

Alumni Survey Illuminates Experiences, Perceptions, Economic Impact

The UW Business School has educated nearly 2,000 company founders, responsible for creating 3,450 companies that employ 293,000 people and generate annual revenues of \$82 billion. More than 2,400 of those companies are headquartered in Washington, employing 181,000 people and generating \$51 billion in annual revenues to spur the state’s economy.

And that’s only accounting for the participants of the Business School’s recent alumni survey, administered this past spring.

The survey sought input on a range of topics regarding the Business School experience, and the impact of its graduates. More than 8,000 of 37,000 reachable alumni responded, an excellent 22 percent response rate (alumni surveys typically draw a response rate between 10 and 20 percent, according to national averages).

Among the key findings:

- Some 97 percent of Business School alumni—from both graduate and undergraduate programs—reported being satisfied or very satisfied with their overall experience as a business student at the UW. Also, 95 percent of alumni reported being either well-prepared or very well-prepared for success upon graduation.

- In the imprecise science of reputation measuring, alumni most often described the Business School as “professional,” but would prefer to see it perceived as “career-enhancing” and “nationally ranked.” In terms of other differences between current and preferred image, alumni would like the School to be seen as “forward-thinking,” “innovative” and “real-world.”

- Most alumni (70 percent) reported they are working in the discipline in which they received their degree. Here’s the breakdown of all responding alumni by job function: 27 percent work in accounting/finance, 21 percent work in management, 15 percent work in sales/marketing, and 37 percent work in other areas.

Perhaps most revealing, though, are the economic impact figures—especially considering they represent the productivity of just 8,000 of the Business School’s living alumni, merely the tip of the iceberg.

“We appreciate hearing from so many stakeholders,” says Steven Hatting, assistant dean for external relations. “With the strong response garnered from this effort, we learned a great deal about the depth and reach of our alumni network. Leading business schools are not only about degree programs, but also lifelong development and connections. The UW Business School alumni community can be a wonderful shared asset, and we welcome everyone’s participation as we expand programs to serve our graduates throughout their lives and careers.”

To read the entire text of the alumni survey results, visit: bschool.washington.edu/alumni/survey.shtml

OVERALL STUDENT EXPERIENCE

Nearly half of the respondents were very satisfied with their overall experience as a business student at UW.

(By Percent)

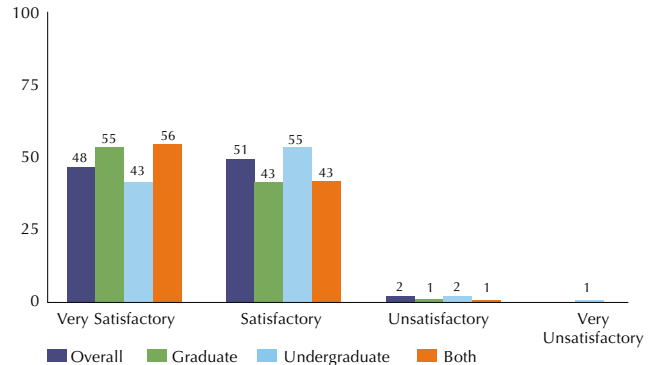
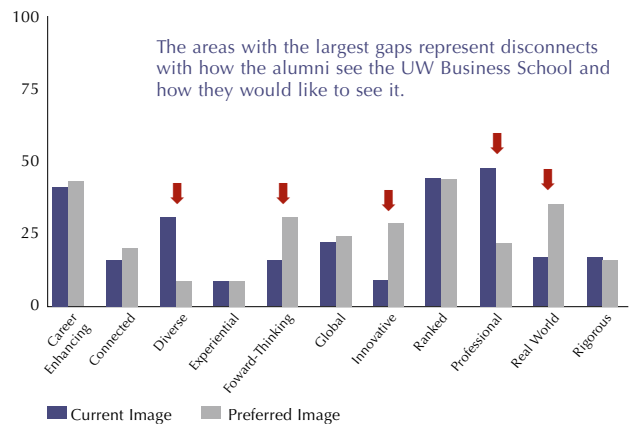


IMAGE OF BUSINESS SCHOOL

Alumni currently see the UW Business School as professional and would most like to see it as career enhancing and nationally ranked.

(% Selecting Response)



FINANCIAL IMPACT OF ALUMNI FOUNDERS

NUMBER OF FOUNDERS = 1,977

- Average number of companies founded: **1.75**
- Estimated avg. number of employees: **85**
- Estimated avg. annual revenue: **\$24M**

ESTIMATED FINANCIAL IMPACT OF FOUNDERS:

- Companies: **3,450 companies founded**
- Employees: **293,000**
- Annual revenue generated: **\$82B**

* Figures based on productivity of 8,000 survey participants.