysts presenting on causes they care about

This past semester, IUCG has held a number of internal development workshops on a wide breadth of topics—ranging from “small and mid-sized business finance” to “leveraging LinkedIn and alumni networks.” These workshops were not intended to focus on the mastery of any single discipline; rather, they aimed to provide a bi-weekly foray into a wide variety of hard and soft skills that will allow members to thrive on projects, in the consulting industry, and in their lives. In the beginning of the semester, we asked ourselves “what do we want members to get out of these workshops?” After thorough discussion, we came to the consensus that the ability to structure and solve ambiguous problems was the most important takeaway these workshops could provide.

Looking back, the workshops were a success. At first glance, the series of workshops seemed fragmented—their topics unrelated; in retrospect, however, their success is quite apparent. The lesson of structuring problems and solving them using logical frameworks transcended every single development workshop. Whether students were evaluating the financials of a frozen yogurt shop in order to determine the tradeoff between covering costs and consumer price sensitivity, or they were evaluating their career goals, researching alumni in those fields, analyzing what factors contributed to their success, reaching out to discuss their journey, and then creating a personal action plan in order to achieve their goals, these students were solving problems. The workshops provided a forum in which we honed analysts’ abilities to define problems, break them down into manageable sub-parts, analyze the sub-parts, and form a comprehensive solution. The heterogeneity of these workshops allowed analysts to create a sustainable process that transcends all problem types. Our hope is that these processes that they have created will continue to develop as they tackle more difficult and unique problems.

While we may have accomplished a lot this semester, our journey is never over. IUCG's effort to develop its members is a continuing revolution of self improvement. Going forward, our greatest hope is that our members will never be satisfied with what they have learned; we hope that that will always want to learn more, improve themselves, and improve the group.



Analysts get practice using Excel's statistical functions

SPRING 2015 CLIENT ENGAGEMENTS

MI TIERRA

By Keith Mellot

*Project Manager: Keith Mellot
Student Analysts: Hayden MacDonald, Nick Jacobson, Madison Smith*



Mi Tierra is a local Mexican restaurant that recently relocated after a fire tragically destroyed their previous location. While the restaurant has experienced success in its new location, they recognized there were areas for improvement.

Mi Tierra was faced with two major challenges: unclear delineation of responsibilities and an insufficient inventory management system. Throughout the semester, IUCG spent time working with Mi Tierra and its staff to get an in-depth understanding of the solution that would work best for them. The team worked to create employee handbooks and an opening and closing procedure checklist to ensure the staff is mindful of what the necessary tasks are each day. After organizing the staff responsibilities, IUCG organized the inventory systems. In terms of food inventory management, IUCG decided the best route was to purchase an upgrade module in Mi Tierra's preexisting POS system. They also overhauled the liquor inventory management system using Microsoft Excel. Within the Excel file, they separated liquors by category, allowing the client to analyze revenue and profitability for each liquor in detail. They also added additional visual tools so the client would be able to see the comparison of the profitability of the liquors in different ways.

IUCG's recommendations should reduce waste and improve the reordering system from vendors. These new systems will provide insight into what menu items are most profitable and what products should

be discontinued. The team believes the employee handbooks will make internal operations run more smoothly and eliminate confusion amongst employees. The true impact these recommendations have on Mi Tierra's future will be visible in the future after they have been implemented.

CRAIG'S DOORS

By Sakshi Bhatnagar

*Project Manager: Sakshi Bhatnagar
Student Analysts: Carina Connolly, Sydney Smith, David Greenberg, Richard Egan*



This semester IUCG had the opportunity to work for the local non-profit Craig's Doors. Craig's Doors primarily runs a seasonal emergency shelter, Craig's Place, but has recently looked into expanding into their own housing initiative. Craig's Doors wanted to streamline their volunteer process in order to devote more time to the development of the housing initiative. Over the past semester, IUCG focused on providing an automated sign up program, designing alternative philanthropic options for clubs and organizations, and researching the feasibility of implementing a housing program in Amherst.

In order to simplify the volunteering process, which originally was done through innumerable back and forth email conversations, we advised Craig's Place to use SignUp Genius. SignUp Genius is a website which provides user-friendly platform for volunteers to sign up, clearly illustrating when and what volunteers are signing up for as well as sending out email and text reminders to the volunteers. (cont. pg 6)

SPRING 2015 CLIENT ENGAGEMENTS

CRAIG'S DOORS CONT.

Most importantly SignUp Genius automatically populates all volunteer information into one easily accessible file for the Craig's Place staff to track over the course of the year. Additionally, IUCG created templates for organizations to use when attempting to create benefits on behalf of Craig's Place. This created previously unexplored opportunities for both Craig's Doors and their volunteers to spread the word about the work they do. Lastly, we conducted research on Housing First, a national movement which aims to provide immediate housing to those in need. IUCG formulated a unique model specific to Craig's Doors needs. Ultimately, we recommended a three-year implementation plan based on their available funds and resources. The executive director of Craig's Doors was extremely receptive of our plans and sent our report to the Board of Directors to receive approval to move forward with implementation.

For our team, this was an amazing opportunity to delve deeper into a cause as important as supporting the homeless community. Non-profits are very unique organizations with very unique needs, creating an eye-opening experience for our analysts. We truly hope our work has helped Craig's Doors and will have the same long-standing positive impact on their organization as much as it has on ours.

THE BLACK SHEEP

By Joseph Winston

*Project Manager: Davies DeCesare-Fousek
Student Analysts: Joseph Winston, Nick Gorius,
Deborah Lelah*

The Black Sheep is a local Deli and Café which is one of the oldest and most successful businesses in Amherst. The Black Sheep has experienced success both historically and recently, however they realized that there were areas where they could improve.

The Black Sheep was facing four main challenges: long lines, customer confusion due to the layout, order processing time, and high cost associated with their current point-of-sale system. IUCG spent upwards of fifteen hours per week over four weeks collecting data to understand the customer and order queues. The team looked at the internal processes of the deli as well as the wait times and queue lengths. The team worked to locate where

the disconnect was and analyzed how different processes could be optimized. After collecting quantitative data on the processes, IUCG decided that some of these issues could be alleviated by optimizing the use of available space in the deli.

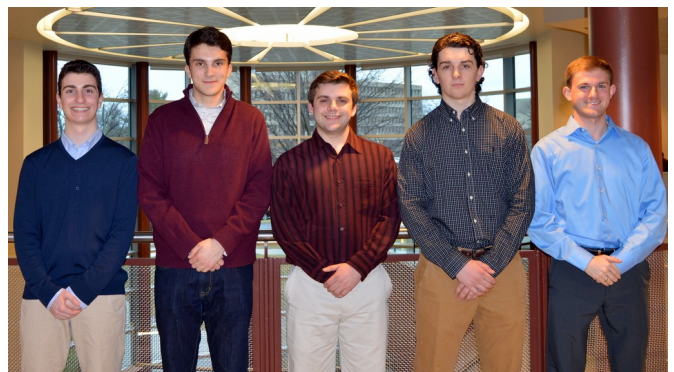
After creating a blueprint of the new layout using Visio, IUCG looked into alternative point of sale systems. IUCG chose the square system, which has a substantial overhead cost but will pay for itself in short order. The team also provided a few recommendations within the layout of segments of the business which can be streamlined by changing or eliminating certain items and reallocating space to promote secondary purchases.

IUCG's recommendations should optimize the space available to The Black Sheep, and increase revenues. The team believes that the new point-of-sale system and layout changes will be beneficial to the business on a multitude of levels. The impact of these recommendations will hopefully be visible after being reviewed and implemented by The Black Sheep.

RESIDENTIAL LIFE STUDENT SERVICE OFFICE

By Emma Kelly

*Project Manager: Alex Silva
Student Analysts: Grant Kaplan, Josh Zeff,
Eric Brazell, Bill Sennott*



This semester, IUCG worked with the UMass Residential Life Student Services Office (RLSS) in order to streamline their intricate and tedious residential reallocation process. The RLSS Office is in charge of the logistics behind moving students out of housing at the end of fall semester, organizing break housing, and moving students who changed their housing assignment for the spring semester. (cont. pg 7)

SPRING 2015 CLIENT ENGAGEMENTS

RESIDENTIAL LIFE STUDENT SERVICE OFFICE CONT.

IUCG focused on two main objectives: streamlining the move-in and move-out process and updating the technology in the RLSS office. The RLSS staff faced an issue with their data entry capabilities, as only the office manager had access to their database. They replaced the Excel file they were previously using with Microsoft Access, which gave every member of the staff the ability to use the database and maintain up-to-date information. The IUCG team personalized the Access database with an automated report system for different appointments and transactions related to the move-in and move-out process. Access was the first step in streamlining the office processes; the second step was to update their previous calendar to an online calendar. Using an online calendar would give every member of the staff a holistic view of what was going on in the office and would prevent double-booking appointments and miscommunication.

IUCG's hard work this semester helped create a more organized and efficient RLSS office. The Project Team hopes that the solutions they have proposed will both reduce miscommunication and inaccurate data entry within the office, as well as ease the every-day tasks of the staff that works in the office.

RESIDENTIAL SERVICE DESKS

By Sara Clemente

Project Manager: Sara Clemente

*Student Analysts: Emma Kelly, Deirdre Martyn,
Emily Bessette, Andrew Petricone*



IUCG worked with the UMass Residential Service Desk Office in order to evaluate and improve the key audit process. Each of the nine Residential Service Desks (RSD) keeps a spare key for each dorm room that they service. These keys are audited by the student staff members each day in order to ensure that all of the keys are accounted for and that every single key's location is always known.

The team spent three weeks collecting data from six different service desks, familiarizing themselves with the characteristics of each desk and the intricacies of the key audit process. Each desk had a unique key audit process, differing due to the number of rooms for which the desk is responsible and how the keys were stored.

The previous auditing process was cumbersome, inefficient, and led to errors—many of which compromised the safety and security of students living on campus. After all of our client meetings, observations, and data analysis, the team presented a set of solutions which focused on streamlining the key audit process and improving the communication between the student workers and the many levels of management. The team also recommended that they introduce a regular internal review process in order to maintain adequate levels of communication and consistency across the desks. The team's recommendations were well-received and we hope to see them implemented in the fall.

WHAT DID OUR CLIENTS HAVE TO SAY?

"It has been wonderful to work with a dedicated group of students who are fully committed to providing professional and critical recommendations and results. This group was accommodating, considerate and paid amazing attention to detail to deliver the best possible outcome. It was truly a pleasurable experience that proved to be very educational for me as well!" — Sarah Rastallis, Residential Halls Services Manager (Residential Service Desk Project)

WHERE WE'RE GOING

Spring 2015 Accomplishments

Host Spring 2015 Case Competition

Expand Speaker Series

Double number of active projects

Develop mentorship program and case prep



Fall 2014 Group Photo

Fall 2015 Initiatives

5 Client Engagements

Expand Case interview preparation

Establish industry and faculty advisory board

Develop and execute fundraising campaign

Plan Spring 2016 case competition with other schools



*Students hear from Accenture Strategy
Consultant Charbel Kobrianos*

Connecting with the Group – Alumni & Firms

Recruiting Opportunities

IUCG has begun to provide a platform for students to navigate the recruiting process, through both individual and group mentorship. We can improve our placement with the help of Alumni. We hope that some of you are interested in reviewing resumes, providing career guidance and speaking with members of the group about opportunities at your company.

Project Opportunities

Each semester we work with new and existing clients on a pro-bono basis. Recently, Alumni and Faculty have been instrumental in facilitating some of our most fruitful long-standing relationships. If you have an idea for a project or are interested in working with the group, please let us know.

Feedback

It's important that you are enjoying this edition of the semester review and our other publications. Additionally, if you have input on a project we'd love to hear it! Please send us your thoughts and ideas.

Networking Opportunities

We are seeking networking trips to Boston and New York City. Isenberg & UMass alumni have been extremely supportive thus far and we'd like to expand our trips to visit more of you.

Case Studies & Social Media

We have started to publish case studies on our client engagements, broken down by the client's challenge, our solution and the subsequent impact. These provide an excellent example of how we work with our clients. If you're interested in viewing more of what we do, these items are published on our website and social media.

BEYOND THE GROUP

INTERNSHIP AND JOB PLACEMENTS

SENIORS

IUCG Member	Company	Position/Program
Aaron Cooper	Epsilon	Associate Business Systems Analyst
Alex Silva	Liberty Mutual	Analyst Development
Emily Bessette	TJX	Allocation Analyst
Evan Lynch	Censeo Consulting Group	Business Analyst
Keith Mellot	Grant Thornton	Forensic Valuation Consulting Associate
Louis Higgins	McGladrey	Technology & Management Consulting Associate

JUNIORS

IUCG Member	Company	Position/Program
Aaron Wojtaszek	EMC	IT Leadership Program
Carina Connolly	Pratt & Whitney	Aftermarket & Commercial Global Procurement
Davies DeCesare-Fousek	Grant Thornton	Business Advisory Intern
Emilio Alvarez	Cisco	Strategy & Operations Business Analyst Intern
Emily King	Deloitte	Marketing Development Services Program
Hayden MacDonald	Smith & Wesson	Logistics & Inventory Management
Kartike Mathur	Liberty Mutual	IT Intern
Richard Egan	KPMG	Forensic Investigations, Risk Consulting, Advisory Intern
Sakshi Bhatnagar	Pitney Bowles	Internal Process Improvement– Treasury Department
Sydney Smith	PwC	Risk Consulting

SOPHOMORES

IUCG Member	Company	Position/Program
Abigail Rice	Madison Square Garden Company	Season Subscriptions & Retention
Andrew Petricone	NESN	Sales Intern
Bill Sennott	TransAtlantic Reinsurance, Ltd.	Accounting Intern
Grant Kaplan	Mass Challenge	Business Development Intern
Joshua Zeff	Congregation Shirat Hayam	Accounting Intern
Madison Smith	Pratt & Whitney	Forecasting Group Intern
Sara Clemente	TJX	Supply Chain Intern

LETTER FROM THE PRESIDENT: Signing Off



It is incredible to see how far this group has come since our first operating semester a year ago. Last spring, IUCG was seven members strong, and had just finished helping its first two clients. A year later, the group is running on all cylinders. We've helped seven organizations in our community, and created opportunities for over 40 Isenberg students. As the new generation of IUCGers begins summer planning, I am absolutely confident that Davies and the new Executive Team have what it takes to continue building a high-performing organization. Before signing off, I would just like to thank everyone who has either contributed to or supported the success of IUCG. It fills me with gratitude to see how hard everyone has worked to

operationalize the simple ideas this organization was founded on.

Thank you,

Evan Lynch

CONTACT THE GROUP

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