

# OPERATIONS MANUAL

## Spring 2012 Student Investment Fund





## INTRODUCTION AND OVERVIEW

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The Student Investment Fund (SIF) Operations Manual is a compendium of resources to assist officers, committee chairpersons, and class members of The University of Tulsa Student Investment Fund.

This manual is designed to help you do your job as efficiently and effectively as possible by providing you with helpful suggestions, programming options, and class management guidelines. Inside you will find items such as “position descriptions” for chapter officers and committee chairs; committee objectives; member responsibilities; and useful resources. This manual by no means includes everything you can do or must do, but instead simply provides a helpful guide to get you started when organizing and carrying out the operations of the individual committees. Each section is written and updated by previous SIF committees.

# PORTFOLIO / ACCOUNTING / RISK COMMITTEE

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## OBJECTIVE AND OVERVIEW

The Portfolio/Accounting/Risk (PAR) Committee is responsible for:

- ❖ Monitoring all SIF asset holdings and their performance.
- ❖ Supplying all relevant portfolio holdings and performance information to the Executive and Membership/PR committees to be printed in the Semester Newsletter and public report.
- ❖ Updating and revising the SIF portfolio allocation sheet.
- ❖ Updating the SIF Portfolio on Bloomberg terminal.
- ❖ Managing all cash flow activities of the SIF.
- ❖ Publishing all financial statements for semester and public reports.
- ❖ Tracking all SIF funds and the selection and updating of the accounts of all financial institutions with which the SIF executes transactions.
- ❖ Reviewing the SIF investment policy and considering any changes.
- ❖ Considering what style (growth, value, blend) the fund should follow.
- ❖ Considering what size (mid or large cap) the fund should follow.
- ❖ Developing risk/return measures for the fund.
- ❖ Develop performance measures for the fund.
- ❖ Developing and executing a portfolio rebalancing / optimization procedure.
- ❖ Performing risk management of the portfolio, monitoring portfolio risk.
- ❖ Developing a portfolio selection procedure.
- ❖ Monitoring and forecasting dividend payments.
- ❖ Monitoring and maintaining the internal security approved list.
- ❖ Considering the level of international exposure.

The Portfolio/Accounting/Risk (PAR) Committee has the direct responsibility for proposing buy and sell decisions to the class. Greater than 30% of the portfolio is invested in an S&P 500 mutual fund held at Merrill Lynch. This mutual fund is merely tracked rather than actively managed by SIF. The SIF members actively manage the securities comprising the other approximately 70% of the portfolio. The focus of the PAR Committee is to understand the securities in the portfolio and the environment in which the various businesses operate. Gathering your own information and gathering information from the other SIF members is crucial to the decision-making process of buying and selling SIF securities.

The primary goal for the PAR Committee is to create value for shareholders. The team will need to understand where the SIF securities are in relationship to the global economic environment and in relationship to individual industry competitors. The Macroeconomic Committee (MEC) will work with the PAR Committee to provide this information. Understanding these relationships will help the team to identify new opportunities to create value for shareholders.

Once again, in order to fulfill the duties of the PAR Committee, members should become very familiar with the SIF portfolio. It is useful to compare its activities and performance to the S&P 500 and to its performance in previous semesters. In addition, reviewing cash accounts, dividend dates, and payments should be done. At every meeting, discuss research and identify opportunities for valuable investments. It is important to remember that before any actions are taken to buy or sell securities, the committee must present the ideas to the entire class and Faculty Advisor for discussion and vote. Every trade conducted needs to be justified.

A past PAR Committee has constructed a stock “template” for the convenience of SIF members. The SIF stock template was created in Excel and performs a few math functions, with basic data input from financial statements. This template provides a “snapshot” of the current and prospective companies. The Excel-Template can be found in the HelpfulGuides-Forms-Templates folder on the SIF server. Use and make improvements as the PAR Committee sees fit, but restrict the final product to a one page “snapshot”.

## **FIRST WEEK OF CLASS**

Once the members of the committee have been established, a vote should be taken for the selection of the committee chairperson. Exchange e-mail-addresses and phone numbers. The committee should also set meeting times, which should be a minimum of once a week. It would be better to meet twice or more a week in volatile markets in order to react as soon as possible to market changes.

The committee needs to set goals and objectives for the semester, led by the chairperson. This will lead to an agenda being set by the chairperson regarding what projects and duties should be done, when they should be completed, and who will be responsible for each. Accountability is necessary for assigning final committee grades.

Each member should become familiar with the stocks in the SIF portfolio, as well as those on the approved list so that they can respond to market changes that affect the portfolio.

Read the active security reports and make sure all are accounted for. Active reports cover both the currently held stocks in the portfolio, along with the stocks on the approved list (stocks approved in the previous semester, but not purchased).

To aid in the organization of reports, the committee should insure that all existing portfolio templates have been updated. The PAR should also monitor sector weightings for the portfolio, and adjust them as necessary based on sector/industry feedback from the Macroeconomic Committee.

The committee should also consider the current investment policy of the SIF portfolio. It is up to each new PAR Committee to determine the validity of the existing strategies and their relevance to the forthcoming semester. Although it is not recommended that committee members adopt new investment policies each semester, the PAR Committee needs the flexibility of making adjustments to existing policies.

## **GENERAL RESPONSIBILITIES**

The main processes that the PAR Committee deals with are buy/sell discussions and decision possibilities, report guideline updating, “approved list” maintenance, the process of members alerting each other (and the PAR Committee in particular) of changes in stock prices and/or other variables, and the maintenance of the asset allocation spreadsheet/data.

First, the buy/sell discussions and decision possibilities should be done in an efficient, orderly manner. If the student reporting on a specific security recommends that our position in that security be adjusted, or if one of the committee members feels the need to discuss a particular security, the committee should meet as soon as possible to consider the alternatives and make a decision. The discussion should be centered on specific reasons why the position in the stock should be decreased, liquidated, or increased. This is very important because the committee must be able to justify its decisions to the Faculty Advisor and to the class with specific reasons for the adjustment. In addition, these reasons have to be updated in a trade database or some other form of documentation (such as end of semester committee reports) so that students in forthcoming semesters know why a specific trade was conducted. Once the discussion is complete, the committee should create a presentation to pitch the proposed changes to the entire class. The class will then vote on the specific motion that was recommended (majority rules). If it is decided that the position should be adjusted, the committee should take the following steps in completing the transaction:

- ❖ Report the adjustment to the Faculty Advisor and class.
- ❖ Provide the Faculty Advisor with a complete buy/sell fax and cash worksheet.

The PAR Committee should document why a security was bought or added to the approved list. The committee is responsible for maintaining the approved list in an orderly manner. The only relevant policy that has been implemented so far is that whenever the class approves a stock it goes on the approved list. However, the policy says nothing about what happens to a stock once it was put on the list and was not

purchased, as well as what happens to a stock when we liquidate the SIF position in it. An informal policy regarding these issues has been developed and informally approved:

- ❖ The only method by which a new stock can be placed on the approved list is when a student performs a security report and the class votes to put the stock on the approved list. However, this does not compel the PAR Committee to purchase the security.
- ❖ The PAR Committee has the ability to remove any security from the approved list at its discretion.
- ❖ The PAR Committee should keep in mind that this policy was established to keep the approved list in an orderly fashion; thus, the committee should use the list sparingly. In other words, the committee should only keep stocks on the list that it feels might be a considerable investment in the future. In addition, revisions of this policy should be made on an as-needed basis.
- ❖ After one semester, any approved list securities must either be purchased or dropped from the approved list. The security can only be placed back on the approved list after a new security report and presentation have been completed, and a positive class vote is achieved.

The PAR Committee should provide an efficient mechanism by which it can be alerted about any changes in stock prices and/or other variables. There is no formal policy in place for such a procedure, but the basic guidelines are as follows:

- ❖ At the beginning of the semester, each member of the class will be assigned several securities to monitor throughout the semester. In addition to providing a required security update analysis, the members are also required to watch the stock on a day-to-day basis and be aware of any drastic changes. It is their responsibility to notify the PAR Committee of any such changes. The PAR Committee needs to make this clear to the class at the very beginning of the semester and provide them with a mechanism by which to notify the committee.
- ❖ In addition to this method, each member of the PAR Committee should be paying attention to general market news in case the class member assigned to the security misses news about that security. The committee member should also make an effort to notify the PAR Committee Chair.
- ❖ Once the PAR Committee Chair or other committee member has been notified of the changes, this person should contact the rest of the committee and arrange a meeting. It is preferable that all members are present at such a meeting; however, if it is necessary that a meeting take place with less than full attendance, this is permitted. However, any votes conducted must take into account the rest of the committee (i.e. it must be the majority of the entire committee). At this meeting, the proceedings should follow the previous instructions as to buy/sell discussions and decisions.

Finally, the PAR Committee is to utilize Excel to update the SIF asset allocation spreadsheet. The spreadsheet can be automatically updated with the daily prices by using the MSN Money Stock Quote tool bar in Excel.

## **SEMESTER RESPONSIBILITIES**

Another duty charged to the PAR Committee is to create data for the semester newsletter and public reports. One aspect of this is to calculate returns on the portfolio. It is necessary to compute returns using alternative means for quarterly and annual reports. The easiest way to do this is to use the past Excel spreadsheets available on the SIF server.

## **USEFUL RESOURCES**

The PAR Committee often uses the Internet as the primary source of current, up-to-date information. There are a number of Internet web sites to be used, including the different web sites of the companies in the SIF portfolio.

If the PAR Committee feels the need to subscribe to a paid web site, it should make a proposal to the class and let the operating committee take care of the administrative functions, in cooperation with the faculty advisor.

The McFarlin Library is a second useful resource. There are, for example, S&P reports and The Value Line Index available. The S&P reports are approximately 30 pages in length and contain useful information on industries, including graphs, charts, and very specific analysis. The Value Line Index is a book of tear sheets that provide useful company information in a compact format. Furthermore, the employees in the library can be very helpful when you are searching for any specific information.

The actual persons who are following the securities held in the portfolio are also resources in the sense that they should know the actual situation of the company. The PAR Committee should rely heavily on what these people say regarding the stock that they are watching, although the committee can make its buy/sell decision independent of that person's recommendation.

For every security that is held in the portfolio there are reports found on the SIF server. The security update template can also be found on the SIF server. On the SIF server, a "Tip Sheet" was provided at the end of the fall 2010 semester. Future students may modify it and upload their versions on to the server.

## **FILING PROCEDURES**

- ❖ The security reports from each semester should be filed on the SIF server as well as be made available in the WRMC.
- ❖ Any other files created by the PAR Committee, such as new report guidelines, should be stored in the appropriate folder on the SIF server for future classes to reference.

# MACROECONOMIC COMMITTEE

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## GENERAL OBJECTIVES

The objectives of the Macroeconomics Committee (MEC) include the following:

- ❖ Identify reliable sector, industry, and macroeconomic data sources. Maintain and improve an economic database with appropriate data sources and glossaries of economic terms.
- ❖ Report on domestic and international trends and events that could affect the SIF in general, and individual portfolio holdings more specifically. For instance, discuss how new banking regulations will affect the financial sector, and in particular, current holdings of financial stocks.
- ❖ Perform a periodic macroeconomic analysis and formal presentation (twice a semester), placing added attention on critical economic indicators that may affect portfolio holdings. For example, reporting on interest rates, retail sales, and durable goods forecasts when discussing the consumer discretionary sector.
- ❖ Perform a sector / industry analysis that looks at the past performance of the individual sectors, as well as provides forecast of sector trends. In other words, help the portfolio committee know which sectors to underweight and overweight for the next 1-3 years.
- ❖ Provide periodic updates of new regulations, FED decisions, and legislation that may affect portfolio holdings.

## FIRST MEETING

In the first meeting the MEC shall:

- ❖ Elect the committee chairperson.
- ❖ Establish the form in which meetings and discussions will be held, whether it be in-person meetings or electronically.
- ❖ Discuss specific goals and deliverables to be achieved during the semester. Finalize goal decisions and deliverables by the second meeting and report them to the class.
- ❖ Discuss a timetable for presentations and discussions that are to be done by the economic committee to the class. Present this timetable to the Executive Committee by the third meeting to decide on a plausible outline. Strive for consistency in the timing of the reports throughout the semester. For example, do

- not have all of the reports near the very beginning nor near the very end of the semester.
- ❖ A presenter and date of presentation should be agreed upon for a presentation on the current domestic and international economic environment. This information should be presented during the first half of the class.
  - ❖ Discuss the economic indicators that are currently in the indicator presentation file located on the SIF server, and then decide whether the committee should continue to follow, replace, or disregard each indicator. Each economic indicator should then be assigned to a committee member to follow. Each indicator should have one to two persons monitoring it.
  - ❖ Indicators specific to the environment of the upcoming semester that could be potentially added to the list of those monitored should also be discussed, agreed upon, and then likewise assigned to members for monitoring.
  - ❖ Assign the various sectors of the S&P 500 to the members of the committee. Have each member monitor the sector until the time of the final overview of the sectors, to be given near the time of security voting.
  - ❖ Monitor the performance of the various major industries within each sector.

## **COMMUNICATION**

The MEC has to decide on the best and most efficient way of communicating its findings to the class. Possible modes of communication include the message board, email, handouts, and in-class discussion and presentations.

## **ADDITIONAL POTENTIAL OBJECTIVES / ACTIVITIES**

Possible further improvements are:

- ❖ Improve the economic database.
- ❖ Identify and subscribe to journals or newspapers that might provide the class with good economical data.
- ❖ As a semester project, present current economic events and forecasts to be included in any final reports and/or newsletters.
- ❖ Look for opportunities to cooperate more with the portfolio committee. Discuss the possibility of attending portfolio committee meetings in order to provide economic information.
- ❖ Consider following more closely the decisions of the Federal Reserve, as well as all major central banks. Analyze the reaction of the market to any decisions, as well as the expectations of the market going forward. This could be done by monitoring and looking for news concerning changes in international exchange rates - who is up and who is down, inflows and outflows of capital internationally, major shifts in balances of trade for individual countries around the world, the

- number of corporate and individual bankruptcies, stock market reactions, and new trade and economic alliances around the world.
- ❖ The committee should consider following the organization and effectiveness of the Government interactions (stimulus, bailout plans, etc.) and their potential affect on the portfolio and sectors/industries. Are there long-term benefit and/or consequences that need to be considered.

## **SOURCES OF DATA**

Data sources can be found in the following database (Economic Data Sources.mdb). To look at all sources, open the table “Sources”. The data sources are formatted as hyperlinks. In addition, each data source is classified. One can filter out data sources that solely fall into one classification with the aid of the query “InputBox”. It requires the user to specify the wanted classification.

A frequent check-up of the database is recommended. Further improvements and extensions should be conducted.

# OPERATIONS / MIS COMMITTEE

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## OBJECTIVE AND OVERVIEW

The Operations/MIS Committee of the Student Investment Fund provides strategic support to ensure the effective operation of the fund through the maintenance and proper function of the Williams Risk Management Center (WRMC), as well as the maintenance and upgrading of all TU SIF information systems. Routine duties include helping to maintain the computer hardware as appropriate, handling magazine subscription, receiving and distributing mail, classroom and computer lab maintenance, and organization of materials in the WRMC room. Additionally, the committee should coordinate the required Bloomberg certification process and handle any and all problems in this area, including helping students setup Bloomberg accounts and utilize the Bloomberg software. Basic tasks of the committee are as follows:

- ❖ Monitor all PC's, SIF electronics board, printers, projectors, scanner, television, telephone, and software to ensure proper operation. Any problems should be reported to MIS committee chair and/or Dr. Ferguson / Judy Adair. Additionally, any other equipment not listed or new to the WRMC is the responsibility of the Operations/MIS Committee.
- ❖ Arrange for the class picture and guest speaker pictures.
- ❖ Review all periodicals being received through the mail and monitor the dates of all periodicals found in the WRMC. Organize all existing periodicals by journal and in sequential order leaving the latest two months available to members. Notify the instructor/advisor when magazines/papers are still needed and are up for renewal.
- ❖ Incoming mail is found in the Finance Department mailroom in the SIF mail slot. All committee mail should be placed in the appropriate mailbox in the WRMC. Distribute any undelivered mail during class time.
- ❖ Ensure the WRMC room is neat and in an orderly fashion.
- ❖ Monitor purchase order request of SIF members. Make sure fund members have access to purchase order request forms.
- ❖ Maintain the integrity of the SIF data file structure. Clean-up any file names that are not in the proper format.
- ❖ At the end of the semester, update the entire Operations Manual, collecting content from each committee.
- ❖ Help organize and collect content for the SIF website. Make necessary changes to the website.
- ❖ Help students with logging into and gaining access to the Bloomberg terminal during certification and data collection.

## **FIRST WEEK OF CLASS**

Once the members of the committee have been established, a vote should be taken for the selection of the committee chairperson. This person is responsible for overseeing members in the committee and reporting weekly updates to the fund. The committee should then decide on a tentative date and time for committee meetings, and begin working to set and prioritize goals for the semester. The committee should also insure that SIF server “read” privileges are available to all students. The committee should also ensure that the SIF folder is accessible from an off-campus computer.

## **GENERAL RESPONSIBILITIES**

**PC Hardware and Electronic Devices Management** – It is the duty of operations to ensure that all PC hardware and other electronic devices are in working order and to arrange for repairs if the equipment is broken. If new equipment needs to be purchased, the committee should obtain prices from various vendors and report to the fund management members the expected cost and make a proposal at the next scheduled meeting. Once approval is obtained from the other members, see the faculty advisor for a purchase requisition form if it will be purchased through the Universities’ purchasing department. Judy Adair will coordinate any equipment and supplies purchases in conjunction with the operations. Once the equipment is acquired, the committee should ensure proper installation in conjunction with Helmerich IT support.

**Arrange pictures** – Arrange class picture and guest speaker pictures and put them on the SIF server. The pictures should also be given to the Membership/PR committee to help publicize the class.

**Collect incoming mail** - This committee shall, on a daily basis, check the SIF mailbox in the Finance Department office. Any undelivered mail should be brought to class and delivered to the respective committee/student. Periodicals should be kept together in their designated location on the wall in the WRMC. Old periodicals (3 months or older) should be thrown away or recycled. The latest three months issues of each magazine should be displayed in the display case.

**Evaluate subscriptions** – Evaluate the current magazine subscriptions and arranged for subscription renewal as needed, keeping in mind that any purchase of the newspaper, journals and their related online editions goes against returns as they will be counted as expenses. For some subscriptions, it may be necessary to contact the subscription companies and verify that the class could give multiple users the same username and password. And also check with the company for any discounts for students. Check with professors and see if any are willing to share their subscriptions for the students of the SIF class due to the limited budget.

**General Housekeeping** - Keep the SIF room in an orderly appearance. Ensure that food and beverages are left outside the WRMC. Proper working of the air condition is also the responsibility of operations. If the temperature has to be adjusted the first contact person is Judy Adair. During the weekend, the campus security can be contacted to make adjustments (5555).

**Bloomberg Certification** – The Bloomberg Terminal was installed in 2001. As a requirement of all students, both undergrad and graduate, the operations committee should coordinate this certification process. Any problems or question should be directed to the appropriate operations contact. Be sure to log onto Bloomberg once a week to ensure the data platform is connecting properly. Inform the class of any system updates. Provide the class the updated Bloomberg Certification Procedure Instruction Files to coordinate and support of the Bloomberg Certification process.

**Update Operations Manual** – Collect updates from each committee at the end of the semester and make any further updates or changes as necessary to the operations manual. Compile all the changes into a single correct operations manual for the class.

**Maintain the TU SIF Website** – The SIF website is located at <http://bus.collins.utulsa.edu/sif/>. The website content can be found on the SIF server. It is very important to keep a backup of the web content in this directory. Any web mastering program (FrontPage, Dreamweaver, Notepad, etc.) can be used to work on the web site, although changes should first be approved by the faculty advisor for the class. In some cases, either Dr. Ferguson or the Collins College of Business web administrator (Nancy Shelton) will make the changes. The website currently uses a relatively simple “frames” structure that is meant to be simple to edit and add content. The Collins College of Business web administrator should be contacted to ensure you have write access to the Collins College of Business servers:

- Live server, \\bahweb\bus\sif
- Development server, \\bahweb\busdev\sif

The development server should be used to see how content looks “online”. When ready, move content over to the live server. If you have problems with the above instruction, please contact the Collins College of Business web administrator.

## **INSTRUCTION AND INFORMATION**

### **\*\*\*Please Note\*\*\***

The Operations/MIS committee members take no responsibility to any lost data or files on the computers. It is the responsibility of the individual members to keep SIF information updated and properly stored. The following is an explanation of the subfolders of this directory and their use:

**CurrentSemester** - Contains the files being used for the current semester’s SIF class.

**PastSemesters** - Contains some data that has been backed up since 1998 and is organized in a similar structure as the CurrentSemesters folder. A subfolder is also included for the previous semester.

**Academic Misconduct** - Contains information pertaining to TU's academic misconduct policies and how they relate to the SIF.

**Class Pictures** - Contains pictures taken either in class, of the class, or any other pictures any SIF member may think are pertinent to the class.

**Committees** - Contains pertinent files and projects relevant for each SIF committee.

**Minutes** - Contains minutes from the individual SIF class meetings as well as other events, such as the Shareholders' Meeting.

**Readings** - Contains class-related articles and documents that pertain directly to the SIF class structure and current relevant information.

**Reports** - Contains, if applicable, the SIF Annual Report, graduate research papers, industry reports, security reports (new and existing), the security template, weekly security updates, stock screening reports, and weekly economic data.

**Syllabus** - Contains an up-to-date syllabus (course outline) of the course.

For archiving purposes, it is important that each report is named properly using a uniform file naming scheme:

**Security Reports**

(year) (semester) (ticker) Security Report.doc

For instance: 2011 Fall IBM Security Report.doc

**Security Templates**

(year) (semester) (ticker) Security Template.doc -and- .xls

For instance: 2011 Fall IBM Security Template.doc -and- .xls

**Weekly Security Updates**

(ticker).ppt

For instance: IBM.ppt

# MEMBERSHIP / PUBLIC RELATIONS COMMITTEE

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## OBJECTIVES AND OVERVIEW

The Membership / Public Relations (MPR) Committee is designed primarily to make the public aware of SIF and for the recruitment and screening of new member applicants. The MPR Committee shall be responsible for two separate, though related, functions:

- 1) Publicity and external communication of the SIF, both within and outside TU.
- 2) The maintenance and support of the TU SIF membership application process.

Specific responsibilities include:

### Public Relations

- ❖ Identify and invite speakers to class. Maintain a speaker database.
- ❖ Promote SIF to the TU student body and wider campus population.
- ❖ Coordinate outside publicity via media releases.
- ❖ Write the SIF semester newsletter. Distribute the newsletter to students, faculty, and alumni.
- ❖ Update the SIF alumni directory.

### Membership

- ❖ Recruitment of new members for the next semester.
- ❖ Generate membership interest in SIF through the college and across the university using flyers, posters, and classroom visits.
- ❖ Update and revise the SIF Application for membership (hard copy and online application).
- ❖ The preliminary investigation into any grievances filed by SIF members.

## FIRST WEEK OF CLASS

During the first week of class the MPR Committee should schedule a meeting to be attended by all members. During this initial meeting there are a few items that must be decided, including:

**Election of a Chairperson** – The committee should examine volunteers for the position and take a vote. If there is only one volunteer, a vote is not necessary if all members approve. The chairperson is responsible for initiating activities and assigning duties to the other members.

**Decide a meeting time or set up a communication network, define responsibilities** – It is important for the MPR Committee to start projects immediately because there are specific deadlines for both speakers and membership applications for the next semester; these things will sneak up on the unprepared. *The task and responsibilities of the MPR, with the exception of the newsletter, are often done early in the semester.* Each member needs to understand their responsibilities and their specific deadlines.

**Read the report from the previous semesters** – Past reports should give ideas of what the last classes accomplished and ideas for new projects during the current semester.

**Establish specific goals** – Committee goals must be established to outline the progress that is desired throughout the semester. It is of the utmost importance to set specific deadlines and establish a feasible plan for meeting those deadlines.

## **PROCEDURES**

In order to accomplish the minimum goals of the MPR Committee, there are certain procedures/activities that must be performed, including:

### **Public Relations**

- ❖ **Help facilitate the invitation of speakers to class** - The chair of the MPR Committee should obtain a list of previous speakers, as well as new suggestions from the course instructor/advisor. With the help of the instructor/advisor, the committee should coordinate the invitation and scheduling of speakers throughout the course of the semester. Generally 2-3 speakers are desired. A list of previous speakers can be found on the SIF server.
- ❖ **Solicit outside publicity** – One of the functions of the MPR Committee is to build a reputation for the fund. The committee will be responsible for obtaining publicity for the fund so that the campus and the greater Tulsa community will be able to understand the operations of the Student Investment Fund.
- ❖ **Newsletter** – The purpose of the Newsletter is to keep SIF alumnus informed of the current investment goals of the fund and the fund performance. Also of interest are the current committee projects. Previous newsletters can be found on the SIF drive.

### **Membership**

- ❖ **Determine when enrollment begins** – The TU school calendar is available at [www.utulsa.edu](http://www.utulsa.edu). If a calendar is not available, or if there are further question, the Collins College Advising Office should be consulted. This is a crucial date because the majority of SIF recruiting must be done well before enrollment begins.

- ❖ **Set application deadline** – This deadline should be set no later than several days prior to enrollment as to allow time for the instructor (faculty advisor) to meet with and interview each candidate. The deadline may need to be extended if enrollment is low, but an initial deadline should be set. The application is available on the SIF server.
- ❖ **Present applicants to class** – After instructor/advisor approval, the list of candidates should be presented to the class in order to receive student feedback on each candidate.

## **TUSIF MEMBERSHIP APPLICATION**

The application can be found in the MPR Committee folder on the SIF server. Hardcopies can be found in the finance suite, Helm 118. The application should be updated as necessary.

## **MARKETING AND RECRUITMENT**

The recruiting of new members can be done using several methods, including:

- ❖ **E-mail** – Obtain a current updated email list of all graduate and undergraduate finance students. Contact Dr. Ferguson in order to collect the lists, as well as Judy Adair for the forwarding of email messages to prospective members. Additionally, the Collins College of Business advisors are able to send emails to all Collins College students in order to reach more potential applicants. Students in all majors within the Collins College should be notified of SIF recruitment.
- ❖ **Class Presentations** – The MPR Committee should give short recruitment presentation in appropriate Collins College of Business classes in order to inform students of the structure and benefits of SIF. These presentations should be to both undergrad and grad classes. Previous presentations can be found in the MPR committee folder on the SIF drive. In order to schedule presentations with professors, class times and a list of professors must be determined. A list of all the Finance classes, professors, times, and room numbers may be listed on the semester course schedule, which is found on the University of Tulsa homepage.
- ❖ **Pamphlets** – The MPR Committee should consider the creation and/or revision of a pamphlet to be handed out during class recruitment presentations. This brochure serves as a reminder, giving each prospective applicant something to take with them. Previous materials can be found with Judy Adair in the finance office.
- ❖ **Information Sessions** – The MPR Committee could consider holding information session in Business School to promote the class and attract more students. Prospective students can take this opportunity to meet with current SIF members and ask any question they may be interested in. Flyers and application forms will be available at the event.

- ❖ **Other** – Any other media that the committee feels would be beneficial to the recruitment process. For example, an advertisement on TUTV or in the Collegian may be effective in informing the student body about the SIF; Social websites such as Facebook and LinkedIn could be a good advertisement among students; Local papers are also good outlets.

## **FILING PROCEDURES**

Any document created or revised pertaining to the MPR Committee should be copied to the proper current semester membership file on the network.