CREATE A COMPETITIVE EDGE

The College of Business Administration has identified our top priority as the investment in quality and engaged faculty.

When alumni are asked what **transformed** their educational experience, invariably it is one or more professors who quite simply, **engaged** with them at a deep level.

Faculty are the reason the CBA has **transformed** into a top, regional business school. The gains made over the last **50 years** are threatened by faculty retirements and low wages that make it more difficult to attract and retain the next crop of dedicated faculty to **build our future**. Employee turnover is costly and makes it much more difficult to create and sustain new initiatives that will create **transcendent** learning opportunities.

Attracting and retaining excellent business faculty is critical to the long-term success of the UWL College of Business Administration to:

1. Retain and **transcend** our standing as a top, regional business school

2. Compete for students against the outstanding public and private institutions throughout the Midwest. Competition for quality students will increase in the next decade. To effectively compete, we must maintain **engaged** and **transformational** faculty.

Support faculty excellence; create a Competitive Edge!

FACULTY NAMING OPPORTUNITIES		Endowed Level	5-Year Renewable*
Chairs (Unlimited)		$2,000,000	$500,000
Professorships (Unlimited)		$1,000,000	$250,000
Faculty Fellowships (Unlimited)		$500,000	$125,000
Exellence Awards (Unlimited)	• In Engaged Teaching Award • In Engaged Research Award • In Engaged Advising Award • In Engaged Student Professional Development Award • In Public Engagement Award	$125,000 each	$25,000 each
Rising Engaged Junior Faculty Award (Unlimited)		$125,000	$25,000

*Secures naming rights for a period of five years and is payable over five years.