

THE UNIVERSITY OF
ALABAMA[®]

Culverhouse
College of Business

DEAN'S REPORT
2021-2022



For all of us here at The University of Alabama's Culverhouse College of Business, the 2021-2022 academic year started off at a fast pace and never let off.

We started the school year with the grand opening of Hewson Hall, the magnificent 108,000-square-foot building that now anchors the western edge of campus. We knew that the building, with its expansive, light-filled atrium, would be a destination. However, the extent to which our students, faculty, staff, and friends have flocked to the building is remarkable. It is now a hub for the Culverhouse community, and all day long (and sometimes throughout the night), students work together on world-changing projects in its many collaboration spaces. At the same time, transformative instruction takes place in the classrooms.

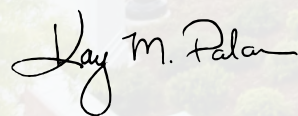
The building is also a different kind of focal point: many of our prestige college activities, such as the Capstone Student Investment Conference, Business Analytics Symposium, and awards events, are now taking place in Hewson Hall. Furthermore, we have also added new events this past spring that reinforce our focus on diversity, equity, and inclusion: the Women in Business Conference, Women's Leadership Dinner, and the Malone Awards all celebrated and highlighted alums and community members who have made extraordinary contributions to not just the business world, but all of society.

Speaking of other highlights: Culverhouse is now among the top 100 business colleges in North America in terms of research productivity, according to the protocol established by the University of Texas at Dallas' Naveen Jindal School of Management. This is a huge accomplishment for us and represents a lot of hard work on the part of our team.

Finally, our student cohort this past year was the largest ever, and this fall promises another record-setting enrollment.

I am always excited to share all the great things we are doing at Culverhouse. If you find yourself in the area, please stop by.

Thanks and Roll Tide!



Dean Kay M. Palan

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5th

BEST ONLINE MASTER'S
(NON-MBA)

U.S. NEWS & WORLD REPORT



#30

BEST MBA PROGRAM
AMONG PUBLIC UNIVERSITIES &
57TH OVERALL

U.S. NEWS & WORLD REPORT

#50

GLOBAL EMBA

CEO MAGAZINE

26th

BEST UNDERGRADUATE PUBLIC
BUSINESS PROGRAM
& 39TH NATIONALLY

U.S. NEWS & WORLD REPORT

88th

IN UNITED STATES

UT DALLAS RESEARCH PRODUCTIVITY LIST

#26

AMONG PUBLIC MBA PROGRAMS

FORTUNE



49th

MASTER'S OF MARKETING

QS WORLD UNIVERSITY RANKINGS

2022-2027 Strategic Plan

Updated at the end of 2021, the Culverhouse College of Business strategic plan outlines the College's major goals, specific objectives, strategies for achieving those objectives, and specific annual plans.

Provide transformational learning experiences both in and outside the classroom.

Adapt and innovate curriculum, educational opportunities, and programs based on College strengths and the needs of a dynamic marketplace.

Develop and maintain distinctive academic programs that attract students and for which Culverhouse is nationally known.

Expand students' involvement with signature immersive learning opportunities.

Develop and implement a comprehensive executive education program that provides opportunities for lifelong learning and a platform for co-creating and sharing learning with all stakeholders.

Expand accessibility of graduate programs.

Evaluate doctoral education college-wide and identify/implement changes that will strengthen programs.

Provide an inclusive and supportive collegiate experience that enables students to achieve their fullest potential.

Increase undergraduate and graduate student enrollment while shifting the incoming student demographic breakdown closer to that of the state.

Improve the rates of student retention, persistence, and graduation by focusing on high-impact practices and increasing the personal connection to our students.

Create a student-centered hub that provides comprehensive, individualized support and professional development for all Culverhouse students.

Enhance impact and visibility of our thought leadership, discovery, and knowledge creation.

Build on current capabilities across the College and embrace impactful research and scholarship.

Provide infrastructure, funding, and developmental support that strengthens and grows the research capabilities and programs to meet the critical needs of the key constituents.

Foster research capabilities among undergraduate and graduate students.

Showcase Culverhouse's research capabilities and impact.

Cultivate an inclusive community where respect for individual contributions is a core value, enacted by all.

Recruit, retain, develop, and reward outstanding faculty, staff, and administrators to work with current and future generations of Culverhouse students.

Elevate diversity and inclusion as cultural values of the Culverhouse College of Business.

Develop effective channels to ensure an engaging and open working environment while encouraging continued growth and celebrating the accomplishments of faculty, staff, and students.

Measures of Success

Leverage outreach and external relations activities to positively impact individuals, communities, and business.

Establish new and strengthen existing relationships with external constituents that help Culverhouse meet its mission and support our values.

Strengthen existing relationships with alumni and increase the number of alumni who are actively engaged with the College.

Enhance presence of Culverhouse as a top business school and solidify our reputation through marketing and communication efforts.

Increase involvement in endeavors and partnerships resulting in positive societal impact, especially improving quality of life and economic development in the underserved and Black-Belt regions in Alabama.

Increase the awareness, utilization, and impact of externally-facing College centers.

Grow and manage financial, physical, and virtual (technology) resources to support the College mission and strategic initiatives.

Implement processes and tools to increase efficient use of resources.

Increase financial resources.

Prepare contingency plans for any potential disruptions to College operations and resources.

Rankings and Academics

Continuous upward movement in undergraduate and MBA rankings

Undergraduate: Top 25 public business schools

MBA: Top 20 public MBA programs

Recognized Centers of Excellence

Student Growth

Increased undergraduate & graduate enrollments

Increased graduation & retention rates

Increased placement rates

Research

Consistent production of high quality & impactful research

Increased academic publications

Increased external funding proposals and awards

Culture

Increased diversity among students, staff & faculty

Increased faculty & staff retention

Increased climate of inclusivity

Outreach

Enhanced collaborative partnerships with business & industry

Increased alumni engagement

Focused initiatives impacting society

Sustainability

Increased financial resources

Enhanced physical resources

Continuous AACSB accreditation for business and accounting

9,641 Total Enrollment Fall 2021

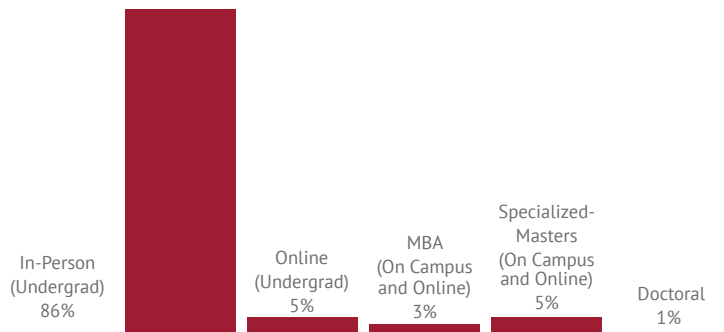
UNDERGRADUATE STUDENTS BY MAJOR, Fall 2021

	Female	Male
Accounting	412	501
Economics	184	473
Finance	533	1578
General Business	875	1268
Management Information Systems	120	340
Operations Management	70	260
Management	334	477
Marketing	1185	828
Total	3713*	5725*

GRADUATE STUDENTS BY PROGRAM, Fall 2021

	Female	Male
Accounting	72	47
Applied Statistics	4	14
Business Analytics	1	10
Economics	9	18
Finance	5	13
Operations Management	17	39
MBA	104	202
Management Information Systems	1	5
Management	57	64
Marketing	154	66
Total	424	478

ENROLLMENT STATS, Fall 2021



* 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.

RACE AND ETHNICITY

African American

7.0%

Asian American

1.3%

Hispanic

5.1%

Native American or Alaska Native

0.4%

Native Hawaiian or Other Pacific

0.1%

White

81.0%

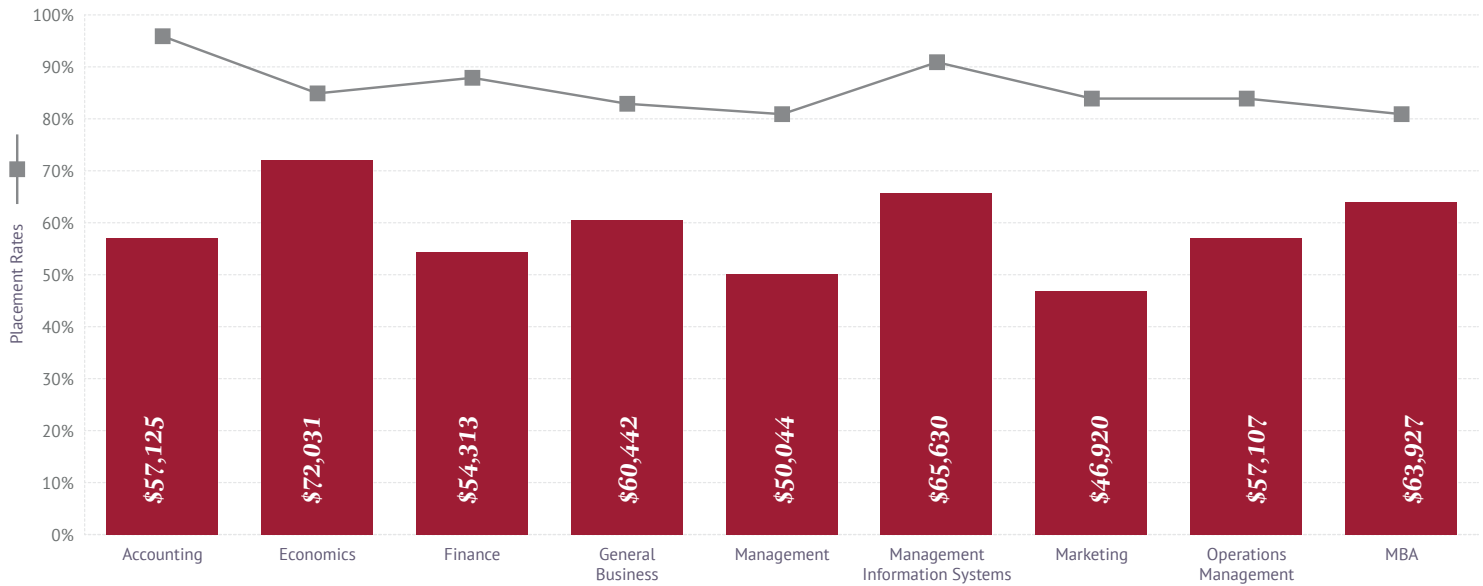
Two or more races

3.1%

Unknown

0.7%

PLACEMENT RATES AND STARTING SALARIES: UNDERGRADUATES & MBA, May 2021



UNDERGRADUATE GRADUATION & FIRST GENERATION ONLY, Spring 2022

1,622

Total Graduates, 2021-2022

\$58,791

Average Starting Salary, December 2021

89%

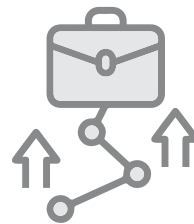
Positive Outcome Rate, December 2021

STUDENT IMPACT, 2021-2022 Data



UA Business LEAD and Career Center Programs Offered

70



Corporate Sponsored Programs Offered

32



Professional Development Activities Completed

75,000

The Tide Continues to Rise

\$126,014,020

Total Culverhouse Gifts and Commitments

October 1, 2016 - May 19, 2022

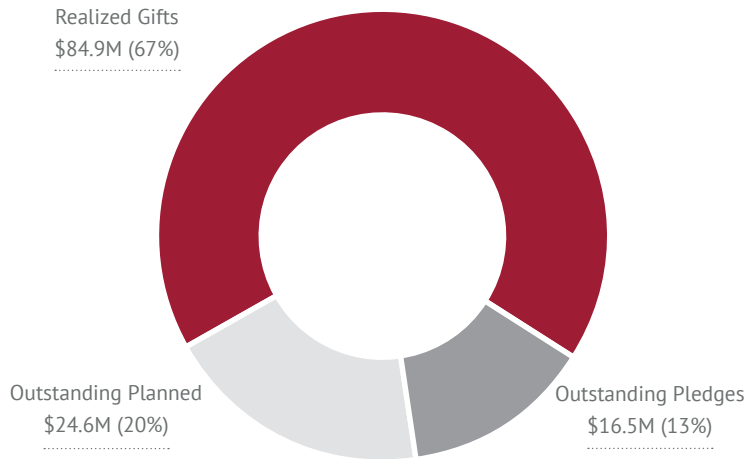
Campaign Goal
\$200.0M

Percent to Goal
63%

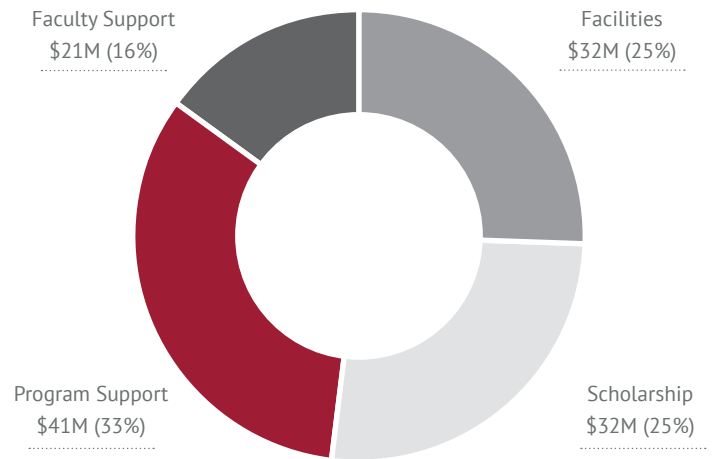
Total Donors
5,229

Gifts
14,544

Support by Type



Support by Area



First Time Donors

882

State of Alabama Donors

2,958

Alumni Donors

3,377

UA Faculty/Staff Donors

210

New Scholarships

79

New Faculty Support

13

\$500K+ Donors

68

\$1M+ Donors

35

The Rising Tide, the \$1.5 billion campaign for The University of Alabama, is focused on furthering UA's mission of exemplary teaching, research, and service. Culverhouse's target as part of Rising Tide is \$200 million in order to support efforts to transform learning, society, and thought leadership within the College.



Spotlight on the Alabama Productivity Center

Housed within the Culverhouse College of Business, the Alabama Productivity Center, or APC, focuses university research and educational resources on enhancing business productivity and quality across the state. It does this by leveraging Culverhouse faculty and students to develop solutions that help businesses – large and small – increase efficiency and reduce costs.

APC was established in early 1986 and originates from a 1983 joint venture between The University of Alabama and General Motors. In 1996, APC became home to Region 3 of the Alabama Technology Network, the Manufacturing Extension Partnership program of the National Institute of Standards and Technology, or NIST, for the state of Alabama.

APC figures strongly in Culverhouse's strategic vision. It does this via several mechanisms including:

- Providing a conduit for students to engage in highly-productive experiential learning opportunities that have real-world impacts
- Leveraging campus talent to make societal impacts across the state, including in the Alabama Black Belt
- Coordinating workforce development and innovation activities throughout Alabama

APC has been recognized by the National Council for Urban Development and the U.S. Economic Development Administration as an "innovative" and "imaginative" program, demonstrating its importance as a valuable resource for Alabama businesses.

Since 2013,
the Alabama Productivity
Center has had a total of

793

interns serving

149

companies through

991

projects.

From FY2018 through
FY2022, APC has facilitated

449

internship projects

with 70 different companies.

In 2022 alone, APC created

112

internship projects.

Through these projects,
APC has provided

\$1,860,386

to the students in the form
of student stipends and
scholarships.

Alabama Productivity Center
clients have reported

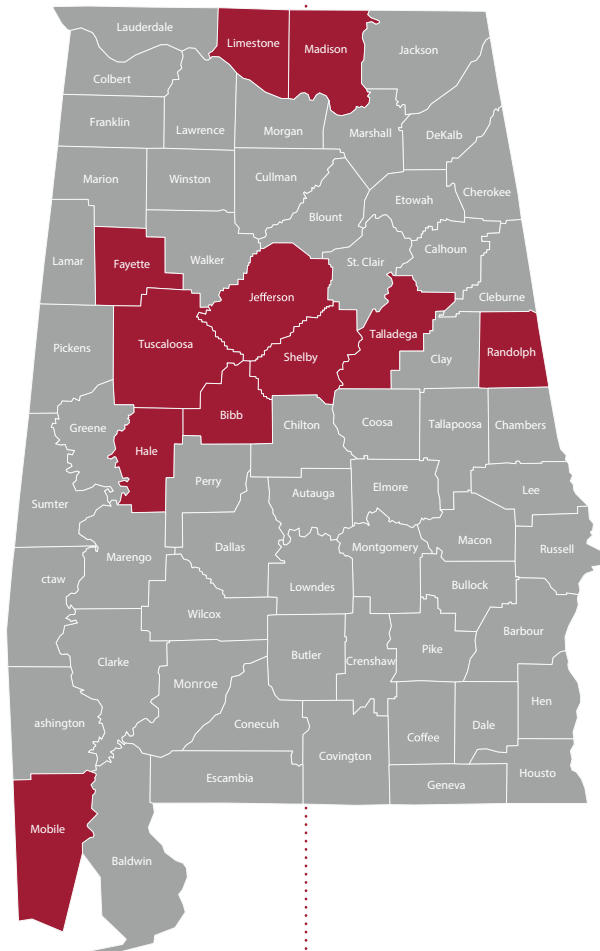
\$66,127,395

worth of positive impact
over the past four years. This
impact includes cost savings,
increased and retained sales,
investments in processes
and workforce practices, and
avoidance in unnecessary
investments.

2022 Student Impacts

11

Alabama Counties with APC Projects



\$43,598,027

Total Client Positive Impacts

32

New Jobs Created

168

Jobs Retained

“As a summer intern at Toyota Motor Manufacturing Alabama with the Alabama Productivity Center, I was able to gain a better understanding of the career field that I was preparing for. I learned valuable lessons, which can only be obtained through working in the field.”

- Hayden D. Bevil, PC, PPM Specialist

Summer Programs

The Culverhouse College of Business hosts several summer programs for high school students, including those from underserved or diverse populations, to introduce them to the b-school experience at Culverhouse or to learn technical skills from seasoned faculty. Two of those programs are new for 2021-2022, the Minerva Young Women in Business Program and the Marillyn A. Hewson Cybersecurity Summer Camp. The Diversity in Business Bridge Program held its second iteration this past year, bringing 20 participants to campus.



“We had professionals come in that had majored in business, talking about how their particular degree had helped them on their career path. These were very candid, courageous conversations. The women coming in to speak to these young ladies were really open with their personal life experiences, in a way that you don’t traditionally see in panels. That was really phenomenal to watch.”

*- Cherie Moman,
Director, Minerva Young Women’s
Summer Business Program*



5

CURRENT ENROLLED FRESHMEN
PARTICIPATED IN THE DIVERSITY
IN BUSINESS BRIDGE PROGRAM IN
SUMMER OF 2021

50+

ALUMNI, FACULTY/STAFF &
INDUSTRY EXPERT SPEAKERS



17

AVERAGE AGE OF STUDENTS
ATTENDING DEI SUPPORTED
SUMMER PROGRAMS

Scholarships

Culverhouse College of Business continues to uphold our promise of ensuring our students have the resources to have a transformative learning experience by awarding more than \$2.5 million dollars of scholarships and financial support to students in need over the past year.

\$2,665,056

**IN SCHOLARSHIP MONEY
AWARDED FOR THE 2021-2022
ACADEMIC YEAR**

795

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

361

AVAILABLE SCHOLARSHIPS OFFERED BY CULVERHOUSE

264

ENDOWED SCHOLARSHIPS

97

ANNUAL GIFT FUNDS



Culverhouse Executives Society

Serving as the annual fund for the college, the Culverhouse Executives Society is a membership-based, philanthropic affinity group that supports Culverhouse by ensuring every student receives a superior and enriching education.

CES provides support by funding programs and experiences that grow students' professional skills, connect with employers, and ultimately set them apart from their peers.

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. Vanderbilt, September 24

Alabama vs. Texas A&M, October 8

Alabama vs. Miss. State, October 22

Alabama vs. Auburn, November 26

*Culverhouse Executives Society Receptions**

Dallas

Houston

Birmingham

Tuscaloosa

Huntsville

Mobile

Atlanta

NYC

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

*Specific dates and locations TBD.

Look for our Alumni Giving Report 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

Get in Touch
205-348-4537
culverhouse.ua.edu

