

Your support ensures our success.

The Charles F. Dolan School of Business, accredited by the AACSB since 1997, strives to be a leader in curriculum innovation, teaching current best practices for solutions to business problems within a rigorous conceptual framework. Interactive learning environments are enhanced by the School's stellar faculty with real-world business experience and accomplishments in their respective disciplines.

In this extremely competitive environment for Business Schools in universities, being able to develop programs that engage students, ensure their career success, and give them opportunities to be mentored by faculty and alumni are critical. Having a vibrant and impactful research environment for faculty is also critically important. The competition to retain quality faculty is almost as "hot" as the competition for quality students among business schools.

The Charles F. Dolan School of Business benefits from a growing reputation as a high-quality business school, a reputation now bolstered by strong rankings on *Bloomberg Businessweek's* Best Undergraduate Business Programs; LinkedIn's new ranking of top 25 schools for Accounting career success; and placement on *US News and World Report* and *Princeton Review* ratings of best business schools. These rankings depend primarily on 1) student outcomes, such as career placement rates; 2) student perception and other metrics of faculty quality; and 3) student satisfaction with programs. We have increased our ratings on all of these dimensions in the last five years. In terms of career placement, 100% of Dolan School of Business students surveyed 6 months after graduating from Fairfield had fulltime employment or were attending graduate school. Ninety-six percent (96%) of students have internships. At Dolan, most students have two internships. We have more internship opportunities than we have students.

Along with our growth in reputation has been strong enrollment growth, particularly at the undergraduate level. We now have 1,514 business majors in the Dolan School of Business, *up 34% (from 1129) in 2012*. There is an excitement, a dynamism going on in this school, reflected in over-subscribed student events, full student club meetings, and energized faculty.

The Dean and faculty have creatively used their available resources to enhance programs and initiatives in a fiscally tight environment. We are all working to raise the profile of this School and University. In order for us to move to the "next level" in terms of reputation, however, we need to continue to support vital continuing and new initiatives. For many of these initiatives, all

levels of support can leverage a large impact on students and faculty. For example, students traveling with faculty to competitive events often cite these moments as “The most important activity I did at Fairfield—this was a life-changing experience!” For contributions in amounts of \$2,000 to \$10,000, we can afford to send students to these life-changing experiences.

Please consider the following opportunities. If we all work together, we can leverage the Dolan School of Business into the next level, and beyond.

Dean’s Strategic Initiatives Fund

The Fund is designed to allow for long-term flexibility and helps Dolan School of Business keep pace with new developments and respond quickly to promising innovative initiatives proposed by faculty and students, many of which are described below. Donors are invited to make unrestricted gifts to the Fund, which provides vital support to seed new projects and activities, underwrite additional personnel, purchase new technologies or fund any programmatic need that may fall outside the scope of annual budgets. A gift to the Dean’s Special Initiatives Fund is a gift to the future.

Contributions welcome at all levels.

Resources for Building Student Skills and Faculty Research in Finance

Bloomberg Terminals. The Charles F. Dolan School of Business maintains a computer lab with 16 Bloomberg terminals in its BEST (Business Education Simulation and Trading) classroom facility. The lab is intended to house state-of-the-art business software and equipment for use by business classes throughout the year. In particular, the DSB’s Bloomberg software and Rotman trading simulation software both help us provide our students with a competitive advantage in the job market.

Student training and experience with Bloomberg is critical because this system is the number one software program in the world for research and analysis by finance professionals. Bloomberg’s software provides information and analysis on more than five million securities in the areas of stocks, corporate bonds, government bonds, asset-backed securities, and commodities among others. Virtually all investment banks, hedge funds, private equity funds, and investment management companies use Bloomberg, and the ability to use Bloomberg proficiently is often cited as a key skill for students obtaining jobs at major Wall Street banks. Comparable schools to ours, such as Bentley, Seton Hall, Villanova, Babson, and Fordham all make substantial investments in this area.

Fairfield University re-launched its Bloomberg training program in the BEST classroom this year with an added effort on helping students to understand how important the software is to careers in business, especially finance. The School has seen great interest by students in

learning to use Bloomberg, and all students are offered the opportunity to be “Bloomberg certified” as a critical addition to their resume. Bloomberg is also used as part of classroom experiences and for research efforts by DSB faculty members.

Bloomberg terminals (at the Educational rate): \$20,000 for 4 terminals for the year.

The DSB has 16 terminals, for a total of \$80,000. A generous donor has contributed to this program for the past 5 years at the level of \$20,000. Sustaining this program for the remaining \$60,000 is critical.

Rotman School of Management Electronic Stock Trading Simulation Software: State-of-the-art network software, now in use in an innovative team-taught finance class, simulates real-time financial events which students react to with trades. \$9,000

Research Databases

In order for faculty members, especially in accounting and finance, to be able to engage in cutting-edge research, they need access to the latest databases designed around finance metrics. We subscribe to several of these databases for research purposes:

Standard & Poor’s Capital IQ Compustat: North America, Compustat Historical, and Compustat Global, Equities databases—approximately \$26,500 per year

Center for Research in Securities Prices (CRSP): State-of-the-art University of Chicago sponsored database, essential for finance research, CRSP 1925 US Stock Database, \$15,050 per year

Faculty Support: Enhancements are needed for current finance and accounting research. More information is available if interested.

Entrepreneurship Program

Business Plan Competition

In the annual Business Plan Competition, Fairfield students gain critical team-based experience developing an initial idea into a viable product. Students are mentored by experienced entrepreneurs throughout the process. The proposed business ventures are presented by student teams in a finals competition judged by an expert panel of entrepreneurs and business executives in a “Shark Tank”-like setting with 200-plus students, faculty, and community members. Be part of this exciting competition that’s sweeping the school. This competition is solely funded by generous outside donors who have made this possible for four years.

Business Plan Competition

Venture or Social Tracks – Gold: \$25,000 Silver: \$10,000 Bronze: \$5,000

The Fairfield Accelerator and Mentoring Enterprise (FAME)

FAME is currently operating on voluntary faculty and staff time, in rent-free space for one more year. The purpose of FAME is to work with entrepreneurial ventures, mostly involving Fairfield students and alumni, to create viable ongoing companies. There are opportunities for mentoring students, providing in-kind donations, opening doors for resources and people, and direct support to operate the Incubator, located above the Fairfield University bookstore in downtown Fairfield.

FAME Stipends for Students – *Five awards needed at \$2,000 each.*

Professional Development Series

The Charles F. Dolan School of Business Professional Development Series provides students with a competitive edge for entering the labor market and is aimed at enhancing the foundational learning students gain in the classroom by providing real-world career preparation. The programming associated with the series helps students to gain career-oriented skills, such as résumé-writing and interviewing techniques, while also helping them to focus and define their academic and career interests.

Generous donations from a DSB Advisory Board member and from the Bank of America have helped to fund this program for this year and next. We will continue to need funding in our career-readiness initiatives, in the range of \$5,000 to 10,000 per year.

Resources to Support Student and Faculty Research opportunities at Competitions and Conferences

1. **Rotman School of Management Equities Trading Simulation Conference, Toronto, Canada.** Two faculty members take a team of 6 to 8 students for an extraordinary engagement opportunity. We have had a presence at this competition for the last 4-5 years. Cost is approximately \$9,000.
2. **Beta Alpha Psi conference.** The premier student leadership conference for Accounting students. We typically can afford to send 2 students and 1 faculty member. With additional resources, we could send more students. Cost is approximately \$5,000.
3. **Beta Gamma Sigma Leadership Conference.** We try to send 2 students each year to this conference, where students meet with business students from across the country. Feedback has been very strong for this event. Cost is approximately \$4,000.

4. **NYSSA Chartered Financial Analyst competition.** We sponsor a stipend for a faculty member to cover travel and registration. Approximately \$6,000.
5. Additional student/faculty experience opportunities. More information is available if interested.

Student Media Awareness

It has been a long-term goal of the School to increase exposure of students to the business media. Firms such as *BloombergBusinessWeek* and the *Wall Street Journal* offer access to their publications and extensive online resources for a discounted per-student rate. Our direct competitors, Sacred Heart University and Quinnipiac University, have long been part of this program. We have not been able to provide this to our students.

For Bloomberg, the current cost is \$15 per student per semester. To provide these resources for a year, for DSB Juniors and Seniors: 376 Juniors + 338 Seniors, X \$15 = \$10,710 per semester. Focusing on Seniors would be \$5,070.

DSB Faculty Recruitment and Retention Fund

The DSB Faculty Recruitment and Retention Fund was begun by the Dolan School of Business Advisory Board in 2007 as an endowed fund to help the School provide funds to recruit new faculty and to retain current faculty through support for Summer Research. In the negotiation process for new hires, often the provision of funds for the first one or two summers is essential to securing candidates. Competitive business schools use this summer funding as a way to encourage research productivity during the transition to a new school and as an incentive to show the commitment of the school to the faculty member's work. In some cases, these grants, along with the compensation level, are a deciding factor in securing a desired candidate.

The competition among business schools for top quality faculty is intense. Having these kinds of funds can be the difference in attracting the best talent. This fund is essential to attracting the highest quality faculty and retaining them by supporting their research endeavors, which benefit both the faculty member and the school.

Contributions at all levels are welcome.



Thanks for your support. Go Dolan.