***University of Michigan***

**1. Everyone belongs to many different communities and/or groups defined by (among other things) shared geography, religion, ethnicity, income, cuisine, interest, race, ideology, or intellectual heritage. Choose one of the communities to which you belong, and describe that community and your place within it. (Required for all applicants) (300 words).**

When I joined my school’s newspaper, I wrote on whether using cameras in online learning should be mandatory. I thought the article was bound to be polarizing, but not *that* polarizing—until the editor explained that the school administration hadn’t liked it.

It wasn’t the subject matter, she explained, but rather my style of writing. I needed to hide the resentment behind my words and approach it in a way that wouldn’t anger the audience.

Initially, I didn’t agree. Does the “student voice” exclude the emotions behind it? What happened to freedom of speech? But as I grew, I learned that my previous role, as the angry student who didn’t care for two-sided arguments, was no use in getting others to listen. The key to any good communication was balance. When I wrote with diplomacy and passion intertwining my words, aiming to educate rather than attack, I incited conversations within my school that led to more tangible considerations for the future.

This skill was transferred to my role as an editor in the same club a year later, equipped with more wisdom and knowledge. In my tight-knit team of six where we shared a vision but not our methods of execution, I emphasised giving both sides of the argument a chance, voicing my opinions in a pragmatic way. Through my ever-changing roles in my school and club community, I learned to see all sides of the story instead of blindly knocking down everything I may disagree with.

This diverse thinking is what I look forward to most in UMichigan, along with the freedom to explore the nuances of an issue such as in *The Michigan Daily* and tackling them in all fields of business. With UMichigan’s collaborative community, I hope to continue developing my critical-thinking skills through meaningful interactions with peers.

Hi Natasha!

I like how you’ve refocused your essay and inserted your contributions in the club. To make this even better, consider making minor tweaks as per my comments above ☺

Well done!

Melinda

**2. Describe the unique qualities that attract you to the specific undergraduate College or School (including preferred admission and dual degree programs) to which you are applying at the University of Michigan. How would that curriculum support your interests? (Required for all applicants) (550 words).**

Throughout my secondary studies, business quickly became a primary interest of mine because of how it opened possibilities for both regress *and* progress that could result in such drastic consequences on both sides. It’s easy to dub business as the cause of all evils, but I strove to focus on the positives, believing that the purpose of the business in the first place was to make people’s lives even slightly better. This is why UMichigan Ross’ emphasis on using business as a tool for progress resonated with me most, with the range of courses provided from “Business Innovation and Social Impact” to “Creativity at Work: Theories and Practices” that would provide me plenty of opportunities to delve into the theoretical and practical frameworks of social businesses, all the while building upon my leadership and innovation skills.

Furthermore, as an Asian girl indulging in a subject area that is stereotypically “masculine”, I admire UMichigan’s consistent efforts in embedding their Diversity, Equity, and Inclusion (DEI) policies in all facets of the school. From the Trotter Multicultural Center bringing equal career opportunities to minority groups to the DEI Leads working group, UMichigan will create an even playing field that I aim to utilize to ignite change. With the new perspectives that that UMichigan would bring, I hope to continue transforming into a more open-minded leader, able to make decisions for the good of all rather than one.

Not only this, but with the open-mindedness of UMichigan Ross, I hope to continue expanding upon my past activities with the abundant resources that UMichigan Ross offers across its facilities. In the past, I’ve started small social impact initiatives for my local communities, such as MedisAid, that supplies healthcare essentials and seeks to raise public health knowledge among underprivileged communities. With Ross’ +Impact Studio placing such emphasis upon the United Nations’ Sustainable Development Goals, I could further my passion for healthcare and expand MedisAid in a more global context, utilising the studio’s opportunities for workshopping ideas with like-minded peers and developing official prototypes for a social business. Combined with Professor Cheng Gao’s classes on competitive strategy and navigating dynamic changes in institutional environments, I firmly believe that UMichigan Ross would be the best place to launch my dreams into fruition.

However, even against the backdrop of these learning opportunities, UMichigan and the town of Ann Arbor are communities I long to anchor myself to. Living in a big city like Jakarta for all my life meant that I never got to build a close-knit community beyond my school; local coffee shops and startups rarely thrive in a hostile climate with other big-name, multinational companies next door. There is a distant sense of community in Jakarta that could not possibly hold a candle to UMichigan’s large yet intimate campus feel and Ann Arbor’s cozy community. With walk-in cafés like Comet Coffee and affinity groups for my Chinese-Indonesian culture, being in UMichigan would mean I could comfortably settle in my home away from home.

UMichigan Ross, with its myriad of opportunities, is the crucial stepping stone between my present and future. Granted the chance, I aspire to galvanize positive change both at UMichigan and in the surrounding community by growing as both a person and a leader, maximizing the facilities, courses, and experiences available while on campus.

Hi Natasha,

You’ve done a great job on the second essay here! You’ve done your research, name dropped the professor, and mentioned the specific communities and classes you’re excited to take. You went even further by including the café ☺ To make your essay even stronger and more convincing, especially in the academic part, I think you should include your goals and dreams so that the committee can truly see your passion into putting all this knowledge to work. I’ve highlighted two parts above because you’ve mentioned social business several times throughout the essay. Are you planning to start one of your own in the future? What is it about? What’s your vision? Other than this, everything else looks good ☺

Best of luck,

Melinda