

A NEW YEAR, NEW DIRECTIONS



As we start a new academic year, it will be anything but business as usual. Over the summer I assembled a task force charged with creating a school-wide business plan that will move us into the forefront of business education over the next 10 years. This detailed plan, which we'll unveil in the spring, will include specific actions for each department and

program—along with measures for success to ensure accountability. We take this step with the knowledge, of course, that the UW Business School already has a solid reputation as one of our nation's best. If you look across the various rankings for degree programs and faculty research, we consistently rank among the top 25 of more than 1,000 US business schools. Should we be satisfied with being in the top two or three percent? Absolutely not. When I look at our assets, I see the potential to take the School to an exciting new level of excellence.

Our long-term goal is to be the *best public business school in America* for undergraduate, graduate and executive education. This is a bold vision, but within our reach given the powerful combination of resources we can tap.

- We're part of one of the world's great public research universities, offering us superb opportunities for collaboration and interdisciplinary study.

- We're located in one of the most dynamic, entrepreneurial regions on the globe. Few cities can match Seattle's list of iconic, innovative companies—providing students and faculty alike with a living laboratory. Our region's unsurpassed beauty and quality of life is another powerful draw to attract top students and faculty from around the world.

- Our growing network of 43,000 alumni provides the School with a solid base of engaged and enthusiastic supporters that includes notable business and community leaders. Our summer survey of alumni garnered more than 8,000 responses, from which we documented almost 3,500 alumni-founded companies, 300,000 new jobs and \$82 bil-

lion in annual revenues. Our graduates are succeeding and enhancing the economic vitality of their communities. Our lead feature in this issue, *Catch a Rising Start-Up* (see pg. 16), focuses on this Husky entrepreneurial spirit that drives many of our graduates to start their own companies.

- Our alumni, friends and corporate partners have invested more than \$104 million in Business School priorities through Campaign UW. Thanks to this continued support, we will more than double our endowed faculty positions, scholarships and program funding by the time the School's new buildings come online in 2010 and 2012 (see building update on pg. 14). These much-needed new facilities will give us a huge boost in terms of improving the learning environment, growing programs and running them more cost-efficiently, and supporting our efforts to recruit and retain top students and faculty.

Striving to be the best is not about bragging rights based on reputation or media rankings. Rather, it's about better achieving our public mission to advance knowledge through research and to benefit our region and nation by preparing young men and women to be the business leaders of tomorrow. We should also not forget the growing importance of the School as a center for executive education. We provide a competitive edge to both leading companies and working professionals as an innovative center for lifelong learning.

My heartfelt thanks to all for your advice and support in my efforts as dean. In almost 30 years at the Business School, I have never experienced a time when there was more enthusiasm and more optimism about our future. Together, we can achieve great things.

Sincerely,

A handwritten signature in black ink that reads "James Jiambalvo". The signature is written in a cursive, flowing style.

JAMES JIAMBALVO

Dean, UW Business School

Kirby L. Cramer Chair in Business Administration