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Call for Entries

2008 Reaching Out MBA Case Writing Competition

PURPOSE

There exists a limited pool of MBA-level business school cases which adequately address contemporary LGBT issues with sensitivity and sensibility. In an effort to ameliorate this situation, we are delighted to continue the Reaching Out MBA Case Writing Competition for 2008, sponsored by Robert Half International.

Students, alumni, and faculty from MBA programs throughout the world are invited to research and write an original business case for the competition. Prizes will be awarded for the most effective and illustrative case and the winning case also may be used for the 2008 Reaching Out MBA Conference Case Study Competition.

Our primary goal is to provide a rich educational opportunity for participants while building a collection of quality LGBT-related cases. We also hope to provide quality cases to business schools internationally for consideration and inclusion in curricula as a way to expand the conversation of LGBT issues among all MBA students. Our stated objectives are:

- ❖ To promote education and learning about LGBT issues in the workplace.
- ❖ To develop a library of quality LGBT issue-related business cases.
- ❖ To support partnerships with corporations to acquire new case material and keep existing cases current and acquire new material.
- ❖ To provide a vehicle for transfer of knowledge to current and future LGBT professionals.

- ❖ To leverage these fresh case studies for use in annual ROMBA case competition.
- ❖ To ensure the accomplishment of these goals remain an integral component of the 2007 conference and future conferences.

BACKGROUND

The 2008 Reaching Out MBA Case Writing Competition, sponsored by Robert Half International, will be launched on Saturday October 13, 2007 at the 10th Annual Reaching Out MBA Conference 2007 Reaching Out MBA Conference in San Francisco. The Conference is jointly organized by MBA students attending the Walter A. Haas School of Business at the University of California, Berkeley and the Stanford University Graduate School of Business.

This year's theme is "**Connect. Build. Achieve.**," and will focus on connecting the global LGBT community, by building leadership to achieve new heights. Additional information on this year's conference and theme is available online at www.reachingoutmba.org.

Since its inception in 1999, The Reaching Out MBA Conference has been hosted in Boston, Chicago, Los Angeles, New York, Philadelphia, and San Francisco. Each year, the conference is organized by a new team of MBA candidates, and in recent years attendance has grown to over 600. In 2004, ROMBA was incorporated as a 501 (c) (3) tax-exempt non-profit organization.

AWARDS & PRIZES

Grand Prize: \$5,000 scholarship will be awarded to the 1st place winning team.

SUBMISSION GUIDELINES

In order to qualify for the competition:

1. All cases must be field cases that involve primary research, including interviews with company insiders who provide sufficient background to write about a specific business dilemma.
2. Work must be original research and writing. Any work deemed to be plagiarism or copyright violation will be disqualified.
3. All contributors and collaborators must be acknowledged in the case submission cover sheet. Each individual must be recognized in the submission document and must agree to the terms of the competition. No names, schools, or other identifying information should be included in the case itself.
4. Cases which are submitted will become the property of Reaching Out, Inc. who reserves the right to publish or distribute cases without compensation to the authors.
5. Cases should follow the standard template provided by Reaching Out. Visit the Reaching Out MBA Conference website for more details.
6. Cases should be submitted in Microsoft Word with accompanying data submitted in Microsoft Excel.
7. A senior representative, preferably a faculty advisor or an academic chairperson affiliated with an accredited university, must authorize the case submission for the competition in his or her field of study.
8. All teams should be primarily composed of participants associated with an accredited MBA program. This can include students, alumni, or faculty from a single school or a team blended from several schools. While Reaching Out is primarily an event for MBA students, we have chosen to open the case writing competition to include PhD candidates, alumni and faculty as well in order to broaden the number of case submissions. We encourage potential teams to include a mix of current students and alumni with a faculty advisor, but leave the exact composition of teams up to the individuals.
9. Firms which are the subject of a case study must authorize the final submission. If needed, we will endeavor to match teams with potential firms. Teams may also wish to directly contact a firm or organization for permission to create a case study on their handling of LGBT issues.

JUDGING STANDARDS

Judges for the case writing competition will be a panel of industry experts and academicians who will be "blinded" from direct knowledge of the identity of the authors and their schools. Further, every effort will be made to not include judges who are affiliated with the entity being

studied. The cases will be judged on the following criteria:

- ❖ Relevance to LGBT issues in business
- ❖ Significance of the issues analyzed
- ❖ Quality of style, tone, and format
- ❖ Accuracy of information
- ❖ Educational value of the case

REGISTRATION & TIMELINE

Writing a business case can be a large undertaking, for that reason we require that all teams who wish to participate **register by Friday, November 30, 2007** by completing the competition registration form found on the Reaching Out website.

Participants are urged to register for the competition as soon as they have assembled a team and received clearance from the firm they will study. This "reserves" that firm and topic for the team. We hope to avoid having multiple teams studying the same firm, unless the cases are clearly different topics entirely.

Two (2) intermediate progress reports and/or conference calls must be scheduled by teams with case coordinators. Progress reports are tentatively scheduled for December 21, 2007 and January 25, 2008.

The final submission is due by midnight on Thursday, February 28, 2008.

The winner will be notified on Friday, March 28, 2008. All participants will be recognized at the 2008 Reaching Out MBA Conference. The winning case may

be used as the basis for a case study competition in the future, and we reserve the right to edit or expand the chosen case as needed for the basis of the case study competition. If a team's submission is chosen for the case study competition, all contributors agree to not assist competitors in any way as they prepare their presentations for the case study contest.

FURTHER INFORMATION & QUESTIONS

Additional resources and information are posted at www.reachingoutmba.org/sf07/comp.shtml.

Questions may be sent directly to:

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