At the Wisconsin School of Business, it was a year of forward momentum, building on successful first steps.

**2013 Highlights We Are Proud to Share:**

- We began the process of expanding the BBA class by 33 percent, growing the sophomore class from 600 to 800 and the freshman class from 40 to 60.
- Professor Randy Wright offered our first massive open online course (MOOC) on Coursera.
- In their first year participating in our commencement campaign, 100 percent of our Master’s in Accounting (MAcc) graduates pledged a gift to the school.
- We closed the first wave of the Innovation Fund investments, exceeding our target of $5 million.
- Our Corporate Champions program launched with two corporate pilots, engaging more than 300 alumni.

We offer our Report to Investors as an overview of the school’s achievements and progress in 2013.
In 2013, the full-time MBA program put an added emphasis on soft skills by creating a Peer Coaching program, assigning second-year students to mentor teams of first-year students. Every incoming student was assigned a communication coach and required to have at least one coaching session and one team presentation during the fall semester.

**INCOMING CLASS 2013**

<table>
<thead>
<tr>
<th>Class size</th>
<th>Number of applicants</th>
<th>Percent international</th>
<th>Median GMAT</th>
<th>Percent admitted</th>
<th>Average starting salary</th>
<th>Median years of work experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>107</td>
<td>21%</td>
<td>587</td>
<td>36.1%</td>
<td>$55,585</td>
<td>3.5</td>
</tr>
<tr>
<td>107</td>
<td>104</td>
<td>19%</td>
<td>587</td>
<td>36.1%</td>
<td>$55,585</td>
<td>3.5</td>
</tr>
</tbody>
</table>

**STUDENT COMMITMENT CAMPAIGNS**

Students Fall Commitment Campaign encourages giving back among MBA, MAcc, and BBA students. Through gifts that range from $20 to $4,000, the school’s newest graduates shape a culture of giving and commitment to continuing the tradition of a strong, supportive alumni network. In 2013, a generous donor matched all student pledges. Together, the campaign totaled $240,000.

**MAcc**

- Percent of Class Part-time: 87%
- Number of Students Pledged: 333
- Annual Raised: $27,299

**MBA**

- Percent of Class Part-time: 91%
- Number of Students Pledged: 100
- Annual Raised: $107,585

**BBA**

- Percent of Class Part-time: 92%
- Number of Students Pledged: 100
- Annual Raised: $20,305

More than 14,000 alumni of the Wisconsin School of Business are on LinkedIn. Have you connected with them? You’re probably familiar with using LinkedIn as a resume posting service, but it’s so much more—a powerful network that can help you build your personal brand and large connections to create strategic partnerships, secure interviews, and communicate with others to find solutions that enhance your workplace.

**“LINKEDIN ALLOWS ME TO BUILD AND MAINTAIN PROFESSIONAL CONNECTIONS. IT’S AN EXCELLENT TOOL TO FIND OTHERS IN MY FIELD.”**

Toni Sikes
2013 MBA
State Farm and ‘00 at UD
Wisconsin Finance
Information Technology
Business Operations
Business Software
Marketing
Greeneline
Communities
Marketing
Student Leader

toshi.sikes@statefarm.com

**FIVE REASONS TO LINKEDIN WITH US ON**

- Connect with alumni from the Wisconsin School of Business.
- Enhance your workplace.
- Create strategic partnerships.
- Secure interviews.
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**TIP**

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**SIZE OF MAJORS**

<table>
<thead>
<tr>
<th>Degree</th>
<th>2013</th>
<th>2012</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>458</td>
<td>450</td>
<td>2%</td>
</tr>
<tr>
<td>Actuarial Science</td>
<td>179</td>
<td>181</td>
<td>2%</td>
</tr>
<tr>
<td>Finance, Investment, and Banking</td>
<td>659</td>
<td>653</td>
<td>1%</td>
</tr>
<tr>
<td>Information Systems</td>
<td>30</td>
<td>33</td>
<td>2%</td>
</tr>
<tr>
<td>International Business</td>
<td>170</td>
<td>159</td>
<td>6%</td>
</tr>
<tr>
<td>Management and Human Resources</td>
<td>417</td>
<td>380</td>
<td>10%</td>
</tr>
</tbody>
</table>

**GRADUATING CLASS 2013**

<table>
<thead>
<tr>
<th>Class size</th>
<th>Percent placed at graduation</th>
<th>Median base salary</th>
<th>Median signing bonus</th>
<th>Percent receiving bonus</th>
<th>Percent Wisconsin resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>330</td>
<td>69%</td>
<td>$52,000</td>
<td>$10,000</td>
<td>30%</td>
<td>47%</td>
</tr>
<tr>
<td>330</td>
<td>69%</td>
<td>$52,000</td>
<td>$10,000</td>
<td>30%</td>
<td>47%</td>
</tr>
</tbody>
</table>

**GRADUATING CLASS 2012**

<table>
<thead>
<tr>
<th>Class size</th>
<th>Percent placed at graduation</th>
<th>Median base salary</th>
<th>Median signing bonus</th>
<th>Percent receiving bonus</th>
<th>Percent Wisconsin resident</th>
</tr>
</thead>
<tbody>
<tr>
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<td>52%</td>
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</table>

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In 2013, the Wisconsin School of Business hired 11 new faculty members in five departments: Accounting, Actuarial Science and Risk Management, Marketing, Operations and Information Management, and Real Estate and Urban Land Development. Their contributions to our research excellence, infused into our classroom experiences, will shape the future of business education and reaffirm our commitment to research and premium learning experiences.

In 2013, the school allocated nearly $5 million of philanthropy to support our full-time faculty, as competition for outstanding researchers and teachers continued to grow. Together, the many donors who contributed to the faculty excellence funds, our named chairs, and the Wisconsin Naming Gift provided the critical funding to address these market pressures.

**FINANCIAL METRICS**

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of donors</td>
<td>38,805</td>
<td>39,985</td>
<td>39,185</td>
</tr>
<tr>
<td>University budget allocation</td>
<td>54%</td>
<td>55%</td>
<td>56%</td>
</tr>
<tr>
<td>University budget allocation*</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Student support</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Total revenues</td>
<td>$3,929</td>
<td>$3,138</td>
<td>$3,179</td>
</tr>
<tr>
<td>Business alumni who give to the University of Wisconsin-Madison</td>
<td>6,119</td>
<td>5,138</td>
<td>5,138</td>
</tr>
<tr>
<td>Faculty salaries</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Tuition and fees</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Tuition and fees</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Endowment market value (in millions)</td>
<td>$170.1 Million</td>
<td>$154.3 Million</td>
<td>$140.7 Million</td>
</tr>
</tbody>
</table>

*UW-Madison Foundation.

**YOURS INVESTMENT MATTERS**

Philanthropy touches every corner of the school. In 2013, philanthropy funded more than 60 faculty, 55 staff, and hundreds of students. Together, they are creating knowledge and taking it to the world. You are making a difference. Thank you.

**GIFT DATA**

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of living alumni</td>
<td>40,608</td>
<td>39,985</td>
<td>39,185</td>
</tr>
<tr>
<td>Number of alumni donors</td>
<td>5,138</td>
<td>5,179</td>
<td>5,462</td>
</tr>
<tr>
<td>Total number of donors</td>
<td>4,178</td>
<td>4,160</td>
<td>4,452</td>
</tr>
<tr>
<td>Number of donors giving in more than $10,000</td>
<td>4,725</td>
<td>5,529</td>
<td>4,867</td>
</tr>
<tr>
<td>Free of the five preceding years</td>
<td>$14</td>
<td>$14</td>
<td>$14</td>
</tr>
<tr>
<td>Total dollars received (in millions)</td>
<td>$1.4 Million</td>
<td>$1.4 Million</td>
<td>$1.3 Million</td>
</tr>
<tr>
<td>Total dollars to Wisconsin School of Business Annual Fund (in millions)</td>
<td>$54.8 Million</td>
<td>$54.8 Million</td>
<td>$54.8 Million</td>
</tr>
<tr>
<td>Endowment market value (in millions)</td>
<td>$170.1 Million</td>
<td>$154.3 Million</td>
<td>$140.7 Million</td>
</tr>
</tbody>
</table>

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**TO LEARN MORE ABOUT PHILANTHROPY**

Visit bus.wisc.edu/update-investment.
RECRUIT & HIRE
S.C. Johnson & Son, Inc. has established strong brand recognition among students in our MBA and BBA programs through Johnson & Son, Inc. join together to sponsor INSPIRE recruitment, guest lectures, applied learning, student organizations, participation in career fairs, informational events, on-campus interviews, and guest speakers. These services brought new meaningful educational and employment opportunities and to serve as a knowledge enterprise for corporate leaders. INSPIRE is a two-day event designed to inspire freshmen and sophomores to identify their personal and career goals and enhance their teamwork, leadership, and essential business skills.

LEARN & DEVELOP
The Center for Professional and Executive Development at The Fluno Center helped design and lead a four-month learning experience for Owen Clinic and St. Mary’s Hospital that provided 50 physician leaders with the business acumen and leadership skills they needed to strategically navigate changes in the nation’s healthcare delivery and economic systems. Participants reported a new level of engagement in their roles and in organizational leadership. They overwhelmingly agreed that the program’s return on investment was significant.

EXECUTIVE MBA
Expedited career management services brought new opportunities to more than 90 percent of Executive MBA students. Services include one-on-one coaching, workshops, videos and webinars, networking, and guest speakers. These services have equipped students with the skills and techniques to successfully manage and market their personal brands and careers for a lifetime.

In August 2015, the incoming Class of 2016 experienced an enhanced student orientation that emphasized the KDBIN™ learning outcomes of Knowing, Doing, Being, Inspiring, and Networking. Through these outcomes, students gain the necessary knowledge, skills, and behaviors in areas such as career development, global learning, and organizational preparing them to become successful and engaged alumni.

To learn more about the Evening MBA program, visit bus.wisc.edu/evening-mba.

INCOMING CLASS
2013 2012 2011
Number of applicants 65 68 65
Percent admitted 68% 83% 86%
Percent yield 86% 85% 94%
Class size 50 49 47
Median years of work experience 5 5.2 5.2
Percent female 26% 42% 21%
Percent minority 16% 14% 10%
Percent international 8% 6% 2%
Percent Wisconsin resident 98% 97% 100%

GRADUATING CLASS
2013 2012 2011
Graduating class size 52 45 58
Median salary at start $70,000 $65,000 $60,000
Students receiving promotion during program 85% 92% 100%
Median salary at graduation $82,000 $75,000 $74,000

PROFESSIONAL DEVELOPMENT
Custom Program Customers 33 33 26
Customer satisfaction 6.5 6.6 6.4 (on 7-pt. scale)

To learn more about the Evening MBA, visit bus.wisc.edu/cpd.

OPEN-ENROLLMENT COURSES
These custom programs help individuals solve specific, real-world workplace problems.

CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT
In 2015, Executive Education changed its name to the Center for Professional and Executive Development (CPED) to better reflect the center’s comprehensive training. Current center offerings include courses for individuals, helping professionals move their careers forward, and custom programs for organizations to help them grow and succeed. Additionally, the center’s Family Business Center helps family businesses transition leadership to the next generation, and the Small Business Development Center focuses on getting start-ups the tools and strategies they need to succeed.

To learn more about Executive Education, visit bus.wisc.edu/cpd.

CURRICULUM GROWTH RESULTS IN SEVERAL KEY PROGRAMS
The center added and revamped key management and leadership programs to reflect its new emphasis on supporting professionals through common career transitions. Last year CPED introduced the five-day Transition to Manager Boot Camp. This program focuses on the transition from individual contributor to front-line manager.

In addition, the center revamped its long-running Leadership Beyond Management course to include topics particularly relevant to professionals in the middle of their careers, such as managing an inclusive workplace and various situational leadership tools. Later this year, the center will introduce its Transition to General Management program, a four-module, six-month exploration of the key skills needed to move successfully into senior general management roles.

These, along with other curriculum enhancements, pivot around the notion that formal education is best leveraged during the moments of career and organizational transitions. The mission of CPED is to support every participant and custom client through these transitions.

OKLAHOMA CITY UNIVERSITY
17 NEW CUSTOMERS IN FIRST HALF OF 2014.

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CUSTOME PROGRAMS
These practical, interactive learning sessions facilitate discussion, team exercises, and case studies tailored to the client’s needs.

EVENING & EXECUTIVE MBAS
In 2011, 2012, and 2013, the incoming Classes of 2014, 2015, and 2016 experienced a significant return on investment was significant.

Median salary at graduation $82,000 $75,000 $74,000 ($millions)

Graduating Class of 2014 Median Salary Increase at Graduation
$82,000 (+49%)

Graduating Class of 2015 Median Salary Increase at Graduation
$80,500 (+30%)

Graduating Class of 2016 Median Salary Increase at Graduation
$75,000 (+20%)

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OKLAHOMA CITY UNIVERSITY