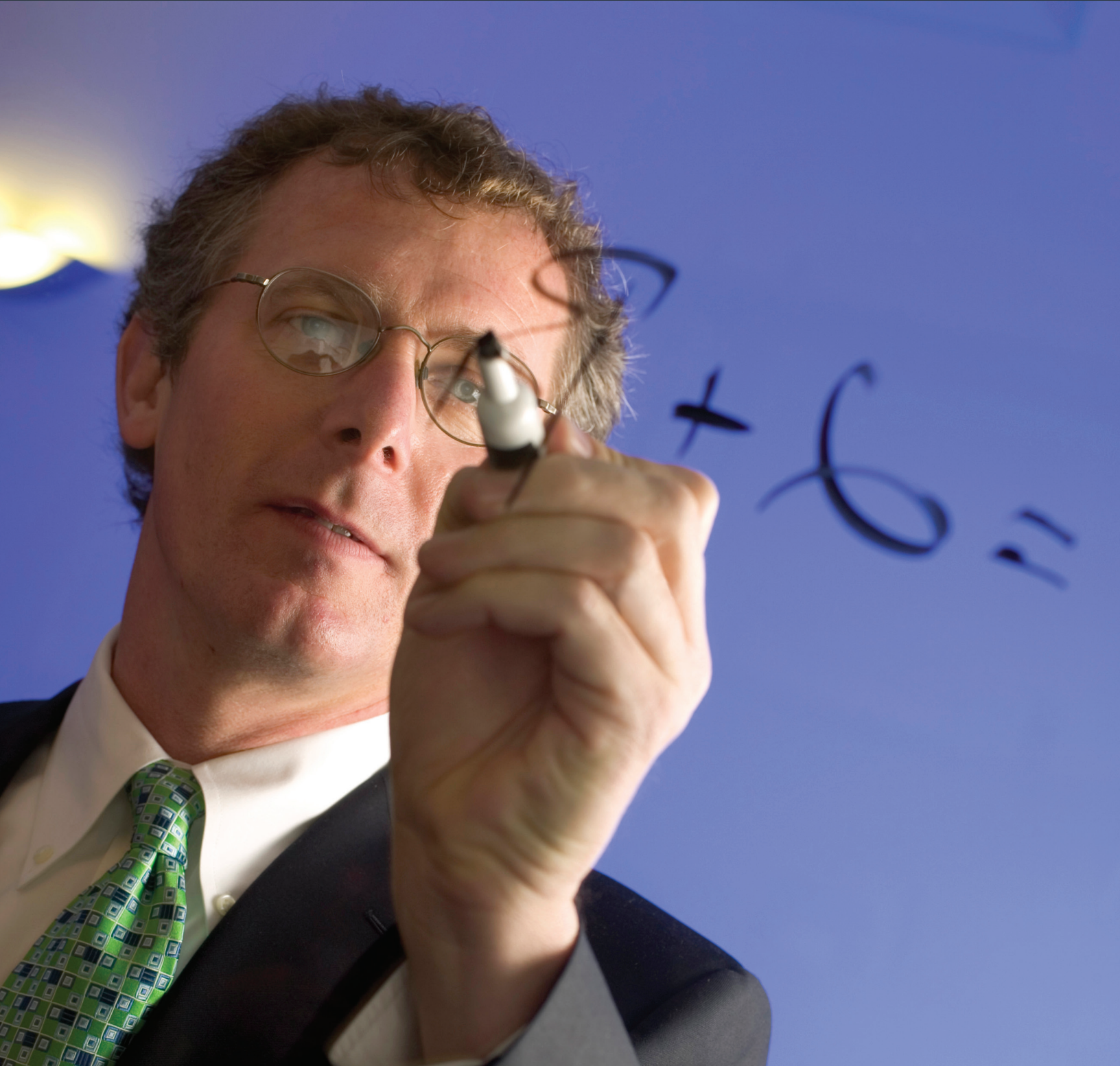




UNIVERSITY OF OREGON  
Lundquist College of Business

# FACULTY EXCELLENCE



# TALENT MATTERS

IN THE COMPETITIVE LANDSCAPE OF BUSINESS EDUCATION, TALENT MATTERS. COMPETITIVE ADVANTAGE RESIDES IN HAVING GREAT FACULTY. WITH OUR EDUCATIONAL STRATEGY EMPHASIZING EXPERIENTIAL LEARNING, AN INTEGRATED LIBERAL ARTS EDUCATION, AND A SUPERIOR LEARNING ENVIRONMENT, THE UO LUNDQUIST COLLEGE OF BUSINESS STRIVES TO ATTRACT THE BEST AND BRIGHTEST TEACHING AND RESEARCH FACULTY IN ORDER TO PROVIDE STUDENTS WITH THE TALENTS AND SKILLS TO SUCCEED.

The academic leadership and teaching delivered by our faculty are at the heart of the Lundquist College of Business. We are only as good as our professors and instructors. The Lundquist College of Business has been successful in attracting some incredibly talented and dedicated faculty members who inspire students, challenge them, and give them confidence. The exceptional teaching and education delivered by

our faculty are the reason the college has grown at an incredible rate. From fall 2007 to fall 2012, the college's student population increased 27 percent—from a 3,839 to 4,889 students.

As the college continues its growth trajectory, we are in a position where it is of utmost importance to make even more significant investments in our faculty. Only

you can help us grow our faculty to keep pace with the demand for our outstanding business education and meet the ambitions of our students, alumni, and the state of Oregon for exceptional business leaders. It all starts and ends with great faculty. By supporting our faculty excellence fund, you can ensure that companies in Oregon and beyond have access to the best and most well-rounded business graduates possible.



# ATTRACTING THE BEST

The Lundquist College of Business has had success at times in attracting tenured professors from other universities. However, we are frequently not in an economic position to do this. Instead, we focus on bringing in promising, young untenured researchers and teachers and nurturing them into superb faculty members. We have a great track record of attracting these up-and-coming scholars. During the past several years, the college has welcomed top new talent from among the elite business schools in the country, including Michigan, MIT, and Stanford. And donors have played an essential role in helping us secure these faculty stars as well as in preserving our most productive and inspirational faculty members.

The key manner in which donors impact our ability to attract and retain top faculty is by providing private funding for summer research support. Currently, the college's standard salary offer to new assistant professors includes a base salary and guaranteed summer research support and salary augmentation. Providing summer research support is standard practice among business schools, and the Lundquist College of Business strives to offer summer support at an average of 22 percent of base salary for the first three years of a new appointment.

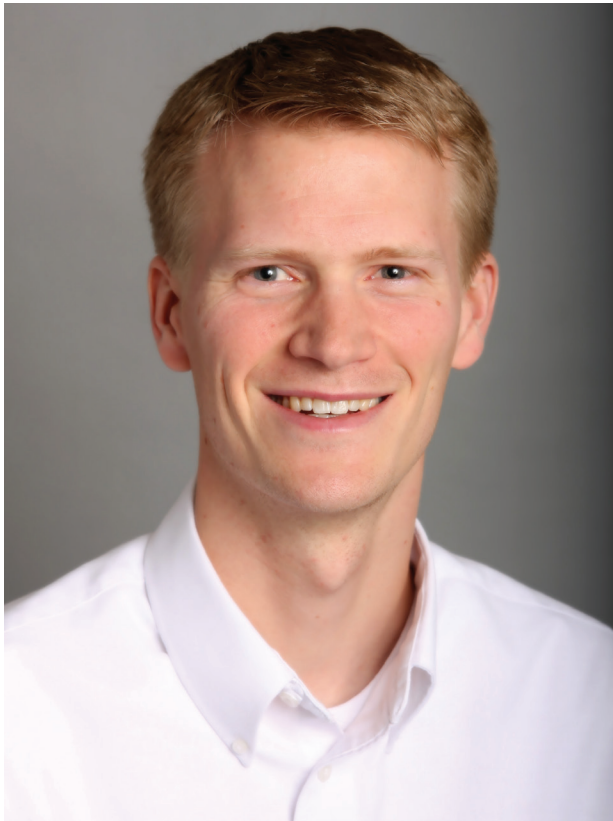
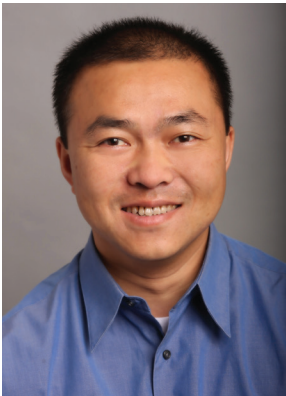
The generosity of donors has helped address, but not eliminate, the burden on the college to provide summer research support. Such support enables us to offer more competitive nine-month base salaries, making the Lundquist College that much more attractive

to top-notch scholars and academic thought leaders.

Your support will enable us to hire nearly a dozen new tenure-track faculty members to meet the needs of our growing student enrollment and expanding programs.



# GROWING THE FUTURE



As the college continues to grow, we are targeting a 25 percent increase in tenure-track faculty (from forty-eight to sixty professors) and nontenured faculty (from twenty-five to thirty-two instructors) during the next five to eight years. This increase in faculty will enable the college to keep pace with increasing enrollment. In fall 2012 alone, total UO enrollment was among the highest of all-time at 24,591 students—with more than 3,480 of those students enrolled as undergraduate business majors. These figures reflect the trend of the past six years, in which business administration remains the single most popular major on campus.

One of the most effective methods of retaining faculty is through the expansion of summer research support. Currently, many of our peer



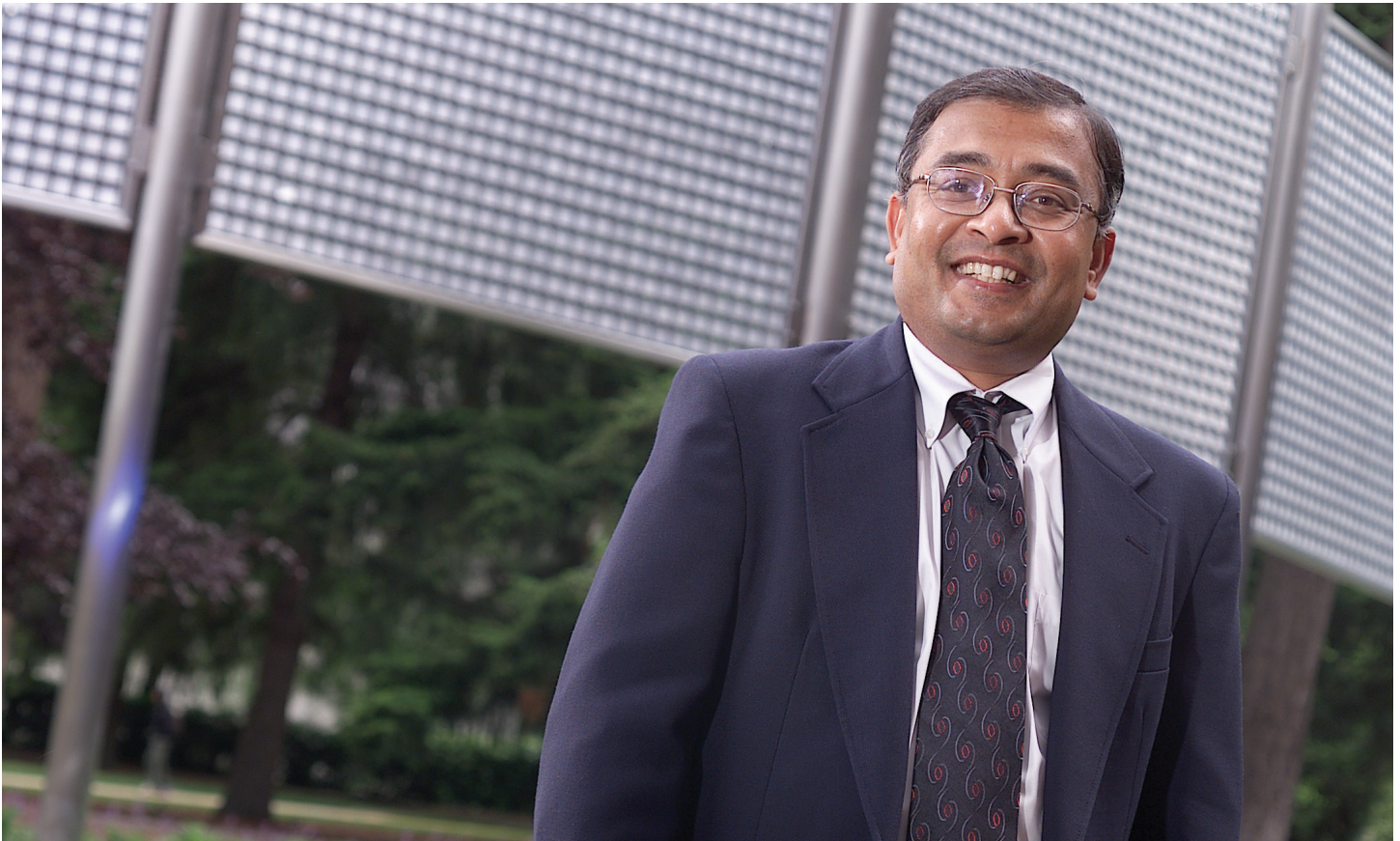
business schools guarantee a full six years of summer support. In order to enhance our ability to retain faculty, the Lundquist College of Business needs to expand summer research support from three years to six years. This includes extending such summer support to current professors and instructors at the college in addition to lengthening the time frame we offer summer support to new hires.

Retaining our existing professors and instructors will also be paramount as we grow to accommodate current and future demand. As we nurture young faculty into productive scholars and teachers, we must also work hard to ensure they stay at the University of Oregon.

As we become more competitive in procuring new talent (paying at median salary levels in an increasingly expensive market), your support will be essential to ensure we can address issues of salary compression—and in some cases inversion. By contributing to the Faculty Excellence Fund, you will help us provide summer support for six years to current faculty as well as new hires, ensuring equitable pay at competitive rates and, thereby, enhancing our ability to retain the best and brightest business professors.



# EMPOWERING SUCCESS



The college seeks to significantly expand our capacity to provide faculty with summer research funding. With approximately \$400,000 per year currently required to fund summer research for members of our faculty, that amount will need to double just to increase support from three years to six for our current cadre of professors and instructors. Add in our targeted increase in faculty (adding two to three new faculty members annually for the next five to eight years), and we anticipate that we will require approximately \$1 million annually for faculty summer research support.

The Faculty Excellence Fund is a flexible fund that provides immediate revenue to focus on attracting and retaining the best and brightest faculty as competition for talent at top business schools intensifies. Your assistance will be critical for our faculty development. As the college strives to add a significant complement of tenure-track faculty, you can make a profound impact. The infusion of new talent at this magnitude is an exciting opportunity. Your support will directly affect our hiring decisions and, by extension, the culture, quality, and competitive position of the college.

The Lundquist College of Business is poised to seize many tremendous opportunities. Only by supporting and empowering our most vital resource—our faculty—will the college achieve its objectives and make a difference in students' lives.

By supporting the Faculty Excellence Fund, alumni and friends of the college can help us transform lives and businesses by providing our students with a faculty that enables them to meet their personal needs, interests, and ambitions—to be the most knowledgeable and motivated business leaders of tomorrow.

# THANK YOU



Thank you for considering a gift to the Faculty Excellence Fund at the Lundquist College of Business. We welcome the opportunity to answer questions and tell you more.

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