**DEAN’S REPORT**

**2022-2023**

The 2022-2023 academic year started with a leap forward, in the #BAMAMEANSBUSINESS

**TOTAL ENROLLMENT**

9,972

**UNDERGRADUATE PROGRAMS**

9,290

$60,259

92%

**MASONERSON GRADUATE SCHOOL OF BUSINESS**

682

$86,380

90%

Dr. Bryan Hochstein, an associate professor of marketing who oversees the program, said, “Our graduate program aims to recruit students who are ready for leadership roles within specific sectors of industry practice, experiential role-play, and real-world examples for coursework where students will earn sales certifications, network with industry partners, and hone their sales skills and leadership talents.”

The sales leadership concentration in the Master of Science in Marketing is an immersive, customizable program that provides cutting-edge skills necessary to identify vulnerabilities, implement robust security measures, and develop incident response plans, thereby reducing the overall risk for organizations.

About the program, Dr. Allen Johnston, professor of management and the Hewson Professor of Cyber Security, said the program, “promises to help students gain the knowledge and skills necessary to identify vulnerabilities, implement robust security measures, and develop incident response plans, thereby reducing the overall risk for organizations.”

In response, the Culverhouse College of Business has deployed a new undergraduate degree offering in business cyber security.

— and assemble measured and appropriate responses — are in high demand. And finally, we are continuing to grow as an institution. For 2022-2023, we again broke an enrollment record and for 2023-2024, we fully expect to be proud of.

Our elite faculty continue to publish important, world-changing research, impacting issues ranging from urban blight to human trafficking, from the challenges of working families to entrepreneurial resilience in Ukraine. Ac-
The Alabama Center for Real Estate (ACRE) was established in 1996 through a legislative act and is housed within the Culverhouse College of Business. ACRE focuses educational resources and university research toward improving the real estate industry. Along with a focus on business development, ACRE also conducts market research to help educate consumers and industry professionals so they make informed decisions in an ever-changing market.

ACRE has evolved since its founding and currently focuses its efforts on shaping the future of real estate through teaching, research, and service. It does this in several ways including:

- Hosting annual conferences and forums in Birmingham, Montgomery, and Huntsville to strengthen connections in the real estate industry.
- Partnering with the Collegiate Careers Assistance Program (CCAP), a student-led organization with a passion for commercial and residential real estate. Since its inception in 2017, CCAP has provided opportunities for students to explore career paths in real estate and develop skills that will prepare them for the workforce.
- Creating the Careers and Opportunities in Real Estate (CORE) program, a free online eight-module course that introduces the vast career paths in commercial real estate. The CORE program is designed to bring more people from underrepresented groups into entry-level positions in the real estate industry.
- Partnering with the University of Alabama to create the Alabama Commercial Real Estate Index, which is the only index that provides a comprehensive view of commercial and residential property types.
- Conducting market research to support efforts to transform learning, society, and thought leadership within the College.

ACRE is governed by bylaws established by the Center’s Advisory Board which currently has 30+ members from diverse backgrounds representing the Alabama Association of REALTORS, the Alabama Association of Appraisers, the Alabama Association of Professional Title Agents, the Alabama Bar Association Real Estate Section, the University of Alabama College of Law, the University of Alabama School of Public Health, the University of Alabama School of Social Work, and the University of Alabama School of Nursing.

The Alabama Center for Real Estate Index is the only index that provides a comprehensive view of commercial and residential property types, including:

- Alabama Residential Real Estate Index
- Alabama Commercial Real Estate Index
- Alabama Housing and Real Estate Market Reports

This past year, the Alabama Center for Real Estate published an Alabama Commercial Real Estate Index, and an Alabama Housing and Real Estate Market Report. These reports provide valuable insights into the real estate market in Alabama and offer valuable data for industry professionals and students.

BY THE NUMBERS

- Total Real Estate Students Representing 45 States
- Alabama Center for Real Estate Programs Offered

DEVELOPING LEADERS

- 92,000 Professional Development Activities Completed
- 76 Business LED Programs Offered
- 210 Corporate Events Hosted at the Culver Center Event Space
- 273 Career Paths Identified in the Career Interest & Business File

DEVELOPMENT

- 760 Endowed Scholarships
- 495% Increase in Athletic Donations
- 394 Total Gifts

FUNDING FOR THE FUTURE

- Total Culverhouse Gifts & Contributions: $200M by August 2023
- Total Gifts Received: $140,041,545
- 100% donors have chosen to support the University of Alabama, its campuses, and the colleges.

SCHOALSHIPS

- $2,852,495 Total Awarded Awarded in 2023
- Free Application for Federal Student Aid (FAFSA)
- scholarship opportunities
- additional financial resources for students
- campus resources for students
- Auburn University: 19 schools, 360 degree programs, 60,000 students, 3,600 faculty members, 120+ research centers and institutes, and a $2 billion annual operating budget.