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, a 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.

Thanks and Roll Tide!

Kay M. Palan
kay.palan@culverhouse.ua.edu
<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Ranking</th>
<th>Source</th>
<th>Additional Details</th>
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<tr>
<td>5th</td>
<td>Best Online Master’s (Non-MBA)</td>
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<td>U.S. News &amp; World Report</td>
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<tr>
<td>#30</td>
<td>Best MBA Program Among Public Universities &amp;</td>
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<td>U.S. News &amp; World Report</td>
<td>57th Overall</td>
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<tr>
<td>#50</td>
<td>Global EMBA</td>
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<td>CEO Magazine</td>
<td></td>
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<tr>
<td>26th</td>
<td>Best Undergraduate Public Business Program &amp;</td>
<td></td>
<td>U.S. News &amp; World Report</td>
<td>39th Nationally</td>
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<tr>
<td>88th</td>
<td>In United States</td>
<td></td>
<td>UT Dallas Research Productivity List</td>
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<tr>
<td>#26</td>
<td>Among Public MBA Programs</td>
<td></td>
<td>Fortune</td>
<td></td>
</tr>
<tr>
<td>49th</td>
<td>Master’s of Marketing</td>
<td></td>
<td>QS World University Rankings</td>
<td></td>
</tr>
</tbody>
</table>
Provide transformational learning experiences both in and outside the classroom.

Adapt and innovate curriculum, educational opportunities, and and the needs of a dynamic.

Develop and maintain distinctive academic programs that attract students and for which Culverhouse

Expand students’ involvement with signature immersive learning

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

Elevate diversity and inclusion as cultural values of the Culverhouse

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

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

Improve the rates of student retention, persistence, and impact practices and increasing the

Expand students’ involvement with signature immersive learning

Provide infrastructure, funding, and developmental support that strengthens and grows the research

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

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

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Expand students’ involvement with signature immersive learning

Provide infrastructure, funding, and developmental support that strengthens and grows the research

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

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Expand students’ involvement with signature immersive learning

Provide infrastructure, funding, and developmental support that strengthens and grows the research

Showcase Culverhouse's research

Enhance impact and visibility of our thought leadership, discovery, and knowledge creation.
Leverage outreach and external relations activities to positively impact individuals, communities, and business.

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

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

Continuous upward movement in undergraduate and MBA rankings
8QGHUJUDGXDHVRSSXEOFEXLVHQVVFKRROV
0%$7RSSXEOLOF0%$SURJUDPV
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
QFUHDVHQDFDGHLFSXEOLFDWLQRQV
Increased external funding proposals and awards

Culture
Increased diversity among students, staff & faculty
Increased faculty & staff retention
Increased climate of inclusivity

Outreach
(QKDFQfHGFROODERUDWLYHSDUWQHUVKL5VZLWKEXVLQHVVLQG6
Increased alumni engagement
Focused initiatives impacting society

Sustainability
QFUHDVHQDQFDLDOUHVXUFHV
Enhanced physical resources
RQWLOXRVV$&6%DFUHGLWDWLQRQURUEXVLQHVVDQGDFRXQ
9,641 Total Enrollment
Fall 2021

UNDERGRADUATE STUDENTS BY MAJOR, Fall 2021

<table>
<thead>
<tr>
<th>Major</th>
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<td>473</td>
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<tr>
<td>Finance</td>
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<td>General Business</td>
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<td>340</td>
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<td>Operations Management</td>
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<td>260</td>
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<tr>
<td>Management</td>
<td>334</td>
<td>477</td>
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<tr>
<td>Marketing</td>
<td>1185</td>
<td>828</td>
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<tr>
<td><strong>Total</strong></td>
<td>3713*</td>
<td>5725*</td>
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GRADUATE STUDENTS BY PROGRAM, Fall 2021

<table>
<thead>
<tr>
<th>Program</th>
<th>Female</th>
<th>Male</th>
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<tr>
<td>Applied Statistics</td>
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<tr>
<td>Marketing</td>
<td>154</td>
<td>66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>424</td>
<td>478</td>
</tr>
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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.
1,622
Total Graduates, 2021-2022

$58,791
Average Starting Salary, December 2021

89%
Positive Outcome Rate, December 2021

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

Realized Gifts
0

Outstanding Planned
0

Outstanding Pledges
0

Support by Area

Faculty Support
$21M (16%)

Program Support
$41M (33%)

Scholarship
$32M (25%)

Facilities
$32M (25%)

First Time Donors
882

New Scholarships
79

6WDWHRISODDPD'RQURU

2,958

New Faculty Support
13

Alumni Donors
3,377

$500K+Donors
68

UA Faculty/Staff Donors
210

$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.

APC 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

$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. 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

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**
- **Alabama vs. Texas A&M**
- **Alabama vs. Miss. State**
- **Alabama vs. Auburn**

**Culverhouse Executives Society Receptions***

- **Dallas**
- **Houston**
- **Birmingham**
- **Tuscaloosa**
- **Huntsville**
- **Mobile**
- **Atlanta**
- **NYC**

To get involved with CES, visit [alumni.culverhouse.ua.edu](http://alumni.culverhouse.ua.edu) or contact Emma Darling, Culverhouse’s director of external relations at edarling@culverhouse.ua.edu.

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