TOGETHER FORWARD

2014 REPORT TO INVESTORS
Dear Alumni and Friends,

As we look forward to graduating the next generation of business leaders, I am in awe of the extraordinary passion of our community of scholars, leaders, and learners. Together, we are making tremendous progress in moving from delivering teaching to inspiring learning, preparing successful and grateful graduates to join a growing community of more than 40,000 alumni.

I am delighted to report that in the past year, our community came together to make an impact like never before. In 2014, more than 3,000 alumni and friends connected with the School to mentor students, participate in learning experiences, guide our research, recruit our graduates, advise our business strategy and make meaningful connections with one another. We are thrilled that many of you also stepped forward to invest with us, contributing to an increase in donor participation. You keep our community strong, and for that I am most grateful.

With your support and participation, we have sharpened our vision—to redefine the partnership between the public research university and the business community. In these pages, you’ll find a collection of stories and data that exemplify the people who support our School, and illustrate the impact of philanthropy. Your generosity makes a difference in everything we do, from supporting faculty, staff and students to informing and delivering inspiring learning experiences. Philanthropy helps protect the quality of students’ education, which strengthens our brand and continues to enhance the value of your degree. Alumni and corporate partnerships sustain our School and foster a network of successful professionals, strengthening the value of your community.

Recent shifts in the business world and in higher education have set the stage for us to pursue our vision with more focus than ever. Stronger together, we can achieve things none of us would dare dream on our own. It’s an exciting time for the Wisconsin School of Business, and I feel privileged to be leading this journey with and for you.

Together Forward!

—François Ortalo-Magné

Albert O. Nicholas Dean of the Wisconsin School of Business
TOGETHER FORWARD

2014 REPORT TO INVESTORS
A collection of stories and data celebrating our donors and the impact of philanthropic investments.

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John and Anne Oros have deep ties throughout campus, and are actively involved with the Wisconsin School of Business.
One late summer day in 1966, just before his sophomore year at the University of Wisconsin, John Oros (BBA ’71) was standing on Langdon Street when he spotted a new freshman. Oros—a Chicago native who would go on to become the first from his father’s side of the family to graduate from college, forge a highly successful career as a Wall Street investment banker, and become one of the Wisconsin School of Business’s staunchest long-time supporters—still recalls her smile and the way her hair reached down her back. “Holy smokes,” Oros recalls thinking. “It was like a beam of light was shining on her. She didn’t know the effect she had on people, she was unassuming and very easy to like.”

The young woman, Anne, is now his wife of 42 years. She and John became good friends as undergraduates, during a time when, alongside all the typical pleasures and pastimes of college life, the importance of friendship and loyalty was often underlined by current events. While John was attending classes in the business school, riot police quelled anti-war protests several times. Students they knew died fighting in Vietnam. And, during John and Anne’s overlapping years studying in Madison, both Martin Luther King, Jr. and Robert Kennedy were assassinated. These experiences all contributed to an understanding they shared with many other UW students in those tumultuous times: that, as John puts it, “life is fragile and we’d better stick together.” And so they did: a core group of about a dozen former classmates, called the Beta Fund, remain among the couple’s closest friends today.

John and Anne paired up romantically soon after college, when they both ended up in New York City. Ever since, staying deeply engaged with their communities has been the cornerstone of the Oros’s marriage and family life. While John’s burgeoning finance career involved much cross-country travel, Anne worked as a social worker until their children—John (MBA ’09), Daniel, and Alexandra (M.S. ’09)—were born. Once their children were well settled in grade school, Anne started fostering newborn babies—wards for John and Anne Oros, philanthropy is a way of life.

“The University is a major life experience. And the associations and friendships you’ll make staying involved are a joy—really a gift from the University to you, not the other way around.”

—JOHN OROS
of the state of New Jersey, often born to drug-addicted mothers and medically challenged—until they could be placed back with family or in permanent adoptive homes. Over the years, by John’s count, the couple cared for 63 babies in their home—for weeks, months, and, in several cases, years. In 2005, the couple adopted a boy named Alquan, now 12, whom they fostered from infancy. “Really, Alquan adopted us,” Anne says. “Alquan was very special and our decision to make him our Forever Son was the biggest and best we’ve made as a couple.” In addition to their close relationship with Alquan, they continue to stay very involved with a special foster son, Ibn, who is now 16. John and Anne, who will soon welcome their fourth grandchild, continue to serve as backup “foster grandparents”—helping active foster parents when needed.

Anne describes her motivation for fostering matter-of-factly: “I always felt we were so blessed with our family and that we could give that family feeling to other children.” Other than Alquan and Ibn, John insists his involvement with the babies was relatively uncomplicated—he pitched in nights and weekends with the cuddling, swaddling, and “goo-goo, ga-ga” that all babies need. But he describes the importance of Anne’s contribution more emphatically: “With little kids, Anne has a gift. They sleep well, they eat well. It’s like she sprinkles magic dust on them.” And, he adds, proudly, “Anne has recruited at least a dozen other families in town to foster and adopt. They’d see us bringing a baby to a basketball game at school, or Anne out somewhere with a baby in town, and think, ‘Oh, we could do that.’”

“Back then, not a lot of kids just out of college cared much about giving money back to school—especially a public school. But I just had an affinity for it.”

—JOHN OROS
A MODEL FOR GIVING

John Oros’s continued involvement with the UW took root in a similar watch-and-learn fashion. Growing up, he didn’t observe a history of philanthropy in his own family. His father died when John was just 15 and afterward, his mother, a public school librarian who was passionate about education, lived on a tight budget. But John found models in other UW alumni benefactors who had graduated before him—most influentially, Anne’s father, Kenneth Wackman. A Wisconsin native who graduated in 1935, Wackman went on to work as an accounting executive in New York City but maintained strong ties to the University and served on the board of the Wisconsin Alumni Research Foundation (WARF). Oros says that after getting to know Ken Wackman and his fellow alumni donor “buddies” (“all humble, likeable Wisconsin guys who worked really hard and rose to the top, brick by brick”) while attending football games with Anne during college, it occurred to him that he, too, could make a difference by being involved in the school in an important way. “Back then, not a lot of kids just out of college cared much about giving money back to school—especially a public school,” Oros says. “But I just had an affinity for it.”

Oros, a former partner at Goldman Sachs Group, Inc. who is now managing director at the private equity firm J.C. Flowers & Co., has honored his early commitment to his alma mater in progressively deepening ways. The first monetary donations he made to the school shortly after graduation were small, naturally. By 2004, John and Anne jointly donated $1 million to the School of Business to establish the John J. Oros MBA Speaker Series. He saw the program as a way not only to enhance students’ education but also to encourage more top corporate and financial executives to visit the school. “Once important speakers come, they see how enthusiastic the students are,” John says. “And once important speakers speak [at the School of Business], all of a sudden it’s an important place to speak.” This, in turn, makes the School an important place for recruiters to look for new hires, an effect he describes as “a virtuous circle.” “Even thick-headed Wall Streeters,” he notes, “have figured out, ‘Why are we going for the middle of the Harvard class when we can get the top graduates from Wisconsin?’”

“I find it wonderful that alumni are willing to help provide students with a superior education like the one they received, and I cannot thank you enough for your generosity.”
—MICHELLE
CURRENT BBA STUDENT

“The difference you make is truly immeasurable.”
—TYLER
CURRENT BBA STUDENT

“Your consideration has shown me the difference alumni can make in the education of others, and I plan to one day show this same consideration so that others can experience the quality education offered by the Wisconsin School of Business.”
—JENNIFER
CURRENT BBA STUDENT
BETTER TOGETHER: THE WISCONSIN NAMING PARTNERSHIP

Oros also has been closely involved with the Wisconsin Naming Partnership. When former dean Michael Knetter first floated the idea of not selling naming rights to the Wisconsin School of Business in perpetuity in exchange for a one-time gift—as many schools and cultural institutions do these days—but instead raising money to preserve the school’s existing name for twenty years, Oros didn’t jump on board right away. He thought the idea seemed “maybe a little too quirky—an idea you might love to hate.” Yet after debating the idea over several years with other board members, Oros eventually embraced it. “The conversation got into branding: the idea of partnership, humility”—values strongly associated with Wisconsin that resonated with Oros’s own belief in the importance of “sticking together.” Oros recalls that, once he saw early donors Ab Nicholas (B.S. ’52, MBA ’55), Wade Fetzer (B.S. ’59), Ted Kellner (BBA ’69), and other fellow members of various boards committing their own generous contributions to the fund, he thought to himself: “These are people I’ve known and admired all my life. The idea is a little crazy, a little bit esoteric. But I would be sick if I felt I could afford this and wasn’t associated with this group of people doing this.” Oros donated $5 million to the pool himself in 2007. And he’s very glad he did. That same year, the gift exceeded its initial goal of $50 million, with a total of $85 million committed. Together, the 15 members of the Wisconsin Naming Partnership have contributed $100 million in all, making the gift the largest unrestricted gift to the University of Wisconsin in history. The funds are available “to the dean to use strategically to enhance the School now, not some time in the future,” explains Oros. And while he

**IMPACT OF WISCONSIN NAMING GIFT 2007-2014**

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“Enhancing the value of your school’s name and reputation enhances your own career.”

—JOHN OROS
Without the generosity of people like you, going to school at the Wisconsin School of Business would just be a dream. I am grateful for your investment in my education.

—SARAH
CURRENT BBA STUDENT

Your support makes it possible for students like me to forward our education while reducing the financial burden associated with attending a higher education institution.

—MARK
CURRENT BBA STUDENT

To know that you have invested in my education because I have shown potential holds great value to me.

—ANNA
CURRENT BBA STUDENT

likes that for now no one person’s name is attached to the School, he cites another important reason for contributing to the partnership: “Enhancing the value of your school’s name and reputation enhances your own career. It’s actually beneficial to everyone who’s involved, both directly and in a more egalitarian way. It’s a really cool idea. And the question is, why hasn’t anyone else been able to do it?”

On top of continuing to serve on the board of the UW Foundation and other School of Business committees, Oros currently chairs the School’s campaign planning committee to support the University’s comprehensive campaign. Under Oros’s leadership, the committee has helped the School streamline its focus into three priorities: inspired learning, passionate community, and innovative partnerships. Inspired learning, designed to spark innovative teaching and learning approaches, is especially important to John and Anne. They have decided to underwrite a new faculty endowment called the John and Anne Oros Distinguished Chair for Inspired Learning in Business. The position will support, recognize and reward extraordinary Wisconsin School of Business faculty scholars for their dedication to advancing learning in business education.

For Anne, the primary value of volunteering and philanthropy is connecting with people she wouldn’t meet otherwise. “You learn so much, you grow, and continue to go new places in your head when you meet those opportunities,” she says. John sees his involvement as a major part of his life. “If you can get in the habit of giving back your first year out of school, even if it’s peanuts, be one of those. If you stay connected and give each year, you could chair your reunion—a very good thing for you and your career. You will have distinguished yourself, and you will have options to stay involved in the University for the rest of your life. The University is a major life experience. And the associations and friendships you’ll make staying involved are a joy—really a gift from the University to you, not the other way around.”
Kelley Burnett’s Badger spirit remains strong, as she continues to build networks and connect back with her alma mater.
Kelley Burnett supports a strong Badger network.

BY LOUISA KAMPS  |  PHOTOS BY NANCY BOROWICK

As Kelley Burnett (BBA ’03) describes her work, you can hear the legacy of her not-so-distant days encouraging the Badgers to victory as a member of the University of Wisconsin cheerleading team. Burnett, who graduated with a double major in risk management and insurance, and management and human resources, now lives in Minneapolis with her husband, Zach Burnett (B.S. ’03) and their young daughter. After opening her own American Family Insurance agency there at the age of 25, Burnett currently manages 170 agents as American Family’s director of sales for Minnesota. Just as she loved being part of the pulse and fun of big game days as a student, today Burnett is passionate about leading her AmFam team toward success in developing and executing sales strategies. “As a leader in my job, that’s my dream,” she says. “I feel good when others succeed.”

Understanding how to spark and spread enthusiasm serves Burnett well as she leads and motivates teams every day. And, she says, the education she received at the Wisconsin School of Business has also been invaluable at every stage of her career. Presenting complex data in an engaging way—a regular requirement of many of her business classes—taught her to communicate concisely, think on her feet, and overcome her fear of addressing an audience. “Yes, it’s weird that I cheered before 80,000 people without getting nervous,” she laughs. “But speaking in public is scary for everyone at first.”

Having the opportunity to meet and network with the School’s broad range of board members, alumni and guest speakers at school events also taught Burnett how to connect with people on every level. “When I first opened my own business, I knew a lot about insurance, but because I was young, I had to overcome that credibility factor,” she says. “Because my student experience combined technical skills with a focus on communications and collaboration, I was able to overcome that obstacle.”

Burnett is one of more than 3,000 alumni and friends who connect back with the school annually.

“As a leader in my job, that’s my dream. I feel good when others succeed.”

—KELLEY BURNETT
“It means so much to me to have the support of donors, and I continuously do my best to give back to the program, as it has given me the building blocks for a successful future as a Wisconsin alumna.”
—JENNIFER
CURRENT BBA STUDENT

“You not only directly support my financial needs, but my morale as well. Knowing that there are so many donors that support the Wisconsin Idea helps me continue to work hard to represent my school and make society a better place.”
—CHRIS
CURRENT BBA STUDENT

“Generosity from donors is a big reason why the Wisconsin School of Business remains one of the top schools in the country.”
—TIM
CURRENT BBA STUDENT

Since graduating, Burnett says she’s continued to benefit from the ongoing support and mentoring she’s received from the School and fellow alumni. Although her life now is busy with her young daughter, a new baby boy on the way and a demanding career, Burnett consciously and proudly chooses to stay involved with her alma mater as a member of the Wisconsin Business Alumni Board. She also sits on the board’s newly formed Women in Business Committee, which will accelerate efforts to bring together current female students, alumnae, and friends of alumni for panels, educational programming, and informal conversations about issues specifically impacting professional women. Burnett is excited to help launch the first two pilot events for this project this summer, both aimed at fostering relationships and resource sharing among alumnae based in Madison and Minneapolis.

Burnett says the project is particularly important to her because at key junctures in her own career, businesswomen she admires have given her tremendously helpful advice on entrepreneurship, troubleshooting and the satisfactions of stretching oneself—even when doing so seems risky. Just months after the birth of her first child, she saw an opportunity for a promotion. While friends and colleagues encouraged her to apply, Burnett recalls thinking: “Are you kidding me? I’m just getting back into work.” But a female mentor at the company helped Burnett see the advantages of taking on more responsibility. That calmly inspiring encouragement made a world of difference, she says, and enabled her to see how it could all work out. “You can’t always see through something when you’re in the middle of it,” Burnett says. “Sometimes it could seem easier to give up, or not pursue new challenges. That’s why having relationships with mentors who can see your situation from the outside is so important.”

Having plenty of experience and perspective now herself, Burnett deeply enjoys mentoring others: “I try to be a sounding board or a connector. If I can tap into my network to introduce people and make connections that benefit their growth or career—I love that.” She says that it takes surprisingly little time to help someone else by igniting a big break at any point of a career. And it’s quite fulfilling. “It really is true that the more you give, the more you get. Giving activates your awareness of others, and that awareness itself feels really good.”
Increasingly aware of the ways she draws on the critical thinking skills and competencies she learned at the Wisconsin School of Business—including being able to collaborate, communicate and influence people—Burnett wishes she had gotten involved immediately after graduating. It only makes sense, she says, to start repaying the institution that shaped you profoundly as you soon as you can: “Giving even a small amount of time or money has a big impact.” Noting that public funding to universities has decreased and that the UW and the School of Business are not immune to this trend, she adds: “To protect the value of our superior education, we need the support of private donors to ensure that quality is not diminished. No dollar amount is too small. It all matters. When the School has a strong brand and high ranking, we all win from the value of that education. That’s why I continue to give.”

“It really is true that the more you give, the more you get. Giving activates your awareness of others, and that awareness itself feels really good.”

—KELLEY BURNETT
When an industry experiences major disruption, it is often at the hands of innovation. In 2011, the advent of new communication technologies ushered in a rapid change in higher education, especially with the launch of Massive Open Online Courses (MOOCs) and widely available online learning platforms.

Seeing the need for flexible resources to innovate and continue delivering premium learning experiences, the School established the Innovation Fund in 2012. Resources from this fund seed educational innovations in support of new programs, new partnerships and new approaches to learning. To date, 18 individuals and two organizations have joined the Innovation Fund, providing critical resources—$6.2 million in contributions to date—that are flexible in nature.

In 2014, the Innovation Fund supported our efforts to test new approaches and bring new tools and expertise into the classroom.

Educational Expertise

In an effort to anchor and expand expertise in learning techniques and curriculum design, Chris Dakes joined the WSB as the first full-time director of educational innovations and learning design on the UW-Madison campus.

In this new role, Dakes consults with faculty to help articulate learning outcomes for their courses. Clearly defined outcomes bring clarity and accountability around expected skills students will develop, creating shared understanding between instructors, students and hiring partners.

In the last year, Dakes has built support systems for newly hired faculty, complementing their extensive subject matter knowledge with professional development in student-focused teaching and learning. He works to foster understanding through community-building opportunities that shift faculty’s focus from “what am I going to teach” to “what do my students need to learn?”

“We are ahead of the curve, doing things that others have not,” Dakes says. “Now we aim to build momentum, learning from early successes and moving into the curve of change.”
Business for Non-Business Majors
In 2010, Gary Wendt (B.S. 1965) was concerned with the political discourse in the United States, noting that he did not think enough citizens understood the various roles within a market economy. Hoping to improve the conversation, Wendt partnered with WSB to fund an initiative to deliver business fundamentals courses to non-business students. Wendt’s investment resulted in the introduction of two business courses—General Business 310 and 311—that provide an integrated approach to accounting, finance, marketing and management concepts.

Just five years later, more than 2,000 non-business majors have taken the courses. As student interest and demand increased, the Innovation Fund, of which Wendt is now a member, invested in expanding the course offerings to an online audience. Building on best practices in online learning, the course features mini-lectures and thoughtfully interspersed interactive learning experiences. In its first year, almost 400 students participated in the 310 course. The 311 course will be piloted online in spring 2016.

Google Glass
Assistant Professor of Finance Michael Gofman was looking for a solution to a problem many educators face: how to improve feedback to students. In February 2014, he did something revolutionary—he purchased a pair of Google Glass with Innovation Funds for use in his curriculum through the Google Glass Explorer Program.

Rather than marking up papers and assignments, the device allows Gofman and his teaching assistant to record personalized feedback videos for each student. Each video provides information on what they did well, what mistakes they made and how to improve in addition to the grade.

After only one semester of using Google Glass, student evaluation scores that measure the quality of feedback in Gofman’s course increased by 38 percent from the year before.

Gavin Hartzog (BBA ’15, M.S. ’16), who plays on the Wisconsin Badgers hockey team, says the videos were a convenient way for him to get customized feedback on the go. “I continued to replay Google Glass videos so I could identify my strengths and weaknesses to better prepare for the next exam,” Hartzog says. “I think it helped tremendously.”

“We aim to build momentum, learning from early successes and moving into the curve of change.”

—CHRIS DAKES, DIRECTOR OF EDUCATIONAL INNOVATIONS AND LEARNING DESIGN
Since 2006, students at the Wisconsin School of Business have been showing their gratitude by paying it forward at graduation. Acknowledging the impact of donor generosity in shaping their education, the student-led giving initiative created by and for graduating seniors allows students to come together and leave their mark on the school. During the fall and spring semesters, the campaigns are led by a team of students from each degree program who reach out to graduating seniors to create awareness for giving back, provide incentives, and organize events to motivate students to pledge their support.

In the last nine years, students have pledged more than $850,000 to support students for years to come.
Scholarships help attract the best and brightest students.

BY SARAH KISSEL | PHOTOS BY TRACY HARRIS

The Wisconsin School of Business’s tight-knit community gives students a sense of belonging—something alumni feel long after graduation. A number of promising students who contribute to this passionate community couldn’t be part of it without scholarship support. “Scholarships help us recruit the best and brightest students to join the Business Badger community,” says Steve Schroeder, assistant dean, Wisconsin BBA. “Scholarship support alleviates financial burden and allows our students to focus on their learning experience.” And along with the relief financial support brings, these students receive something equally meaningful: a powerful affirmation of their ability to succeed. Here, four inspiring future leaders share how scholarships played a part in their student journeys at UW-Madison.

For Oluwatoosin “Yemi” Ajabge (BBA ’15), the importance of education is a value her parents—who moved from Nigeria to Minnesota for their education—impressed upon her. In addition to a Powers-Knapp Scholarship, a merit-based, campus-wide award at the University, Yemi received offers from a number of other schools. But just one visit to UW-Madison convinced her it was the place to be. She knew that the spirit and pride she sensed on campus at UW was unique. And while other schools emphasized “what you can do for us,” Yemi says, UW-Madison stressed “what we can do for you.”

In December 2015, Yemi will graduate a semester early with a double major in finance and economics. She looks forward to pursuing a joint MBA/JD program and dreams of working with the Federal Trade Commission or Securities and Exchange Commission, helping ensure fair play in the marketplace. For now, she’s pleased to call the UW home, embracing all the opportunities for learning and growth she finds both at the School of Business and through the cross-campus networking her scholarship has made possible. She’s powerfully motivated to absorb all she can while she’s here: “I aim to comprise this rich portfolio of knowledge, and take it with me always.”

“Scholarship support alleviates financial burden and allows our students to focus on their learning experience.”

—STEVE SCHROEDER, ASSISTANT DEAN, WISCONSIN BBA

Oluwatoosin “Yemi” Ajabge (BBA ’15)
Growing up in Rockville, Maryland, **David Welch** (BBA ’17) had always envisioned attending college close to his hometown, and knew little about UW-Madison. David’s journey to the University began when a high school teacher identified his leadership talent and nominated him to the Posse Program, which offers students in the nation’s largest cities 32 weeks of pre-college training with a “posse” of students from their own metropolitan area.

During the program’s extensive interview process in the Washington, D.C., area, he met with UW alumni who impressed him with their sense of pride and commitment to the University. In choosing to attend the UW, David knew he’d be joining a passionate network of students and alumni.

Networking and skill sharing come naturally to David, who opted to join a First Year Interest Group (FIG), a UW-Madison learning community that connects freshmen with similar interests in classrooms and through extracurricular activities. Through the FIG, he discovered the Wisconsin School of Business. Now a sophomore, David continues his involvement in the Posse Program and serves as a BBA Ambassador, connecting with and acting as a resource for prospective UW–Madison students considering the School of Business.

In addition, David loves basketball (both playing and cheering on the Badgers on the court) and hopes to merge his passions by using his finance degree in the sports world. He fondly remembers the phone call from a UW alum in which he learned of his acceptance into the University. The alum shared the news by asking, “Do you have a lot of red in your closet?” He certainly does, and wears it with great pride.

**Alex Pham** (BBA ’16) never thought she would go to college. Although academically talented, she couldn’t envision a way to reconcile her commitment to caring for her younger brothers with the demands of a college education.

An encouraging teacher and the offer of a Chancellor’s Scholarship at UW-Madison helped her recognize that by first investing in her education, she could make a better life not only for herself, but also for her family and community. The Chancellor’s Scholarship Program offers merit-based awards to enrich the collegiate experience for students from
underrepresented minority groups and disadvantaged backgrounds. A semester abroad in London has expanded Alex’s perspective even further, through exposure to the world economy and an even broader variety of cultures.

A summer internship with Kohl’s, the nation’s largest department store chain, will allow Alex to learn more about her field of study: management and human resources. She’s eager to test her leadership skills by helping develop new programs at Kohl’s, a corporation she admires for its innovative practices. Alex is committed to a career path that will allow her to help create more inclusive workplaces for women throughout their careers. Overcoming personal adversity, she says, has prepared her to apply her own unique perspective globally.

Milwaukee native Noe Vital Jr. (BBA ’15) knew about UW-Madison—but as a first-generation college student, he was wary of its large campus and wasn’t sure the University would suit him. A guidance counselor—and UW-Madison alumnus—encouraged him to apply anyway. Once he visited campus, all his doubts disappeared.

At an internship with Bridgestone last summer, Noe honed his management skills and discovered a passion for marketing—particularly social media networking—he didn’t know he had. He returned to school energized by the idea of pursuing marketing, but concerned as he was quickly depleting the funds he needed to finish his degree. Within months, Noe received a Ford Scholarship. The award was “huge for me,” Noe says with a look of sober gratitude. Since then, he’s added a marketing to his management and human resources major, and will receive a degree in both fields this May.

Noe says the Wisconsin School of Business provided the encouragement and opportunity that inspired him to develop a social media app with friends, along with a business plan and strategy for bringing the app to market. He is bursting with enthusiasm to see the plan through, pointing out he has “worked harder knowing that others are invested.” The support of the School of Business and the scholarship money, he notes, have made both his studies and his plans for the future possible.
We believe public research universities hold great untapped potential to address the world’s most complex challenges. Imagine business organizations and universities joining forces to guide research opportunities, inform learning experiences and generate the inspiring ideas and leaders that will propel us all forward. With your support, we are redefining the partnership between public research universities and the business community.

$25,810,001
in new gifts and pledges in 2014

All gifts matter
55%
of all gifts to WSB were less than $100
2014 HIGHLIGHTS

TOTAL BUDGET $58 MILLION

**REVENUE**

- **49%** University Budget Allocation*
- **33%** Philanthropy
- **18%** School Program Revenues

**EXPENSES**

- **46%** Teaching & Research
- **28%** Student Experience
- **13%** Facilities & Operations
- **13%** Student Financial Support

*Represents our portion of state support and tuition combined

Philanthropy supports a strong faculty.

- **$4.86 million** in philanthropy supported faculty, allowing us to compete with peers for outstanding talent
- **$7.7 million** was allocated to student financial support
- **3,659** Wisconsin Business alumni donors
- **12** new faculty members were hired in 2014
- **2,603** students received financial support
- **4,844** total donors to the School of Business

*Represents our portion of state support and tuition combined
POINTS OF PRIDE

MEDIA MENTIONS


40,834 living alumni

3,020 alumni and friends connected back to the School via applied learning, mentoring, guiding research, recruiting, networking, events

BBA ADMISSIONS & GROWTH

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CURRENT BBA CLASS

2,346 Enrolled

57.7% Male

42.3% Female

10.5% Minority

306 First-generation college students
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<tr>
<td>83%</td>
<td>88%</td>
<td>94%</td>
</tr>
<tr>
<td>of those seeking employment secured full-time positions as of August 2014</td>
<td>of those seeking employment secured full-time positions as of August 2014</td>
<td>of those seeking employment secured full-time positions as of August 2014</td>
</tr>
</tbody>
</table>

$54,500 Median Base Salary $99,000 Median Base Salary $55,000 Median Base Salary

DISTINGUISHED FACULTY AWARDS

Emeritus Professor Dan Anderson was awarded International Insurance Society’s John S. Bickley Founder’s Award.

Marketing Professor Thomas O’Guinn received the prestigious Long-Term Contribution Award from the Association of Consumer Research (ACR) for significant impact on the field of consumer behavior.

The Society for Marketing Advances (SMA) recognized Craig Thompson, Gilbert & Helen Churchill Professor of Marketing, with its highest honor, the 2014 Distinguished Marketing Scholar Award. Thompson ranks among the most highly cited scholars in his field.