



DEAN'S REPORT 2020-2021

THE UNIVERSITY OF
ALABAMA

Culverhouse
College of Business



With the close of the 2020-2021 academic year, I can take a deep breath, look back, and consider the dynamics and teachable moments brought about by navigating through the uncharted waters of a global pandemic. There were times when we felt confident that we were in control, and there were moments when we felt less so.

The University of Alabama planned for every contingency and fared the coronavirus pandemic well. We followed suit here in the Culverhouse College of Business transitioning to remote operations in March 2020, yet ensuring that as many classes as possible throughout the year would be held in-person. I am very proud to say that 87 percent of our course instruction for the recent spring 2021 semester was delivered face-to-face.

Looking forward, we expect a return to routine campus operations for the fall 2021 semester. In early September, we will cut the ribbon for Hewson Hall, a magnificent 108,000 square-foot teaching and collaboration building that anchors the western edge of the UA campus. And since our incoming cohort of students will likely be about the same as in years past, if not larger, we will be grateful for the extra space.

There are so many things to celebrate here at Culverhouse! We have new academic degree offerings coming online, new programs that actively grow and support diversity, equity, and inclusion in the College, and an alumni base that continually – and generously – finds ways to get involved with our students.

I hope you like what you see and feel good about all we are achieving at Culverhouse. And as always, if you have questions or comments, please reach out.

Thanks and Roll Tide!

Dean Kay M. Palan

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In late 2020 after a focused effort led by a dedicated committee, the Culverhouse College of Business implemented new mission, vision, and values statements to reflect the evolving nature of the College.

Mission Statement

We are an inclusive community, committed to personal engagement and dedicated to shaping the future of business through excellence in teaching, research, and service.

Vision

To be internationally recognized as a proponent of lifelong learning and lasting change in our community and global society.

TIDE TOGETHER

Transformative

WE BELIEVE IN THE TRANSFORMATIVE POWER OF ACADEMICS AND SCHOLARLY ACTIVITY TO IMPROVE BUSINESS AND SOCIETY

Innovative

WE KNOW THAT OUR RESILIENCE AS AN ORGANIZATION DEPENDS ON ORIGINAL, CREATIVE THINKING AND INTRODUCING NEW IDEAS

Dynamic

WE EMBRACE CHANGE AND CONTINUOUS IMPROVEMENT IN ALL WE DO

Excellent

WE STRIVE TO BE RIGOROUS IN ALL OUR ENDEAVORS, WHILE UPHOLDING THE HIGHEST ETHICAL STANDARDS AND COMMITMENT TO SOCIAL RESPONSIBILITY

Together

WE ARE AN INCLUSIVE COMMUNITY THAT RESPECTS, COLLABORATES, AND THRIVES TOGETHER

2020 Enrollment Stats

| UNDERGRADUATE | | | GRADUATE | | |
|--------------------------------|---------------|---------------|--------------------------------|-------------|-------------|
| Major | Female | Male | Major | Female | Male |
| Accounting | 466 | 571 | Accounting | 60 | 54 |
| Economics | 185 | 451 | Applied Statistics | 6 | 12 |
| Finance | 308 | 1468 | Business Analytics | 4 | 12 |
| General Business | 766 | 1138 | Economics | 11 | 17 |
| Management Information Systems | 131 | 352 | Finance | 9 | 32 |
| Operations Management | 67 | 238 | Operations Management | 15 | 32 |
| Management | 312 | 449 | MBA | 92 | 107 |
| Marketing | 1110 | 841 | Management Information Systems | 4 | 6 |
| Total | 3,545* | 5,508* | Management | 51 | 64 |
| | | | Marketing | 149 | 75 |
| | | | Total | 403* | 477* |

* The sex and reporting race/ethnicity categories count each student only once per major. Undergraduate students with secondary majors are counted each time in this table if all majors are in the Culverhouse College of Business.

9,324 Total Enrolled

Race & Ethnicity

| | | | |
|----------------------------------|----------------|-------------------|----------------------------------|
| African American | Asian American | Hispanic | Native American or Alaska Native |
| 7.04% | 1.22% | 4.07% | 0.36% |
| Native Hawaiian or Other Pacific | White | Two or more races | Unknown |
| 0.12% | 81.40% | 3.17% | 0.58% |

ENROLLMENT COMPOSITION

85%
ON-CAMPUS
UNDERGRADUATES

5%
ONLINE
UNDERGRADUATES

6%
MASTERS
ON-CAMPUS & ONLINE

3%
MBA/EMBA
ON-CAMPUS & ONLINE

1%
PH.D.

TOP PLACEMENT STATES



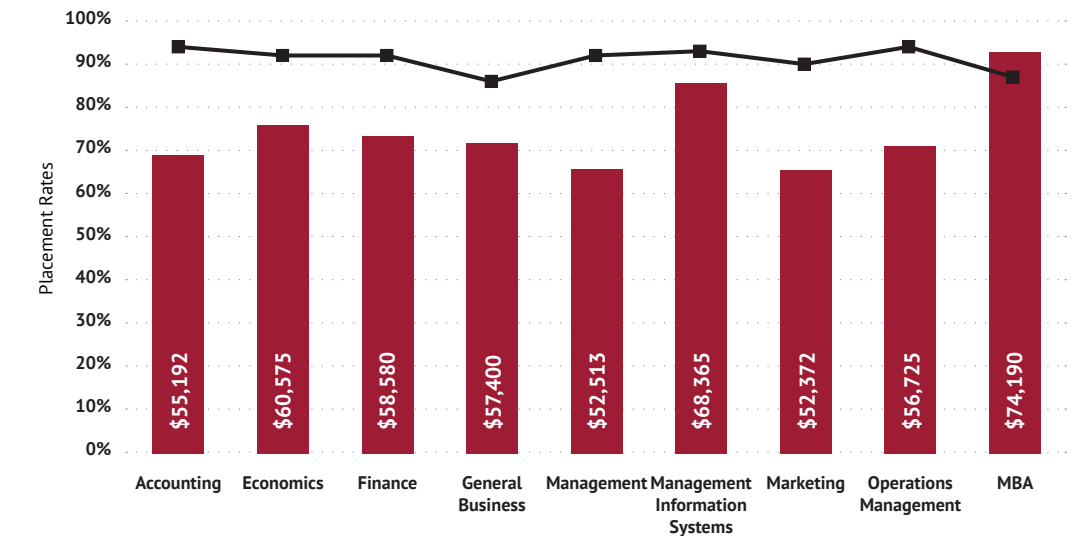
2020 Undergraduate Graduation & First Generation Stats

1,234
Total Graduates

\$57,634
Average Starting Salary

91%
Positive Outcome Rate

Placement Rates and Starting Salaries Undergraduates & MBA



How We Rank

9th

BEST ACCOUNTING PH.D PROGRAM IN THE NATION

2019 PUBLIC ACCOUNTING REPORT



22nd

BEST MBA PROGRAM AMONG PUBLIC UNIVERSITIES & 44TH OVERALL

2021-2022 U.S. NEWS AND WORLD REPORT

TIER 1

GLOBAL MBA RANKINGS FOR THE MANDERSON MBA

2021-2022 CEO MAGAZINE

6th

BEST VALUE FOR ONLINE MASTER'S IN MARKETING IN THE NATION

2020 VALUECOLLEGES.COM

37th

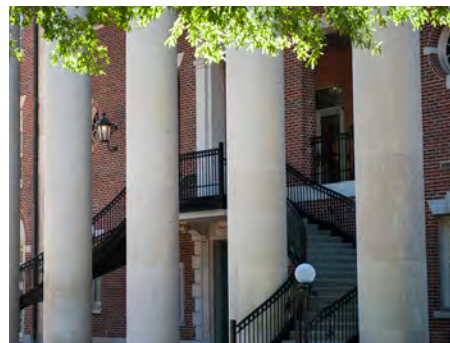
CULVERHOUSE DEPARTMENT OF MANAGEMENT OVERALL RANKING FOR 2019

TEXAS A&M/UNIVERSITY OF GEORGIA RANKINGS OF MANAGEMENT DEPARTMENT RESEARCH PRODUCTIVITY

28th

PUBLIC BUSINESS SCHOOL & 44TH NATIONALLY

2021-2022 U.S. NEWS AND WORLD REPORT



#1

BEST ONLINE NON-MBA MASTER'S IN THE SEC FOR VETERANS

2021-2022 U.S. NEWS AND WORLD REPORT

At the LEAD

Implemented by Culverhouse at the start of the fall 2020 semester, UA Business LEAD is a professional development program that prepares students for the workforce. The 10 core competencies that drive LEAD forward are directly related to the career competencies identified by the National Association of Colleges and Employers.

Those competencies include teamwork and collaboration, critical thinking, problem solving, and ethics, and global and cultural engagement.

"LEAD helps students be day one ready when they enter their job or internship. We want students to be learning on the job, but also adding value to the company or organization that they're joining, and able to articulate the soft skill development that they've learned in Culverhouse and then worked on co-curricularly," said Keely Latopolski, director of professional development and engagement at the College.

Students keep track of their activities in the Suitable app, earning points for attending career and professional development workshops, capstone experiences, and speaker series, as well as outside events that can earn LEAD point eligibility. The Suitable app also works as an e-portfolio for students to share work they've completed.

"They can even upload a video file, so we've had students upload an elevator pitch to that e-portfolio and link that to their email signature line or to their LinkedIn profile to give employers an additional snapshot about who they are," Latopolski said.

The past year included only freshmen and transfer students. The program is being rolled out over the course of four years so that eventually all undergraduates will be in the program.

Catalyzing Connections

While nearly all corporate partners to Culverhouse and its Manderson Graduate School of Business restricted in-person travel during the height of the pandemic, through the strong efforts of our corporate engagement team, a variety of virtual events allowed students to have rewarding conversations with those partners about career and professional development opportunities.

Student Engagement Highlights: UA Business LEAD

33,000

Student Activity Completions

91%

of 2020 Freshman/Transfer Cohort engaged in professional development through UA Business Lead

52%

of all Culverhouse undergraduates have engaged in professional development through UA Business Lead

Corporate Engagement Highlight: Live, Work, Play Series

14

Honest conversations between Culverhouse and Manderson alumni and current students about what it's really like relocating to a specific city for a career

56

Host Companies

268

Student Attendees

Creating Intentional Engagement

The coronavirus pandemic forced most in-person events at the College to go virtual over the past year. A benefit of the virtual format is that the College could facilitate more conversations with influential and inspirational alumni and executives who, in normal circumstances, may not have had the opportunity to travel to The University of Alabama campus.

Lowder Lecture Series

The College's Lowder Lecture Series facilitates honest conversations between a high-profile speaker and Culverhouse students about leadership, business strategy, and best practices, and professional growth. Some recent Lowder Lecture Series speakers include:

Cisco Codina, Former President of Ford in Argentina, President and Corporate VP of Ford Parts and Service, and Group Vice President of Marketing, Sales and Service

Grayson Hall, Retired Chairman and CEO of Regions Financial Corporation

Heath Terry, Managing Director, Growth Stage Capital, Third Point Ventures

Matt Salmonson, Principal of Salmonson Enterprises

Susan Packard, Co-founder Scripps Network and former Chief Operating Officer of HGTV

Marillyn Hewson, Former Chairman, President, and Chief Executive Officer of Lockheed Martin

Bruce Culpepper, Retired President, Shell Oil Company

Wendy Evesque, Executive Vice President and Chief Human Resources Officer for Protective Life Corporation

Derek Lewis, President of South Division of Pepsi Beverages North America

Diversity, Equity, and Inclusion Speaker Series

The College's Office of Diversity, Equity, and Inclusion hosted a series of speakers during Black History Month and Women's History Month where students heard from prominent black alumni and professional women who are business leaders in a variety of industries. Speaker highlights include:

Korey Campbell, CFO, Birmingham Airport Authority

BJ Stabler, Director, A-Club Alumni

Larry Lewis, President, PROJECTXYZ and CEO, BizTech

Derek Cunningham, Vice President of Strategic Accounts, IllumiCare

Stacey Hill, Manager of Global Talent Acquisition, Boeing

Jason Eppenger, President of Alabama Division, Citizens Trust Bank

Jacqueline Jones, Founder & CEO, One Degree Marketing

Mildred Black Hooks, Founder & Principal, People Optimum Consulting, LLC

Wendy Boyd, Senior Vice President, Head of the ABGA & Co-Lead of LFS, Lincoln Financial Network

Caitlin Jones, Global Director of Talent & Development Delivery, The Coca-Cola Company

Kimberly McGee, Senior Manager in the Center for Racial Equity, Walmart

Leslie O'Harrow, Partner, PwC



Summer Excellence in Research Program for Faculty

The Summer Excellence in Research Program for Faculty (SEiR-F) promotes high-quality research efforts for Culverhouse faculty by providing funding for their summer research that results in submission of a manuscript and presentation.

Recent SEiR-F presentations include:

Volodymyr Melnykov, Detecting Anomalies in European Trade Data Using Directed Weighted Multilayer Dynamic Networks

Paan Jindapon, Optimal Design of Contests

Christine Ringler, Mistakes Were Made: The Unintended Consequences of Lighting and Identity-Relevant Mistakes on Source Judgments

Steve Buchheit, Top-Level Gender Diversity: Are Public Accounting Firms Followers or Leaders?

Peter Brummund, How Do Restaurants Pay for the Minimum Wage?

Xiaochun Liu, On Policy-induced Macroeconomic Volatility Dynamics via Volatility Impulse Responses and Decompositions

Stacey Robinson, It's Storytime: Measuring Depth of Narrative Processing of Brand Communication Using EEG Phase Synchronization

Capstone Student Investment Conference

The Capstone Student Investment Conference, or CSIC, is an annual event that brings together students and professionals from around the country who are passionate about investing and finance. Presenters at this year's CSIC included:

Jonathan Gattman, Founder, Managing Partner, Cloverdale Capital

Julie Stewart, Vice President- Investor Relations, Delta Air Lines

Jim Roumell, Founder, Portfolio Manager, Roumell Asset Management

Christopher Kiper, Founder, Managing Director, Legion Partners

Jennifer Wallace, Founder, Chief Investment Officer, Summit Creek Capital

Mark Millsap, Partner, Portfolio Manager, Foundation Resource Management

Dan Davidowitz, Portfolio Manager, Head of Large Company Growth Team, Polen Capital

Billy Hwan, Co-Portfolio Manager, Parnassus Endeavor Fund

Adam Schwartz, Senior Managing Director, Portfolio Manager, First Manhattan Co.

C.T. Fitzpatrick, Founder, Chief Executive Officer, Chief Investment Officer, Vulcan Value Partners

Derek Pilecki, Founder, Portfolio Manager, Gator Capital Management

“Over the course of the year, Culverhouse facilitated many high-value opportunities for students, faculty, and staff to connect with each other and with leaders from across the business landscape. Just one example was when Bruce Culpepper, retired president of the Shell Oil Company and one of our alums, joined us for a Lowder Lecture Series talk in front of a virtual audience. He went over his philosophy on work-life balance and the unique challenges he faced as the leader of one of the world's most prominent companies.” - Emma Bliss, associate director for corporate and alumni relations

Beyond the Classroom

Manderson MBA Case Team Brings Home Silver from SEC Competition

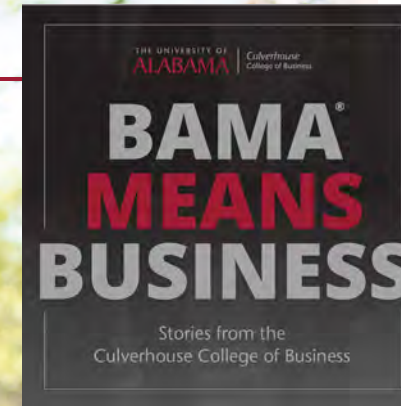
The Manderson MBA Case Team came in second place in the 8th annual SEC MBA Case Competition, conducted virtually for the first time in SEC history and facilitated by the Raymond J. Harbert College of Business at Auburn University. The Manderson team, all of whom were second-year students, was comprised of Diana Boone, Oliver Robinson, Savannah Hiers, and Savannah Middleton. Quoc Hoang, who is director of experiential learning at Culverhouse, served as the team's advisor.

The competition took place April 15-17, and it began with the four-person SEC teams being randomly drawn into four divisions on Thursday evening. On Friday morning a representative from Aflac, the case company, presented a real-world challenge to the students, who then had approximately 24 hours to outline an approach to the challenge while also organizing a related presentation.

Manderson finished behind winners Ole Miss, with the University of Kentucky taking third place, and the University of Tennessee coming in fourth.

The 2021 result is a continuation of the Manderson MBA Case Team's strength at the SEC Case Competition: in 2019, **Manderson finished first.**

*Manderson's 2021 SEC MBA Case Competition team.
From left to right: Savannah Middleton, Oliver Robinson,
Diana Boone, and Savannah Hiers.*



Bama Means Business Podcast Launches

Sharing stories from across the entirety of the Culverhouse College of Business universe, the Bama Means Business podcast launched in the middle of the spring 2021 semester. Most episodes are produced by Culverhouse student Cole Stevens, who to date has interviewed Culverhouse students about what drives them in their approach toward academics, faculty about their teaching philosophies, and area entrepreneurs who have leveraged student talent to help grow and sustain their businesses.

Other special episodes are led by members of Culverhouse's development and marketing and communications teams.

Episodes come out about once a week and can be found on the Apple Podcast app, Spotify, or wherever you get your favorite podcasts.

Reboot Reforestation Named 2021 Aldag Competition Winner

The Edward K. Aldag, Jr. Business Pitch Competition returned virtually to The University of Alabama's campus on April 12-13. Students presented their business ideas to a panel of judges. Up for grabs was a \$50,000 grand prize for the best business plan plus in-kind assistance and additional awards totaling over \$100,000. This year, Reboot Reforestation came away with the \$50,000 grand prize for its innovative drone and seed ball technologies that monitor environmental threats and rebuild natural habitats more efficiently.

The company's pitch was among the 20 winning business plans.

Grand Prize Competition Group:

\$50,000 Grand Prize: Reboot Reforestation
\$5,000 First Prize: 210 Diagnostic Solutions
\$3,000 Second Prize: EduScape
\$2,000 Third Prize: Gravitare

In addition to cash prizes, winners will receive generous in-kind support from area entrepreneurs and resident business experts at The EDGE Incubator and Accelerator and the Alabama Entrepreneurship Institute, which organizes the competition. The Alabama Entrepreneurship Institute, or AEI, is an outreach center based in Culverhouse.

Dr. Theresa Welbourne, the Will and Maggie Brooke Professor in Entrepreneurship at Culverhouse and executive director of the AEI, said, "We had an incredible response from students. In fact, we received the greatest number of pitches since the competition's inception in 2017."

Impactful Giving

Culverhouse, Protective Life Partner To Assist Underrepresented Students

With support from Protective Life Corporation, Culverhouse College of Business is launching an initiative to help underrepresented students get a head start on finding their potential path to a business college experience.

Support from Protective, based in Birmingham, will start the Diversity in Business Bridge Program at Culverhouse. It's a recognition of Protective's shared priority with the University of improving practices oriented around diversity, equity, and inclusivity in the workplace and world at-large.

The program will recruit and prepare about 25 high school juniors annually from underrepresented populations in Alabama for academic success across all business disciplines at UA via a summer residential experience and a robust college prep protocol. Students who decide to attend UA will be invited back for a second summer that will focus on easing the transition to college and getting off to a strong start.

The Diversity in Business Bridge Program features content that includes professional development, an introduction to business areas such as accounting, finance, and marketing that track closely with Culverhouse's degree offerings, and competency-building instruction in the areas of ethics and social responsibility, critical thinking, college skills, and diversity, equity, and inclusion.

Furthermore, scholarships, financial assistance and ongoing development support and opportunities will be available for participants who choose to study business at UA.

In June 2021, the program welcomed its first cohort, with a Saturday orientation session on The University of Alabama campus and virtual sessions during the following week."



Giving to Support Study Abroad

One of the most important job skills employers look for in hiring future employees is cultural intelligence. And one way for students to develop and improve this skill is by studying abroad.

Recent gifts made by Harry ('83) and Nancy Anderson support Culverhouse's priority in offering international study opportunities to students.

Brett Riley, Culverhouse's executive director of development said that Mr. Anderson, formerly a senior vice president of global initiatives at the Coca-Cola Company, was specific in his desire to elevate programs that grow and inspire students.

"As we were discussing the details of their philanthropy, Harry emphasized how his openness to new cultures had tangible benefits to his own career and that he wanted students to have well-funded opportunities to study abroad to grow their own capabilities in that respect. We look forward to seeing their generosity put to good use helping our students travel and learn about business abroad, with the hope that those experiences will inform how they approach their own respective careers."



Alan Pizzitola Entrepreneurship Catalyst Endowment Fund

Last year, Alan Pizzitola, a graduate of The University of Alabama's Culverhouse College of Business (BS Marketing '75) and a former member of the Crimson Tide football team, was diagnosed with Amyotrophic Lateral Sclerosis (ALS).

Although many of us remember the role he played on the gridiron as a safety, Alan has enjoyed a very successful career as founder and owner of Business Interiors, in Birmingham, Alabama.

The College is inviting the community of friends and associates of Alan to honor his legacy by helping endow the Alan Pizzitola Entrepreneurship Catalyst Endowment Fund, which will help students gain access to seed funding, mentorships, and other resources.

Get involved by contacting Keith Norton, director of development, at knorton@culverhouse.ua.edu or 205-348-7353.

Scholarships

In a year like no other, the Culverhouse College of Business was able to uphold our promise of ensuring our students have the resources to peruse a transformative learning experience by awarding more than \$1.5 million dollars of scholarships and financial support to students in need.

\$1,631,539

IN SCHOLARSHIP MONEY
AWARDED FOR THE 2020-2021
ACADEMIC YEAR

832

CULVERHOUSE STUDENTS WERE AWARDED SCHOLARSHIPS
OFFERED BY BOTH CULVERHOUSE AND UA ADMISSIONS

350

AVAILABLE SCHOLARSHIPS OFFERED BY CULVERHOUSE

\$139k

IN FINANCIAL ASSISTANCE WENT TO STUDENTS WHO
WERE DIRECTLY AFFECTED BY THE COVID-19 PANDEMIC

107

NUMBER OF STUDENTS WHO APPLIED AND RECEIVED
COVID-19 RELATED SCHOLARSHIPS



Looking Forward

Scheduled for September 9th of this year, we will cut the ribbon for Hewson Hall, officially marking the opening of the much-anticipated 108,000 square foot teaching and collaboration space.

The College also looks forward to an agenda of other exciting events on the campus of The University of Alabama, as well as across the country, to connect with alumni and friends. Most of those events will be part of the Culverhouse Executives Society (CES) outreach agenda:

Culverhouse Executives Society Pre-Game Picnics

Alabama vs. Ole Miss, October 2

Alabama vs. Tennessee, October 23

Alabama vs. LSU, November 6

Alabama vs. Arkansas, November 20

*Culverhouse Executives Society Luncheons**

Huntsville

Birmingham

Tuscaloosa

Mobile

Montgomery

To get involved with CES, visit alumni.culverhouse.ua.edu or contact Emma Bliss, Culverhouse's associate director of external relations at ebliiss@culverhouse.ua.edu or 205-348-3771.

**Specific dates and locations TBD.*

*Look for our Alumni Giving Report, available in late fall,
and our Research Impact Report this winter.*

Learn More
culverhouse.ua.edu

See Our Impact
culverhouse.ua.edu/impact

Get Involved & Give Back
alumni.culverhouse.ua.edu

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