



INVESTING IN WORLD-CLASS FACULTY

THE CASE FOR INVESTING IN HUMAN CAPITAL AT THE UW BUSINESS SCHOOL

INTRODUCTION

Faculty are the foundation for providing students with an exceptional learning experience — and for molding the next generation of business leaders. To retain and recruit top faculty in a highly competitive market, we must increase our investment in the most important asset we possess — our human capital.

As part of a nationally acclaimed research institution, we are committed to the creation of knowledge through the research conducted by our faculty. The strength of our existing faculty is reflected in our long-standing reputation for academic excellence among our peers. Throughout the various departments we consistently rank in the top 20 in research productivity and our faculty edit some of the most prestigious national research journals.

This keeps our faculty at the forefront of the latest business practices and directly impacts our students as this knowledge is transferred into the classroom through an innovative and demanding curriculum.

Our current faculty are world-class, but their numbers have dwindled by nearly a third over the past two decades — the result of an extremely competitive market for new faculty and an inability to match the salaries offered by competing institutions. Recent private gifts have enabled the School to reverse this trend. If we are to achieve long-term success we must continue to build a substantial base of funding to invest in our faculty. To accomplish this we established a goal of \$30 million in new faculty endowments for our campaign.

THE CHALLENGE OF CREATING THE NEXT GENERATION OF ACADEMIC LEADERS

With current openings and scheduled retirements, we have an extraordinary opportunity to add a substantial number of new faculty during the next five years. By the selective recruitment and promotion of a new generation of academic leaders, we can maintain and strengthen the School's reputation as a world-class center for business education.

RECRUITING AND RETAINING THOSE WHO SHARE OUR VISION

As we take advantage of this opportunity to add faculty, we seek to recruit and retain faculty members who are not only outstanding scholars and teachers, but who share our vision and values. In particular, we will hire and promote faculty who are committed to building bridges to both the academic and the



business community and who are eager to pursue opportunities for interdisciplinary programs across campus. We need scholars and teachers who are passionate about our mission — who value collaboration, embrace change, and possess an entrepreneurial zeal to implement new ideas. Every faculty member who holds an endowed chair, professorship or fellowship will share these common values.

THE ROLE OF PRIVATE SUPPORT: MEETING THE CHALLENGE OF THE MARKET

The high standards we have established require us to recruit and retain those faculty members who are highly sought after by other institutions. For a public university, private support for faculty positions makes the difference in our ability to provide appropriate compensation in an extremely competitive marketplace. If we expect to seize the extraordinary opportunity we have to add to the ranks of our exceptional faculty, we must substantially increase private support.

GIVING OPPORTUNITIES

The creation of faculty endowments through private support is the determining factor enabling us to take advantage of this historic opportunity. Endowment funds generate income to supplement state salaries and provide additional financial incentives for recruiting and promoting outstanding senior and junior faculty members.

ENDOWED CHAIR:

A gift of \$1,000,000 or more provides the greatest level of support that the UW Business School can offer to recruit leaders in their fields. The prestige and additional resources that a Chair creates has a big impact on our ability to recruit world-class faculty.

ENDOWED PROFESSORSHIP:

A gift of \$500,000 or more helps recruit and retain top faculty by enhancing state salaries and providing the means for research and other professional activities of a distinguished faculty member.

ENDOWED FACULTY FELLOWSHIP:

A gift of \$250,000 or more will strengthen our ability to recruit and retain the next generation of faculty and display our commitment to them as valued members of the School.

Participate in this opportunity to build our world-class faculty by making your gift today. Contact the UW Business School External Relations Office at (206) 543-0304.