



**WISCONSIN**  
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN - MADISON

TOGETHER FORWARD®

# TOGETHER FORWARD

**2020** REPORT TO INVESTORS



## LETTER FROM THE DEAN

Dear friends and supporters,

It goes without saying that 2020 was an unpredictable year for all of us. At the Wisconsin School of Business, we pivoted nearly every aspect of our operations in the face of the pandemic.

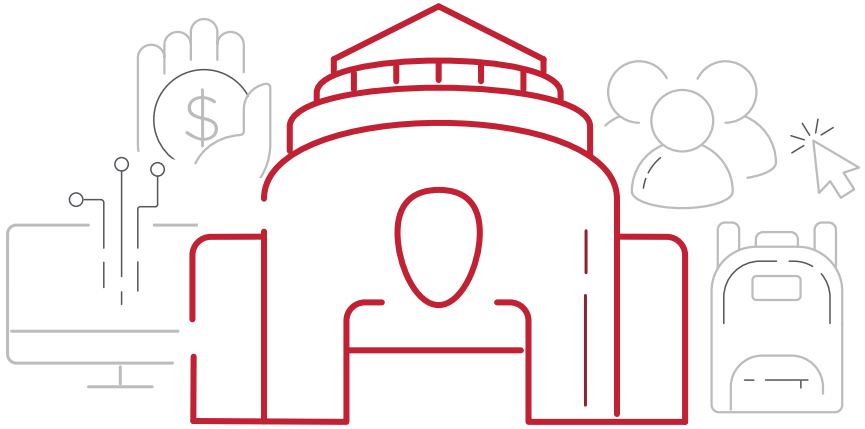
Yet through it all, we celebrated bright spots—from the resilience of our student body embracing virtual and hybrid learning, to the commitment of our faculty and staff to innovate and offer a high-quality educational experience, to the steadfast support of our alumni, friends, and donors who stepped up to help in so many ways.

Thanks to your generosity, WSB's financial and reputational standing remains strong, positioning us to pursue the goals of *Roadmap 2025*, our strategic plan. As outlined in this booklet, your support in 2020 directly impacted our ability to address immediate needs brought on by COVID-19, expand our diversity, equity, and inclusion efforts, strengthen our scholarly impact through faculty investment, and evolve our degree portfolio to meet the demands of today's students and employers.

We are grateful for the many ways you champion the Wisconsin School of Business. Now more than ever, the WSB community serves as a source of inspiration and I look forward to building on our collective accomplishments.

Together Forward,

Vallabh "Samba" Sambamurthy  
Albert O. Nicholas Dean  
Wisconsin School of Business



# RESPONDING TO NEED

## WSB Fund helps address challenges of pandemic

The WSB Fund is a valuable resource for the School to move swiftly as needs emerge and financial investment is required. When COVID-19 brought campus life to a halt in Spring 2020, the School used the WSB Fund to help address the hardship many students faced in the pandemic's early days. For some, that meant short-term financial assistance, for others it meant technology needs as the university pivoted to virtual learning to complete the academic year. Students and alumni also leaned on WSB resources to navigate a new path to landing a job or internship, including more than 1,600 virtual career coaching appointments and four virtual undergraduate career fairs that included 225 employers and engaged more than 900 students. As the 2020-21 academic year loomed, faculty and staff redesigned courses and enhanced their

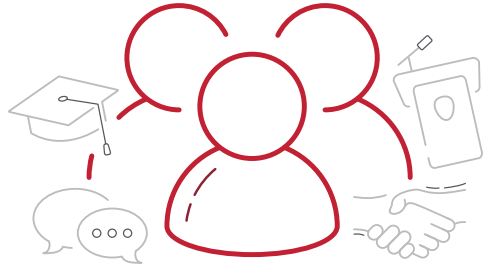
technology and teaching skills to ensure quality online learning for a hybrid model of virtual and in-person classes. These shifts required swift action, and the discretionary support available through the WSB Fund helped the School navigate a challenging and uncertain time.

- » **150** students received financial assistance to help with pandemic hardship
- » **183** courses pivoted delivery mode in one week's time in March 2020
- » **1,600+** virtual career coaching appointments held since June 2020

Read about how the WSB Fund helped Business Badgers respond to a changed job landscape at [go.wisc.edu/rti-wsbfund](https://go.wisc.edu/rti-wsbfund).

*“We are looking through an equity lens to identify barriers. We want all students to have the same chance at success.”*

— JIM FRANZONE,  
ASSISTANT DEAN OF THE  
UNDERGRADUATE PROGRAM



## CREATING AN INCLUSIVE CULTURE

Diversity, equity, and inclusion efforts evolve and expand

At WSB, we live our values by building on our efforts to cultivate a diverse and inclusive community while enhancing business leadership and citizenship. Donor support has made a tangible impact on helping us to build a more diverse student body at WSB by attracting first-generation students and students from backgrounds traditionally underrepresented in business education. We are proud of the progress we've made across all our programs, with notable growth in our undergraduate student population. Since Fall 2017, first-generation undergraduate enrollment has grown from 11% to 13.5%, while underrepresented minority undergraduate enrollment has grown from 7.5% to 10%.

As we have welcomed more diverse perspectives into our student body, we are learning new ways to best support the needs of our growing community. It is time to take our efforts to the next level with plans to expand pre-college programs, create more competitive scholarship packages, launch a multicultural center, offer enhanced success coaching for students, and provide more robust training in inclusive leadership for our community. These initiatives help WSB prepare students for the roles they will play in building a better, more diverse business community.

Learn more about WSB's investment in diversity, equity, and inclusion at [go.wisc.edu/rti-dei](https://go.wisc.edu/rti-dei).



# FOSTERING FACULTY EXCELLENCE

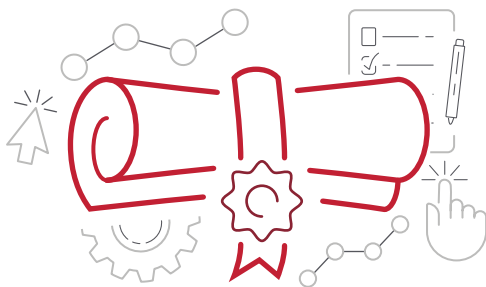
Scholarly impact grows through  
recruitment and recognition

WSB's scholarly impact is magnified when we recruit and retain great minds and leaders to join our faculty. Gifts for faculty help drive WSB's strategy to grow the size, reputation, and market orientation of faculty. Faculty leaders are critical to advancing WSB's goals to establish leadership in emerging fields and launch and grow new programs. At WSB, world-class faculty and their cutting-edge research make an impact in the classroom, inform policy and business leaders, and strengthen partnerships on campus and beyond. Donor support of faculty excellence resulted in eight new positions that will focus research on finance, real estate, accounting and

information systems, marketing, and diversity, equity, and inclusion, among other academic areas. These gifts, along with a match from alumni John (BBA '55) and Tashia (BSE '55) Morgridge to recruit and retain faculty, helped WSB add more than \$11 million in new endowed support for our esteemed faculty.

» **\$11M+** in new endowed support  
created **8** new faculty positions

Meet three donors who have invested  
in WSB faculty positions at  
[go.wisc.edu/rti-faculty](https://go.wisc.edu/rti-faculty).



# ENHANCING DEGREE PORTFOLIO

In-demand graduate programs create avenues for lifelong learning



**698 graduate students** enrolled in Fall 2020, the largest cohort in a decade



**8 badges** under initial development for Professional MBA

WSB is evolving and advancing its portfolio of degree programs to meet student and industry demand, as well as position the School as a global hub for lifelong learning. New degree programs and learning credentials expand WSB's reach and have the potential to generate a reputational boost. A critical component of these new programs is creating flexibility and accessibility to appeal to students and working professionals who seek to build specific skill sets to adapt to the changing market.

A creative new seed funding effort is providing support to design and launch the Wisconsin Professional MBA Program, a flexible program that blends in-person and online learning with a curriculum designed around a series of customizable badges. In addition, this support is enabling the School to launch new one-year master's programs and explore new programs in partnership with other units on campus. These innovative programs deliver methods to expand the Business Badger experience into a journey of lifelong learning.

Hear from WSB leaders about their vision for lifelong learning at [go.wisc.edu/rti-degrees](https://go.wisc.edu/rti-degrees).



# YOU MAKE IT POSSIBLE

Thank you for your investment in the Wisconsin School of Business. Gifts of every amount make a difference. Because of supporters like you, we can advance WSB as a platform for lifelong learning and respond to rapidly changing forces in the digital economy.

## THE WISCONSIN SCHOOL OF BUSINESS FUND

The Wisconsin School of Business Fund provides flexible, unrestricted resources that help the School remain competitive and responsive to immediate needs.

\$1,368,624

raised in 2020

2,134

donors to the WSB Fund

774

WSB Fund donors  
increased their giving

714

WSB Fund donors have given consecutively  
for the past five years

## ALL WAYS FORWARD CAMPAIGN

Launched in 2015, the All Ways Forward Campaign is the university's most ambitious fundraising campaign to date, providing significant resources to ensure future success.

13,763

donors have made a gift  
to the WSB campaign

\$244,751,981

contributed to the WSB campaign  
at the close of 2020

4,311

Campaign Champions  
who have contributed  
\$1,000 or more



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UNIVERSITY OF WISCONSIN-MADISON

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# THANK YOU

Thank you for supporting the Wisconsin School of Business.

Our alumni, friends, and donors contributed **\$16,906,810** in new gifts and pledges to the School in 2020. We are grateful for your generosity.

We celebrate our community.

- » **45,691** alumni around the globe
- » **3,042** individual donors to WSB in 2020
- » **4,179** alumni and friends engaged with WSB

Read about our community's impact  
at [go.wisc.edu/rti-2020](https://go.wisc.edu/rti-2020).